

Dynamics of Netizen Criticism of the Performance of the Indonesian National Team in the Instagram Comment Column @Timnas Indonesia

Achmad Dani Haikal Fitrah¹, Sakrim²

Pendidikan Bahasa dan Sastra Indonesia, Pendidikan, STKIP PGRI Bangkalan

Article Info

Article history:

Received: 7 May 2025

Publish: 1 July 2025

Keywords:

Pragmatic;

Directive form;

Comments.

Abstract

This study discusses the directive command of netizen criticism of the performance of the Indonesian national team in the Instagram comment column @timnas indonesia. Pragmatics as the basis in this study on the form of directive command actions. The purpose of this study is to reveal the form of directive command of a comment on the Instagram platform of the @Timnasindonesia account. The type of research used is qualitative descriptive, documentation is carried out by screenshotting comments containing elements of directive commands on certain posts, then analyzed to find anything related to the directive command as a criticism written in the comment column. The results of the study showed that there were several netizen criticisms on the Instagram platform of the @Timnasindonesia account containing elements of directive forms, which can be found in the comments in a post, thus producing the data needed for research. The findings of the study are expected to provide a future overview of language science, especially pragmatics and can provide a deeper understanding of the form of directives on the Instagram platform.

This is an open access article under the [Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional](#)



Corresponding Author:

Achmad dani haikal fitrah

STKIP PGRI Bangkalan

Email: danisandorez34@gmail.com

1. INTRODUCTION

The introduction should contain (in order) general background, previous literature review (*state of the art*) as the basis for statements of scientific novelty from articles, statements of scientific novelty, and research problems or hypotheses. At the end of the introduction, the purpose of the article study must be written. In the scientific article format, literature reviews are not permitted as in research reports, but are carried out in the form of previous literature reviews (*state of the art*) to demonstrate the scientific novelty of the article.

There are many things that can hurt other people, one of which is the comments made by Indonesian netizens in posts on social media *Instagram* with a different perspective. Some posts uploaded by certain accounts received positive responses, but there were also some comments that had bad grades in the account's comments column. One of the Instagram accounts who have many followers and often upload their team activities on account@timnasIndonesia. The results of these uploads are always bombarded with various comments from Indonesian netizens in the form of speech acts in the form of commands, invitations or prohibitions. To express hope or disappointment with the performance of the Indonesian national team.

Social media is an online platform that makes it easier for users to participate, communicate and create content. Social media is used as a communication tool which is

implemented as entertainment content. One example is *Instagram*, which is one of the most popular social media in the world. The benefits of social media include ease of interaction without the limitations of distance and time. This is to expand relationships, express oneself, share information quickly, and reduce communication costs. However, social media also has negative impacts, such as reducing the quality of direct interactions, causing conflict, personal problems, and unfair treatment of other people. Social media is becoming increasingly important in shaping public opinion in today's digital era.

Pragmatics is a field of study that discusses interactions between speakers and interlocutors, as well as the use of language in communication, through which communication creates understanding so that it can give rise to responses from the speech partner in the form of action. As stated by Nababan, pragmatic principles regulate language use, especially regarding the choice of linguistic forms and the interpretation of their meanings based on the speaker's intentions, which are shaped by context and circumstances. Pragmatics is a scientific discipline based on various other fields that also explore language and its related factors. These fields include philosophy of language, sociolinguistics, anthropology, and linguistics (Adriana, 2018: 3).

Instagram is a very popular social media platform among teenagers today. Instagram posts document various events and moments for various reasons, one of which is to get responses from fellow users. This is interesting because various types of works of art can be published via Instagram social media accounts. Because their work and projects can be seen by friends or other Instagram users, this is expected to encourage students to work and learn better.

The aim of this research is to describe the form of directive command speech acts in the Instagram comment column @timnasindonesia as well as analyze the linguistic strategies used by netizen comments.

2. RESEARCH METHOD

This type of research uses qualitative research. According to Erickson in (Anggito and Setiawan, 2018:7) states that qualitative research seeks to discover and describe narratively the activities carried out and the impact of the actions carried out on their lives. This opinion becomes the basis for researchers with the aim of describing the results of the analysis based on the data that has been collected.

Data collection methods are a way of taking and collecting data in a study. Data collection method used in this research is a documentation method. According to (Hardani, et al) stated that the documentation method comes from the word document, which means written items. The documentation method means a way of collecting data by recording existing data. So, with the documentation method that the researcher used, the aim was to obtain data related to directive speech act utterances.

The data analysis technique in this research uses content analysis techniques which emphasize the content and meaning of utterances in the comments of Indonesian football netizens.

3. RESEARCH RESULTS AND DISCUSSION

The data collected, taken from a comment on Instagram social media, within the time period of December 2024, is described as follows:

3.1. Research result

Command directive data.



Figure 3.1

Screenshot proof on *Instagram* date 12-9-2024 with a link in the post, <https://www.instagram.com/p/DDWiIqrp8K9/?igsh=NnZ1amp3dXgzYTZz> shows the existence of a directive form in the sentence " *No. 17, just replace it, the ball is missing.*" is a form of directive command which takes the form, *No. 17, just replace the ball you lost*, Directive expressions are found in sentences, This sentence expresses disappointment with the performance of player number 17 because he often loses control of the ball, so it is recommended that he be replaced. The tone of the sentence is quite firm and shows dissatisfaction, with the replacement of 17 hoping to raise the game on the field.

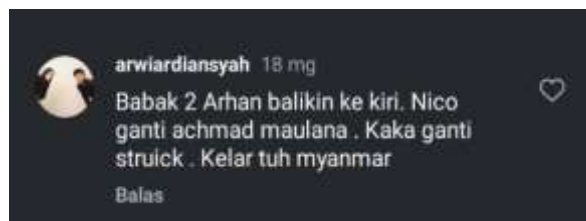


Figure 3.2

Screenshot results from *instagram* on 12-9-2024 with link <https://www.instagram.com/p/DDWiIqrp8K9/?igsh=NnZ1amp3dXgzYTZz>. posting is a form of directive order which takes the form, *Round 2, turn back to the left, Niko replaces Ahmad Maulana, Kaka replaces Struik, finishes for Myanmar*. The directive expression is found in the sentence, *Round 2, turn back to the left, Niko replaces Ahmad Maulana, Kaka replaces Struik, finishes, Myanmar*. This sentence is a tactical and optimistic comment from a football fan regarding the strategy or line-up of players in the second half of the match against Myanmar. His comments show his belief that replacing this player will result in victory.

Solicitation directive data



Figure 3.3

Screenshot results from *Instagram* on 12-12-2024 with a post link <https://www.instagram.com/p/DDelqreJQy4/?igsh=MW8xM3I2YjE4NWVwNA==>
 ≡ The following post is a form of directive invitation in the form of "yallah var, the ball must be followed up and it clearly comes out." This expression is an order to the AFF committee to check the "var" again. According to the netizen, he was sure that the ball had gone out of the field because at that moment the goal was scored for Laos, and hoped that the referee would review the use of var again so that the goal would not be validated.



Figure 3.4

Proof of screenshot of Instagram post on 12-12-2024 with post link <https://www.instagram.com/p/DDelqreJQy4/?igsh=MW8xM3I2YjE4NWVwNA==>
 ≡ This comment is a directive invitation to Indonesian national team supporters to "appreciate Doni Tri Pamungkas" with his excellent performance, so it is no wonder that the player received strong support from Indonesian national team supporters, the player who plays as a center defender whose job is to guard the defense line of the Indonesian National Team.

Prohibition directive

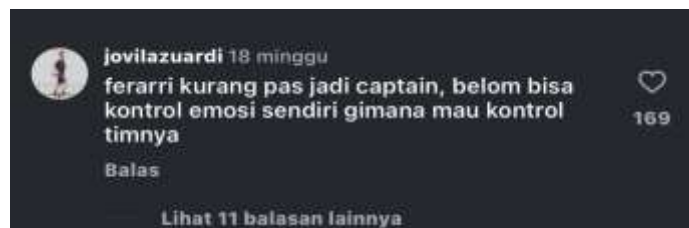


Figure 3.5

Proof of screenshot of Instagram post on 12-15-2024 with post link <https://www.instagram.com/p/DDmd6EEzido/?igsh=MXVzZXh0Zjg3NTI4ZWw==>
 This comment is a form of directive prohibiting the captain of the Indonesian national team. This sentence states that a person named Ferrari is considered unsuitable or unfit to be captain of a team because he has not been able to control his own emotions. Because of this, his ability to control the emotions of other team members is also questioned. Objective: Convey doubts or distrust towards Ferrari's leadership, especially in terms of controlling emotions, which is an important aspect in the role of a captain.

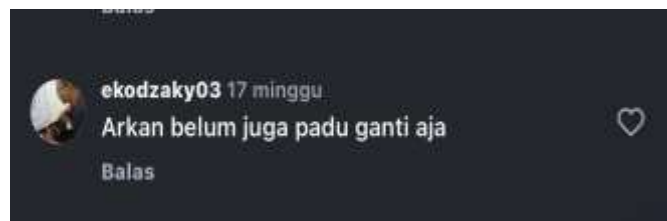


Figure 3.6

Proof of screenshot of Instagram post on 12-15-2024 with post link <https://www.instagram.com/p/DDmd6EEzido/?igsh=MXVzZXh0Zjg3NTI4ZW==> Containing the meaning of a prohibition on replacing Arkan because he has not shown cohesion or contribution, this is a short comment showing dissatisfaction with someone named Arkan because he has not been able to adapt or work together well, accompanied by a proposal to replace him.

3.2 Discussion

Based on the formulation of the problem that will be discussed, the forms of speech acts are directive, command, invitation, prohibition in netizens' comments on the performance of the Indonesian National Team in the comment's column on Instagram @timnasindonesia.

Forms of directive speech acts in comments:

Order

Commands are a form of communication that aims to get the speaker to carry out what is intended by the speaker. Directive speech acts in the form of commands refer to words that direct the speech partner to do something. In the form of instructions, this command can be in the form of a command signal, or speech issued by the speaker, who usually has a higher position. Commands are used to convey the speaker's intentions for the speech partner to carry out an action. In this context the speaker has authority compared to the speech partner, the types of commands include desires, instructions, demands, arrangements and requirements.

Invitation

The directive speech act of invitation aims to invite the speech partner to take a certain action in accordance with what is stated by the speaker in the conversation. This form of speech reflects the speaker's desire that what is said can be followed by the speech partner. Thus, the invitation directive conveys the speaker's intention to encourage the speech partner to participate in what is proposed in the joint speech.

Prohibition

In a prohibitive directive, it is a type of speech that uses language that aims to prevent the interlocutor from carrying out an action. In prohibitive directive speech acts, there are functions to prohibit and avoid. Forbidden here means a form of expression that hopes that the interlocutor will not take a certain action in response to the speaker's statement. Thus, the directive speech act of prohibition has the aim of ensuring that the speech partner does not do something that is prohibited by the speaker.

4. CONCLUSION

The command speech acts in these comments are generally characterized by expressions that are firm, explicit, and sometimes emotional. These orders are often directed at coaches, players and federation administrators. "No. 17 just change it." This speech functions as a form of expression of dissatisfaction, direct criticism, as well as a means for netizens to

voice their desires or hopes for improving the team's performance. Apart from that, these orders are often given without considering the technical situation or team strategy, but are driven more by feelings of disappointment or excessive enthusiasm when watching the match.

Meanwhile, prohibited speech acts appear in response to things that are considered negative or not in line with netizens' expectations. These comments are often reactive to a coach's decision, a particular player's performance, or the federation's actions. For example, "it's not solid yet, just replace it." These prohibitions reflect the frustration and impatience of the public who feel they have the right to criticize because of their love for the national team. Apart from that, bans are also a form of social control in the media, where netizens attempt to direct the course of matches or team policies through the pressure of comments.

The speech act of invitation tends to have a more positive and collective tone, although in some situations an invitation can also be a supportive invitation, usually appearing in the form of comments such as "appreciation for @doni tri pamungkas". This type of speech act functions as an effort to build solidarity among supporters, strengthen team ethics, as well as neutralize excessive negative comments.

5. BIBLIOGRAPHY

- Adriana, I. (2018). *Pragmatik*. Surabaya: Penerbit Pena Salsabila.
- Anggito, Albi, & Setiawan Johan. (2018). *Metodologi Penelitian Kualitatif*.
- Arfianti, I. (2020). *Pragmatik: Teori dan Analisis (Buku Ajar)*. CV. Pilar Nusantara
- Astuti, Sri Budi dan Ira Eko Retnosari. 2016. "Tindak tutur dalam Talkshow Hitam Putih di Trans7". *Edu-Kata*, 3(2): 101-110.
- Bach, K., & Harnish, R. (1979). *Komunikasi Linguistik dan Tindak Pidato*. Cambridge: MIT Pers.
- Cambridge University Press.
- Chaer, Abdul. 2010. *Kesantunan Berbahasa*. Jakarta: Rineka Cipta.
- Elmita, W., Ermanto, & Ratna, E. (2013). Tindak Tutur Direktif Guru Dalam Proses Belajar Mengajar. *Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 20, 58–66.
- Gajah Mada University Press.
- Ghafar Desa Klampis Bangkalan. Skripsi. STKIP PGRI Bangkalan
- Gunarwan, A. (1994). *Pragmatik: Pandangan Mata Burung di dalam Soenjono Dardjowidjojo (penyunting) Mengiring Rekan Sehati: Festschrift buat Pak Ton*. Jakarta: Unika Atma Jaya
- Hardani Dkk (2020) *Metode Penelitian Kualitatif & Kuantitatif* Yogyakarta cv.Pustaka Ilmu Grup
- Himmatul Ulya. 2021. *Tindak Pidato Instruktif Dalam Ceramah K.H." Himmatul Ulya Abdu*
- Islamiati. 2020. *Tindak tutur direktif dalam keluarga cemara sutradara Yandy Laurens dan Implikasi terhadap Pendidikan*. Skripsi. STKIP Rokania
- Jejak Publisher. Jawa Barat.
- Jumanto. (2017). *Pragmatik Edisi 2 Dunia Linguistik Tak Selebar Daun Kelor*. Yogyakarta: Morfalingua
- F, X. (2013). *Pragmatik & Penelitian Pragmatik*. Yogyakarta: Graha Ilmu.
- Searle, J, R. (1976). *Speechact: An Essay in the Philosophy of Language*. USA:
- Sumarsono dan Partana, P. 2004. *Sosiolinguistik*. Yogyakarta: Sabda
- Verhaar, J.W.M. 2001. *Asas-Asas Linguistik Umum*. Yogyakarta: