

CHAPTER I

INTRODUCTION

1.1 Background

The term cyberpragmatics was first introduced by Fransisco Yus in 2001. Cyberpragmatics aims to apply the theory of pragmatics to the communication of internet users. Yus (2011) said that cyberpragmatics investigates how information is generated and interpreted on the Internet.

As technology rapidly develops, it makes life easier and significantly impacts various aspects of life. One of them is communication, which is an essential element in human daily life. According to Newman and Summer, “communication is an exchange of facts, ideas, opinions, or emotions of two or more people.” In the past, people needed to meet each other in person when they wanted to communicate, either via telephone or by sending a letter or telegram. Today, it could be possible with technology. People not only communicate face-to-face nowadays; technology allows people to communicate with each other via online.

With the passage of time, there is a term called cyber communication. It is defined as communication that utilizes cyber media. Panuju (2018) states that there are three characteristics of cyber communication. First, communication is not only between individuals, but can also involve an unlimited number of individuals. The second is making it easier for people to communicate. The last one requires hardware or software.

However, the weakness of cybercommunication is the lack of non-verbal cues, such as facial expressions, body language, and tone of voice, which can lead to misinterpretation of messages and even cause confusion in communication. The social and cultural background is also a factor that can lead people to misunderstand the message.

Therefore, context in cyberpragmatics is a crucial factor in cybercommunication, as it helps determine the actual meaning of an ambiguous statement and clarifies the meaning of words and

phrases. Context also plays a crucial role in understanding indirect speech acts, where the speaker's actual meaning can be inferred from the context rather than being explicitly stated.

Crystal (2007) notes that the Internet has the potential to expand the variety and creativity of language, especially in informal communication. He highlights the emergence of new linguistic features, such as emoticons and abbreviations, as well as the growing use of language for creative expression.

There are numerous ways to communicate online, including using SMS (Short Message Service), Gmail, and social media. All of this can be done by using a computer and a smartphone, which requires internet access.

The Internet has an important role in online communication because without the Internet, communication can't happen. The Internet provides people with access to engage in virtual communication, whether on a computer or a smartphone. The Internet is an entire network that is connected from one media to another media.

Today, people utilize technology, such as smartphones, in their daily lives, and social media has become increasingly accessible and popular. There is a wide range of applications that can be used to communicate with others via online. For example, WhatsApp, Instagram, Line, Facebook, Twitter, and Telegram.

Quoted from the Statista website, there are 5.44 billion internet users around the world, or the equivalent of 67.1 percent of the global population. From this number, 5.07 billion or 62.6 percent of the world's population are social media users.

Twitter has become one of the most popular social media platforms worldwide. According to Elon Musk's tweet in 2023, there are more than 541 million people around the world who actively use Twitter. Twitter is ranked the 15th most active social media platform in the world.

Expelled from Wikipedia, Twitter was first created by Jack Dorsey, Noah Glass, Biz Stone,

and Evan Williams in March 2006. Since its launch in 2006, Twitter has become one of the most popular social media platforms. In 2022, Twitter was bought by Elon Musk, and he changed it to X. Twitter (X) is a platform where users share brief posts known as tweets. It may include text, audio, video, pictures, or links. The users can also post (tweets), like, repost (retweets), comment, and quote posts, to send a direct message (DM) to other users. Twitter (X) has a strict character limit on tweets. Each post can only type 140 words, but in 2017, Twitter increased to 280 words per post. Therefore, users must communicate effectively and creatively, for instance, by using emojis. There are more than three thousand emojis on Twitter. It enables users to interact with others in different ways. We will see a lot of emojis that other people use in their Twitter posts.

There are so many people who use emojis on social media nowadays. This is because there are disadvantages to digital communication. There are no non-verbal signals in digital communication, like facial expressions and body gestures. It makes people difficult to convey their message, and then the receiver will find difficulty in interpreting the message. Therefore, there are no non-verbal signs in online communication that will create various perceptions and make the communication ineffective.

This research takes the data from one of the popular e-sports team fan pages on X (Twitter), @OGEsports. It is an esports based in Europe which has DOTA 2 and Counter-Strike divisions. Founded in 2015 by Johan 'n0tail' Sundstein, the organization became one of the most popular esports brands in the world (OG: About us).

The image below is an example of using emojis in tweets on @OGEsports. The context of this post is a photo containing their DOTA 2 team going to the big tournament of DOTA 2 through Europe qualifiers, which is extremely hard because there are a bunch of good teams in Europe. In the caption, the admin uses a saluting face emoji (👊), which means a sign of respect

(Emojipedia). From the example, the admin uses an emoji that is contrary to the meaning of the emoji. The admin uses the emoji of a saluting face (🙏) to enhance communication with the OG's fans. The meaning of the emoji of a saluting face (🙏) in this post is to show that their DOTA 2 division is ready to face all the best teams in Europe, even though it is hard.



Source: @OGEsports on X (Twitter)

The research aims to identify and classify the use of emojis in @OGEsports posts on Platform X (Twitter). The research also identifies how emojis contribute to creating the meaning of messages in the context of online communication.

The results of this research can provide additional insight into the field of cyberpragmatics, particularly in understanding how emojis are utilized in online communication. This research contributes to the development of cyberpragmatics studies in the context of esports social media, an area that is still under-researched. Furthermore, the research provides a new perspective on the role of emojis in shaping the meaning and function of online communication.

1.2 Research Questions

This research aims to analyze the phenomenon of emojis on social media, which can be found on @OGEsports on X (formerly Twitter). The research has two research questions as follows:

1. What are the pragmatic meanings of emojis found in @OGEsports on X (Twitter)?
2. What are the pragmatic functions of emojis found in @OGEsports on X (Twitter)?

1.3 Objectives

Regarding the identification of the mentioned issues, this research has two objectives:

1. To explain the pragmatic meanings of emojis found in @OGEsports on X (Twitter).
2. To identify the pragmatic functions of emojis found in @OGEsports on X (Twitter).

1.4 Focus

The study uses a cyberpragmatics perspective to analyze the data. The study focuses on explaining the pragmatic meanings of emojis found in @OGEsports on X (Twitter) and identifying the pragmatic functions of emojis found in @OGEsports on X (Twitter). The research focuses on the @OGEsports tweet that contains an emoji. In this research, the theory of pragmatics context by Rahardi (2018) is used to find the meaning of emojis. The research also uses the theory of the pragmatic functions of emojis by Yus (2016) to identify the pragmatic functions of emojis. Therefore, the research uses tweets from the @OGEsports account from January 2024 to March 2024 as the source of data.

1.5 Method

The study uses one of the famous bases of esports teams from Europe on Twitter, @OGEsports, as the source of data. The study uses the data from a single account of @OGEsports. The study only uses tweets that contain emojis in @OGEsports on X (Twitter) as the data. The research uses tweets from January 2024 to March 2024. During that time, the team

participated in many tournaments, so the fanpage posted more tweets than usual.

OG Esports is one of the most popular professional esports organizations in Europe. The organization was founded in 2015 by Johan 'n0tail' Sundstein. The team is known as the first team to win twice in a row in the biggest tournament on DOTA 2, The International. Besides their DOTA 2 division, this team also has other divisions like Counter-Strike: Global Offensive and Rocket League (OG: About us). This team also has a massive followers on their social media. On Instagram, they have 357 hundred thousand followers and 996 hundred thousand followers on X (Twitter).

The @OGEsports fanpage is chosen as a source of data because this account frequently uses various types of emojis in its posts, which is useful for analyzing how emojis are used to convey messages or emotions. This account often posts various content in their account, like their match results, memes, promotions, or interacts with their followers by using various kinds of emojis. The large amount of data available in this account helps in understanding the pragmatic meaning of emojis and the pragmatic function of emojis in online communication.

1.5.1 Data Collection

The study applies a participatory observational method in collecting the data. The study uses data that are copied from @OGEsports on X (Twitter) from January to March 2024. The study only uses tweets that contain emojis on @OGEsports on X (Twitter). Next, all the data that contains emojis will be grouped into a table based on the date the post was made. A laptop and smartphone will be used to collect the data in this research. After that, the tweet that contains emojis from @OGEsports on X (Twitter) will be grouped based on the research questions.

1.5.2 Data Analysis

To analyze the data, several steps are involved. First and foremost, the tweets from January to March that contain emojis in @OGEsports on X (Twitter) will be analyzed. Then, the

meaning of emojis in @OGEsports posts is analyzed based on the theory of pragmatics context by Rahardi (2018). Next, the emojis will be grouped based on their functions using Yus' (2016) theory on the pragmatic function of emojis. In the end, the study concludes all the data to answer the research questions.

1.5.3 Data Presentation

At the end of the research, the data are presented descriptively to explain the pragmatic meanings and the pragmatic functions of emoji in @OGEsports on X (Twitter). The study uses the table to present the results of the analysis, meaning, and the pragmatic function of emojis in @OGEsports on X (Twitter). There are three tables: the first table displays the tweet, the second table presents the pragmatic meaning of the emoji, and the third table illustrates the pragmatic function of the emoji.

