



## Characteristics of Speech in Finding a Match Through the TikTok App

Putri Dian Afrinda<sup>1\*</sup>, Iswadi Bahardur<sup>2</sup>

<sup>1</sup>Universitas Perintis Indonesia, Indonesia

<sup>2</sup>Universitas PGRI Sumatera Barat, Indonesia

### ARTICLE INFO

#### Article history:

Received 22 September 2024

Revised 11 November 2024

Accepted 03 December 2024

#### Keywords:

Characteristic; Discourse;  
TikTok Application

### ABSTRACT

Avoid devoting too much space for introduction or background, which is unnecessary. Various phenomena of popular culture today have become an inseparable part of the dynamics of societal development. Various applications are also created as products of popular culture. Current applications reflect the culture that is widely used or popular. Popular culture is the culture that is liked by many people and can be easily found on social media such as Facebook, Instagram, and TikTok. This research uses qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviors. Characteristics can be identified from the storytelling strategies used. The digital discourse used by someone generally employs commissive speech acts such as giving challenges, proposing, and offering with strategies that mark group identity, as well as amplifying attention, approval, and sympathy. The phenomenon that supports the rise of popular culture on contemporary applications allows users to freely express themselves. TikTok users engage in conversation to create attraction, making the opposite sex more interested. From the types of speech acts and communication strategies used, the characteristics of digital speech employed in contemporary applications can be identified. This research provides deeper insights into how digital technology is changing communication patterns in the context of matchmaking and offers a new perspective in the study of digital linguistics and interpersonal communication. This research also shows the shifting Eastern cultural values between men and women. It is hoped that the findings from this research can contribute to the development of more effective matchmaking applications, as well as enrich the understanding of the impact of technology on human interactions.

©2024 PPJB-SIP. All rights reserved

## 1. Introduction

The accuracy of speech selection and communication strategies is something that speakers must pay close attention to. As a communication tool, speech functions to convey a specific intention from the speaker

<sup>1\*</sup>Corresponding author:

Email addresses: putridian\_afrinda@yahoo.com (Putri Dian Afrinda)

<https://doi.org/10.51817/bhandar.v1i2.1080>

©2024 PPJB-SIP. All rights reserved.

to the interlocutor (Rina Sukmawati, 2023). Whether or not the speaker's intention reaches the interlocutor greatly depends on the utterance used. Similarly, the choice of speaking strategy; an incorrect strategy in speaking is very likely to result in misunderstandings by the interlocutor. (Putri & Ena Noveria, 2023) For example, to express feelings to the interlocutor, it is certainly very important for the speaker to choose utterances in an expressive form that helps the speaker to express their feelings in the form of congratulations, thanks, compliments, or apologies. Similarly, the selection of speech strategies by the speaker towards the interlocutor serves to convey the message in an engaging and easily understandable manner to the interlocutor (Oktavia & Manaf, 2022). In addition, the selection of the right speech strategy can also help the speaker avoid utterances that might offend the listener. For example, the strategy of speaking frankly is very helpful for the speaker to convey the message directly and clearly, saving time and avoiding the impression of being verbose. The directness in this strategy greatly helps the speaker receive positive feedback from the interlocutor, allowing the speaker's intentions to be achieved in the communication process.

Conversations about finding a partner are considered one of the most sensitive topics. This means that conversations related to that matter require great precision and accuracy in the selection of speech types and communication strategies. In this context, the type of speech can influence how a person is perceived and how relationships can develop, both in the real world and on social media in the virtual world. On social media, for example, the selection of communication strategies and the appropriate type of discourse greatly influences both parties in starting a relationship (Kartika Kencana, 2023). The selection of the appropriate type of speech in matchmaking communication can indirectly pave the way to building trust between both parties. The use of open, honest, and not overly aggressive communication strategies will help build mutual trust. On the contrary, speech that is too confusing or seems manipulative can make potential partners feel hesitant and uncomfortable (Hanafi, n.d.).

The selection of the right communication strategy in courting is also very important as a way to showcase the personalities of both parties. For example, women who use gentle, polite, and empathetic speech tend to attract the attention of others who are also looking for partners with similar qualities more easily. On the contrary, harsh or insensitive speech can make people feel uncomfortable and drive them away. Additionally, the selection of appropriate communication strategies in matchmaking discourse also serves as a way to create a good emotional connection. Empathetic and attentive speech, for example, using encouraging or caring words, can help build closeness and mutual understanding, which is very important in long-term relationships. Assertive speech, for example, can be used in matchmaking communication as a way to express opinions or share personal experiences about self-assessment. On the other hand, speech that comes across as cold, indifferent, or solely focused on physical attributes can hinder the creation of a deep emotional connection.

In the era of highly advanced digital technology, the search for a soulmate is not only conducted by people in the real world but also through the virtual world. TikTok is one of the internet-based social media platforms used by people for interaction in the search for a partner. TikTok itself is a short video-based social media platform that allows its users to create, watch, and share videos with various types of creative content, such as challenges, dances, lip syncs, comedy, or tutorials. TikTok was first launched in China in 2016 under the name Douyin and then became available internationally under the name TikTok in 2017 after acquiring another app called Musical.ly.

As a product of popular culture, TikTok is currently a trend among certain groups while also serving to showcase identity and existence in the virtual world. According to Silaban & Sianturi (Bostang Silaban, 2024), popular culture refers to beliefs, practices, and objects that unite in the fabric of life within society. This includes beliefs, customs, practices, and objects produced from commercial and political centers. This means that the study of popular culture is a very important and necessary activity. The social significance of popular culture in modern times can be mapped based on how popular culture is identified through the concept of mass culture. The development of popular culture is inevitable. Whether we like it or not, popular culture reflects the needs and desires of everyday society. With popular culture, society becomes global.

Along with the development of the times, an increasingly modern lifestyle limits or reduces the time someone has to socialize with the community. The opportunity to find a partner in the real world is a bit more complicated due to the limitation of time. As a result, the process of finding a life partner is considered quite complicated. Starting from the introduction stage to the more serious process leading to marriage.

Therefore, socializing in the virtual world through social media like TikTok, which is popular in the current cultural trend, is expected to be a solution to address this issue.

TikTok, as a short video-based social media platform, can be analyzed in the context of pragmatic discourse because the interactions that occur within it heavily depend on how people use language, expressions, and social context. TikTok allows its users to convey messages or communicate in a more informal, creative manner, and sometimes contains a lot of implied meanings (Pardianti et al., 2022). Assertive speech acts, for example, can be used to express opinions or share personal experiences, which are often used in statuses or posts. On the other hand, expressive speech can be used through TikTok videos that contain the account owner's emotional expressions to convey joy, frustration, or admiration, which are delivered through music, facial expressions, or embedded text (Ain et al., 2023). Relevant to the phenomenon of seeking a partner through conversations on TikTok, through this social media platform, people who are searching can exchange information about each other's social identities. This can be done through communication with various types of speech. Expressive speech, for example, can be used to share personal experiences or express views on certain social issues that can attract conversation partners in matchmaking discourse.

As part of pragmatic studies, according to Austin, speech acts are classified into types of verdictives, exercitives, commissives, behabitives, and expositives. The explanation of the classification of speech acts is summarized from (Dimas Fajar Ariyanto Putra, 2023), where verdictive speech acts are those in which the speaker makes a judgment about the actions of others. For example, appreciating, praising, honoring, thanking, warning, criticizing, hoping, being grateful, assessing, threatening, reminding, considering, realizing, denying, monitoring, supporting, welcoming. Commissive speech acts are speech acts that cause the speaker to perform a series of activities. For example, taking sides, offering support, agreeing, asking, offering, promising, and proposing. Commissive speech acts are speech acts that bind the speaker to do something they have said. Behabitives speech acts are related to a person's social behavior in society. For example, apologizing, congratulating, praising, supporting, cursing, and challenging. The next type of speech act is expositives. This speech act is used to clarify or emphasize the intention of the utterance. In addition, this research also cites Kreidler's opinion on assertive speech acts. Namely, speech acts that explain that assertive speech acts are related to facts, knowledge, data, what exists, what has happened.

Another expert, Lakoff, states that a speech act is considered polite if it does not sound forceful or arrogant, the speech act gives the interlocutor a choice, and the interlocutor feels at ease (Mahyudi, 2022). Strategies for politeness according to Brown & Levinson (Mody Septia Dilla, 2023) & (Fauziyah et al., n.d.) include the following. First, pay attention to the likes, desires, and needs of the interlocutor. Second, exaggerating attention, approval, and sympathy towards the interlocutor. Third, intensifying the speaker's attention by dramatizing events and facts, Fourth, using group identity markers such as forms of address, dialects, jargon, or slang. Fifth, seeking agreement with common topics or repeating part or all of the speaker's utterance (the interlocutor). Sixth, avoiding disagreement by pretending to agree, giving false approval, deceiving for the sake of kindness, or framing opinions. Seventh, showing things that are considered to have similarities through small talk and assumptions. Eighth, using jokes. Ninth, expressing understanding or comprehension of the interlocutor's desires. Tenth, making an offer or promise. Eleventh, showing optimism. Twelfth, involve the speaker and the interlocutor in activities. Thirteenth, ask questions or request reasons. Fourteenth, stating a reciprocal relationship. Finally, the fifteenth gives gifts (sympathy, attention, cooperation) to the interlocutor. Based on the theoretical explanation, it can be concluded that speech and speaking strategies encompass various utterances that express a range of feelings, thoughts, and desires of the speaker towards the interlocutor, conveyed through various strategies according to the goals the speaker intends to achieve.

Related to speech acts, utterances in finding a partner, and the use of the TikTok social media platform to convey utterances for various purposes, several other researchers have been present before this study was conducted. Awalina (2024) (Awalina & Maulidia, 2024) studied the communication patterns of selecting a marriage partner through social media. This research aims to understand how people's behavior in seeking a partner through social media, with the research location in Banggle village. The research findings show two tendencies. First, the pattern of communication for seeking a partner through social media by the community in Banggle Village, Kanigoro District, Blitar Regency is conducted on Facebook and Instagram accounts, where men seeking partners send greeting messages to the accounts of women who have profile

pictures considered physically attractive. The women who own the accounts and receive the messages respond, and the communication continues to WhatsApp, then they meet each other, feelings of mutual affection develop, they enter into a dating relationship, and eventually, marriage occurs. Second, the communication for finding a partner through social media accounts conducted by the community in Banggle Village generally has a positive impact; the relationships continue harmoniously, and they can build a household well. Fadila (Fadilla et al., 2023) conducted a study on the self-disclosure of users of the online dating app Bumble in seeking partners. The motives of Bumble users are divided into two: because motive and in order to motive. Because motive loneliness, heartbreak, and ease of use of the application. Whereas the in order to motive is to find friends and find a partner. In the communication experience of Bumble users in finding partners, the factors of attraction that influence the contact stage are physical attraction and personality. Not all factors of self-disclosure influence informants in building relationships with their matches at the intimacy stage. Self-disclosure does not always occur from general to specific, but can happen randomly due to the differing goals and topics of conversation between informants and their matches. Based on the statements from the informants, the meaning of a partner can vary from person to person. Catellya (Catellya et al., 2023) studied the issue of self-disclosure among individuals seeking partners in finding a life partner through the online dating app Tinder. The findings of this research state that the communication pattern of seeking a partner through the Tinder application is open communication, without concealment and without lies. The findings of this research have not yet shown a connection between speech acts and the patterns of communication in matchmaking, but rather remain at the level of general communication studies. Nevertheless, overall, the three previous studies serve as part of the initial foundation for researchers to conduct further, more specific, and targeted research, particularly in the field of pragmatic studies to understand and analyze the forms of speech used in matchmaking communication through the TikTok application. Based on the background of the problem and previous research studies, this paper explains the characteristics of speech in the TikTok application as a product of popular culture. The results of this research are expected to contribute to the study of pragmatics, particularly speech acts and speech strategies.

## 2. Method

The type of research is qualitative research. Muhammad (2011: 19-26) explains that qualitative research is about developing an understanding of individuals and studies by considering the relevant context. Furthermore, Bogdan and Taylor (in Muhammad, 2011: 30) define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from individuals and observed behaviors. The instrument in this study is a TikTok video recording downloaded from social media. The utterances that appear in the video, which has a duration of 3 minutes and 39 seconds, are transcribed for analysis based on the theory used. The numbering on the data is given based on the order that appears in the video.

## 3. Result and Discussion

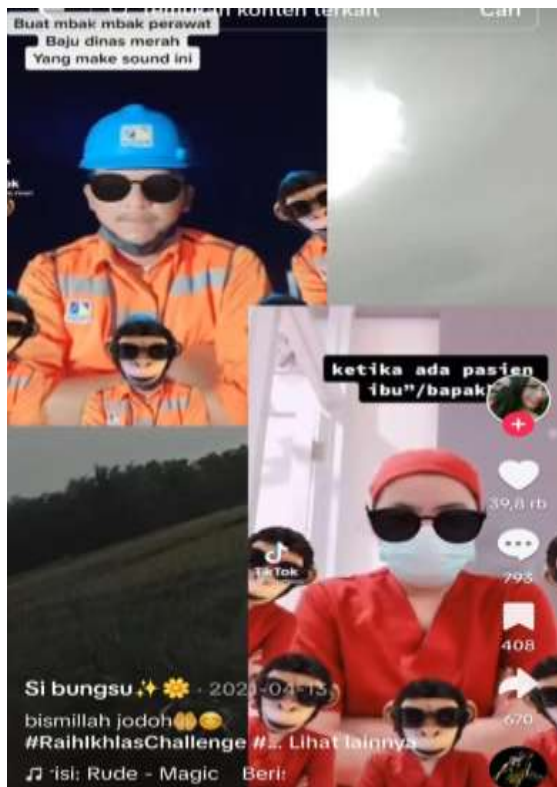
After analyzing the TikTok video, several types of speech with different speaking strategies were found. Here is the complete explanation.



Picture 1: Conversation between the Nurse and the Patient

Pasien : Suster umurnya berapa? (Tuturan 1)  
 Me : Baru 22 tahun Bu  
 Pasien : sudah menikah?  
 Me : aduh belum  
 Pasien : saya kenalkan anak saya mau? Siapa tau cocok

In utterance (1), the speaker, in this case, is a patient, and the interlocutor is a nurse. Utterance (1) is a type of declarative utterance. Stating means saying or expressing thoughts or feelings. The statement can be understood from the entire content of the dialogue between a patient and a nurse. Utterance (1) presents an incident involving a patient who inquired about the match for the interlocutor. This utterance falls into the category of assertive speech. The strategy used in utterance 1 is to pay attention to the likes, desires, and needs of the interlocutor. The needs of the interlocutor are shown through questions and offers to obtain approval from the nurse as a partner/interlocutor.



Picture 2: Response from the Orange Shirt Guy

Buat mbak-mbak perawat (Tuturan 2)  
 Baju dinas merah  
 Yang pake sound ini  
 Yang ditanya umurnya masi 22 thn  
 Apakah ibu/bapak itu kedua orangtua saya?  
 Sebab tadi mereka cerita  
 Ketemu mbak-mbak perawat  
 Ketemu perawat yang ramah diajak ngobrol  
 Kalau benar itu kamu  
 Aku yang mau dijodohin sama kamu  
 No debat kali ini  
 Gas langsung

In utterance (2), the speaker, who in this case is someone working in mining, acknowledges. Acknowledging means being aware of something. The statement of acknowledgment can be identified by posing questions to confirm the occurrence or event that had previously taken place. The described event is

emphasized by recounting another incident as a response to the occurring event, namely between the nurse and the patient. This utterance falls into the category of assertive speech. The speaking strategy used in utterance (2) is to intensify the speaker's attention by dramatizing events and facts. The attention given by detailing the events and facts marked by matching them with previously experienced occurrences.



Picture 3: Nurse's Response

Buat mas-mas tambang (Tuturan 3)  
Baju orange yang katanya  
Anak dari pasien saya  
Yang bilang "gas langsung"  
Di akhir video  
Berani nggak ke Semarang?

Buat mbak-mbak yang warna bajunya beraneka ragam (Tuturan 8)  
Yang lagi coba srepet mas tambang baju orange  
Harap coba tanya dulu mas tambangnya  
Mau apa engga



Picture 4: Speech of Mas Baju Orens

Teruntuk abang-abang (Tuturan 11)  
 Yang ingin dekat sama mbak perawat baju dinas merah  
 Cuman mau bilang ke kalian  
 Kalian boleh kok ingin dekatan mbaknya  
 Cuman 1 pertanyaan  
 Kalian mampu gak bos  
 Maen gas-gas aja

Utterance (3), utterance (8), and utterance (11) are challenging types. Challenging utterances can be identified by the emphasis on the question at the end of the utterance by inserting the negation word "nggak". If viewed from its characteristics, the type of challenging utterance can be classified as a commissive utterance. This is because challenging speech can be marked by an offer to ensure whether the interlocutor can act on the offer given by the speaker. The strategy used in utterances (3), (8), and (11) is to employ group identity markers characterized by the use of the word "nggak," which is colloquial language.



Picture 5: Dialogue between the Orange Shirt Guy and the Nurse

Buat mbak perawat yang (Tuturan 4)  
 Make baju dinas merah  
 Kata ibuku kalau jodoh  
 Temuin aja keluarganya di semarang  
 Sekarang mbaknya masi dinas di kota Pati  
 Berarti udah apa  
 Persetujuan dari kedua belah pihak  
 Gak pake tunda lagi ini gas  
 Langsung hyung  
 Jodoh nggak ke mna ya mbak

In utterance (4), the speaker, who in this case is someone working in mining, makes a statement. Stating is an act where the speaker expresses their thoughts and feelings to the conversational partner. Those thoughts and feelings are marked by the chronological order of events conveyed by the speaker. This utterance falls into the category of assertive speech. The speech strategy used in utterance (4) is to show

optimism. That optimism can be seen through the similarity of views, agreement with affirmations in the form of statements.

Buat mas-mas tambang baju orange (Tuturan 5)  
Berhubung saya masih  
Dinas di luar kota Semarang  
Yang katanya mau gas langsung ke Semarang  
Kabar kalo mau ambil cuti  
Biar sama-sama ambil cuti

Teruntuk mbak-mbak (Tuturan 6)  
Perawat baju dinas merah  
Sesuai dengan kesepakatan bersama  
Kita sama-sama masi dinas di luar kota  
Jadi kita atur  
Untuk ke Semarang bersama  
Kita ambil cuti barengan  
Semoga tidak ada halangan apapun itu  
Kawal terus pokoknya

In utterance (5) and utterance (6), speakers who are both professionals in the field of health express support for each other. The support can be seen in the similarity of opinions and views between the two. This is marked by the use of the reduplicated word "sama-sama." Supportive utterances fall under one type of verdictive. The strategy used in utterance (5) and utterance (6) is seeking agreement by repeating the speaker's entire statement. After reviewing the TikTok video, several types of speech with different speaking strategies were found. Here is the complete explanation. Utterance (16) is an offer. Offering by providing alternative choices is present in statements like "I am also from the healthcare workers." Offering speech is one type of commissive speech. The speech strategy used in utterance (16) is to make an offer or a promise. The offer given by the speaker by comparing it to "I will make you as comfortable as possible until you forget about that girl in the red dress."

In the lyrics, an outer code-switching event is found in the form of clauses. The code-switching event sourced from foreign languages is Mandarin in the form of "wo ai ni" and English in the form of "I love you." The mixing of Indonesian with Mandarin and English aims to convince someone of the seriousness of the speaker's feelings. The mixed foreign language is one that is already familiar or commonly understood by the interlocutor or the person to whom the singer is addressing. The foreign language used in song lyrics is usually a foreign language that is already popular and known by the listening public. This also aims to ensure that the song being sung can be easily recognized and understood by the public.

#### **4. Conclusion**

Based on the analysis and discussion conducted on the TikTok video recordings, several types of speech acts can be concluded, including (1) assertive with types of speech stating and acknowledging; (2) commissive with types of speech challenging, proposing, and offering; (3) verdictive with types of supporting and praising; and (4) expressive with types of asking for permission. The speaking strategies used include (1) paying attention to likes, desires, and needs; (2) intensifying the speaker's attention by dramatizing events and facts; (3) optimism; (4) markers of group identity in slang; (5) amplifying agreement and sympathy; (6) making offers and promises; (7) seeking approval; and (8) amplifying attention, agreement, and sympathy. From these findings, it can be concluded that generally, someone uses commissive speech acts in the form of giving challenges, proposing, and offering with group identity marker strategies, as well as amplifying attention, approval, and sympathy.

#### **Declaration of Conflicting Interest**

The authors state that there is no conflict of interest concerning the publication of this paper.

## References

- Ain, Q., Sari, A., & Candrasari, Y. (2023). Penggunaan Media Sosial Tiktok Sebagai Sarana Informasi Politik Generasi Z. *Jurnal Ilmiah Wahana Pendidikan*, 9(21), 568–578. <https://doi.org/10.5281/zenodo.10081522>
- Awalina, M. N., & Maulidia, R. (2024). Memilih Pasangan Menikah Melalui Media Sosial Ditinjau dari Psikologi Perkawinan. *Jurnal Antologi Hukum*, 4(1), 179–200. <https://doi.org/10.21154/antologihukum.v4i1.3539>
- Catellya, M., Ayuningtyas, F., & Hapsari, D. T. (2023). Keterbukaan Diri (Self Disclosure) Pencari Jodoh Dalam Menemukan Pasangan Hidup Melalui Aplikasi Kencan Daring Tinder. *Scriptura*, 12(2), 92–99. <https://doi.org/10.9744/scriptura.12.2.92-99>
- Dilla, M. S. (2023). Kesantunan Berbahasa Pada Tayangan Youtube Ilc Episode Di Balik Tragedi Polisi Tembak Polisi. *Saraswati*, 5(1), 9. <https://doi.org/10.30742/sv.v5i1.2831>
- Fadilla, S., Setiaman, A., & Karimah, K. El. (2023). Keterbukaan diri pengguna aplikasi kencan online Bumble dalam Mencari Pasangan. *Comdent: Communication Student Journal*, 1(1), 102. <https://doi.org/10.24198/comdent.v1i1.45735>
- Hanafi, M. (2016). Kesantunan Bahasa dalam Perspektif Pragmatik. *Cakrawala Indonesia*, 1(1), 1–10. <https://jurnal.umsrappang.ac.id/cakrawala/article/view/13>
- Pardianti, M. S., & S, V. V. (2022). Pengelolaan Konten Tiktok Sebagai Media Informasi. *Ikon --Jurnal Ilmiah Ilmu Komunikasi*, 27(2), 187–210. <https://doi.org/10.37817/ikon.v27i2.1905>
- Putra, D. F. A. (2023). Tindak Tutur Dalam Pidato Presiden Joko Widodo “Visi Indonesia” (Speech Action in President Joko Widodo’S Speech “Vision of Indonesian”). *Jurnal Bahasa, Sastra Dan Pembelajarannya*, 13(1), 139. <https://doi.org/10.20527/jbsp.v13i1.11894>
- Silaban, B., Sianturi, B., Nainggolan, D. M., & ... (2024). Teologi dan Budaya Populer: Gaya Hidup Modern (Konsumerisme). ... : *Journal Of Social ...*, 4, 15872–15885. <http://j-innovative.org/index.php/Innovative/article/view/11714%0Ahttp://j-innovative.org/index.php/Innovative/article/download/11714/8415>
- Sukmawati, R., & Fatmawati. (2023). Tindak Tutur Ekspresif Warganet dalam Akun Instagram @Kompascom “PKS Deklarasi Anies Baswedan sebagai Bakal Calon Presiden 2024.” *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 9(1), 653–665. <https://doi.org/10.30605/onoma.v9i1.2557>