



## THE LANGUAGE OF NARCISSISTIC TENDENCIES IN YOUTUBE USERS A PSYCOPRAGMATIC ANALYSIS

### KEBAHASAAN KECENDRONGAN NARSISTIK PADA PENGGUNA YOUTUBE SEBUAH ANALISIS PSIKOPRAGMATIK

Afdalil Aflika Putra<sup>1</sup>, Wahyudi Rahmat<sup>2\*</sup>, Ricci Gemarni Tatalia<sup>3</sup>

<sup>1,2,3</sup> Faculty of Social Sciences and Humanities, Universitas PGRI Sumatera Barat

Received: 17.02.2021 • Accepted: 14.04.2021 • Published: 28.07.2021

**Abstract:** This research is motivated by the videos uploaded on Andre Taulany's youtube which tend to have the language of someone who has a narcissistic tendency. so that it can be seen from the expressiveness of the language. This research will be discussed in a psychopragmatic study. This approach is deliberately used to examine expressive speech acts that are motivated by a person's psychology and psychological factors such as one's desire, willingness and desire to get something. The type of research used in this research is qualitative research. The data in this study are the words conveyed by Andre Taulany in the video on his youtube account based on the number of views and comments. Data were collected by using listening and note-taking techniques. Data analysis using the matching method and the agih method. speech acts that convey the contents of Andre's thoughts or feelings that are expressed or shown through his expressive language. The utterances that Andre expressed through his expressive language lead to the characteristics of someone who has narcissistic tendencies.

**Keywords:** narcissistic, expressive speech act, pragmatics

## INTRODUCTION

Narcissism or narcissism is a form of self-love, where you pay attention to yourself too much. In addition, narcissists also have an understanding that expects themselves to be very superior and very important, and

<sup>1</sup>: [afdalilaflikaputa16@gmail.com](mailto:afdalilaflikaputa16@gmail.com)

<sup>2\*</sup> Corresponding Author [wahyudirahmat24@gmail.com](mailto:wahyudirahmat24@gmail.com)

<sup>3</sup>[riccigemarnitatalia@gmail.com](mailto:riccigemarnitatalia@gmail.com)

can also think of themselves as the smartest, the greatest, the most powerful, the best and the most everything. Narcissistic individuals use social relationships to achieve popularity, are always engrossed and only interested in things that concern themselves. There are many ways that a narcissist does so that he is always considered special, such as giving news of his daily life by posting what he eats, using what brand of goods, where to go on vacation and so on. The goal, so that a narcissistic person is always noticed by others and increase his popularity.

According to Engkus, et al (2017:122) the scope of narcissism is wider, not only in terms of lifestyle, but also power, achievement, physicality, and appearance. Individuals who have a tendency to narcissism are more interested in things that only concern personal pleasure. So that it affects daily interactions and usually narcissistic tendencies have no sense of empathy for others. Excessive interference is indicated by narcissistic tendencies in the form of fantasies of success, demeaning others, lack of empathy, feelings of jealousy, and feeling special. This is in accordance with the opinion of Elliya and Ainur (2020: 307) who say that narcissism is known from characteristics that look like arrogance, focus on one's own beauty or good looks, likes to be praised, sensitive to criticism, feels himself famous and special, lacks empathy and takes advantage of people. other.

Expressive language is a form of language that has the function of expressing, showing the psychological attitude of the speaker according to the circumstances. Expressive language that is impolite by blaming or accusing someone can be used as a reference for someone's narcissistic tendencies. Because, in the speech conveyed by narcissistic tendencies, they tend to belittle their interlocutors and feel that they are the greatest in everything they say. As a result, blaming or accusing others has become commonplace in narcissistic tendencies. The language of narcissistic tendencies can be seen from one of the public figures in Indonesia, namely H. Andreas Taulany or better known as Andre Taulany based on the number of views and comments on his YouTube video content. Andre Taulany's journey is not only a public figure on private television, but in 2018 Andre Taulany started his career as a youtuber with the name TAULANY TV.

This research is important because, as the researcher explained earlier, that someone who has a narcissistic tendency prioritizes personal interests without thinking about the good and bad impacts on other people for what they do. So with this research it can be seen that a person experiences narcissistic tendencies not only from their behavior, but can be known through their expressive language. There are almost similar studies as evidence that the research that the researchers did has differences, including

First, Nursalbi (2018), researching the "Tendency of Narcissistic Personality Disorder in Teenage Instagram Users". Riau: Faculty of Psychology, Sultan Syarif Kasim State Islamic University, Riau Pekanbaru. The results of this study show that the majority of narcissistic personality disorder tendencies among Instagram users in Pekanbaru are in the low category of 57.5%. Second, Kelly (2017), examines "Update Facebook Status and Name With Narcissistic Behavior" Thesis. Pasuruan: Faculty of Psychology, University of Pasuruan. The results of this study indicate that there is a positive relationship between update status and narcissistic behavior. However, the facebook name showed no association with narcissistic behavior. Update status only showed 5.062% in predicting narcissistic behavior. As much as 94.062% narcissistic behavior is related to other factors.

## **METHOD**

The type of research used is qualitative research with descriptive method. the words conveyed by Andre Taulany in the video on his youtube account based on the number of views and comments. While the data sources in this study are videos contained in the YouTuber Andre Taulany TV account based on the number of views and comments. In this study, the technique used was the free-of-conversation listening technique (SBLC) and the note-taking technique. This free-of-conversation listening technique was carried out because, first, the researcher was not directly involved and did not participate in determining the formation of prospective data. Second, the researcher listened by reading and searching for data according to the characteristics of people who have narcissistic tendencies in youtube users (case study: Andre Taulany) based on the number of views and comments.

Then proceed with the note-taking technique, namely recording the data obtained from the research target with certain writing instruments or instruments. The data obtained were then analyzed using the matching method and the agih method. This research uses referential equivalence method and pragmatic equivalence method. The technique used in the agih method is the mark reading technique, namely the lesap technique and the dressing technique. This research was conducted through observation of empirical facts and phenomena witnessed by researchers as they are. Therefore all visible phenomena are recorded and detailed without considering right or wrong.

## **RESULT AND DISCUSSION**

Based on the results of the research on narcissistic traits described by Frederick, et al (2009:3) which refers to the DSM-IV (Diagnostic and Statistical Manual of Mental Disorders – Fourth Edition) that 7 of

the 9 characteristics of a person experiencing narcissistic tendencies are found in Andre Taulany's youtube video content based on the number of views and comments. Narcissistic traits were found as follows:

### 1. Feel Your Greatest Self

In the video Andre likes to boast about what he has in the form of wealth and titles or achievements through the language spoken, there is one of them in data 3 where research such as:

*“Gua **buktikan** sama dia bahwa diatas sultan masih ada sultan”*

Based on Andre's statement above, it happened at 0:34-0:45 minutes when Andre started the video content he made. It can be seen in the video that Andre uploaded on his YouTube channel Taulany TV, he is waiting for someone who often competes and provokes Andre about who is the most sultan among them, namely the guest that Andre is waiting for is Raffi Ahmad. As a result of Andre who is often heated up about who is the most sultan by Raffi, Andre spontaneously conveys the phrase "prove" which describes the form of speech act of dislike shown by Andre Taulany's neglect of language expressions.

From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely a grandiose view of one's importance, arrogance or feeling of being the greatest but often not in accordance with the potential or competence he has and he likes to show off what he has including degrees achievements) and property. This is based on the word "prove" which was expressed by Andre by saying he was more sultan than Raffi Ahmad, so that Andre felt that he was the greatest through language which was shown in the form of speech acts of his dislike of Raffi. The marker used in the sentence above is a substitution technique. Where the word "prove" if replaced then the meaning will not change or be different. The word in question can be seen in the following quote:

*“Gua **tunjukkan** sama dia bahwa diatas sultan masih ada sultan”*

Based on the sentence above, the use of the word which was originally the word "prove" is replaced with the word "show" where the two words have the same meaning, namely stating the truth of an event. This is shown in the video he uploaded, where Andre proves that he has several collections of luxury cars.

### 2. Fantasy About Success and Power

Explain that he has fantasies or thoughts that consider himself to have success, power, etc. through the language spoken. there is one of them in data 1 where research such as:

*“Kembali lagi di channel Taulany TV **sultan** Bintaro Andre Taulany, the one and only”*

Based on Andre's statement above, it happened when Andre was just starting his video content. In the video Andre greets youtube viewers to start the activities that will be carried out in the video content he is making, but in the words he says Andre says the word "Sultan" which describes the form of arrogance which is shown through language expressions by Andre Taulany . The word "sultan" actually has a meaning to refer to the head of a Muslim monarchy who rules over an Islamic state, but in the video Andre Taulany uses the word as another nickname for Andre because he has wealth on display, so it does not use the true meaning of the word "sultan" .

From the data above, Andre's expression on the word "sultan" is included in the characteristics of someone who has a narcissistic tendency, namely preoccupation with one's success, beauty brilliance or filled with fantasies about success, power, intelligence, beauty or true love. This is based on the word "sultan" spoken by Andre, where he has fantasies about power as a "sultan" without any clear facts. The marker used in the sentence above is a substitution technique. Where the word "sultan" if replaced then the meaning will not change or be different. The word in question can be seen in the following quote:

*“Kembali lagi di channel Taulany TV **raja** Bintaro Andre Taulany, the one and only”*

Based on the sentence above, the use of the word which was originally the word "sultan" is changed to the word "raja" so that the two words have the same meaning or meaning, namely someone who has power in a region or region.

### 3. Excessive Need To Be Admired

Where he shows through his language that he has an unusual need to be admired by others. contained in data 13 where research such as:

*“Besok saya bawa mobil biasa, sebenarnya mobil saya bawa ini biasa   **buat saya biasa**  
dan mercy kemaren biasa”*

Based on Andre's statement above, it happened at 15:20-15:39 minutes of his youtube video content, where Andre discussed cars with Nagita who didn't like Andre bringing luxury cars to his house. Nagita told Andre to take an ordinary car to his house, hearing Nagita's words spontaneously Andre answered by saying that the Ferrari car he was carrying was an ordinary car for him. In the speech that Andre expressed in his YouTube video content, including the speech act of arrogance when expressing "for me it's normal" where the expression shows Andre's arrogance in showing off the luxury car he owns.

From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely the emergence of thoughts about habits that are seen by others as unusual, where the goal is to be admired. This is based on Andre's expression which explains that the Ferrari car he carries is normal for him, where the Ferrari car is a rare and only car in Indonesia and makes Andre's expression a situation that goes beyond the habit of something. The marker used in the sentence above is the *lesap* technique. Where the word "for me is normal" if it is erased or omitted then its meaning will change or be different. The word in question can be seen in the following quote:

*"Besok saya bawa mobil biasa, sebenarnya mobil saya bawa ini biasa dan mercy kemaren biasa"*

Based on the sentence above, the use of the word that was originally a word for me is normal, if it is erased or omitted then the meaning of Andre's expression on his youtube video will change the meaning expressed.

#### 4. Feeling worthy of special treatment

In the video Andre conveys through his language speech, that he is a person who deserves to be treated special by others. there is one of them in data 20 where research such as:

*"Memang ada khusus parkirannya untuk artis, kan gue artis banget ya"*

Based on Andre's statement above, it happened at 01:03-01:08 minute of his youtube video content, where Andre told his activities before starting private TV shooting. In the video, Andre explains that the parking lot he is going to is a special parking lot for artists, so the words that Andre expressed in his YouTube video content include the speech act of arrogance when he says "really artist" where this expression shows that Andre feels he is a special artist.

From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely a strong sense of entitlement or feels worthy of special treatment. This is based on Andre's expression which explains that he is an artist who exceeds the usual artist, so that Andre feels he is treated special with a special artist parking lot. The marker used in the sentence above is a substitution technique. Where the expression "really artist" if replaced then the meaning will not change or be different. The expression in question can be seen in the following quote:

*"Memang ada khusus parkirannya untuk artis, kan gue artis terkenal ya"*

Based on the sentence above, the use of the word which was originally the expression "very artist" was

replaced with the expression "famous artist" where the two expressions have the same meaning, namely a statement of a person's status or position in an environment.

## 5. Exploiting Interpersonal Relationships

Exploiting interpersonal relationships means taking advantage of others to achieve one's own goals. there is one of them in data 8 where research such as:

*"lu bisa ngerjain gua kemarin sekarang akan gue **serang balik**"*

Based on Andre's statement above, it happened at 01:37-01:48 minutes when Sule visited Andre's house. In the video, Andre seems annoyed with Sule's previous behavior, where Sule teased Andre by hiding Andre's car. In the speech that Andre expressed in his YouTube video content, it included a speech act of disliking Sule. Andre's displeasure with Sule's words is seen when Andre expresses the word "strike back" where the word shows that Andre does not want people to be arbitrary to him and wants to do the same to people who harm him.

From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely the tendency to exploit others or exploiting interpersonal relationships, which means taking advantage of others to achieve their own goals. This is based on Andre's statement that he will avenge Sule's actions by hiding his car, so Andre does the same thing by hiding Sule's car from sunset until 1 pm. Andre's arbitrary actions irritated Sule. The marker used in the sentence above is the *lesap* technique. Where the word "strike back" if it is erased or removed then its meaning will change or be different. The word in question can be seen in the following quote:

*"lu bisa ngerjain gua kemarin sekarang akan gue"*

Based on the sentence above, the use of the word which was originally the word attack back, if the word is erased or omitted then the meaning or meaning of Andre's expression on his youtube video will change the meaning expressed.

## 6. Having Envy Or Thinking That Others Are Envy of Him

In the video, the language used by Andre shows that he is jealous or assumes that other people are jealous of him. there is one of them in data 5 where research such as:

*"Lu kemaren songong di depan gua 50 M, ini **lebih** dari 50 M kan. Jadi gua gak ngomong **bullshit** kan"*



Based on Andre's statement above, it happened at 15:00-15:09 minutes when Andre discussed Raffi's previous statement showing Andre the price of all the luxury cars he owned for fifty billion. In his youtube video, Andre spontaneously doesn't want to lose to what Raffi has, where Andre also shows off his luxury car collection to Raffi and Nagita by telling Andre the total price of his luxury car is more than fifty billion. Andre's speech includes a speech act of disapproval of Raffi's words who show off the price of his car collection to Andre. Andre's displeasure with Raffi's words is seen when Andre expresses the word "more" where Andre states that he has a luxury car price that exceeds the price of Raffi's car.

From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely envy of others or often has envy of others or assumes that others are jealous of him. This is based on Andre's expression, who replied to Raffi for showing off a collection of cars that cost fifty billion, so that Andre did not envy what Raffi had and did not want to lose by showing off to Raffi that he had more expensive luxury cars in Andre than Raffi's. The marker used in the sentence above is the *lesap* technique. Where the word more if it is erased or omitted then its meaning will change or be different. The word in question can be seen in the following quote:

*"Lu kemaren songong di depan gua 50 M, inidari 50 M kan. Jadi gua gak ngomong bullshit kan"*

Based on the sentence above, the use of the word that was originally the word more, if it is erased or omitted then the meaning of Andre's expression in his YouTube video content will change the meaning or meaning of the said expression.

## 7. Arrogant Or Look Down On Others

In his youtube video content, Andre shows his arrogance and looks down on others through the language he uses. there is one of them in data 17 where research such as:

*"Inilah ciri orang yang bisa **beli doang** tapi ngerawat gak bisa, coba ditangan papa pasti rapi banget"*

Based on Andre's statement above, it happened at 05:57-06:04 minutes of his youtube video content, where Andre went to Raffi's house to buy back the Morris Kenzy car to Raffi. In the video, Andre looks annoyed with Raffi who takes care of expensive classic cars as he likes, where Andre sees the Morris car that Raffi bought parked in a hot place and the car door is not locked. Seeing this, Andre was spontaneously annoyed by saying that Raffi could only buy without being able to take care of the car



properly and Andre revealed that he would rather take care of an expensive classic car than Raffi. In the "buy only" speech that Andre expressed in his YouTube video content, including the speech act of disappointment with Raffi, because he saw the classic car he was selling was not well cared for by Raffi. From the data above, Andre's expression is included in the characteristics of someone who has a narcissistic tendency, namely shows arrogant, haughty behavior or attitudes or looks down on others. This is based on Andre's expression, which explains that he is better at maintaining expensive classic cars than Raffi, who just buys them without taking care of them properly. The marker used in the sentence above is the *lesap* technique. Where the word "buy only" if it is erased or removed then its meaning will change or be different. The word in question can be seen in the following quote:

*"Inilah ciri orang yang bisa tapi ngerawat gak bisa, coba ditangan papa pasti rapi banget"*

Based on the sentence above, the use of the phrase that was originally bought was just a purchase, if it is erased or removed then the meaning or meaning of Andre's expression on his YouTube video content will change the meaning expressed.

## CONCLUSION

Based on the results of the study, it can be concluded that: in the speech expressed by Andre Taulany on his YouTube video content which is used as a data source based on the number of views and comments there are speech acts that convey the contents of Andre's thoughts or feelings that are expressed or shown through his expressive language. In Andre's speech on his YouTube video content, the speech acts found include arrogance, annoyance, dislike, liking, and speech acts of disappointment. In the video, the dominant speech act found is the speech act of arrogance. While the speech that Andre expressed through his expressive linguistics leads to the characteristics of someone who has narcissistic tendencies, where in his YouTube video content which is used as a data source based on the number of views and comments there are six narcissistic traits that exist in Andre, including arrogance or feeling the most great, excessive fantasy, feel special, take advantage of others, have envy and, arrogant.

## REFERENCES

Elliya, Rahma dan Ainur Rahma. 2020. *Hubungan Harga Diri Dengan Gejala Narsistik (Narsistik Personality Disorder) Pada Mahasiswa Program Studi Pendidikan Dokter*



- Universitas Malahayati*. Vol 2. No 2, Maret 2020. Manuju: *Malahayati Nursing Journal*.
- Engkus, dkk. 2017. *Perilaku narsis pada sosial media di kalangan remaja dan upaya penanggulangannya*. Vol 20. No 2, Desember 2017. *Jurnal Penelitian Komunikasi*. Diakses 18 September 2017.
- Freud, Sigmund. 2020. *Narsisme: Seri Psikoanalisa*. Yogyakarta: Circa.
- Kelly, Estalita. 2017. *Update Status Dan Nama Facebook Dengan Perilaku Narsistik*. Vol 4. No 1, Hal 1-8. Maret 2017. *Jurnal Psikologi*.
- Nursalbi, Yulfiariza. 2018. *Kecendrungan Gangguan Kepribadian Narsistik Pada Remaja Pengguna Instagram*. Skripsi. Riau: Fakultas Psikologi Universitas Islam Negeri Sultan Syarif Kasim Riau Pekanbaru.
- Rahmat, W., Revita, I., & Fitriyah, R. (2019). Psychopragmatic Analysis in Language Learning And Teaching Processes. *Curricula: Journal of Teaching and Learning*, 4(2), 92-100.
- Rahmat. W, Revita.I, Septia E., & Fitriyah R (2020) Peran Psikopragmatik dalam Pembelajaran Daring Masa Covid19. Simposium Nasional Masyarakat Linguistik Indonesia Komisariat Universitas Andalas (1). LPPM Universitas Andalas
- Syahrul R. 2008. *Pragmatik Kesantunan Berbahasa: Menyimak Fenomena Berbahasa Indonesia Guru dan Siswa*. Padang: UNP Press.
- Yule, George. 2014. *Pragmatik*. Yogyakarta: Pustaka Pelajar.