



Recontextualizing cybertextual discourse with post-functional linguistics and mindful deep-learning

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Received: August 25, 2025

Revised: October 15, 2025

Accepted: October 17, 2025

KEYWORDS

Linguistics
Paradigm
Post-Functional
Linguistics
Cybertextual
Context
Mindful Learning

ABSTRACT

This study explores the conceptualization of linguistic context as cybertextual, a multimodal and digitally mediated construct within the framework of post-functional linguistics. It argues that digital communication extends linguistic boundaries, integrating visual, gestural, aural, spatial, and textual modes in meaning-making. Anchored in mindful deep learning, mindfulness is viewed not only as cognitive awareness but as a pedagogical stance that nurtures attentiveness, emotional regulation, and reflective engagement with multimodal semiotic resources. The study aims to (1) classify diverse forms of cybertextual context and (2) interpret their functional identities through mindful learning. Using a qualitative descriptive approach, it analyzes authentic data from Instagram to examine meaning construction through semiotic layering. Employing extralinguistic equivalence analysis, the research identifies five interrelated modalities—visual, gestural, aural, spatial, and linguistic—each contributing distinctively to interactional meaning. The integration of mindful deep learning within this model reveals how learners can cultivate semiotic sensitivity, interpretive accuracy, and empathetic communication in digital environments. The study advances post-functional linguistic theory and provides pedagogical insights for fostering critical and ethical language awareness in multimodal, digitally enriched learning settings.

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Introduction

The role of context in language studies has long been a focal point of interest among linguists. Within formalist linguistics, context is manifested internally as a dyadic phenomenon, understood essentially as intralinguistic or internal linguistic context (Rahardi, 2020b, 2022). Such internal context emerges through segmental and suprasegmental linguistic dimensions. For instance, collocation—the propensity of lexical items to co-occur—represents a key area within this context type. Similarly, suprasegmental features like stress, duration, and intonation remain inseparable from the intralinguistic dimension. However, linguistic inquiry gradually shifted focus toward extralinguistic contexts as scholars challenged the notion of language as an autonomous system (Shin et al., 2021; Wälti et al., 2019). From a functionalist perspective, language is inherently multidimensional, characterized by its intrinsic variability. Early functionalist linguistics identified social context—specifically the horizontal dimension of societal interaction—as paramount in determining meaning (Burke et al., 2009; Rahardi, 2023). This conception was later expanded to include the vertical social dimension, or societal context, which encompasses issues of social status and stratification. These two facets of social context intertwine closely with cultural context, since language and culture represent two inseparable sides of the same coin (Duffy et al., 2012).

Subsequently, the notion of situational context emerged to emphasize that utterance meaning is inextricably linked to situational parameters. At this stage, however, information technology had yet to exert significant influence on linguistic research. Interpretations of speaker intent relied primarily on social and cultural dimensions, with no involvement of digital, cyber, or artificial intelligence technologies, which were

not yet prevalent (Rahardi & Firdaus, 2023). It was only by the late 1980s, as information technology began permeating societal spheres—including language use—that the need to conceptualize virtual external context was recognized. Virtual external context, while retaining its conventional characteristics, became intertwined with virtual dimensions in parallel with the emergence of virtual social communities (Rahardi, 2020a; Yarossi et al., 2021). This shift marked the genesis of the post-functional linguistic paradigm, wherein language could no longer be viewed independently of information technology, digital media, AI, and cyber systems. Rahardi has documented this transformation across multiple academic forums, highlighting its significance for contemporary linguistic theory.

Building upon this, the virtual external context evolved into the cybertextual context, distinguished by multimodal dimensions. Rahardi has extensively described this in Indonesia's linguistic circles, categorizing cybertextual context into five types aligned with multimodality's facets: visual, gestural, spatial, aural, and linguistic cybertextual contexts (Kress, 2009; Rahardi & Firdaus, 2023). Thus, a comprehensive understanding of utterance meaning in the information era necessitates integrating these five contextual modalities. Parallel to the contextual paradigm shift, pragmatics has evolved as a critical discipline for interpreting meaning. Pragmatic scholarship has progressed from first-wave, utterance-based pragmatics to second-wave, discourse-based pragmatics emphasizing socially and culturally situated discourse (Haugh, 2006; Li & Wang, 2016), and further to third-wave pragmatics, which adopts an integrative, multimodal approach. These waves correspond to emic, etic, and epistemological orientations, respectively, and position pragmatics at the confluence of language, culture, cognition, and multimodality.

This study addresses two central questions: (1) What are the key manifestations of cybertextual contexts within post-functional linguistics? and (2) How can the identity and function of these contexts be characterized through mindful learning? The research aims to contribute theoretically to the development of integrative multimodal pragmatics within the emerging third-wave paradigm. Practically, it seeks to inform innovative pedagogical strategies that embed multimodality and cybertextual awareness, enabling learners and educators to engage critically with meaning-making in digitally mediated environments. Beyond its immediate scope, the study encourages deeper scholarly inquiry into the intersections of language, technology, and cognition. In doing so, it advances a more nuanced understanding of contemporary linguistic interaction and offers a conceptual foundation for future research in digital pragmatics and language education.

Theoretical Review

The evolution of linguistic paradigms has necessitated an ever-deeper exploration of context as a fundamental component in language interpretation. Early structuralist and formalist linguistics confined context predominantly to internal linguistic elements, often described as dyadic or intralinguistic context, focusing on phonological, morphological, and syntactic cues (Rahardi, 2020b, 2022). However, such a narrow framework proved inadequate to explain the dynamic, situational, and socially embedded nature of meaning-making in real-world communication. Consequently, the conceptual boundaries of context have been progressively extended to include extralinguistic dimensions such as social relations, cultural norms, and environmental settings, thereby enriching linguistic inquiry with socio-pragmatic and interactional perspectives (Shin et al., 2021; Wälti et al., 2019).

Functionalist linguistics further accentuated the significance of context by situating language use within a social matrix that incorporates both horizontal and vertical dimensions of social interaction (Burke et al., 2009; Rahardi, 2023). The horizontal dimension foregrounds interpersonal relations and social distance among interlocutors, while the vertical dimension considers hierarchical status and societal stratification. These dimensions do not operate in isolation but are intertwined with cultural contexts, recognizing culture as the matrix through which social behaviors and linguistic norms are negotiated (Duffy et al., 2012). Such an integrated socio-cultural framework provides a nuanced lens through which pragmatic meaning is constructed and interpreted, underscoring the inseparability of language, society, and culture.

Building upon social and cultural contexts, situational context emerged as a critical level that anchors utterance meaning in specific temporal, spatial, and participant-related circumstances. The situational context extends beyond linguistic form to encompass the immediate environment of communication, speaker intentions, and participant roles, offering an essential dimension for pragmatic interpretation. Notably, during this phase, the influence of emerging technologies on language and context remained negligible, as digital and cyber domains had yet to pervade linguistic interactions (Rahardi & Firdaus, 2023). It was only towards the late 1980s, with the advent of digital communication and virtual communities, that scholars recognized the imperative to conceptualize a virtual external context to reflect these profound shifts in communicative ecology (Rahardi, 2020a; Yarossi et al., 2021).

This virtual external context, while retaining foundational sociocultural traits, introduces new semiotic landscapes mediated by information and communication technologies. The transition to this

paradigm signifies the post-functional era of linguistics, wherein language is inextricably linked with digital media, cybernetic systems, and artificial intelligence. This paradigm embraces a cybertextual framework that transcends traditional notions of context, incorporating multimodal and technologically mediated semiotic resources integral to contemporary meaning-making processes (Rahardi, 2020a; Rahardi & Firdaus, 2023). The post-functional paradigm thereby reconceptualizes language as embedded within a digitally inflected semiotic environment.

Cybertextual context, as an elaboration of virtual externality, entails a multimodal and multidimensional construct comprising five primary facets: visual, gestural, spatial, aural, and linguistic cybertexts (Kress, 2009; Rahardi & Firdaus, 2023). Each modality contributes distinct semiotic resources vital for comprehensive understanding in digital communication. Visual cybertext relates to imagery and graphical elements; gestural cybertext involves body language and nonverbal cues; spatial cybertext pertains to the arrangement and physical distribution of communicative elements; aural cybertext encompasses sound and prosodic features; and linguistic cybertext deals with verbal and written language. This multimodal matrix demands a holistic approach to pragmatic analysis, recognizing that meaning emerges from the interplay of these modalities within cyber-mediated discourse.

Importantly, the emergence of cybertextual context does not supplant prior contextual frameworks but complements them, enhancing their explanatory power in digital communication settings. Traditional contexts—intralinguistic, social, cultural, and situational—remain foundational but require supplementation to account for the complexity of mediated discourse in virtual environments. This epistemic expansion is embodied in third-wave pragmatics, which advocates an integrative methodology that combines discourse analysis, multimodality, cultural cognition, and technological mediation (Haugh, 2006; Li & Wang, 2016). Third-wave pragmatics thereby offers a comprehensive theoretical and methodological platform to address contemporary challenges in meaning-making within technologically saturated communicative landscapes.

In language education, these theoretical insights have significant implications, necessitating pedagogical frameworks that reflect the multidimensional nature of context and the prominence of technology in communication. The historical progression from behaviorist/formalist approaches to functionalist and post-functional pedagogies underscores a movement from rote learning toward communicative, collaborative, and inquiry-based methodologies (Richards, 2013; Johnson & Johnson, 2014). This pedagogical evolution corresponds to broader sociolinguistic and technological shifts, highlighting the need for language learners to develop competencies not only in linguistic forms but also in multimodal and digital literacies essential for participation in cyber-mediated discourse.

The Indonesian Deep Learning Curriculum exemplifies a contemporary educational framework that embodies these principles by integrating meaningful, mindful, and joyful learning approaches (Pramudyan, 2018). This curriculum fosters holistic learner development by promoting cognitive engagement, emotional well-being, and practical relevance, thereby aligning with national visions such as the *Asta Cita* agenda that emphasize character formation and future readiness for Indonesia's "Golden Era" (Ibrahim & Maniam, 2020). Within this context, language pedagogy must evolve to incorporate cybertextual pragmatics, equipping learners with the skills to navigate and interpret complex multimodal contexts shaped by digital technologies.

Consequently, the theoretical synthesis of cybertextual context and mindful learning provides a fertile foundation for advancing pragmatic competence in contemporary language education. Mindful learning, characterized by heightened awareness, critical reflection, and intentional engagement, aligns seamlessly with the demands of cybertextual communication, where learners must interpret nuanced multimodal signals and mediate meaning across digital platforms. Integrating mindful learning with cybertextual pragmatics enables the cultivation of not only linguistic proficiency but also digital literacy, cultural sensitivity, and metapragmatic awareness—competencies essential for effective communication in the 21st century.

Ultimately, this integrative approach foregrounds the inseparability of language, technology, and cognition in the construction of meaning, affirming the necessity for pragmatic pedagogy to evolve in tandem with shifting communicative ecologies. The Deep Learning Curriculum's emphasis on meaningful, mindful, and joyful engagement transcends conventional pedagogical approaches by directly addressing the multifaceted challenges inherent in post-functional linguistics and the increasingly prevalent cybertextual contexts. This triadic pedagogical framework cultivates learners' cognitive, affective, and socio-cultural competencies in a synergistic manner, thereby equipping them not only with linguistic knowledge but also with critical digital literacy and multimodal interpretive skills essential for navigating complex, technology-mediated communicative landscapes.

Meaningful learning facilitates deep comprehension and relevance by anchoring language acquisition within authentic, context-rich scenarios that reflect the dynamic interplay between language and

technology. Mindful learning fosters learners' metacognitive awareness and reflective practices, empowering them to critically engage with diverse modes of communication and the socio-cultural nuances embedded within cybertextual interactions. Joyful learning, by nurturing intrinsic motivation and emotional well-being, ensures sustained learner engagement and resilience in the face of the cognitive demands posed by multimodal and virtual communicative environments. Collectively, these interconnected dimensions create a holistic educational paradigm that not only responds to but anticipates the evolving nature of language use in the digital age, thereby preparing learners to thrive effectively and ethically within increasingly complex, multimodal, and technology-mediated discursive spaces.

Method

This study employs a qualitative descriptive methodology to elucidate linguistic principles governing the form, meaning, and function of cybertextual contexts within post-functional linguistics, framed through the lens of deep learning pedagogy. It investigates the constitution and interpretation of cybertextual contexts in digital communication, foregrounding their semiotic and pragmatic dimensions as integral to contemporary language learning paradigms. The primary corpus consists of authentic textual data sourced from Instagram, a dynamic social media platform exemplifying multimodal, cyber-mediated linguistic interactions. Data selection was limited to publicly accessible posts within the study period to ensure relevance and contemporaneity (Sudaryanto, 2015). Units of analysis include speech excerpts and communicative fragments embedding cybertextual contextual features characteristic of post-functional linguistics, interpreted via deep learning theoretical frameworks. Data collection utilized systematic observation combined with detailed read-and-note techniques (Ishihara, 2010; Smith et al., 2011), facilitating immersive and nuanced engagement with multimodal texts. This approach enabled comprehensive analysis across visual, gestural, spatial, aural, and linguistic semiotic modes intrinsic to cybertextuality.

The analytical procedures employed extralinguistic equivalence analysis—often termed contextual analysis—emphasizing the interpretative linkage between linguistic elements and their encompassing social, cultural, situational, and technological contexts. This iterative process involved identifying data segments exhibiting cybertextual context, classifying them into multimodal categories, typifying recurrent patterns, and synthesizing findings to elucidate pragmatic functions and semiotic interplay (Mahsun, 2007). Findings are presented through rich linguistic narration rather than formal symbolic notation, maximizing accessibility for interdisciplinary discourse and pedagogical application. Theoretically, this research advances pragmatic theory within the emergent third-wave pragmatics framework, which holistically integrates discourse analysis and multimodality, foregrounding digitally mediated communication as central to contemporary language use (Haugh, 2022; Haugh & Sinkeviciute, 2021). Practically, the study's insights align with Indonesia's Deep Learning Curriculum, emphasizing meaningfulness, mindfulness, and joyfulness (Armstrong & Ferguson, 2010; Depraetere, 2019), by embedding cybertextual pragmatics into language education. This integration fosters learners' critical awareness and interpretative competence, equipping them to navigate complex digital communicative environments with mindful engagement and enhanced pragmatic sensitivity.

Results and Discussion

This study yields significant findings that articulate the complex manifestations and contextual identities of cybertextual elements within the post-functional linguistic paradigm, viewed through the lens of mindful learning. The analysis identifies five core modalities of cybertextual context: (1) visual, (2) gestural, (3) aural, (4) spatial, and (5) linguistic. Each modality is characterized by distinct semiotic dimensions that contribute to meaning making in digitally mediated interactions. From a deep learning perspective, the visual dimension includes features such as color, shape, texture, typography, layout, imagery, iconography, and visual contrast. The gestural dimension comprises emblematic gestures with symbolic value, illustrative movements that support verbal content, regulatory gestures that manage interaction, and affective expressions. The aural dimension encompasses both spoken language and non-verbal sound effects that enhance engagement and realism. Spatial context involves proxemics, icon positioning, and textual anchoring. Finally, the linguistic dimension includes phonetic and prosodic features, as well as morphosyntactic structures. Collectively, these findings advance the theoretical understanding of cybertextual context as a multimodal construct, while also offering pedagogical insights for developing mindful, critical engagement with language in digital environments.

Manifestation of Visual Cybertextual Contexts

The visual dimension of cybertextual context encompasses a wide array of semiotic resources, including color, shape and line, texture and pattern, typography, composition and layout, imagery and photography, iconography and symbolism, as well as contrast and focus (Bezemer & Kress, 2016; Kress, 2009). Each element functions as a distinct communicative and rhetorical device. For example, color extends beyond mere decoration to become a potent meaning-making tool that evokes emotional responses, highlights salient information, and marks categorical distinctions. The McDonald's logo exemplifies this strategic deployment, utilizing red and yellow colors with established semiotic associations. Yellow typically conveys energy, warmth, and positivity, whereas red triggers appetite, urgency, and emotional intensity. These color choices are deliberate, crafted to elicit targeted psychological and affective effects within cybertextual spaces. Consequently, such visual semiotic strategies crucially shape user perception and interpretive engagement, underscoring the inherently multimodal nature of digital communication.

Similarly, shape and line constitute essential semiotic dimensions within the visual mode of cybertextual context, serving to encode abstract meanings and emotional nuances. Diagonal lines often signify dynamism, movement, or tension, while horizontal lines evoke calmness, stability, and balance. Geometric shapes further contribute to meaning construction: squares suggest order, structure, and reliability, whereas circles imply unity, continuity, and inclusiveness. These visual forms are far from ornamental; they act as foundational meaning-making resources that orient viewer perception and emotional response. In digitally mediated multimodal environments, the deliberate use of shape and line directs interpretive processes and reinforces communicative intent, thereby amplifying the rhetorical and affective impact of cybertextual messaging.

The visual dimension of cybertextual context encompasses a diverse array of semiotic resources—including organic textures, natural color palettes, typography, composition, iconography, contrast, and focus—that are strategically employed to construct meaning and shape aesthetic experience. For example, the use of wood textures and earthy tones evokes authenticity and ecological harmony, while the subtle curvature in the Nike logo implicitly signifies motion and dynamism, aligning visually with the product's athletic function. Typography plays a crucial role in both clarity and emotional tone; font choice, size, spacing, and color not only organize textual hierarchy but also communicate mood and brand identity. Spatial composition directs viewers' visual pathways, guiding attention from primary to supporting elements and fostering coherent semiotic flow. Symmetrical layouts convey stability and formality, whereas asymmetrical designs evoke dynamism and creative tension. Collectively, these visual elements function beyond mere decoration—they are active semiotic tools that enhance rhetorical effectiveness and meaning-making within digitally mediated communication.

Data 1



Fig. 1 Kitabisa.com Poster

Source: https://www.instagram.com/p/DHYaaZBSxsO/?img_index=6&igsh=ajZ3cmRjZzNmY2hk

Moreover, imagery and photography serve as potent multimodal resources for narrative construction and brand identity reinforcement, such as through celebrity images that symbolically transfer aspirational qualities like beauty and elegance to products. Visual contrasts in product photography—such as before-and-after depictions—signal innovation and transformation, thereby guiding consumer perception and persuasion. Iconic symbols, including globally recognized logos and emojis, transcend linguistic barriers by providing compact, universally accessible visual codes that streamline cognitive processing and strengthen

multimodal coherence. The strategic manipulation of contrast and focal clarity—through vivid colors, brightness, and typographic emphasis—functions to highlight key messages and calls to action, optimizing attention allocation in visually saturated cybertextual environments. Ultimately, the visual dimension in cybertextuality is integral to effective meaning-making, enriching user engagement and facilitating complex interpretive processes in contemporary digital communication.

The image featured in the Instagram post by the account @kitabisa.com, which advocates for donations to Palestine, incorporates a range of strategically designed visual elements aimed at fostering emotional engagement and motivating concrete action. The dominant background colors—light blue and white—convey a sense of calmness, peace, and professionalism, thereby reinforcing Kitabisa's image as a trustworthy and credible organization. Conversely, the use of vivid red in the phrase *"RINGANKAN PENDERITAAN"* (Alleviate the Suffering) generates a strong and urgent visual impact, underscoring the immediacy and critical nature of the humanitarian crisis. Meanwhile, the green hue employed in the *"SEDEKAH SEKARANG!"* (Donate Now!) call-to-action button psychologically evokes hope and positive agency. Culturally, this color resonates with religious connotations within Islamic contexts, thereby enhancing the appeal and persuasive power of the donation invitation.

Visually, the image centers on a touching scene where a young child reaches out to hold the hand of a smiling woman wearing a black hijab, effectively drawing the viewer's focus. This interaction evokes empathy and humanizes the ongoing crisis, fostering an emotional connection between the audience and the subjects depicted. The typography further reinforces this engagement. The prominent headline, set in bold, uppercase blue letters—such as in the phrase *"Mari terus bantu warga Palestina bertahan!"* (Let us continue to help the people of Palestine survive!)—captures attention instantaneously, even at a glance. Finally, the pointing hand icon directing viewers to the URL *kitabisa.com/bantunegerisyam* exemplifies an interactive element characteristic of cybertextual environments, actively encouraging audiences to engage through clicking. Collectively, these visual components synergize to construct a compelling persuasive force, employing an effective and emotive visual rhetoric.

Data 2



Fig. 2 Promotional Poster

Source: <https://www.instagram.com/p/DAUpTzMJH54/?igsh=MXhta2p1cjRnZWt2Mw%3D%3D>

This promotional poster, featured on the Instagram account @akulaku.id, prominently emphasizes the visual dimension of cybertextual context through the dominant use of red as the primary background color. Psychologically, red is strongly associated with energy, urgency, and prompt action—qualities that are particularly well-suited to the time-sensitive nature of promotional campaigns. The central visual element is a hand holding a smartphone displaying promotional text, seemingly breaking through the red background. This compositional technique creates a dramatic visual effect that captures attention and evokes curiosity, effectively engaging viewers and encouraging further interaction with the promotional message.

The use of bold white typography against the red background on the smartphone screen significantly enhances contrast, ensuring that the message is both clearly legible and visually striking. The phrase *"Lengah Dikit Nikmatin Promo"* (Delay a Moment, Enjoy the Promo) underscores notions of speed and fleeting opportunity, thereby intensifying the sense of urgency for immediate action. The blue-purple call-

to-action button at the bottom, labeled “GESER BUAT CEK INFO LENGKAPNYA >>>” (Swipe to Check Full Info), exemplifies the interactive affordances characteristic of Instagram’s slide-based media. The color combination of red, white, and blue-purple not only conveys information but also strategically directs the audience’s emotional response, motivating them to click, engage with the content, and ultimately complete a purchase. This visual dimension of cybertextual context illustrates how aesthetics and color usage in digital environments profoundly influence meaning-making and desired behavioral outcomes, effectively bridging the gap between visual design and user interaction.

Manifestations of the Gestural Cybertextual Context

The gestural dimension within multimodal cybertextual contexts encompasses a range of bodily movements that carry distinct communicative functions, notably emblematic gestures. These gestures possess culturally and contextually established meanings, such as a hand wave signaling greeting or farewell, or an index finger placed over the lips indicating a request for silence. Such emblematic gestures serve as conventionalized nonverbal signs that directly substitute or complement verbal communication, enabling efficient symbolic representation across diverse communicative settings (Kelly et al., 1999; Schandorf, 2013).

Complementing emblematic gestures are illustrators, which visually reinforce or clarify verbal messages within interaction. These gestures function as embodied explanatory tools, such as a clenched fist raised to express determination or a circular hand motion denoting a particular concept while speaking. In practical scenarios, hand signals from authorities regulate behavior and enhance verbal instructions, demonstrating how gestural illustrators enrich meaning-making by embedding visual-semantic cues that facilitate comprehension in cybertextual environments.

Another critical category involves regulatory gestures that manage conversational dynamics and express affective states. Examples include hand-raising to signal a desire to speak, or subtle facial gestures like lip biting that reveal nervousness or appeal for empathy. Such gestures orchestrate turn-taking and emotional communication, underscoring the interactive and affective dimensions of multimodal cybertextual discourse, where nonverbal cues regulate participation and enrich emotional expression beyond spoken language.

Finally, spontaneous and involuntary gestures, including self-directed behaviors like hair twirling or pencil tapping, reveal internal cognitive and emotional processes. These bodily movements perform multifaceted communicative roles, from facilitating thought retrieval to signaling attitudes such as defensiveness. Understanding these gestural nuances is vital for holistic interpretation within cybertextual multimodality, where the interplay of verbal and nonverbal channels constructs layered, contextually grounded meanings that transcend the limits of language alone.

Data 3

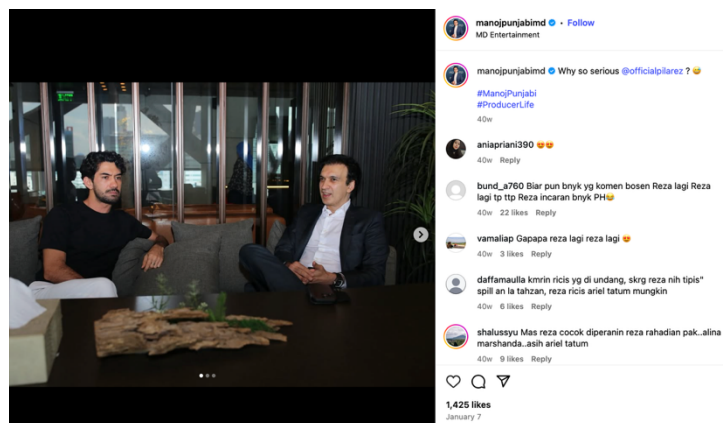


Fig. 3 Post from @manojpunjabimd

Source: https://www.instagram.com/p/DEhboZEvR84/?img_index=1

The Instagram post from @manojpunjabimd vividly exemplifies the strategic deployment of gestural communication within digital multimodal discourse, highlighting the expressive power of body language to convey nuanced social meanings. Central to the interaction is Reza Rahadian’s open laughter paired with a gentle touch on Manoj Punjabi’s face—a gesture that transcends mere physical contact to function as an intimate, affectionate signal. This tactile gesture operates within a socio-cultural framework where touch

on the face symbolizes deep emotional trust and solidarity, communicating warmth and vulnerability in a public setting. Manoj's reciprocal broad smile and forward body lean further reinforce the positive affective exchange, evidencing his receptivity and mutual endorsement of the relational bond. Their simultaneous, relaxed clasping of right hands concretizes a nonverbal contract of friendship and professional camaraderie, emblematic of cooperative ethos within the entertainment industry. Collectively, these embodied gestures create an atmosphere of informal conviviality and emotional openness, which contrasts with the often carefully curated, impersonal nature of celebrity social media posts, thereby fostering a sense of authenticity and approachability.

Beyond reinforcing interpersonal closeness, the gestural semiotics in this post serve critical identity construction and image management functions. Reza's affectionate touch and laughter, coupled with Manoj's welcoming responses, project a persona of warmth, approachability, and trustworthiness, qualities strategically amplified by the accompanying caption to enhance his public branding. This multimodal synergy between verbal and nonverbal elements underscores how gestures act as potent semiotic resources that extend and enrich digital communication, especially within cybertextual contexts where textuality intersects with visual and embodied cues. Such gestural manifestations exemplify post-functional linguistics' emphasis on multimodality, illustrating how meaning is co-constructed through the interplay of language, gesture, and affect in social media discourse. Moreover, this case underscores the relevance of mindful interpretation in digital literacy, encouraging audiences to attend to nonverbal signals that shape relational dynamics and identity representations in mediated environments. Ultimately, the post exemplifies how embodied gestures function pragmatically to embody values of friendship, collaboration, and mutual respect, thus reinforcing socio-professional norms within contemporary cyber-communicative practices.

Data 4



Fig. 4 Kolang Movie Poster

Source: <https://www.instagram.com/p/DHyUifWyqMN/?igsh=MTE4bjcycnhmbzE0aw%3D%3D>

The film poster featured on the Instagram account @kolangfilm employs subtle yet powerful gestural cues to construct an intimate narrative between the two main characters, Kolang and Raim. Their close physical proximity and exchanged gazes function as core semiotic resources that communicate emotional depth without explicit verbalization. Kolang's gentle smile combined with her slight head turn suggests a nuanced affective state, blending shyness and happiness, which culturally connotes affection or admiration. Raim's sincere gaze and soft smile reciprocate this emotional openness, signaling comfort and warmth. The absence of direct physical contact intensifies the focus on facial expressions and spatial relations, allowing the viewer to perceive a delicate balance of vulnerability and mutual understanding. These visual elements coalesce to create a portrayal of relational intimacy that feels authentic and uncontrived, effectively engaging the audience's empathy through nonverbal means.

Beyond its affective resonance, this gestural interplay serves crucial narrative and promotional functions within the cybertextual context of social media film marketing. By foregrounding nonverbal intimacy, the poster invites viewers into the emotional world of the characters, fostering anticipation and emotional investment prior to viewing. This strategy aligns with multimodal discourse theories, which emphasize how gesture and gaze operate alongside visual composition to generate meaning and guide

audience interpretation. The poster's emphasis on subtle embodied expressions rather than overt contact highlights the sophistication of digital visual storytelling, leveraging the semiotic power of minimalism to evoke complex emotional states. Consequently, this multimodal configuration not only humanizes the characters but also strategically constructs the film's thematic focus on personal connection and warmth, illustrating how cybertextual design elements function pragmatically to shape audience reception and engagement.

Manifestations of the Cybertextual Aural Context

The aural dimension of cybertextual context primarily centers on verbal sounds, where spoken language conveys explicit information enriched by prosodic features such as intonation, speech rate, and rhythm. These vocal elements not only express the speaker's emotions and intentions but also guide listener engagement and interpretation in digital environments. For example, a radio announcer's persuasive tone enhances promotional messages, effectively shaping audience response and attention through nuanced vocal delivery (Hirschberg, 2002; House, 2006).

Beyond spoken language, vocal performance significantly enriches multimodal interaction. In formats like radio dramas, audiobooks, and traditional wayang kulit, narrators employ distinct vocal modulations to differentiate characters, enhancing narrative clarity and emotional immersion. Music further supports the aural cybertext by setting mood and reinforcing visual storytelling, with heroic themes amplifying triumph and musical cues marking scene transitions. Complementing these are sound effects—ranging from naturalistic footsteps to fantastical noises—that build immersive soundscapes, while strategically placed silence punctuates the aural flow, heightening dramatic tension and focusing audience attention.

Voice quality—including timbre, pitch, and volume—adds a critical layer to aural cybertextuality, shaping speaker identity and interactive dynamics. Variations in vocal tone contribute to emotional expression and communicative presence, while deliberate volume adjustments serve pragmatic functions, such as regaining attention in distracted settings. For instance, a lecturer lowering their voice to restore focus illustrates how vocal modulation functions strategically within cyber-mediated communication, underscoring the complexity and depth of the aural dimension in digital multimodal contexts.

Data 5



Fig. 5 Raffinagita post

Source: https://www.instagram.com/p/DIB3Bd2P_mW/?igsh=MXZ4aWNuMzk0bzgwcg==

The Instagram post from the account @raffinagita1717 presents a compelling multimodal narrative that intricately weaves together visual, textual, and aural elements to convey a profound spiritual message. Central to this composition is the heartfelt message from Raffi Ahmad directed at Ruben Onsu, which is amplified by the carefully selected soundtrack—the song “Alhamdulillah” performed by Nagita Slavina. This musical choice is far from incidental; it imbues the post with deep emotional and religious significance. The song’s lyrical content, rooted in expressions of gratitude and spiritual reflection, resonates strongly within the Islamic faith, symbolizing acknowledgment of divine blessings. The gentle, prayerful melody evokes a solemn yet peaceful ambiance, reinforcing the contemplative mood that frames Ruben Onsu’s public embrace of Islam. This aural atmosphere synergizes with the visual cues—serene facial expressions, soft lighting, and tender gestures—creating a cohesive sensory experience that transcends the mere

documentation of a personal milestone, instead inviting viewers into an intimate and reflective spiritual moment.

From a multimodal analytical perspective, the integration of “Alhamdulillah” functions as a semiotic resource that enriches the post’s communicative depth. It operates symbolically, transcending its role as background accompaniment to become an active participant in meaning-making, embodying themes of gratitude, hope, and renewal. The music’s affective power amplifies the sincerity of Raffi Ahmad’s message, shaping audience reception by eliciting emotional resonance and spiritual contemplation. Furthermore, the convergence of auditory and visual semiotics—textual message, facial affect, and melodic tone—creates a multimodal discourse that underscores the transformative nature of Ruben Onsu’s spiritual journey. This complex interplay enhances the narrative’s authenticity and immediacy, positioning the post as a culturally and religiously significant artifact within the digital public sphere, thus illustrating how cybertextual multimodality can be harnessed to communicate nuanced, layered meanings in contemporary social media practices.

The Instagram post by the account @lambe_turah employs the song “Tikus-Tikus Kantor,” performed by Iwan Fals, as an aural element to reinforce the critical message conveyed through its visual and textual content. This song is widely recognized as a poignant critique of corruption practices among officials and bureaucrats. Within the context of the post highlighting the granting of Eid remission to Setya Novanto—the convict in the E-KTP corruption case—the use of this song is thematically pertinent and functions to amplify the satirical tone directed at perceived judicial injustices by segments of society. Aurally, the song evokes a cynical and sarcastic atmosphere. Its lyrics, which reference “office rats” symbolizing officials who embezzle public funds, position the track as a potent emblem of social protest. Consequently, the aural dimension significantly enhances the multimodal discourse by embedding socio-political critique within the communicative framework of the post.

Data 6



Fig. 6 Lambe_Turah Post

Source: https://www.instagram.com/p/DIFvq_PTjH3/?igsh=MTA2dnFvdDBlNTc0

When combined with the image of Setya Novanto wearing a detainee vest and the news text regarding the remission, the song transcends mere atmospheric accompaniment and actively directs audience interpretation towards the perceived injustices within the legal system. The familiar and sardonic musical tone evokes emotions of anger, disappointment, and frustration among viewers, thereby implicitly reinforcing the post’s critical stance. Through the integration of music, imagery, and textual elements, this post exemplifies the utilization of aural aspects to construct multimodal meaning. The song “Tikus-Tikus Kantor” plays a pivotal role in shaping public opinion and intensifying the critique of the social phenomenon highlighted—namely, the leniency granted to corruption convicts.

Manifestation of Spatial Context in Cybertextuality

The spatial aspect in multimodality refers to the dimension of distance or spacing that governs the relationship between multimodal elements such as text, images, and objects within both physical and symbolic spaces to create specific meanings. This distance can be literal—for example, the spacing between paragraphs—or metaphorical, such as the proximity between an image and a related text to signify a

meaningful connection. The spatial dimension encompasses the physical arrangement of elements that functions to indicate hierarchical relations, thematic associations, or distinctions between contents. For instance, in a presentation slide, the close placement of the title and subtitle signals thematic cohesion, whereas wider spacing separating them from subsequent content indicates a shift in topic. Thus, spatial organization plays a crucial role in facilitating audience comprehension of information structure in an intuitive manner (Bezemer & Kress, 2016; Forceville, 2010; Peñarroja, 2020; Serafini, 2015).

In infographic texts, icons and their explanatory texts are almost always placed side by side, often closely adjacent, to signify the strong relational connection between the two elements. The spatial dimension also relates to distance as a marker of intimacy. Photographs of family members, institutions, companies, and similar entities are typically positioned close together to convey messages of closeness or even intimate relationships. In written texts, spacing functions as a tool to influence readability and emphasis, as evidenced by paragraphing conventions. Another important spatial dimension is that distance can also be employed to signify power relations. In posters, it is often clearly visible that leaders are given visual prominence compared to subordinates. For example, party leaders are frequently depicted alongside party cadres with noticeable differences in size. This clearly demonstrates that the multimodal spatial dimension of distance and scale is utilized to signify symbols of power or authority.

This post is featured on the Instagram account of *shopee_id*. The arrangement of visual elements within this post exhibits a meticulously organized and symmetrical spatial structure, designed to systematically guide the audience's attention from the top to the bottom. The Shopee logo, positioned at the upper left corner, serves as an immediately recognizable brand identifier. The title, "KUIS SPESIAL 4.4," is centrally placed at the top with a large font size and vivid colors (yellow and red), contrasted against a white background to create a strong visual impact.

Data 7



Fig. 7 Shopee_id Post

Source: https://www.instagram.com/p/DIBPu_BhUVN/?igsh=ZHI0d25vdm84MGQy

The call-to-action phrase, "KOMEN MAU CHECKOUT APA DI PROMO PUNCAK 4 APRIL!," is situated directly below the title, rendered in blue and yellow hues that impart a dynamic effect while maintaining legibility. The Xiaomi Redmi Note 14 smartphone is prominently positioned at the lower center as the primary promotional object. Its symmetrical placement on a white base conveys an elegant and exclusive impression, directing the audience's focus toward associating the quiz with the prize or featured product. Gold ribbon elements, scattered sporadically around the image, reinforce a celebratory atmosphere without disrupting visual balance. This well-structured spatial composition guides the viewer's gaze through a natural vertical flow—from the title and information at the top, down to the product and interactive prompt—ensuring that the promotional message is communicated effectively and efficiently.

Data 8



Fig. 8 Tokopedia Post

Source: https://www.instagram.com/p/DHnOzobykm_/?igsh=MWRtMzJkN3NxcGQ1Yw%3D%3D

The spatial arrangement of visual elements in this post exemplifies a symmetrical, vertically oriented layout that strategically shapes meaning making by guiding viewers' cognitive processing in a clear, hierarchical sequence. Positioned at the top, the Tokopedia logo functions as an immediate brand anchor, activating brand recognition and framing the interpretive context. Below it, the centrally placed headline "ramadan EKSTRA SERU MEGA AKBAR" serves as the primary focal point, utilizing bold typography in bright yellow and white against a gradient green background to evoke energy and festivity. The vertical alignment directs the viewer's gaze downward, facilitating a smooth, linear flow of information.

The date "25 Mar," enclosed within a neon-highlighted green capsule directly beneath the headline, acts as a temporal cue that situates the promotion within a specific timeframe, anchoring the message in context. At the bottom, key promotional offers such as "Diskon s.d. Rp 800 rb," "Flash Sale Raya s.d. 50%," and "Gratis Ongkir Rp 0" are visually grouped inside rounded rectangular frames resembling digital displays, symbolically reinforcing their importance as actionable incentives.

The symmetrical spatial distribution on a single plane creates visual order and balance, enhancing readability and cognitive ease. Supporting icons—coupon tags, ribbons, and stars—are evenly and thoughtfully dispersed, reinforcing the celebratory Ramadan theme without overwhelming the composition. This deliberate spatial structuring not only organizes content hierarchically but also facilitates meaning making by intuitively directing attention from brand identity, through thematic emphasis and temporal context, to detailed promotional content, thereby optimizing viewer engagement and message clarity within a cybertextual, multimodal environment.

Manifestation of the Linguistic Cybertextual Context

The multimodal linguistic aspect within cybertextual communication encompasses a range of interrelated dimensions, including phonetic, prosodic, and morphosyntactic features, each contributing distinctively to meaning-making processes. Vocal emphasis, for example, plays a pivotal role in shaping interpretation by highlighting linguistic elements, while prosodic devices such as strategic pauses, intonation patterns, and speech rhythm guide listeners' comprehension and emotional response. Morphosyntactic choices further enrich this dimension, as evidenced by varying sentence lengths or shifts between formal and colloquial diction, which are deliberately employed to align with communicative intent and contextual appropriateness (Serafini, 2015). These linguistic forms do not operate in isolation but intertwine closely with other semiotic modes, creating a layered and dynamic communicative environment where meaning emerges through the nuanced orchestration of verbal and nonverbal cues.

In cybertextual interactions, the linguistic dimension functions as a core multimodal resource that negotiates meaning through contextually sensitive language use. A salient illustration lies in the pragmatic preference for the term "habis" (sold out) instead of the more literal "tidak ada" (not available) in retail discourse. This lexical choice conveys not only the factual absence of a product but also encapsulates socially mediated meanings such as temporality, finality, and the modulation of customer expectations. Such nuanced linguistic strategies exemplify how spoken language, embedded in multimodal contexts,

transcends mere denotation to perform complex social functions, signaling politeness, urgency, or reassurance. The pragmatic deployment of these linguistic markers reveals the dynamic and interactive nature of language within multimodal cybertextual communication, where each utterance participates in a broader network of meaning-making shaped by cultural and situational factors.

Furthermore, linguistic sequences within multimodal discourse are organized to sustain cohesion and coherence, reflecting the intrinsic linearity and temporal flow of language. Smooth transitions and carefully structured discourse prevent abrupt shifts that might disrupt interlocutors' comprehension or interactional flow, highlighting the linguistic dimension's regulatory function in multimodal exchanges. Crucially, the interpretation of any linguistic unit is inseparable from its intertextual context, encompassing preceding and subsequent utterances that collectively frame meaning. This intertextual embedding situates linguistic elements within expansive multimodal networks, where language operates synergistically with gestures, visuals, and other semiotic modes to co-construct meaning. Despite its foundational role, the linguistic dimension often remains underrecognized in everyday digital communication; however, its acknowledgment is vital for advancing pragmatic and multimodal theories, thereby enhancing our understanding of how meaning is fluidly negotiated in complex, cyber-mediated environments.

Data 9



Fig. 9 Inspirasikristen Post

Source: https://www.instagram.com/inspirasikristen_/

The Instagram post from the account @inspirasikristen_ exemplifies the critical role of linguistic context in shaping and conveying nuanced spiritual meanings within cybertextual discourse. The sentence “Aslinya aku amat berantakan, hanya saja tertutup oleh pertolongan Tuhan Yesus” employs deliberately chosen lexemes that evoke introspection and vulnerability. The term “berantakan” (disordered) metaphorically encapsulates an internal state of emotional or existential chaos, signaling human imperfection and struggle. Meanwhile, the phrase “tertutup oleh pertolongan Tuhan Yesus” (covered by the help of Lord Jesus) linguistically frames divine intervention as a protective and redemptive force that conceals and compensates for human frailty.

This linguistic construction operates within a rich pragmatic context where meaning extends beyond the literal to embody faith-based reassurance and hope. The concise syntax enhances accessibility, while the empathetic and humble tone fosters a sense of relational intimacy and authenticity between the speaker and the audience. Crucially, the linguistic context—defined by word choice, semantic associations, and pragmatic implications—functions as the primary vehicle for negotiating spiritual identity within the multimodal cybertext. Through this linguistic framing, the post not only communicates a personal testimony but also reaffirms communal faith values, situating individual imperfection within a broader theological narrative of divine grace. In cybertextual environments, such linguistic context is indispensable for meaning-making, as it guides interpretive frames and emotional engagement, anchoring abstract spiritual concepts in relatable human experience.

Data 10



Fig. 10 Lazada_id Post

Source: <https://www.instagram.com/p/DIEQXfWythr/?igsh=MWd3c255am83czJmbA==>

The Instagram caption from @lazada_id exemplifies the crucial role of cybertextual linguistic context in meaning-making and interaction within digital multimodal environments. It employs informal, colloquial language tailored to resonate with a young, digitally savvy audience, using phrases like “si paling apa, nich?” where the phonetic variant “nich” signals casualness and establishes an intimate, conversational tone typical of social media exchanges. This linguistic informality reflects the dynamic co-construction of language shaped by the norms of online youth culture, highlighting how cybertextual context informs stylistic and pragmatic choices. The post also integrates English loanwords such as “bestie” alongside emojis, enriching the multimodal semiotic environment and fostering emotional closeness and interpersonal engagement. These elements function within a cybertextual framework where meaning emerges from the interplay of textual, visual, and cultural cues, positioning the brand as a relatable peer rather than a distant corporate entity. Such strategic linguistic choices enhance the post’s appeal by aligning with the affective and identity-driven expectations of its audience.

Additionally, persuasive promotional language—phrases like “berkarung-karung kejutan,” “Pengiriman Cepat,” and “Ekstra Diskon”—is emphasized typographically through capitalization, guiding attention amid the visually dense cybertext. The flexible sentence structures mimic conversational discourse, ensuring coherence and accessibility in fast-paced digital interactions. Code-switching between Indonesian and English, as in “Just info aja,” indexes a hybrid linguistic identity characteristic of cybertextual spaces, reflecting globalized digital communication practices and reinforcing the brand’s modernity and cultural relevance within contemporary cyber-culture.

Conclusion

This study offers a comprehensive analysis of cybertextual contexts within post-functional linguistics, framed through the integrative perspective of mindful learning. It identifies five core cybertextual dimensions—visual, gestural, aural, spatial, and linguistic—that collectively function as multimodal semiotic resources. These elements, encompassing features such as color, typography, prosody, and morphosyntax, operate not only as communicative forms but as cognitive-affective stimuli that actively engage learners in conscious and reflective language acquisition processes. Unlike traditional static views of context, cybertextuality highlights dynamic, technology-mediated interactions where meaning is co-constructed through intricate multimodal interplay, thus redefining the landscape of linguistic meaning-making in digital communication. From the standpoint of mindful learning, which emphasizes focused attention, emotional regulation, and openness, engagement with these multimodal cues enhances interpretive precision and pragmatic competence. This alignment suggests that cybertextual awareness fosters deeper cognitive and affective involvement, equipping learners with heightened adaptability crucial for navigating fluid, digitally mediated discourse. Consequently, integrating mindful learning with cybertextual contextual sensitivity enables language pedagogy to transcend rote instruction, promoting critical thinking, empathy, and metacognitive development in digitally saturated environments.

Nonetheless, the study's empirical scope is confined to Instagram data, indicating the need for further research across a broader range of social media platforms to deepen insights into cybertextual contexts. Expanding this inquiry could substantively inform pedagogical practices by elucidating the multimodal complexities of digital communication, thereby advancing post-functional linguistics and mindful learning frameworks in language education.

Declarations

- Author contribution** : R. Kunjana Rahardi was solely responsible for the entire research project, including conceptualization, data collection, analysis, and manuscript preparation. He independently developed the study design, conducted the analysis, and wrote and finalized the manuscript for publication.
- Funding statement** : This research did not receive any funding.
- Conflict of interest** : Both authors declare that they have no competing interests.
- Ethics Approval** : Information on Ethics Approval and informed consent statements are required for all articles published in BAHASTRA since 2025.
- Additional information** : No additional information is available for this paper

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