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# The Shifts of Conventional Context Element Aspects: Towards a Cyberpragmatics Perspective

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**A B S T R A C T**

This study aims to describe the forms of shifting conventional context elements to a virtual external context in the cyberpragmatics perspective. The data of this study were manifestations of the shifts in the contexts. The substantive data source of this study was various kinds of utterances and the formulation of the context containing realizations of the shifts in the conventional external context. The locative data source was social media that published a variety of utterances and the context in which there was a shift in the context elements that could be collected by the researcher around the time of the study. The data collection method applied was the listening method, focusing on the free engaged and profound method of listening. The technique used in applying the listening method was the note-taking technique. The data were then classified and verified further. The verified data were then triangulated to experts of pragmatics, especially cyberpragmatics. Data analysis was carried out by applying distributional method to cover the linguistic dimension of this study. As for the non-linguistic dimension, the researcher applied the extralingual equivalent method. The results of this study were the manifestations of the context shifts as follow: (1) shifting aspects of context element of speech setting, (2) shifting aspects of context element of objectives of speaking, (3) shifting aspects of context element of speech participants, (4) shifting aspects of context element of speech atmosphere, (5) shifting aspects of context element of speech channel, (6) shifting aspects of context element of speech genre and (7) shifting aspects of context element of verbal acts.

**I. INTRODUCTION**

Research in the field of pragmatics should not only focus on general pragmatics but also on a culture-specific perspective (Rahardi, 2018b). In connection with digital developments, pragmatics has synergized with information and digital technology, which has given birth to cyberpragmatics (Locher, 2013a). This new field of science needs to be promoted continuously in the linguistic-pragmatic area.

As the newest field in linguistics, pragmatics is all about questions of uses. Pragmatics deals with the relation of signs to their users and interpreters. The meaning of the speaker is what is meant by pragmatic meaning. Therefore, the pragmatic

meaning is highly influenced by the speech partners' personal and communal assumptions embodied in the context. Both are social, societal, cultural and situational in nature (Rahardi, 2018a). In other words, pragmatics is a context-bound study of language. The context that applies to pragmatics is triadic, not religious. In addition to the language form and meaning of the language itself, there are also aspects of speakers and speech partners that make it triadic. Thus, the pragmatic intent interpretation cannot be separated from the triadic context (Wijana, 2014).

Such pragmatics are referred to as general pragmatics, or what are commonly referred to as pragmatics. In subsequent developments, this

pragmatic field developed according to the local cultural context. Indonesia, which is very diverse in ethnic and cultural wealth, has given birth to many local culture-based pragmatic researches. Such pragmatics are referred to as culture-specific pragmatics (Hassall, 2012).

Cultural bases that are not the same will give birth to pragmatic rules which are certainly different. Unequal community base, which means the manifestation of a culture that is not the same, must have given birth to unequal pragmatic rules. The relationship between general pragmatics and specific cultural pragmatics is that the language contained in general pragmatics is used as the basis for pragmatic language formulation in specific cultural perspectives.

The pragmatic constellation in linguistics and its relation to other interdisciplinary fields were clearly explained in the previous section. In the constellation presentation, it is clear that pragmatics is actually outside the internal scope of language. It is said so because in pragmatics, what is studied is the speaker's intention through the speech spoken by the speaker. The speaker's meaning can be observed through the speech because speech is actually a verbal act (Leech, 1983). Speech as a verbal act has been widely explained in the field of study of speech acts. Furthermore, it needs to be explained that in pragmatics, the role of context is very basic. The study of speakers' intention, which is not based on context, does not produce true study results because the absence of context will inevitably have implications on various kinds of ambiguity.

Context has various elements, functions, and roles. The role of context is not the same, depending on the study's perspective used by researchers. The context in a systemic pragmatic perspective is not the same as the context in a pragmatic intercultural perspective. The context in the specific culture-based pragmatic perspective is not the same as in the experimental perspective. In the latest development, the context in the perspective of cyberpragmatics is certainly different from the context in the perspective of other pragmatics (Yus, 2011).

Thus, it can be emphasized that the context in pragmatics has experienced a shift. It is the shifting

of elements and functions as well as the role of context that is interesting to explain. The shift in context is explained step by step through the study conducted by the researcher.

Dell Hymes is known to be a forerunner who supported the study of context based on this social dimension. The mnemonic expression SPEAKING is used to summarize elements of the social context that need to be considered in understanding the meaning of the speaker in a social perspective (Wildner-Bassett, 2004). Furthermore, Jacob L. Mey found a new understanding related to the social context. If the experts mentioned earlier focus on the horizontal dimension of society, Mey places more emphasis on society's vertical dimension. In other words, Mey's orientation is more on the social status and social level dimensions instead of the horizontal social distance. The dimension of power is more prioritized by Mey than the dimension of solidarity. Thus, in essence, Mey focuses more on the societal dimension, while Hymes focuses on the social dimension (Mey, 2003).

The context of cultural dimension is conveyed by Halliday to understand speakers' meaning in relation to cultural, intracultural, and perhaps intercultural dimensions. Halliday's view is in line with Blumkulka's view, which also emphasizes on cross-cultural pragmatics. At the stage of the explanation given above, there are two types of pragmatics that the researchers can identify: pragmatics with cultural dimensions and culture-specific pragmatics (Halliday, 2015).

Speeches on social media in the form of hate speech, humorous speech, and the like can serve as abundant data and substantive data sources in studies of cyberpragmatics. Fransisco Yus is known as one of the pragmatic field figures who initiated this cyberpragmatics field study. This pragmatics field is also widely referred to by Miriam A. Locher as internet pragmatics (Locher & Graham, 2010). It is said so because the data and data sources in this pragmatic field are, in fact, the speeches present in the internet media, including social media. With the development of the digital world that further developed into the internet, there is a new community called a virtual community. In sociolinguistic studies, there are known terms, which are social communities and speech communities. Language variants that occur and the

purpose of using these variants can be described from these communities.

In cyberpragmatics, the social community and the speech community seemed to have disappeared and now replaced by a new community called the virtual community. Within the virtual community, there are interaction and communication between fellow members of social networks on the internet (Guthrie & McCracken, 2010). Citizens in the virtual community stop at the social and cultural dimensions and at the situational dimension that is not separated from certain interests. For example, interactions and communication between virtual community members do not always have to be controlled by the age factors of speakers and speech partners, the gender of speakers and speech partners, position of speakers and speech partners, horizontal and vertical social relations of speakers and speech partners, and the like. Therefore, context considerations in social communities differ from context considerations in virtual communities.

The meaning of pragmatics or intent in virtual communities is the object of study in cyberpragmatics studies (Locher, 2013c). Thus, it can be emphasized that the object of the pragmatic study is consistent, that is, on the speaker's intention. However, the locational data source of cyberpragmatic research is in virtual communities that are very easily accessible from the clever schemes that are always in everyone's hands. The new era has turned out to be truly a change in Indonesian people's behavior, let alone the world community, in which people must not be separated from information and communication with smart mobile devices at any time (Rahardi, 2017b) up to this day the study of linguistic impoliteness, particularly based on culture-specific backgrounds has not been done. This research discusses the pragmatic manifestations of linguistic impoliteness. Through this research, a detailed description of how the manifestations and intentions of the linguistic impoliteness markers would be obtained. The data was gathered by using listening and speaking methods in linguistics. The data gathered through the basic and advanced listening and speaking methods was analyzed by using the equivalence method, particularly the extra-lingual equivalence. The research results showed that the pragmatic impoliteness was classified into five categories,

namely (1. With this situation, language research should change and shift to find new pragmatic rules, which will certainly be very useful for pragmatic development in Indonesia and all parts of the world.

This study aims to describe the forms of shifting elements of conventional external contexts to virtual external contexts. This study is important since it determines the intention of speech present digitally and virtually through various social media platforms. Through this study, the field of pragmatics will also continue to develop following the times. Pragmatics in the past is certainly different from pragmatics at present due to the rigging of digital technology in cyberpragmatics (Yus, 2011).

## II. METHODS

The study of the shifts from conventional external contexts towards virtual external contexts was a qualitative study (Schilling, 2006). The object of this study was the manifestation of context shifts. Thus, this study's data were the manifestation of the shifts in a conventional external context to a virtual external context.

The substantive data source of this study was various kinds of utterances and the formulation of the context that contains the realization of a shift in a conventional external context towards a virtual external context (Aranda, Levy, & Stoney, 2015). The locative data source was social media that publishes a variety of utterances and the context in which there was a shift in the conventional external context to the virtual external context that can be collected by the researcher around the time of the study. The data collection method applied was the listening method, specifically the free engaged and profound listening method.

The technique used in the context of referencing was note-taking. Data collected through the application of methods and techniques were classified and verified (Sudaryanto, 2016). Furthermore, the data were triangulated to the experts in the field of pragmatics, especially cyberpragmatics. In addition, triangulation was also conducted to validate the research data. Data analysis was carried out by applying a distributional method to cover the linguistic dimension of this study. As for the non-linguistic dimension, the researcher applied extra-lingual equivalent method (Mahsun,

2005). The results of the study were presented with informal presentation methods.

### III. RESULTS AND DISCUSSION

#### 3.1 Results of the Study

This study has presented seven manifestations of shifting aspects of a conventional external context to a virtual external context. The seven manifestations of shifts are successively conveyed as follow: (1) shifting aspects of context element of speech setting, (2) shifting aspects of context element of objectives of speaking, (3) shifting aspects of context element of speech participants, (4) shifting aspects of context element of speech atmosphere, (5) ) shifting aspects of context element of speech channel, (6) shifting aspects of context element of speech genre, and (7) shifting aspects of context element of verbal acts.

The manifestations of these shifts are stated in succession at DTINSTG 1 to DTINSTG 7 in the form of data along with their locative data sources as shown in Table 1 below.

#### 3.2 Discussion

The present study results showed seven manifestations of changing aspects of conventional external context elements into virtual external aspects. These shifts were possible because of the aspects of digital technology that are lined with language. In the past, language was not cultivated in its rigging with digital technology (Yus, 2011). Therefore, the purpose of speech was not discussed in connection with technology.

However, in the current era of the industrial revolution 4.0, the link between language and digital technology is necessary. Understanding the meaning of speech that does not associate

**Table 1. Context Shifting Manifestation**

Data Code	Forms of Speech Data and Locative Data Sources	Manifestation Shifting Aspects of Context Elements
DTIN-STG 1	<i>Tidak Menggunakan Masker Denda Sebesar Rp5 Juta atau Kurungan Penjara Selama Dua Minggu</i> (Penalty of Rp. 5 Million or Two- Week Imprisonment for Not Using a Mask ) <a href="https://www.instagram.com/p/B_zZXV71YII/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_zZXV71YII/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of speech setting
DTIN-STG 2	<i>Jika Pemerintah Indonesia Menolak Kedatangan TKA China Internet di Indonesia akan Diblokir</i> (If the Indonesian Government Refuses Arrival of Chinese Foreign Workers, Internet in Indonesia will be Blocked) <a href="https://www.instagram.com/p/B_1eTf1156i/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_1eTf1156i/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of objectives of speaking
DTIN-STG 3	<i>Pemerintah Pusat Tidak Memiliki Uang Untuk Membayar Utang Ke Pemprov DKI Jakarta</i> (Central Government Does Not Have Money to Pay Debt to DKI Jakarta Provincial Government) <a href="https://www.instagram.com/p/B_-OcsdF9S0/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_-OcsdF9S0/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of speech participants
DTIN-STG 4	<i>2.800 Orang Narapidana di Lapas Paledang dan Pondok Rajeg Bogor</i> (2,800 Prisoners in Paledang Lapas and Pondok Rajeg Bogor) <a href="https://www.instagram.com/p/B_2PxnBlc2A/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_2PxnBlc2A/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of speech atmosphere
DTIN-STG 5	<i>Menteri Kesehatan Amerika Sudah Menandatangani Persetujuan Penggunaan Chip untuk Virus Corona</i> (US Health Secretary Signs Approval for Chip Usage for Corona Virus) <a href="https://www.instagram.com/p/B_32NgWlleY/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_32NgWlleY/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of speech channel
DTIN-STG 6	<i>Hukuman Seumur Hidup bagi Kepala Daerah yang Memainkan Bantuan Covid-19</i> (Life Penalty for Regional Heads Who Embezzle Covid-19 Aid) <a href="https://www.instagram.com/p/B_2P7oUFG6/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_2P7oUFG6/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of speech genre
DTIN-STG 7	<i>Tenaga Medis Covid-19 RSUD Purworejo Ditagih Biaya Rp. 150 Ribu/Malam oleh Pemkab.</i> (Covid-19 Medical Staffs at Purworejo District Hospital were Charged Rp. 150 Thousand per Night by Regency Government.) <a href="https://www.instagram.com/p/B_4bOBSFEQk/?utm_source=ig_web_button_share_sheet">https://www.instagram.com/p/B_4bOBSFEQk/?utm_source=ig_web_button_share_sheet</a>	Shifting aspects of context element of verbal acts

digital technology with all aspects and impacts is a big mistake in language studies today (Limberg, 2009)1996; Bousfield, 2008a; Bousfield and Locher, 2008; Bousfield and Culpeper, 2008. In the following sections, each of these manifestations of change is discussed.

### 3.2.1 Shifting aspects of context element of speech setting

Speech settings can be divided into time and place settings. Chaika refers to it as a spatio-temporal setting. Thus, in her view, language is due to social mirrors tightly laced with language and its social context (Rahardi, 2009). She implied that context as setting time and place as a unit.

In Eastern culture, speech context can be simplified into 'understand time' to know the time and 'understand space' to know the place. In the era of the industrial revolution 4.0 where digital technology plays a very important role in social life, time setting, and place settings are not too decisive in interpreting a statement (Taguchi, 2015). In the past, people talking loudly at night was forbidden and considered rude.

Likewise, in the past, people in a place of worship talking about something were not allowed, but nowadays, people in the church or other holy places talk freely. Thus, there has been a shift from conventional external contexts with time and place elements to time and place elements in virtual external contexts. With a smart gadget in someone's hands, people can now communicate at any time. The place is now also very open and without insulation because someone can just talk to friends in other cities or other countries easily without being restricted by space restrictions.

In the following DTINSTG 1 Virtual External Context data, the substance of information delivery is by no means limited to space and time. That is, in this cyberpragmatics perspective, the context of the speech substance is not at all bound by time and place settings, as is the case in conventional external contexts (Rahardi, 2017a).

#### ***DTINSTG 1 Virtual External Context***

*Tidak Menggunakan Masker Denda Sebesar Rp5 Juta atau Kurungan Penjara Selama Dua Minggu (Penalty of Rp. 5 Million or Two- Week Imprisonment for Not Using a Mask).*

[https://www.instagram.com/p/B\\_zZXV7IYll/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_zZXV7IYll/?utm_source=ig_web_button_share_sheet)

*Konteks: Beredar berita bahwa pengendara sepeda motor atau mobil dikabarkan akan dikenakan sanksi tilang sebesar Rp5 juta atau kurungan penjara selama dua minggu apabila tidak menggunakan masker saat berkendara. Dikutip dari media instagram Turnbackhoax.com pada 5 Mei 2020 menyebutkan bahwa berita yang beredar tersebut tidak benar adanya. Melalui media sosial Humas Polda Kalteng @HumasPoldaKalteng, dinyatakan bahwa Kepolisian Negara Republik Indonesia tidak pernah mengeluarkan kebijakan semacam itu dan dapat dipastikan dalam peraturan tersebut tidak tertera dalam UU Nomor 22 2009 tentang Lalu Lintas dan Angkutan Jalan.*

(Context: News circulating that motorcyclists or car drivers are rumored to be subject to sanctions of Rp. 5 million or imprisonment for two weeks if they do not wear masks while driving. Quoted from Instagram media Turnbackhoax.com on May 5, 2020, saying that the news circulating was not true. Through the Central Kalimantan Police Public Relations social media @HumasPoldaKalteng, it was stated that the Indonesian National Police had never issued such a policy and it was certain that the regulation was not stated in Law No. 22 of 2009 concerning Traffic and Road Transportation.)

### 3.2.2 Shifting aspects of context element of objectives of speaking

In a virtual external context, it is not only the spatio-temporal setting context element that is shifting. Let us now examine the utterances in the DTINSTG 2 Virtual External Contexts below. The speech excerpt that reads "If the Indonesian Government Refuses the Arrival of Chinese Foreign Workers, the Internet in Indonesia will be Blocked." is addressed to anyone who reads the posts on social media. In addition to the fact that people's purpose is unlimited as a result of the use of social media, the purpose of people speaking is also multi-purpose (Mey, 2003). That goal can be branched anywhere, so to interpret it is not as easy as interpreting speech in a conventional external context.

We can say that the speech from the perspective of cyberpragmatics means a lot, not just double or ambiguous. I want to emphasize that the speech that is multi-purpose and multi-target, as in the data snippet below, is more than double meaning as it is intended to be overcome through pragmatics (Locher, 2013b). Speech that has a lot of meaning as in the speech below can only be completed with a cyber-pragmatic perspective.

## DTINSTG 2 *Virtual External Context*

*Jika Pemerintah Indonesia Menolak Kedatangan TKA China Internet di Indonesia akan Diblokir (If the Indonesian Government Refuses Arrival of Chinese Foreign Workers, the Internet in Indonesia will be Blocked.)*

[https://www.instagram.com/p/B\\_1eTf1156i/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_1eTf1156i/?utm_source=ig_web_button_share_sheet)

*Konteks: Dalam berita di media sosial instagram Turnbackhoax.com pada 5 Mei 2020 beredar berita hoax dari Akun twitter Intelektual Jadul @plato\_ids yang mengatakan bahwa jika Pemerintah Indonesia menolak kedatangan TKA China maka China mengancam akan mematikan jaringan internet di Indonesia. Berdasarkan hasil penelusur dari artikel Medcom.id terungkap fakta bila Tiongkok tidak berwenang mematikan atau memblokir akses internet di Indonesia. Kewenangan pemblokiran akses internet diatur di dalam Undang-Undang Nomor 19 tahun 2016 pasal 40 ayat (2a) dan (2b) tentang Informasi dan Transaksi Elektronik (ITE) dan Secara teknis pemblokiran atau pemutusan akses internet dilakukan oleh Kementerian Komunikasi dan Informatika (Kominfo).*

(Context: In the social media news on Instagram Turnbackhoax.com on May 5, 2020, hoax news circulated from the Intellectual Twitter account of Jadul @plato\_ids, which said that if the Indonesian government refused the arrival of Chinese foreign workers, China threatened to shut down the internet network in Indonesia. The Medcom.id article's search results revealed that China is not authorized to shut down or block internet access in Indonesia. The authority to block internet access is regulated in Law Number 19 of 2016 article 40 paragraph (2a) and (2b) concerning Electronic Information and Transactions (ITE). Technically, the blocking or termination of internet access is carried out by the Ministry of Communication and Information Technology (Kominfo).

### 3.2.3 Shifting aspects of context element of speech participants

One element in the conventional external context is the participant element. The concept of participant element includes not only the speaker and speech partner but also other speech actors. The presence of a third person will also usually be very influential in communication between the speaker and the speech partner. The conversation that is taking place between people is usually very influential in the course of communication and interactions.

Thus, the meaning of meaning from a pragmatic perspective must consider aspects of the context elements, in particular, the participant elements of the conversation shifted (O'Driscoll, 2013). The speech partner in the virtual external context is not present so the considerations of courtesy, apathy, and the like automatically change. People no

longer need to use paralinguistic elements, which are kinesics, mimics, proxemics, to be considered polite (Locher, 2013a). Therefore, the concept of participant speaking is completely different from the context in general pragmatics.

In this connection, DTINSTG 3 Virtual External Contexts below need due attention. Who are the actual participants in the conversation? Virtual context in cyberpragmatics can answer this question.

## DTINSTG 3 *Virtual External Context*

*Pemerintah Pusat Tidak Memiliki Uang Untuk Membayar Utang Ke Pemprov DKI Jakarta (Central Government Does Not Have Money to Pay Debt to DKI Jakarta Provincial Government)*

[https://www.instagram.com/p/B\\_-OcsdF9S0/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_-OcsdF9S0/?utm_source=ig_web_button_share_sheet)

*Konteks: Dilansir dari media instagram Turnbackhoax.com pada 9 Mei 2020 beredar berita hoax di media sosial facebook Beang Adhietya yang menyatakan bahwa Pemerintah Pusat tidak mampu membayar utang sebesar Rp5 triliun kepada Pemprov DKI Jakarta. Faktanya, medcom.com menelusuri dan ditemukan artikel tersebut adalah hasil editan. Kompas.com pada Jumat 8 Mei 2020 pukul 04.04 WIB hanya mempublikasikan artikel berisi sindiran Pimpinan DPRD DKI Jakarta kepada Menteri Keuangan Sri Mulyani dengan judul "Sindir Sri Mulyani, Pimpinan DPRD DKI: Semua Daerah Tak Punya Uang, Kenapa Hanya Jakarta?" Wakil Ketua DPRD DKI Jakarta Zita Anjani menanggapi pernyataan Sri Mulyani terkait Pemprov DKI Jakarta yang tak lagi mampu memberikan bantuan untuk 1,1 juta Keluarga Penerima Manfaat (KPM) di tengah pandemi Covid-19. CNNIndonesia.com, memuat pernyataan Sri Mulyani yang telah membayar setengah dari Rp5,16 triliun yaitu, 2,6 triliun utang Dana bagi hasil (DBH) tahun anggaran 2019 pemerintah pusat ke Pemprov DKI.*

(Context: Reported by Instagram media Turnbackhoax.com on May 9, 2020, hoax news circulated on the Beang Adhietya's Facebook social media stating that the Central Government could not pay debts of Rp5 trillion to the DKI Jakarta Provincial Government. In fact, medcom.com searched and found that the article was edited. Kompas.com on Friday, May 8, 2020 at 04.04 WIB only published an article containing the insinuation of the DKI Jakarta DPRD Leader to the Minister of Finance Sri Mulyani entitled "Quipping Sri Mulyani, Chairperson of DKI DPRD: All Regions Have No Money, Why Only Jakarta?" Deputy Chairman of DKI Jakarta DPRD Zita Anjani responded to Sri Mulyani's statement regarding DKI Jakarta Provincial Government that could no longer assist 1.1 million Beneficiary Families (KPM) amid the Covid-19 pandemic. CNNIndonesia.com published the statement of Sri Mulyani, who had paid half of Rp 5,16 trillion, which was 2,6 trillion of revenue sharing debt (DBH) for the 2019 fiscal year of the central government to the DKI Jakarta Provincial Government.)

### 3.2.4 Shifting aspects of context element of speech atmosphere

Elements of the context of speech atmosphere are present in both the conventional external and virtual contexts. It also means that both in general pragmatics and cyberpragmatics, the speech atmosphere's element determines the intent. Even so, the manifestation of the presence of these context elements is different. The serious atmosphere, relaxed atmosphere, tense atmosphere, humorous atmosphere, and others tend to 'lose control' in cyberspace's pragmatics (Spencer-Oatey & Ruhi, 2007).

Unlike the context elements of the atmosphere in general pragmatics that tend to be bounded and 'strong control', in general pragmatics, a meeting between the speaker and the speech partner is required to present a statement. However, in cyberpragmatics, participants' presence is not necessary (Kampf, 2008). Dislike is what makes it seem as if people are completely free, completely unlimited, so for example, if an atmosphere of humor arises, then the humor is presented out of control.

Likewise, if there is anger, for example, then the anger will really explode without limits. The utterances in DTINSTG data 4 in the following Virtual External Context can be further examined to clarify this point. Get a clear look, whether the speech was present in a tense or relaxed atmosphere, serious or not serious. Only cyberpragmatics which takes place in virtual external contexts, is capable of disambiguating this narrative atmosphere (Yus, 2011). Thus, it is clear that the shift in aspects of the atmosphere of speech actually takes place due to the integration of digital technology in language. The language also absolutely cannot escape digital technology's involvement in the current era of the industrial revolution 4.0.

#### **DTINSTG 4 Virtual External Context**

*2.800 Orang Narapidana di Lapas Paledang dan Pondok Rajeg Bogor (2,800 Prisoners in Paledang Lapas and Pondok Rajeg Bogor)*

[https://www.instagram.com/p/B\\_2PxnBlc2A/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_2PxnBlc2A/?utm_source=ig_web_button_share_sheet)

*Konteks: Beredar sebuah video dari akun facebook bernama Petrus I yang berisi tampilan peta lokasi Lembaga Pemasyarakatan Pondok Rajeg, Cibinong, Jawa Barat di media sosial beserta narasi yang menyebutkan bahwa pada tanggal 6 dan 7 mei 2020 sebanyak 2.800 orang narapidana di Lapas Paledang*

*dan Pondok Rajeg, Cibinong akan dibebaskan. Dilansir dari media instagram Turnbackhoax.com pada 6 Mei 2020 beredar hanyalah berita yang keliru. Faktanya, Kabag Humas Direktorat Jenderal Pemasyarakatan (Ditjen Pas), meminta agar masyarakat tidak cepat termakan isu yang kebenarannya tidak bisa dipertanggungjawabkan. Sementara itu, Kepala Lembaga Pemasyarakatan (Kalapas) Kelas IIA Pondok Rajeg, Cibinong, Kabupaten Bogor, Ardian Nova Christiawan menjelaskan bila pesan itu sangat tidak tepat, dijumlahkan total warga binaan dari kedua lapas tidak mencapai 2.800 atau tidak sesuai dengan berita yang beredar.*

(Context: A video circulating from a Facebook account named Petrus I which contains a map display of Pondok Rajeg Penitentiary, Cibinong, West Java on social media along with a narrative that states that on May 6 and 7, 2020 there were 2,800 inmates in Lapas Paledang and Pondok Rajeg Cibinong who would be released. It is reported from the media Turnbackhoax.com on May 6, 2020 that the circulated news was incorrect. In fact, the Head of Public Relations of the Directorate General of Corrections (Ditjen Pas) requested the public not to be quickly convinced by issues whose truth could not be justified. Meanwhile, the Head of Penitentiary (Kalapas) Class IIA of the Pondok Rajeg, Cibinong, Bogor Regency, Ardian Nova Christiawan explained that the message was very incorrect, because the total number of fostered residents from both prisons did not reach 2,800 which was not in line with the circulating news.)

### 3.2.5 Shifting aspects of context element of the speech channel

Channels of speech in general pragmatics are very influential in determining the purpose of the speech. A channel actually refers to the media conveying the intent. For example, people who are speaking to the public in large numbers can replace the loudspeakers so that the intended purpose can be reached clearly to the listeners. The clarity of the voice is very influential in determining the purpose of the speech.

The shift that occurs in the digital era now is the scarcity of loudspeakers. People in this era also increasingly feel that they do not need loudspeakers as the media and channel to convey messages (Ishihara, 2010). With just one click, the message will reach a large number of people around the world. Thus, it is very fast; both messages in the form of written language and messages in the form of spoken language can quickly reach the public in just seconds. Even so, the issue of dislike always has the potential to cause false perceptions. In the example of snippet in DTINSTG data 5 in the following Virtual External Context, the message

will arrive very quickly. In addition to the fact that messages arrive very quickly, access to the message is also valid for all the time with the accompanying site address.

### **DTINSTG 5 Virtual External Context**

*Menteri Kesehatan Amerika Sudah Menandatangani Persetujuan Penggunaan Chip untuk Virus Corona (US Health Secretary Signs Approval for Chip Usage for Corona Virus)*

[https://www.instagram.com/p/B\\_32NgWlleY/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_32NgWlleY/?utm_source=ig_web_button_share_sheet)

*Konteks: Dilansir dalam media instagram Turnbackhoax.com pada 6 Mei 2020 beredar berita hoax dari akun Eyda Ed mengunggah sebuah postingan yang berisi klaim Menteri Kesehatan Amerika sudah menandatangani persetujuan penggunaan chip 666 di masa pandemi COVID-19. Faktanya, berdasarkan hasil penelusuran, cerita tentang chip implan 666 RFID yang ditanamkan pada tangan kanan dan dahi merupakan teori liar yang ada sejak dahulu dihembuskan oleh para pecinta teori konspirasi, kemudian berkembang dengan menghubungkannya dengan agama dan angka 666 merupakan simbol kejahatan anti-Kristus dan saat ini dikaitkan kembali dengan Covid-19.*

(Context: Reported on Turnbackhoax.com on May 6, 2020, hoax news from Eyda Ed's account posted a post containing the claim that the American Health Minister had signed an agreement to use the 666 chip during the COVID-19 pandemic. In fact, based on search results, the story of the 666 RFID implant chip implanted in the right hand and forehead is a wild theory that has long been exhaled by connoisseurs of conspiracy theorists, then developed by relating it to religion and the number 666, which is a symbol of anti-Christ crime and currently this is associated with Covid-19.)

### **3.2.6 Shifting aspects of context element of speech genre**

Speech genre plays an important role in determining intent in a general pragmatic perspective. The speech genre is actually identical to the 'barrel' speech. The clarity of the genre or barrel is very influential in determining intent (Giordano, 2016). When someone poems, for example, the mistakes in language are possible for beauty or aesthetic purposes. Likewise, when someone narrates, the repetition or repetition of the intention is very important to emphasize the speaker's intention.

In the perspective of cyberpragmatics, the speech genre becomes free. Try to pay attention to the speech-hoax tone on social media, or maybe also the speech-hate speech in any social media, the clarity of the genre is not very mainstream. Someone is required to be able to interpret the purpose of

the speech delivered with any genre. Therefore, the presence of a virtual external context is very important to note. DTINSTG 6 in the following part is important to note. Is there any clarity of genre in the speech delivered in the data?

### **DTINSTG 6 Virtual External Context**

*Hukuman Seumur Hidup bagi Kepala Daerah yang Memainkan Bantuan Covid-19 (Life Penalty for Regional Heads Who Embezzle Covid-19 Aid.)*

[https://www.instagram.com/p/B\\_2P7oUFGe6/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_2P7oUFGe6/?utm_source=ig_web_button_share_sheet)

*Konteks: Dilansir dalam media instagram Turnbackhoax.com pada 6 Mei 2020 beredar berita hoax dari Facebook terkait pernyataan Presiden Jokowi akan menghukum seumur hidup bagi kepala daerah yang memainkan bantuan Covid-19. Faktanya, berdasarkan penelusuran tempo.co, tidak mencantumkan secara jelas kapan dan di mana Presiden Jokowi menyampaikan pernyataan itu. Pernyataan terkait hukuman seumur hidup bagi kepala daerah yang memainkan bantuan Covid-19 secara pasti disampaikan oleh Plt Juru Bicara KPK Ali Fikri saat dikonfirmasi liputan6.com.*

(Context: Reported on Turnbackhoax.com media on May 6, 2020, hoax news circulating from Facebook regarding the statement that President Jokowi will issue a life sentence to the regional heads who embezzle Covid-19 aid. In fact, based on the tempo.co search, it did not clearly state when and where President Jokowi made the statement. Statements related to life sentences for regional heads that embezzle Covid-19 aid were clearly conveyed by Acting KPK Spokesman Ali Fikri when confirmed by liputan6.com.)

### **3.2.7 Shifting aspects of context element of verbal acts**

Leech has discussed verbal acts as elements of the context of the situation. However, they are also discussed in the framework of general pragmatics. Thus, any type of verbal act must actually be captured by the speech partner correctly (Leech, 2007) Ide 1989; 1993; Matsumoto 1989; Gu 1990; Mao 1994. Whether the verbal act is intended to convey information or messages, or intended to ask someone to do something, or whether the verbal act intended to present a particular stream or effect, it must be made a context element by the speech partner as a catcher of the intended purpose of the speech. DTINSTG 7 Virtual External Contexts can identify the types of verbal acts, whether they are locution, illocution, or perlocution.

The accuracy of the identification of the speech partner as a catcher of the intention of the speech will largely determine the accuracy of the

interpretation of the intention. Therefore, people will not be easily prejudiced or give prejudice to others before they really understand the type of speech acts used by speakers (Mao, 2003). From a cyberpragmatics perspective, understanding this type of verbal action is very important because all aspects of the context are present virtually. It is easier to make confirmations in conventional external contexts compared to virtual external contexts. In this regard, the following data are very important to be observed.

#### **DTINSTG 7 Virtual External Context**

*Tenaga Medis Covid-19 RSUD Purworejo Ditagih Biaya Rp. 150 Ribu/Malam oleh Pemkab. (Covid-19 Medical Staffs at Purworejo District Hospital were Charged Rp. 150 Thousand/Night by Regency Government.)*

[https://www.instagram.com/p/B\\_4bOBSFEQk/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/p/B_4bOBSFEQk/?utm_source=ig_web_button_share_sheet)

**Konteks:** Dalam berita yang dikutip dari media *instagram Turnbackhoax.com* pada 7 Mei 2020 beredar berita hoax di media sosial tentang tenaga medis Covid-19 RSUD Purworejo ditagih biaya rp. 150 ribu/malam Oleh Pemkab karena telah tinggal di Hotel Ganesha (Milik Pemkab Purworejo) Jawa Tengah. Faktanya, berdasarkan klarifikasi tersebut disampaikan Sekretaris Daerah Kabupaten Purworejo Drs. Said Ramadhon, Selasa, 5 Mei 2020 tenaga medis Covid-19 RSUD Purworejo dipindahkan sementara di RSU RAA Tjokronegoro, karena Hotel Ganesha akan disterilisasi dan akan kembali kembali ke Hotel Ganesha setelah proses sterilisasi selesai.

(Context: In the news quoted from Turnbackhoax.com media on May 7, 2020, hoax news circulating on the social media about Covid-19 medical staffs of Purworejo Regional Hospital who were charged Rp. 150 thousand/night by the Regency Governments for having lived in the Hotel Ganesha (Owned by

Purworejo Regency Government) in Central Java. In fact, a clarification was conveyed by the Regional Secretary of Purworejo Regency Drs. Said Ramadhon, Tuesday, 5 May 2020 stating that the Covid-19 medical staffs at Purworejo Regional Hospital were temporarily moved to RAA Tjokronegoro General Hospital, because the Ganesha Hotel would be sterilized and they would return to the Ganesha Hotel after the sterilization process was complete.)

#### **IV. CONCLUSION**

In conclusion, the researcher intends to reiterate that the implementation of research on the manifestation of context shift from conventional external context to virtual external context from cyberpragmatics has produced seven manifestations. The seven manifestations of the shift are conveyed as follow: (1) shifting aspects of context element of speech setting, (2) shifting aspects of context element of objectives of speaking, (3) shifting aspects of context element of speech participants, (4) shifting aspects of context element of speech atmosphere, (5) shifting aspects of context element of speech channel, (6) shifting aspects of context element of speech genre and (7) shifting aspects of context element of verbal acts. Even so, the researcher feels that there are still limitations to the implementation of this study. Research data about contexts that are available in a limited way is one of the obstacles in implementing this study. This weakness will be perfected by carrying out research in a broader pragmatic context. In addition, other researchers are also advised to carry out similar research, even if the topic is different so that this shift in context can be better described.

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