

## AN ANALYSIS OF LEXICAL COHESION OF ORAL TEXT IN TITOK SOCIAL MEDIA VIDEO CONTENT

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**Abstract:** This research focuses on analyzing the lexical cohesion of speech texts contained in the Tiktok social media video content contained in Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*. In this research, the video content on Tiktoker Stanley Hao's Tiktok social media account entitled *Urip Kadang di Atas Kadang* is considered as a research material object. The theory used in this research is lexical cohesion theory which understands that every discourse has aspects of cohesion that are not only grammatical, but also lexical. The method used in this research is a descriptive qualitative method. Based on the analysis carried out, it was found that the content of TikTokers Stanlay Hao's video entitled *Urip Kadang di Atas Kadang* has lexical cohesion between sentences in Stanley Hao's video content including; (1) synonymy, (2) antonymy, (3) hyponym, and (4) .

**Keywords:** lexical cohesion, , oral text, video content

### INTRODUCTION

Social media is a phenomenon that has a significant impact on society and culture today. This is caused by the existence of social media which has become an integral part of people's daily lives (Gandi & Yoedtadi, 2022; Oktaviani, 2022). Therefore, research regarding the impact of social media on people's lives in all aspects needs to be carried out.

This research focuses on analyzing the lexical cohesion of speech texts contained in the Tiktok social media video content contained in Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*. This is due to the existence of TikTok, which is a very popular social media platform and has a large user base, especially among the younger generation. This popularity is due to the existence of social media which is often the center for the emergence of trends in society today (Gandi & Yoedtadi, 2022; Oktaviani, 2022).

TikTok is a social media platform that allows users to create, share, and watch short videos. TikTok was originally launched in China in 2016 by a company called ByteDance under the name "Douyin." This application allows users to create short videos with background music and creative effects. Not long after launch, Douyin began to gain significant popularity in China. In 2017, ByteDance decided to introduce a similar platform outside of China under the name "TikTok." TikTok was first launched internationally in 2017, and in a short time, the platform began to attract the attention of users in various countries. Today, TikTok remains one of the most popular social media platforms in the world, with continued growth in usage and a huge impact on popular culture and trends around the world (Gandi & Yoedtadi, 2022; Oktaviani, 2022).

Discourse analysis is a research method used to examine, understand, and interpret written or spoken language in certain texts, with the aim of revealing the meaning, structure, and context behind the discourse. It is an approach used in a variety of

fields, including social sciences, linguistics, communications, literature, and more. The main goal of discourse analysis is to explore a deeper understanding of how language is used to shape and reflect thought, ideology and social reality (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Andayani, Tjahyadi, & Wafa, 2021; Mulyono, Tjahyadi, Hidayati, Zamroni, 2022).

Discourse analysis examines language elements in texts, such as words, phrases, sentences, and narrative structures. This includes analyzing key words, connotative meaning, metaphorical language, and how other language elements are used in the text. Discourse analysis not only looks for literal meaning in texts, but also hidden or implied meanings. This includes looking for indirect signs or indications of meaning. Discourse analysis begins by selecting the text or corpus to be studied. This could be written text, conversation transcriptions, speeches, advertisements, or even social media. The choice of text is very important because it will form the basis of analysis (Dijk, 1989; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022).

Discourse is a complex concept in the fields of linguistics, literature, and social sciences. In general, discourse refers to the use of written or spoken language that forms texts or conversations that have a specific meaning and context conclusion (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022). Discourse involves more than just a series of words or sentences; it also includes an understanding of how words, phrases, and sentences relate to each other to convey a message or idea. Discourse can take various forms, such as news articles, short stories, political speeches, everyday conversations, and more. Different types of discourse have different genre characteristics and conventions. Discourse has a distinctive structure and organization. It includes the way information is structured in text or conversation to communicate messages effectively. This includes introduction, development, and conclusion (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022).

Good discourse is one that has cohesion at the lexical and grammatical levels. Lexical cohesion is an important aspect in discourse analysis and linguistics. This refers to how the words in a text or speech are related to each other through the use of words that have semantic relationships or related meanings. Lexical cohesion helps maintain fluency and understanding in text or conversation by linking words logically and meaningfully. Lexical cohesion includes several important aspects, including: synonymy, antonymy, etc (Brown & Yule, 1988; Dijk, 1993; Blommaert, 2005; Darma, 2009; Tjahyadi, 2020; Andayani, Tjahyadi, & Wafa, 2021; Tjahyadi, Andayani, Wafa, & Sutrisno, 2022; Mulyono, Tjahyadi, Hidayati, & Zamroni, 2022).

## **METHOD**

The method used for analysis in this article is a descriptive qualitative method. Descriptive qualitative is a research method that aims to describe the results of analysis of objects (Denzin & Lincoln, 2017; Sudaryanto, 2015; Tjahyadi et al., 2020). This method was chosen because the aim of this research was not only to analyze, but also to describe speech texts. This research uses primary data in the form of words, sentences, paragraphs contained in speech texts in the video content of Tiktokker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*. The data was collected from data sources using the data collection technique used in this research, namely the listening and note-taking technique. The data analysis technique used is a matching technique with the lexical and grammatical cohesion analysis study model. In this research, the presentation was carried out using

informal techniques, because the results of the analysis were presented using ordinary words.

## ANALYSIS AND FINDINGS

### Lexical Cohesion Analysis

in the video content of Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, there is lexical cohesion between sentences which includes; ((1) synonymy, (2) antonymy, (3) hyponym, (4) meronymy, and (5) repetition. This is as seen in the following analysis.

### Synonymy

Synonymy is a linguistic concept that refers to the relationship between words or phrases that have similar meanings. In other words, synonyms are words that can be used interchangeably in certain contexts because they convey the same or very similar meanings. It's important to note that while synonyms share similar meanings, they may not always be entirely interchangeable, as there can be subtle differences in connotation, usage, or appropriateness in specific contexts. Additionally, synonyms can vary in their level of formality or register, and one synonym may be more suitable than another in a given situation (Tjahyadi, 2020). In the video content of Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, synonymy appears in the following quote:

*"Dari sana aku belajar bahwa nek misale, kon duwe wedok, terus wedok pingin jalok **dinikahin** diusia dua puluh lima taun dengan kondisi kon wes duwe omah, duwe motor, duwe kabeh wes settel plus gaji bulanan sratus juta keatas, joamba'en rambute, lambene lebokno nang knalpotu motormu terus langsung geberen sampek ireng paru-paru ne." .... "Mari ngono umur selawe kon jaluk **dirabi**."*

Based on the quote above, the words *dinikahin* in the first quote and the words *dirabi* in the second quote are lexical cohesion synonyms or similar words because they have the same meaning.

### Antonymy

Antonymy is a linguistic concept that refers to the relationship between words that have opposite or contrasting meanings. Antonyms are words that represent opposing ideas, qualities, or concepts. They are often used to provide contrast, emphasize differences, or describe relationships of opposition between elements in language. Antonyms are essential for language and communication because they allow speakers and writers to express nuances and contrasts in meaning. They provide a way to describe differences and convey precise information. Antonym pairs are used in various contexts, including literature, everyday conversation, and formal writing, to create vivid descriptions and comparisons (Tjahyadi, 2020). In the video content of Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, the existence of antonymy is seen as shown in the quote below:

*“Aku ngeliat sembilan puluh persen dari mereka itu usianya sudah tiga puluh, empat puluh tahun **keatas**. udah bapak-bapak, udah punya istri, punya anak”*

*“Kon bayangno, wong lulus kuliah umur 22, Fresh graduate, melebu kantor iku gaji pasti UMR disek, Iyo nek UMR, kadang sek **dingisore**.”*

Based on the words above, the words **keatas**, in the first quote and the words **dingisore**(below) in the second quote use antonymy lexical cohesion where the two phrases are opposites.

### Hyponyms

A hyponym is a linguistic term used in the field of semantics and lexical semantics to describe a word or phrase that is a more specific or subordinate term within a broader category or concept. In other words, a hyponym is a word that represents a subset of the meaning of a more general word known as a hypernym. Hyponyms are important in understanding the hierarchical structure of language and how words relate to one another in terms of specificity and generality (Tjahyadi, 2020). In the video content of Tiktok Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, the existence of hyponym is seen as shown in the quote below:

*“Dari sana aku belajar bahwa nek misale, kon duwe wedok, terus wedok pingin jalok dinikahin diusia dua puluh lima taun dengan kondisi kon wes **duwe omah, duwe motor, duwe kabeh** wes settel plus gaji bulanan sratus juta keatas, joamba'en rambute, lambene lebokno nang knalpot motormu terus langsung geberen sampek ireng paru-paru ne.”*

*“Arek umur dua puluh lima tahun wes **duwe omah, duwe mobil, duwe pendapatan perbulan** lebih dari seratus juta iku CNC ku satu banding sejuta koyok e.”*

Based on the quote above, the first phrase *duwe omah, duwe motor, duwe kabeh* and the second phrase *duwe omah, duwe motor, duwe kabeh* are hyponymy lexical cohesion of assets or the value of wealth.

### Meronymy

Meronymy is a linguistic and semantic concept that describes the relationship between parts and wholes. In meronymy, a word represents a part or a component of a larger whole. It's the opposite of holonymy, where a word represents the whole of which the part is a component. Understanding meronyms helps in describing the relationships between objects or concepts in terms of their parts and components. This concept is particularly useful in linguistics and semantic analysis to analyze the structure and hierarchy of language and concepts (Tjahyadi, 2020). In the video content of Tiktok Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, meronymy appears in the following quote:

“Dari sana aku belajar bahwa nek misale, kon duwe wedok, terus wedok pingin jalok dinikahin diusia dua puluh lima taun dengan kondisi kon wes duwe omah, duwe motor, duwe kabeh wes settel plus gaji bulanan sratus juta keatas, joamba'en **rambute**, **lambene** lebokno nang knalpote motormu terus langsung geberen sampek ireng **paru-paru** ne.”

“Kon kerjo sampek tipes sampek kon **sikilmu** cungkuk, sampek **lambemu** letrek ga bakal iso.”

The words **rambute** and **paru-paru** in the first quote, as well as the words **sikilmu** and **lambemu** in the second quote are lexical cohesion meronyms because they indicate parts of the human body.

### Repetition

Repetition is a rhetorical and linguistic device where a word, phrase, sound, or idea is repeated for emphasis or to create a specific effect. It is a common technique used in various forms of writing, public speaking, poetry, and everyday communication. Repetition can be a powerful tool in language and communication when used effectively, but it should be used judiciously to avoid overuse and monotony (Tjahyadi, 2020). In the video content of Tiktoker Stanley Hao's account entitled *Urip Kadang di Atas Kadang*, repetition appears in the following quote:

“Kita kumpul lah di villanya ko melvin ini, duduk-duduk, makan sate, ngobrol-ngobrol segala macem, **Seru banget**, bener **seru banget**.”

“Nggak bisa bro, itu **mustahil**, **mustahil**.”

The words **mustahil** dan **seru banget** are repetition because it is conveyed repeatedly in various phrases.

### CONCLUSION

Based on the analysis carried out, it was found that the content of TikTokers Stanley Hao's video entitled *Urip Kadang di Atas Kadang* has lexical cohesion between sentences in Stanley Hao's video content including; (1) synonymy, (2) antonymy, (3) hyponym, (4) meronymy, and (5) repetition.

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