Language Expression and Cognitive Dissonance of Indonesian Millennials in Delivering Ironical Tweets

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Abstract- **This paper investigates the use of language expression and cognitive dissonance in the tweets by Indonesian millennials in delivering ironical responses. It identifies the type of language expressions used by ten young male and female users in Indonesian Twitter. The analysis employed the theory of language expressions proposed by Gibbs (2000) and Festinger's theory on cognitive dissonance (1957). The data were collected from the tweets in February 2019. The results show that the language expressions used by young male and female users were different in delivering the ironical responses. The male users tend to use jocularity expression while female use sarcasm. On cognitive dissonance, Indonesian millennials prefer disagreement to make an excuse from what they believe in as an effort to make their idea acceptable by others. Further studies are recommended to investigate another type of language expression such as the use of hyperbole in delivering ironical responses in social media.**

Keywords—cognitive dissonance; ironical responses; language expression; pragmatics; Twitter

I. INTRODUCTION

While communicating and delivering the messages, people also use language in other ways, for example, through the language expressed, they are trying to dominate others in their group. The messages were delivered by people in their conversations with others not only provide the meaning or the messages itself but also deliver their domination or the desire to dominate and lead the conversations. The dominance in the group is gotten by the attitude and the language expressions that are used by them in their group [1].

The focus of this study is the language expressions used by the young male and female in the online group. As the development of technology and the social intercourse of young males and females affected their use in language expressions. The language expressions that are used by the young males and females in the range of age 18 to 23 years old are expected to the more various compared to other age ranges, especially for their effort and ambitions to get more attention within their group also higher than the other age ranges [1].

Natural language expression means as utterance, sentence, paragraph, document, or other natural language inputs or in the other form of it [2]. In language expressions, there are

several kinds or types of language expression which are often used by people in terms of communicating with others and deliver their feeling inside their languages like sarcasm, irony, jocularity, hyperbole, rhetorical questions and understatements. This research focuses on the pragmatics theory to know the meaning of language expressions used. The type of pragmatic theory used is the persuasion theory. Persuasion itself is typically defined as 'human communication that is designed to influence others by modifying their beliefs, values, or attitudes" [3]. Persuasion theory also has several types like social judgment theory, the elaboration likelihood theory, cognitive dissonance, and the narrative paradigm.

The domination in social communication is obtained from how well the language skills of the speaker [4]. The dominance of the group does not give much bias to the members. The dialogue between the dominant and the others can be seen as the dominant individual when they are taking control of the baseline of speech and forcing others to adapt to their speech [5]. The more vocal of an individual, then the more dominant the individual is [1].

The language skill of an individual may also influence the domination that is obtained by that individual. An individual who has more power tend to use utterances included in impoliteness[6]. The more individuals have power in a social context, the more impolite their utterances are [7]

Then in this research, the analysis consists of the language expressions that are more used by the males and females, whether males or females that are more expressive in terms to use language expressions to get attention from their groups. There is not enough explanation about the language expressions which is used by young males and females in their online communication with others, for example, on Twitter. Those previous studies only focus on the domination of young males and females in their direct communication, while domination can also be obtained through online communications.

II. METHODS

This research employs a qualitative method to generate the theory and give a deep understanding of language expression and cognitive dissonance by using the pragmatism analysis

approach. Then it expects to present a deep explanation about the use of language expression between young males and females in the term to dominate the conversation or to get attention from others. It uses the pragmatism approach to examine more about the explicit messages from the sentences or the expressions that they write or upload in their social media account.

The data are collected in several steps. First, the researcher surveyed the popular social issues that spread on social media. Second, she takes note of the status or comment which got like more than others and the status or comment which got less like from others. In this stage, the statuses or comments which get more like from other users represent that the other users attracted with their statuses or comments. Meanwhile, the statuses or comments which get less like from other users represent the uninterested of other users with their statuses and comments. Third, grouping the comment or status based on the gender of the users and the kind of language expressions that are used by them. Fifth, displaying the data of the research.

After collecting the data, the researcher determines the most language expressions that are used based on the gender of the participants and analyze the implicit messages that are tried to deliver through the utterances in their status or comment and to find out the motives of the writer in posting the messages. Then to answer the first research question, the researcher classifies the language expression that is used by young males and females users in their utterances written in their status and comments, then she compares the language expressions that are used by young males and females users. Then the researcher analyzes more about the implicit messages and the function from getting attention from others by using that kind of language expression for them. Afterward, the researcher will discuss the results that already gathered. In the end, the researcher will draw the conclusion based on the data analysis result and the result of the discussion.

III. FINDINGS AND DISCUSSION

A. Types of the Language Expression of Irony in Male Users

The first type is called as jocularity, a statement that the speakers express their ironic messages by tease to the opposites in a humorous way [8]. In another word, the speakers give jokes to the opposites in showing their ironic messages about a specific topic or condition [10]. In this study, a male user proposes a joke about what he probably will say when he quits smoking (datum 1). He gives a serious statement in the first then utters a statement if that statement is what he will say when he quit smoking. Smoking will benefit the environment because it can control the population (datum 3).

The second type is called a rhetorical question, a statement which the speakers are asking questions to the opposites which do not need an answer [7]. In rhetorical question, the questions that are asked by the speakers to the opposites implied the humorous assertions or critical assertions of a topic [11]. The

type of rhetorical question in this study found as the reason why males often prohibit to dress like a girl while the girl who dresses like a boy can accept openly (datum 6). The ironic message is used to express his disagreement over the rule which women can dress like men while men cannot do the same as women do. In this utterances, he states that clothes have no gender while the reality, clothes have gender, especially for men. Only certain clothes which manly that can use by men in public. He states his critical assertions over the norms of how males dress has stricter rule while females are not. Then this user also emphasizes his statement by saying that clothes have no gender.

Then the third type is an understatement in which the speakers deliver their ironic messages by stating a statement that differs from the reality or the situation that is happened [8]. This type of language expression of irony is used by the male user to deliver his agreement that better for anyone to not miss look over the essential obligations like pray five times a day. While in reality, people often miss looking for someone who does the five times pray a day. People in our society often amaze only by someone who prays five times a day and ignoring the extras points like the attitude to others (datum 9). He delivers his implicit meaning that deciding someone as husband or wife does not only based on the fundamental obligations like pray five times a day which have to do by all Moslem. This statement also refers to a mixed message [12].

Then the last type of language expression of irony is irony itself, delivered by stating a statement which is providing the contrast between the reality and the expectation [13]. In this study, a male user states the expectation from many people over someone who prays five times a day (datum 8). Meanwhile, in reality, it is different from the expectation. The user mentions that in Indonesia, many people pray five times a day properly and in order. Those people still do something terrible, which is prohibited in Islam like harm others by their words or their attitude to others. In his utterances, this user delivers an implicit meaning which is a Moslem, especially who pray regularly should be shown better attitude, not the opposite. In his opinion, someone who prays five times a day regularly would have more fear over God and knowledge about how to treat others properly.

B. Types of the Language Expression of Irony in Female Users

The first type of language is called as jocularity [7]. A female user states that the addressee is her "furniture husband" (datum 5). Otherwise using "future" that user choosing the word "furniture". It has an intent to express her ironic message through the jokes about changing the word "future" with "furniture".

Then the second type is called sarcasm, a statement which is the speaker give or deliver irony statement through positive words or utterances in the term to convey the more negative intent from the utterances [8]. A female user congratulates the addressee for becoming one of waiting list from hell (datum

2). In that utterance, she combines two contrast words that are congratulation and hell. From that utterances, she positively conveys her negative intent by using the word with positive intent like congratulation. Then in another tweet, the user states the same meaning by using positive words in all her utterances and give more emphasis by expresses her being proud over what she has done (datum 4). Through her utterances, she delivers her negative intent with positive words and the expression of her being proud to give more intention in providing her negative purpose. The negative purpose delivered through sarcasm only takes short phrases or a few words [14].

The third type is called a rhetorical question. The questions given to the opposites implied the humorous assertions or critical assertions of a topic [11]. One of the female users states her critical assertion by asking a question about why men cannot like soft colors while women can like and use manly colors (datum 7). The critical assertion of this user in her utterances is about how women can dress freely and choose what color they like while men cannot.

Then the fourth type is an understatement in which the speakers deliver their ironic messages by stating a statement that differs from the reality or the situation that is happened [9]. Understatement can be found when the user delivers her ironic message through a statement of her disagreement of how people neglect the primary obligation like praying five times a day (datum 10). In her statement, she states as she does not mind at all to the extra points mentioned by the Shaikh. Meanwhile, the reality she cares about it though it is not her priority such as how she cares to the fundamental obligation like five times pray a day.

TABLE I
THE LANGUAGE EXPRESSION

No.	Type of Language Expression of Irony	Male	Female
1.	Jocularity	2	1
2.	Sarcasm	-	2
3.	Irony	1	-
4.	Hyperbole	-	-
5.	Understatements	1	1
6.	Rhetorical Question	1	1

People in the term to express their idea have different ways. The most used language types in the conversation are the ironic language expression regardless of the gender from the speakers [1]. Meanwhile, in this research, the comparison of the language expression of irony shows that it is gender related. The number of the type of irony that is used according to the gender of the speakers shows a different tendency.

In the data, there are ten utterances from different users in three various topics. From those ten data, there are three data which are jocularity, two data which are sarcasm, a datum that is irony, two data which are an understatement and two data which are a rhetorical question. Then from the ten users, there are six men and four women. From those number, the study indicates that men are more dominant in using language

expression of irony in their daily communication, which for this study is done in indirect communication.

From the comparison, it can be concluded that between male and female have the same ratio in expressing their intent through the language expression of irony. It is in line with the expression in turn-taking [15]. The differences from the data that are collected are the type that is used according to the gender of the users. In delivering the negative intent, males tend to express it through jokes that they share. While females, they tend to provide their negative purpose by using sarcasm words to each other.

C. The Cognitive Dissonance from the Users

An individual tends to always do something consistency in his or her life [16]. The Twitter users also tend to do something the same as what they already planned from the start they decide to begin doing something. In the term to keep the consistency, those individuals make efforts to avoiding the inconsistency that comes up. Individuals while facing disagreement or dissonance in their life, they will make an excuse to make what they do in keeping the consistency in their life [16].

The excuse that is taken by those individuals can be an acceptance with the same idea with the dissonance, a refutation to the idea and acceptance with the showing the different view with the first idea. It also happens in social media [17]. In this study, the user expresses his opinion about smoking, which polluting the environment and wasting money. According to his second utterances, he does not accept that idea. It proves from the second utterances which he has mentioned that he already smokes for five years, and he still not find any disadvantages of it (datum 1). His utterance reflects cognitive dissonance through disagreement with the idea of the disadvantages of smoking.

Then in another datum the user utters her negative intent by saying that the addressee will be one of the waiting lists of the inhabitants of hell for what he has done (datum 2). In her utterances, the user expresses her disagreement with what has mentioned in another tweet about smoking. The user delivers her critical assertion and disagreement over another user's statement. The cognitive dissonance in this utterances tries to express her negative assertion over the utterances neglecting the disadvantages of smoking for others and the smokers themselves. Cognitive dissonance reflected in critical assertion may occur regarding several issues conversed in tweet and retweet [18].

In this study, a male user shows his acceptance or agreement over an issue. In his utterances, this user states his cognitive dissonance over the tweet, which says that smoking is a good thing because it helps the environment to kill people. In other words, by smoking, smokers can help the environment to control the population of human around them (datum 3). In this utterances, the user shows his acceptances over another utterance. In his statement, this user also shares the new idea shared. He states that smoking also has advantages for the environment around the smoker as the population around the

smoker may not be controlled. This form of cognitive dissonance reflects what the user decide on what is right and valued through the opinion made [19].

Then in one of the female user's utterance, there is refutation or disagreement to the utterances of another user showing her cognitive dissonance by stating how she was proud of what was done by another user negatively. She states that she cannot agree with what was done by arguing that smoking brings many disadvantages both for the environment and others and also to the smoker itself (datum 4). Her not being proud of another user's statement is more intense by using sarcasm expression.

Another female user utters her disagreement or refutation over the utterances from another user. In her tweet, she expresses her cognitive dissonance by stating her negative intent through jokes (datum 5). The joke that is delivered by this user is by giving an intentional typo from word future becomes furniture which is combined with the word husband. Her intentional typo in this utterance is to express her disagreement. In this case, we can see the relationship between jokes and cognitive dissonance [20].

Then in another datum, a male user states his agreement of another tweet. In this utterances, this user shows his cognitive dissonance by saying his different perspective on how men cannot and prohibit to use or dress like women while women are not (datum 6). The idea that is shared by this user is that clothes have no gender then why men cannot dress up like women while women can dress up as men. Meanwhile, in this datum, the user takes the side of men and states his opinion about the different dressing rule between women and men.

Similar to the above analysis, a female user also gives agreement statement over other's tweet. She expresses her cognitive dissonance by providing another view of what uncommon colors that men cannot use. The standard colors that are used by men are dark colors like navy, black, dark green (datum 7). She asked about why men cannot use soft colors when they are dressing. The critical assertion from the utterance is intended to seek the different freedom of wearing between men and women, especially in the term of colors selection.

Another cognitive dissonance can be seen in the agreement with the comparison between what people's expectation from someone who prays five times a day, with the reality in Indonesia. The user does not give a new idea from the Shaikh statement (datum 8). He strengthens the idea that has been stated by the Shaikh in his Twitter account. The user gives a case of comparison of people's view of someone who prays five times a day diligently and the reality in Indonesia.

In another datum, the cognitive dissonance from this user can be seen from his statement describing his agreement with the idea that has stated in the Twitter account of the Shaikh. In his utterances, this user has the same purpose as the Shaikh had mentioned in his tweet above. This user states that besides considering the pray of that person (who will be considered as husband or a wife), we also have to find the other things which also give significant influences in building a character or someone (datum 9). From the utterances of this user, pray five times a day is also an essential element. It is only a small part from the qualification to consider someone as a husband or a wife. Therefore, he also mentions to not miss look over someone who prays five times a day accurately because the character of a person cannot judge how she or he prays.

The last, the cognitive dissonance is shown from the statement of her disagreement or refutation over what the Shaikh has stated in his tweet. In her utterances, this user argues her opinion that if the essential elements like pray five times a day are neglect, then the extras point do not need (datum 10). An ideal person who should be considered as a husband or wife should pray five times a day properly. Then the extras point like kind-hearted as what has mentioned in the tweet of the Shaikh, are not important. Since for this user, when a person does the pray five times a day properly, then all the good qualification will be followed because she or he has more awareness that Allah is watching her/his.

According to the data and the analysis that is done by the researcher, it can be concluded that cognitive dissonance is mostly used by Twitter users. They were showing their disagreement over a topic or an issue, to make an excuse from what they believe so it can be accepted in a society [16].

IV. CONCLUSION

In delivering their negative intent, Indonesian millennials have their way to express their thought on Twitter. The negative intentions are delivered in direct and indirect communication, which also has variations. This study deciphers the use of language expression of irony in indirect communication, especially on Twitter. In reference [8], the dominant purpose of the jocularity type is on females. Meanwhile, in this study, the use of the jocularity type become the tendency among male users on Twitter.

The analysis in this study shows that in the indirect communication, the female users tend to use the sarcasm type from the language expression of irony. The results obtained from the analysis shows that the type of language expression of irony is different from those used in direct communication. It supports the finding that lexical choice is related to gender [21].

Then from the utterances, it can be inferred that the most type of cognitive dissonance that is used by the users is the disagreement type. The millennials Twitter users expressed their utterances to make an excuse from what they believe in. They are produced as the efforts to make their idea acceptable by others. Besides, the result also indicates the differences with the expression when talking with friends [8].

For future studies, the researcher expects further study on the direct and indirect communication simultaneously in the term to deeply know the difference between those communication ways. Then the researcher also expects that the future studies improve the aspect of cognitive dissonance of each speaker with a different background as cultural

backgrounds, educational backgrounds, and other backgrounds if it can influence the cognitive dissonance or not.

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