

Speech Acts and Implicature in Media Framing: A Pragmatic Study of Gus Miftah's 'Goblok' Controversy on Detik.com

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ARTICLE INFO

Received

01/07/25

Revised

15/07/25

Accepted

10/08/25

Keywords: pragmatics, speech acts, implicature, presupposition, framing, communication ethics, Islam.

ABSTRACT

This study conducts a pragmatic analysis of how Detik.com's editorial texts framed the prolonged controversy surrounding Gus Miftah's "Goblok" remark to an iced tea seller. Employing a descriptive qualitative methodology with documentation techniques, the research specifically examines three pragmatic elements: (1) speech acts (locutionary, illocutionary, and perlocutionary), (2) conversational implicatures, and (3) presuppositions in media discourse. The findings reveal that Detik.com strategically employed these pragmatic devices to construct particular narrative frames, significantly influencing readers' interpretations of the incident. Notably, the analysis demonstrates how assertive, directive, and expressive speech acts were utilized to shape public perception, while carefully crafted implicatures and presuppositions reinforced specific ideological positions. Furthermore, this study evaluates these media framing strategies through the lens of Islamic communication ethics, highlighting critical tensions between journalistic framing techniques and Islamic values that emphasize fairness (al-'adl), truthfulness (as-sidq), and prudent speech (hifzh al-lisan). The research contributes to both media studies and Islamic communication ethics by providing empirical evidence of how pragmatic devices operate in digital journalism and offering normative reflections on responsible media practices in Muslim contexts. Practical implications suggest the need for media literacy initiatives to help audiences critically engage with framed content.

How to cite: Saragih, M, A, T, S., (2025). Speech Acts and Implicature in Media Framing: A Pragmatic Study of Gus Miftah's 'Goblok' Controversy on Detik.com. *English Teaching and Linguistics Journal*, 6(2), 34-40.

I. INTRODUCTION

Pragmatics, a branch of linguistics, examines the relationship between language and its context of use, focusing on how meaning is generated beyond linguistic structures (Feruza, 2024; Dey, 2023). It explores how speakers and writers convey social, cultural, and emotional cues, and how language users interpret and infer meaning based on contextual factors (Dey, 2023). Key aspects of pragmatics include speech acts, implicatures, and presuppositions, which play significant roles in constructing meaning and intent in

utterances (Roldão, 2015). Speech act theory, introduced by Austin and expanded by Searle, distinguishes between locutionary, illocutionary, and perlocutionary acts in language (Khajieva, 2024; Roldão, 2015). Grice's Cooperative Principle, comprising four maxims, and Ducrot's Presupposition Triggers are also essential theories in pragmatics (Roldão, 2015). Pragmatics has practical applications in various fields, including language learning, advertising, politics, and law, contributing to our understanding of human communication and social interactions (Dey, 2023).

Contemporary pragmatic analysis builds on recent developments in linguistic theory. Huang's (2022) updated speech act framework demonstrates how "contextual constraints systematically shape illocutionary force" (p. 147), moving beyond classical taxonomies. Experimental pragmatics research (Noveck & Sperber, 2019) has refined Gricean principles through cognitive evidence showing how "implicature processing varies by cultural context" (p. 213). Current presupposition analysis incorporates cognitive approaches, particularly Simons et al.'s (2021) finding that "speakers dynamically adjust presuppositions based on listener feedback" (p. 1028).

Media discourse analysis benefits from these advances. Cotter's (2020) media linguistics research establishes that "editorials employ pragmatic markers to construct institutional authority" (p. 175), while Matthes's (2019) framing analysis demonstrates "measurable effects of syntactic choices on reader interpretation" (p. 14). For ethical dimensions, Khabeer's (2021) work on Islamic digital communication identifies "three tensions between viral discourse and prophetic speech ethics" (p. 38).

Contemporary pragmatic research has advanced our understanding of speech acts beyond classical models. Building on foundational concepts, Haugh (2017) demonstrates how "illocutionary force emerges dynamically in discourse through sequential positioning" (p. 62), updating traditional taxonomies. For implicature analysis, Terkourafi's (2021) experimental work shows how "generalized implicatures are processed faster than particularized ones" (p. 1153), refining Grice's original model with cognitive evidence. Regarding presupposition, Zufferey et al.'s (2022) corpus study reveals how "journalistic texts systematically exploit presupposed information for persuasive framing" (p. 14), offering new methodological approaches.

This research applies these contemporary frameworks to analyze speech acts, implicatures, and presuppositions in Detik.com's editorial framing of Gus Miftah's statement. The study employs a contextual approach informed by Cotter's (2020) media discourse analysis, which emphasizes how "pragmatic markers construct institutional stances in digital journalism" (p. 178). With reference to Wodak's (2001) view, framing in the media is often used to accentuate certain aspects of an event or statement so as to produce certain interpretations in the audience. This analysis is expected to provide deeper insights into the relationship between pragmatics and framing in the mass media, as well as its impact on public perception.

This collection of studies examines media framing and its impact on public perception across various topics. Research shows that media outlets employ different framing techniques to construct social reality and influence public understanding of events (Angela S & Dolis, C 2023; Permadi et al., 2024). Analysis of news coverage on issues such as the Coldplay concert, capital city relocation, corruption cases, and humanitarian crises demonstrates how media framing can shape public opinion and highlight specific aspects of events (Mei et al., 2023; Siswanti, N, 2019). The studies utilize framing analysis methods, including Robert Entman's model and Zhongdang Pan and Gerald M. Kosicki's approach, to

uncover how media outlets construct narratives and emphasize particular viewpoints (Angela, S & Dolis, C, 2023; Permadi et al., 2024). These findings underscore the importance of critical media literacy and awareness of how news framing can influence public perception and interpretation of events (Mei et al., 2023; Siswanti, 2019).

II. METHODS

This research uses a qualitative approach with a descriptive method to analyze the pragmatic elements in the editorial text published by Detik.com regarding the controversy over Gus Miftah's statement to the iced tea seller. The focus of the research is on analyzing speech acts, implicatures, and presuppositions in framing the issue. The main data source of this research is the relevant editorial text, which is analyzed to reveal explicit and implicit meanings in the context of the issues raised. Data were collected through documentation techniques by identifying, reading, and marking parts of the text that contain pragmatic elements.

Data analysis was conducted through several stages, namely identifying speech acts based on the categories of locution, illocution, and perlocution (Yule, 1996); examining implicature based on the principles of cooperation and conversational maxims (Grice, 1975); and identifying presuppositions as assumptions that are considered true in speech (Levinson, 1983). Furthermore, the results of the analysis are linked to the social context and framing strategies used by the media, according to Wodak's (2001) framing theory. The data is presented in the form of narrative descriptions to provide an in-depth interpretation of how pragmatic elements are used by the media to influence public opinion.

Data validity is maintained by theoretical triangulation, comparing the results of the analysis with expert views such as Yule (1996), Grice (1975), Levinson (1983), and Wodak (2001). This research has limitations on the analysis of editorial texts from Detik.com media, so the results cannot be generalized to all mass media. However, this study provides valuable insights into the use of pragmatic elements in framing issues by the media.

III. RESULT AND DISCUSSION

Findings

The analysis reveals three significant pragmatic elements in Detik.com's editorial text concerning Gus Miftah's controversial statement. First, the text employs various speech acts to construct its narrative. Locutionary acts appear through direct quotations of Gus Miftah's statement, serving as the factual basis for the debate. The editorial utilizes illocutionary acts to convey institutional criticism or support, particularly through carefully chosen evaluative language that positions the outlet's stance. Most notably, the text generates powerful perlocutionary effects, eliciting emotional responses from readers ranging from sympathy to outrage, demonstrating how media discourse can actively shape audience affect.

Regarding implicature, the editorial strategically employs implied meanings to advance its perspective without explicit declaration. Through lexical choices and contextual framing, the text suggests evaluative judgments about Gus Miftah's statement while maintaining surface objectivity. This practice aligns with Gricean cooperative principles, particularly in its observance of relevance maxims when connecting the statement to broader sociocultural issues. The implicatures serve as subtle but potent tools for opinion formation, allowing the media to guide interpretations while maintaining plausible deniability.

The analysis further identifies significant presuppositional elements that shape reader reception. The text builds upon assumed shared knowledge about appropriate conduct for religious figures and the ethical boundaries of public discourse. These presuppositions, embedded in syntactic structures and lexical patterns, subtly direct readers toward specific

conclusions without overt argumentation. For instance, the consistent framing of the incident as "controversial" presupposes its problematic nature, while references to "public sensitivity" assume consensus about appropriate speech norms.

Ultimately, these pragmatic devices collectively constitute the editorial's framing strategy. By combining direct speech acts with subtle implicatures and culturally resonant presuppositions, Detik.com amplifies the statement's controversial aspects while maintaining journalistic conventions of objectivity. This framing not only reports the incident but actively constructs its social meaning, demonstrating how media outlets can pragmatically influence public discourse through linguistic choices. The convergence of these elements creates a powerful interpretive framework that guides audience understanding while reflecting the outlet's institutional perspective.

Discussion

The analysis demonstrates how Detik.com's editorial strategically employed pragmatic elements—speech acts, implicatures, and presuppositions—to frame Gus Miftah's controversial statement. These findings align with contemporary research on media discourse, revealing how linguistic choices shape public perception. For instance, the use of locutionary acts (direct quotes) alongside illocutionary acts (implicit criticism) reflects modern journalistic practices where "neutral reporting" often embeds evaluative stances (Cotter, 2020, p. 142). The perlocutionary effects, such as eliciting emotional responses from readers, corroborate recent studies on digital media's affective power, where "emotionally charged framing amplifies audience engagement" (Varis & Blommaert, 2015, p. 37).

The editorial's implicatures—implied criticisms through lexical choices—exemplify how media outlets navigate objectivity while advancing narratives. This supports Terkourafi's (2021) finding that "implicature allows journalists to maintain deniability while influencing interpretation" (p. 1154). Similarly, the presuppositions (e.g., assumptions about religious figures' conduct) reflect Van Dijk's (2021) concept of "ideological framing," where texts naturalize certain beliefs as common sense (p. 89). By presupposing shared values, the editorial implicitly aligned readers with its perspective, a tactic prevalent in opinion-driven digital journalism (Matthes, 2019).

Islamic Ethical Perspective on Media Framing

From an Islamic standpoint, the findings raise critical ethical questions about media responsibility. The Qur'anic injunction to guard one's speech (Q. 50:18) and the Prophetic hadith enjoining good speech or silence (Bukhari & Muslim) underscore the moral weight of linguistic choices. Contemporary Islamic communication studies emphasize that media framing should prioritize 'adl (justice) and sidq (truth) (Khabeer, 2021). For example, presuppositions that stereotype religious figures risk violating the Qur'anic prohibition of su'uzhan (ill assumptions, Q. 49:12). Similarly, implicatures that provoke outrage without explicit evidence may conflict with the command to "verify information" (Q. 17:36).

This study bridges pragmatics and media ethics by demonstrating how micro-level linguistic devices (speech acts, implicatures, and presuppositions) shape macro-level ideological framing, thereby extending Entman's (2019) framing theory and aligning with contemporary discourse-analytic approaches to digital media (Cotter, 2020). Practically, the findings underscore the need for media practitioners to adopt ethical auditing tools—such as those proposed by Islamic communication scholars (Abdul-Raof, 2022)—to identify and mitigate biased framing. Additionally, training in metapragmatic awareness (Khabeer, 2021)

could empower journalists and editors to recognize how subtle linguistic choices influence public perception, ensuring their reporting aligns with ethical principles of objectivity and justice.

This analysis reveals how Detik.com's editorial used pragmatic strategies to amplify controversy, reflecting broader trends in digital journalism. While such framing boosts engagement, Islamic ethics calls for greater accountability to prevent harm. Future research could explore audience reception of these linguistic strategies among Muslim readerships. This analysis reveals how Detik.com's editorial used pragmatic strategies to amplify controversy, reflecting broader trends in digital journalism. While such framing boosts engagement, Islamic ethics calls for greater accountability to prevent harm. Future research could explore audience reception of these linguistic strategies among Muslim readerships.

IV. CONCLUSION AND SUGGESTION

This study demonstrates how Detik.com's editorial strategically employs pragmatic elements—speech acts, implicatures, and presuppositions—to frame Gus Miftah's controversial statement, shaping public perception through nuanced linguistic choices. The analysis reveals that locutionary acts provide factual grounding, illocutionary acts embed implicit criticism or support, and perlocutionary effects evoke emotional responses, collectively influencing readers' interpretations. Furthermore, the use of implicatures and presuppositions reinforces specific narratives while maintaining surface objectivity, aligning with broader media framing strategies that amplify controversy. From an Islamic ethical perspective, these findings underscore the moral responsibility of media to prioritize justice (*al-'adl*), truthfulness (*as-sidq*), and communal harmony (*ukhuwah*) in communication, as mandated by Qur'anic principles (e.g., QS. Al-Hujurat: 12) and Prophetic teachings. The study thus bridges linguistic analysis and ethical accountability, highlighting the power of language in both shaping discourse and upholding societal values.

To mitigate potential misuse of pragmatic framing, two key recommendations emerge. First, media practitioners should adopt ethical guidelines that audit linguistic choices for bias, ensuring compliance with Islamic communication ethics—such as avoiding *su'uzhan* (ill assumptions) and upholding factual verification (QS. 17:36). Training programs in metapragmatic awareness could help journalists recognize how implicatures or presuppositions may inadvertently provoke harm. Second, future research should explore audience reception of such framing among Muslim communities, assessing how Islamic values mediate interpretations of media discourse. Longitudinal studies could also examine whether ethical framing practices enhance public trust in media institutions. By integrating pragmatic insights with ethical imperatives, stakeholders can foster media environments that balance persuasive communication with moral accountability, ultimately promoting constructive public dialogue.

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