



The Meaning of Finance Minister Purbaya Yudhi Sadewa's Speech in the TikTok Video: A Semantic Study Perspective

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ABSTRACT

This study aims to analyze the semantic meaning aspects contained in the utterances of Minister of Finance Purbaya Yudhi Sadewa in various TikTok videos uploaded between September and October 2025. This study focuses on four aspects of meaning according to Sumarti's (2017) theory, namely sense (understanding), feeling (feeling), tone (tone), and intention (purpose). The research method used is descriptive qualitative with listening and note-taking techniques. The data consists of Mr. Purbaya's verbal utterances when responding to various issues, such as fiscal policy, cigarette excise, and tax and customs services. The results of the analysis show that Mr. Purbaya's speech represents a straightforward, open, humorous, and down-to-earth communication style of public officials. The sense aspect displays conceptual meanings related to economic and fiscal policies; feeling shows feelings of confidence, empathy, and assertiveness; tone shows a relaxed, humorous, yet authoritative tone; while intention emphasizes the purpose of communication to build public trust and strengthen the image of a transparent government. This study concludes that the use of communicative and humanistic language styles can be an effective strategy in building relationships between public officials and the public.

Keywords: meaning speech, finance miniter, TikTok video, semantic study

Makna Tuturan Menteri Keuangan Purbaya Yudhi Sadewa dalam Video Tiktok: Perspektif Kajian Semantik

ABSTRAK

Penelitian ini bertujuan untuk menganalisis aspek makna semantik yang terdapat dalam tuturan Menteri Keuangan Purbaya Yudhi Sadewa pada berbagai video TikTok yang diunggah antara September hingga Oktober 2025. Kajian ini berfokus pada empat aspek makna menurut teori Sumarti (2017), yaitu *sense* (pengertian), *feeling* (perasaan), *tone* (nada), dan *intention* (tujuan). Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik simak dan catat. Data berupa tuturan verbal Bapak Purbaya saat menanggapi berbagai isu, seperti kebijakan fiskal, cukai rokok, serta pelayanan pajak dan bea cukai. Hasil analisis menunjukkan bahwa tuturan Bapak Purbaya merepresentasikan gaya komunikasi pejabat publik yang lugas, terbuka, humoris, dan membumi. Aspek sense menampilkan makna konseptual terkait kebijakan ekonomi dan fiskal; feeling memperlihatkan perasaan percaya diri, empati, dan ketegasan; tone menunjukkan nada santai, jenaka, namun berwibawa; sedangkan intention menegaskan tujuan komunikasi untuk membangun kepercayaan publik dan memperkuat citra pemerintah yang transparan. Penelitian ini menyimpulkan bahwa penggunaan gaya bahasa yang komunikatif dan humanis dapat menjadi strategi efektif dalam membangun hubungan antara pejabat publik dan masyarakat.

Kata kunci: makna tutran, meneteri keuangan, video TikTok, kajian semantik

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INTRODUCTION

Language is a communication tool that plays a crucial role in conveying messages, ideas, and perspectives to the public. Through language, individuals can express their thoughts and feelings both verbally and in writing (Wardaugh in Chaer, 2010). In the context of public communication, such as speeches, interviews, or statements by government officials, the rhetoric, narrative, symbols, and even communication style employed by a leader can determine the success or failure of building public trust (Slamet in Rambe et al., 2023). Therefore, it is crucial to understand the meaning contained in an official's utterances, particularly from a semantic perspective, the study of meaning in language.

The study of semantics focuses on how meaning is constructed and interpreted in a context. According to Sumarti (2017), semantics is the study of linguistic meaning. Linguistic meaning can be studied through the smallest grammatical units, such as morphemes, words, phrases, clauses, and sentences. Semantics examines both the lexical and grammatical meanings of words, and both fall within the scope of semantics. This study is especially important when speech originates from a public figure such as a minister, as every word they utter has the potential for broad meaning and impacts public interpretation.

One interesting linguistic phenomenon was discovered in a speech by Finance Minister Purbaya Yudhi Sadewa, uploaded to several TikTok accounts from September to October 2025. In the video, Purbaya responded to journalists' questions regarding the illegal cigarette trade and state taxes. His speech contains interesting word choices and sentence structures to study, as they not only reflect his position and responsibility as a public official but also demonstrate a way of conveying messages that are rich in connotative and pragmatic meanings. Through semantic analysis, researchers can explore how aspects of meaning are used to strengthen messages, shape images, and direct public opinion.

Furthermore, the phenomenon of using social media such as TikTok as a means of disseminating political and economic information adds to the relevance of this research. TikTok is an audiovisual medium (Buana & Maharani, 2020). TikTok has now become an effective platform for reaching a wide audience quickly and interactively. Public officials' speeches distributed on social media are not only a form of official communication but also an interesting object of linguistic study, as meaning can change depending on the context, audience, and medium of delivery.

Based on this description, the research questions are: (1) what aspects of semantic meaning emerge in Minister of Finance Purbaya Yudhi Sadewa's speech in the TikTok video; and (2) how these meanings are constructed and interpreted in the context of public communication through digital media.

Accordingly, this study aims to analyze the aspects of semantic meaning contained in Minister Purbaya's speech in the TikTok video and to explain how these meanings and messages are constructed in official communication situations distributed through digital platforms.

This research is expected to contribute to the development of linguistic studies, particularly semantics, and to enrich understanding of the mechanisms of meaning-making in public communication in the social media era.

Several relevant studies are also referenced in this study. Nur et al. (2025) highlight how the power of language in digital media can influence public perception, emphasizing the importance of semantic and pragmatic analysis in understanding messages conveyed by officials on sensitive issues. Ayu et al. (2024) examine the semantic dynamics of Indonesian language use on social media, particularly Twitter, and demonstrate that changes in meaning and adjustments to language style are significantly influenced by the characteristics of the digital platform. Meanwhile, Purba & Damanik (2025) analyze how discourse semantics are used in shaping public opinion and politi-

cal campaigns on social media, emphasizing that the choice of meaning structure plays a significant role in shaping public interpretation. These three studies reinforce the urgency of semantic analysis in understanding the speech of public officials, particularly in the context of message dissemination through digital platforms like TikTok.

LITERATURE REVIEW

Definition of Semantics

According to Aminuddin (2016), semantics comes from the Greek word "to signify," meaning to use. Semantics means "the study of meaning." Assuming that language is part of linguistics, semantics is a part of linguistics. According to Chaer (2021), semantics studies meaning as it relates to language as a means of communication. According to Tarigan (1995), semantics are signs or symbols that express meaning, the relationship between one meaning and another, and the influence of that meaning on humans and society. Therefore, semantics encompasses the meanings of words and their changes. Experts can conclude that semantics is the study of the meaning of language.

Definition of Meaning

Meaning cannot be separated from semantic aspects and is always inherent in everything we say. Mansoer Pateda (2010) states that the term "meaning" refers to highly ambiguous words and terms. Meaning is always integrated into spoken words and sentences. Linguistic meaning refers to what we interpret or intend. Ullmann (2014) states that there is a relationship between names and meaning. Meaning (linguistic meaning, sense) is the speaker's intention (Kridalaksana, 2009). Ferdinand de Saussure stated that linguistic meaning is the object referred to by an object (Yanda and Ramadhanti, 2017).

Symbol, Reference, and Referent

There are three key terms in Ogden and Richards' work: symbol, reference, and referent. They do not use the terms "idea/thought" and so

on. To maintain our closeness to the work of Ogden and Richards (OR), these three terms are not translated. The following is an explanation of symbol, reference, and referent (Parera, 2004).

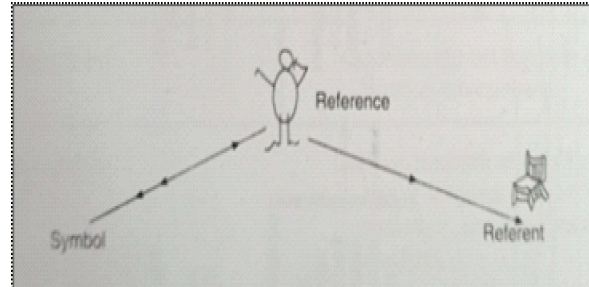


Figure-1
Ogden and Richards' Triangle of Meaning

First, symbol. For OR, only words that refer to objects, people, events, or occurrences through symbolic thought are considered symbols. For OR, words that express feelings, attitudes, hopes, dreams, and so on are not included in the definition of symbols. The new science of OR symbolism deals only with a limited area of human experience. Symbolic language, as defined by OR, is language that corresponds to facts or the language of fact. Symbols are free/impersonal and must be verified with facts. Symbolic language is language that is appropriate and close to scientific reports. Consider the example below.

- a) Symbolic Language: Our house measures 60 x 150 meters. There are five bedrooms, all on the first floor. The family room is 17 x 21 meters. This room faces the main road. The dining room, kitchen, and storage room face the rear. There are two bedrooms, one facing the main road, and the other facing the rear.
- b) Emotive Language: I found a house for you. It's beautiful. It's the perfect size for your family, not too big and not too small. The living room is quite comfortable. It's located in an area suitable for busy and active people.

Second, reference. OR doesn't use the word "mind." They use the term "reference" to indicate

that the mind is a reference to an object, namely, a referent. Ogden and Richards don't mention the mind in their work.

Third, referent. Ogden and Richards coined the term "referent." The word is still used today. Clearly, by several TikTok accounts between September and October 2025. The data in this study consisted of Minister Purbaya's verbal utterances when answering journalists' questions regarding taxes and the illegal cigarette trade.

The verbal data were collected through repeated video viewing, then transcribed and recorded using observation guidelines in the form of a listening form containing the video's identity, context, transcription, and semantic meaning categories. Data analysis was conducted through data reduction, data presentation, and drawing conclusions to gain a deeper understanding of the form and function of semantic meaning in the speech.

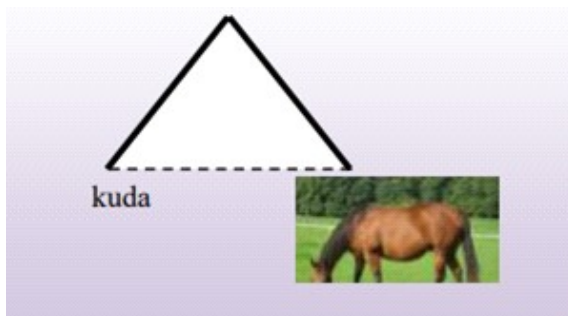


Figure-2
The relationship between sign, referent, and referent

Horse: A four-legged, lactating animal used as a mount. The word "horse" as a linguistic symbol; a four-legged, lactating animal that can be used as a vehicle and mount, with a nape as the meaning of the word "horse"; and a picture of a horse as its reference (Amilia and Anggraeni, 2017).

Lexical Meaning and Referential Relationships

Lexical meanings can generally be grouped into two major categories: basic meaning and extended meaning, or donotative (cognitive, descrip-

tive) meaning and connotative or emotive meaning. The relationship between words, their meanings, and the real world is called a referential relationship. The relationship between: (1) the word as a phonological unit, which carries meaning, (2) the meaning or concept formed by the word, and (3) the real world designated (referred to) by the word, constitutes a referential relationship (Djajasudarma, 2022).

A referential relationship is the relationship between a word and the external world of language to which the speaker refers, for example:

1. "Dictionary" refers to a particular type of book.
2. "Thick" refers to a particular quality of an object.
3. "Going" refers to a particular activity.

The relationship between a word (symbol), meaning (concept or referent), and the thing referred to (referent) is an indirect relationship. This relationship is illustrated through what is called the semiotic triangle (Ogden & Richards, 1972; Palmer, 1976 in Djajasudarma, 2022).

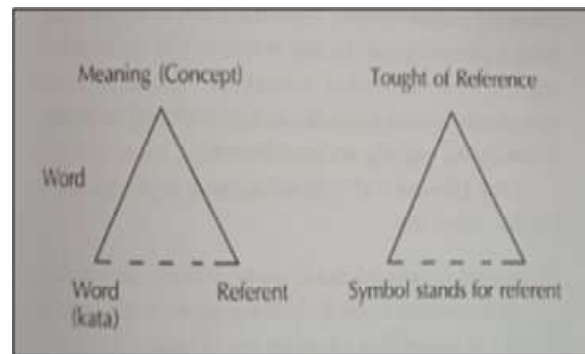


Figure-3
The relationship between words (symbols), meaning (concepts or references) and something referred to (referent)

A symbol or emblem is a linguistic element in the form of a word (sentence, etc.); a referent is the object or thing being referred to (an event, a fact in the world of human experience); and a concept (reference) is what we hold in our minds about



the object, manifested through the symbol. Based on this theory, the relationship between the symbol and the referent is through a concept that resides in the brain; this relationship is indirect.

Aspects of Meaning

Human speech contains complete meaning. The completeness of meaning is a combination of four aspects: sense, feeling, tone, and intention (Sumarti, 2017).

1. Sense

The aspect of sense meaning can be achieved when the speaker or writer and the interlocutor or reader use the same language (Pateda, 2010). Sense meaning can also be referred to as a theme, in this case involving the intended idea or message (Palmer in Nurpadilah, 2024). Communication between the speaker and the listener/reader must share a common language for smooth communication and the speaker's intended message to be conveyed effectively (Palmer in Safitri, 2020).

In this case, it concerns everyday conversational themes, for example, about the weather:

- 1) It's raining today
- 2) It's cloudy today

Sentences a and b have the same meaning, even though the word "rain" is replaced by the word "cloudy." In this communication, there are certainly elements of the listener (oral variation) and the reader (written variation), who have the same understanding of the units of day, today, rain, and cloudy. The information or what we convey has a core issue, commonly referred to as a theme. We understand the theme in information because what we say or hear has meaning and a theme. We understand the theme because we understand the words that symbolize the theme (Djajasudarma, 2016).

2. Feeling

The aspect of meaning, feeling, is related to the speaker's or writer's attitude. The emotional aspect of meaning uses words appropriate to the

speaker's emotional state (Pateda in Amilia & Anggraeni, 2017).

Examples of the emotional aspect of meaning include sad, hot, cold, happy, itchy, and irritated. Words derived from feelings are expressions related to life experiences. Therefore, situational statements related to the emotional aspect of meaning use words based on the situation (Pateda in Kurniawan, 2023). Therefore, it can be concluded that emotional values are values related to the speaker's feelings, which can ultimately influence the speaker's attitude in conveying a message (Palmer in Safitri, 2020). For example, expressions of sadness:

- 1) My condolences...
- 2) I feel you...

In the situation above, because these expressions always occur in situations of misfortune or sadness, such as when someone dies, these words have meanings that correspond to feelings. Words that correspond to these feelings arise from experience. It can be assumed that when we say "You cheat!", it is an expression related to our experience of that person. We feel it is appropriate to call that person cheating because of their bad behavior (Nurpadilah, 2024).

3. Tone

According to Shipley, tone refers to the speaker's attitude toward the other person (Pateda, 2010). The aspect of tone is "the speaker's attitude toward the interlocutor, or the writer's attitude toward the reader" (Palmer in Djajasudarma, 2016). The aspect of tone is closely related to the aspect of emotional meaning. The aspect of meaning associated with higher pitch is influenced by the relationship between the speaker and the listener (Pateda in Amilia & Anggraeni, 2017). Therefore, it can be concluded that tone is a combination of pitch, stress, duration, and silence (Palmer in Safitri, 2020).

For example, the sentence "the train from Yogyakarta has arrived." would be different from

the sentence "Has the train from Yogyakarta arrived?" The first sentence is informative, while the second is questioning. To express annoyance, the tone of voice is very apparent. Word choice or diction will describe the level of annoyance. Here are some examples of sentences:

- 1) Forget it, there's no need to discuss it, I've forgotten about this problem.
- 2) It's always like this, the same problem always arises.
- 3) You always have problems with this.
- 4) I predicted it, this problem always sticks with him.
- 5) You're a problem-maker.
- 6) This is the last one.

These six sentences have different tones. They could all be expressing the same problem. For example, annoyance at someone who is always late, someone who always breaks promises, and so on (Amilia & Anggraeni, 2017; Hermandra et al., 2024). For example, expressions of sadness:

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- 1) Forget it, there's no need to discuss it, I've forgotten about this problem.
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These six sentences have different tones. They could all be expressing the same problem. For example, anxiety at someone who is always late, someone who always breaks promises, and so on (Amilia & Anggraeni, 2017). So, it can be concluded that the tonal aspect is a combination of pitch, stress, duration, and silence (Palmer in Safitri, 2020; Maruti & Cahyono, 2021).

4. Purpose

According to Shipley (Pateda, 2010), the intention aspect is the intention of pleasure or displeasure, the effect of hard work undertaken. The intended purpose can be declarative, imperative, narrative, pedagogical, persuasive, recreational, or political (Kurniawan, 2023). This aspect of the meaning of purpose involves the classification of statements according to their nature:

- 1) Declarative. A declarative sentence is a sentence that contains a statement and is also intended to provide information. For example: Indonesia has 34 provinces spread from Sabang to Merauke.



- 2) Persuasive sentences are used to gently persuade people to believe. For example: A healthy and balanced diet in every village will ensure public health.
- 3) Imperative sentences are given as a command. For example: Let's go to campus now!
- 4) Narrative sentences are descriptive or explanatory. Example: One bright morning, Zahra went into the forest with her grandfather to look for firewood. Before they knew it, they had reached a very dense forest. Zahra heard a loud noise. However, she was afraid because it was her first time looking for firewood in the forest.
- 5) Political is political or related to politics. Example: If the government is honest, the people will prosper.
- 6) Pedagogical is pedagogical or educational. Example: Let's study diligently so we can be successful in the future (Amilia & Anggraeni, 2017).

These six characteristics can involve language functions, as shown in the following diagram (Leech in Djajasudarma, 2016).

RESULTS

From the analysis of Mr. Purbaya's utterances across four aspects of meaning (sense, feeling, tone, and intention), his language style reflects a spontaneous, honest, and down-to-earth communicative character. Through straightforward diction and the use of an informal style, Mr. Purbaya is able to present political communication that is close to the public and builds an impression of openness and transparency regarding government policies, particularly in the context of fiscal policy and public services.

1. In terms of sense, each utterance contains a conceptual message that illustrates policy direction, attitudes, and values of integrity.
2. In terms of feeling, there is a predominance of positive emotions such as humor, empathy, and self-confidence, which serve to lighten the serious atmosphere.

3. In terms of tone, his communication style tends to be relaxed, humorous, and sometimes sarcastic, while maintaining politeness.
4. His intention is oriented towards fostering public trust, promoting bureaucratic transparency, and strengthening the government's image as an institution open to criticism.

Overall, Mr. Purbaya's speech demonstrates that communication by public officials does not have to be rigid and bureaucratic. An honest, communicative, and humorous speaking style can be an effective strategy in strengthening relations between the government and the public. The following table is an analysis of the meaning aspects of Mr. Purbaya's speech.

Table-1
 Analysis of the Meaning Aspects of Mr. Purbaya's Speech-1

Speech Aspects	Meaning
Lingual Sword	The surprised minister Cowboy style
Sense	Spontaneous and open style
Feeling	Funny, friendly
Tone	Relaxed, warm
Intention	Building intimacy at formal events

Table-2
 Analysis of the Meaning Aspects of Mr. Purbaya's Speech-2

Speech Aspects	Meaning
Lingual Sword	The market doesn't know I'm a market person
Sense	Calm, confident
Feeling	Light, authoritative
Tone	Convince the public of your capacity
Intention	Convince the public of your capacity

Table-3
Analysis of the Meaning Aspects of Mr. Purbay's Speech-3

Speech Aspects	Meaning
Lingual Sword	I mess around with whatever I like
Sense	Fiscal system reform
Feeling	Humor, confidence
Tone	Friendly, communicative
Intention	Convey your intention to evaluate the policy

Table-4
Analysis of the Meaning Aspects of Mr. Purbay's Speech-4

Speech Aspects	Meaning
Lingual Sword	57% cigarette excise tax, are you Pharaoh?
Sense	Criticism of high excise taxes
Feeling	Amazed, humorous
Tone	Relaxed, the people
Intention	Light criticism of fiscal policy

Table-5
Analysis of the Meaning Aspects of Mr. Purbay's Speech-5

Speech Aspects	Meaning
Lingual Sword	I will destroy the illegal ones, I will clean them up
Sense	Be firm against violators
Feeling	Empathy and anger
Tone	Firm, straightforward
Intention	Uphold justice and tax compliance

Table-6
Analysis of the Meaning Aspects of Mr. Purbay's Speech-6

Speech Aspects	Meaning
Lingual Sword	I'm safe, I'm big, I'll just punch him
Sense	Strong, resilient in facing challenges
Feeling	Confident
Tone	Rude but relaxed
Intention	Show firmness and readiness

Table-7
Analysis of the Meaning Aspects of Mr. Purbay's Speech-7

Speech Aspects	Meaning
Lingual Sword	Are taxpayers sacred?
Sense	A satire on reporting inequality
Feeling	Amazed, humorous
Tone	Relaxed, witty
Intention	Gentle criticism, encouraging transparency

Table-8
Analysis of the Meaning Aspects of Mr. Purbay's Speech-8

Speech Aspects	Meaning
Lingual Sword	Report Mr. Purbaya, a reckless employee
Sense	Encourage public participation
Feeling	Be firm, empathetic
Tone	Be friendly, straightforward
Intention	Build transparency and public trust



Table-9
 Analysis of the Meaning Aspects of Mr. Purbaya's
 Speech-9

Speech Aspects	Meaning
Lingual Sword	Straightforward but effective
Sense	Honest & open
Feeling	Self-confident
Tone	Assertive, relaxed
Intention	Defend your communication style & maintain your public image

DISCUSSION

The video was uploaded by the TikTok account Netral News Com on September 9, 2025. The video was taken from a YouTube video from the Ministry of Finance. Mr. Purbaya delivered a handover speech for the Minister of Finance on September 9, 2025, at the Juanda Building, Jakarta. Here is the link to the video and Mr. Purbaya's statement.

<https://vt.tiktok.com/ZSUUCpLgs/>

Mr. Purbaya: "The minister is also a surprised minister. So, when he speaks, according to Mrs. Sriyani, he has a cowboy style."

Mr. Purbaya's statement, "The minister is also a surprised minister. So, when he speaks, according to Mrs. Sriyani, he has a cowboy style," can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention. Sensitively, this statement has the conceptual meaning that a person referred to as a "surprised minister" is someone who is easily surprised or unfamiliar with new situations, perhaps because they have just taken office or are still adjusting. The phrase "gayanya cowboy" lexically describes a spontaneous, bold character who tends to speak frankly without excessive formal consideration. Mr. Purbaya uses this metaphor to describe his straightforward and open communication style.

Emotionally, the speech conveys humor and familiarity. Words like "menteri kagetan" (shocked minister) and "gayanya cowboy" (cowboy style) create a humorous tone that creates a more relaxed atmosphere. There's no sense of condescension, but rather reflects Mr. Purbaya's warm and friendly feelings toward the person being discussed. This kind of speech demonstrates how humor can be used to refine meaning and strengthen social relationships between officials in formal situations.

In terms of tone, Mr. Purbaya's tone is light, friendly, and relaxed. He speaks in a manner that reflects humility and openness, far from the seriousness that typically emerges at formal events like handovers. This relaxed tone indicates that Mr. Purbaya aims to create a friendly atmosphere, encourage laughter from the audience, and make the moment feel more human.

Meanwhile, in terms of intention, Mr. Purbaya's speech was not intended to criticize, but rather to build rapport and create a relaxed atmosphere during a formal event. He wanted to portray the new minister's personality in a friendly manner, emphasizing the positive aspects of his courage and spontaneity. By inserting lighthearted humor, Mr. Purbaya successfully defused tensions and demonstrated that political communication can also be warm, relaxed, and full of mutual respect.

The video was uploaded by the TikTok account Official News on September 9, 2025. Mr. Purbaya answered reporters' questions after a meeting with the President regarding the reshuffle of the Minister of Finance on September 8, 2025. He commented on the plummeting Jakarta Composite Index (JCI). Here is the link to the video and Mr. Purbaya's speech.

<https://vt.tiktok.com/ZSUUXXHU/>

Journalist : "Do you have anything you want to convey to the market, sir? The Jakarta Composite Index (JCI) and the rupiah dropped after the announcement about Mrs. Sri Mulyani."

Mr. Purbaya : "Maybe the market doesn't know I'm a market person."

Mr. Purbaya's statement, "Maybe the market doesn't know I'm a market person," can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention. Sensitive, this statement conveys Mr. Purbaya's desire to convey his background, experience, and strong understanding of the market or economic world. Conceptually, the phrase "market person" here does not literally mean a trader in a traditional market, but rather metaphorically, meaning someone who understands the dynamics of economics, investment, and finance. Thus, lexically, Mr. Purbaya is asserting his credibility and capacity in the economic field, a situation that market participants may not yet be aware of.

Emotionally, this statement conveys a sense of calm and confidence. Mr. Purbaya does not show any anxiety despite reports of the JCI and the rupiah exchange rate dropping. Instead, he responds with a relaxed yet firm tone, reflecting optimism and confidence in his abilities. This statement also conveys the positive impression that Mr. Purbaya is not pressured by the market situation, but rather approaches it with a subtle sense of humor and high self-confidence.

In terms of tone, Mr. Purbaya's tone is light yet authoritative. He does not reprimand or blame any party, but instead provides an intelligent and calming response. This tone demonstrates the demeanor of a calm leader amid public pressure. Through his relaxed tone, Mr. Purbaya successfully demonstrates authority and maturity without having to speak at length. This tone also contains an implicit element of persuasion, as if he wants to assure the public that the economic situation can be well-managed.

In terms of intention, Mr. Purbaya's statement was intended to affirm his identity and capacity to the public, particularly market participants. This statement aimed to calm market and public concerns following the announcement of the replace-

ment of the Minister of Finance. By saying, "Maybe the market doesn't know I'm a market person," Mr. Purbaya intended to convey that he possesses relevant experience and knowledge, so the market need not panic or doubt his leadership. This statement also serves as a subtle political communication strategy, building public trust through simple, relaxed, and confident language.

The video was uploaded by the TikTok account Masyarakat +62 on September 9, 2025. Mr. Purbaya answered reporters' questions after a meeting with the President regarding the reshuffle of the Minister of Finance on September 8, 2025. He commented on the planned formation of the State Revenue Agency. The following is a link to the video and Mr. Purbaya's statement.

<https://vt.tiktok.com/ZSUUq8dBX/>

Journalist : "Sir, what's the plan for establishing the State Revenue Agency?"

Mr. Purbaya : "There isn't one yet, it seems like I'm up to my own devices. I asked, 'Sir, what do you think, sir? Can I tamper with it?'"

Mr. Purbaya's statement, "There isn't one yet, it seems like I'm up to my own devices. I asked, 'Sir, what do you think, sir? Can I tamper with it?'" can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention. Sensationally, the conceptual meaning of this utterance indicates that, at the time of the statement, there had been no official decision regarding the plan to establish the State Revenue Agency. However, the expressions "it seems like I'm up to my own devices" and "can I tamper with it" are used metaphorically to describe the freedom and responsibility a new official might have in evaluating and improving the existing system. Lexically, the word "tamper" means to make major changes or dismantle something, but in this context, it has a figurative meaning, namely restructuring policies in a new way that is deemed more effective.



In terms of feeling, this speech conveys a sense of humor, spontaneity, and ease. Mr. Purbaya uses a lighthearted style of language to answer serious questions, reflecting his open and relaxed personality. His joking tone, "I guess it's up to me," conveys both confidence and a desire to demonstrate closeness with the audience, including the journalists. This remark demonstrates that Mr. Purbaya doesn't feel burdened by his new position, but rather approaches it with a positive spirit and a sense of humor that lightens the mood.

In terms of tone, Mr. Purbaya's tone is friendly, humble, and slightly playful. He doesn't project an authoritarian or rigid demeanor, but instead invites listeners to see the human side of an official who can also joke. This tone reflects Mr. Purbaya's desire to project the image of a communicative leader who is open to change. In this way, he creates the impression that the policies he will adopt are not simply unilateral decisions, but the result of careful consideration and dialogue.

Meanwhile, in terms of intention, Mr. Purbaya's intention is to respond to journalists' questions in a lighthearted yet meaningful manner. He wanted to demonstrate that, although there were no concrete plans for the establishment of the State Revenue Agency, he remained committed to reviewing and improving the existing system. The statement, "Can I mess around?" reflected his intention to conduct a thorough evaluation of fiscal policy to make it more efficient. By conveying this humorously, Mr. Purbaya attempted to communicate a serious message in a lighthearted manner, while also emphasizing his spirit of reform and openness in leadership.

The video was uploaded by the TikTok account Official News on September 19, 2025. Mr. Purbaya answered reporters' questions at the Ministry of Finance Office on September 19, 2025. He commented on the high cigarette excise tax. Here is the link to the video and Mr. Purbaya's statement.

<https://vt.tiktok.com/ZSUUqm8p9/>

Mr. Purbaya : "There's a policy approach that I find a bit odd. Let me ask you, what about cigarette excise? What's the average now? 57%. Wow, that's really high, you Pharaoh? (Laughs)"

Mr. Purbaya's statement, "There's a policy approach that I find a bit odd. Let me ask you, what about cigarette excise? What's the average now? 57%. Wow, that's really high, are you Pharaoh? (Laughs)," can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention. Sensitive, this utterance implies that Mr. Purbaya is commenting on the high cigarette excise rate in Indonesia, which he claims is 57%. Conceptually, this expression conveys a critical view of fiscal policies deemed burdensome to society or certain industries. Meanwhile, the phrase "Are you Pharaoh?" is used metaphorically to express astonishment and an assessment that the policy is too harsh or oppressive, referring to the figure of the Pharaoh, known as a cruel ruler in history and popular culture.

Emotionally, Mr. Purbaya's statement conveys a spontaneous, humorous, and relaxed impression. He expresses his astonishment with his characteristic humorous style, accompanied by laughter at the end of the sentence. The feeling conveyed is not anger or accusation, but rather surprise and humor toward the policy considered extreme. The expression "Are you Pharaoh?" Although it sounds harsh literally, in this context, it serves as a joke to elicit laughter and lighten the serious atmosphere in front of journalists.

In terms of tone, Mr. Purbaya's tone is light, friendly, and informal. He speaks as if he were having a dialogue with a peer, rather than delivering a stiff official statement. This tone reflects an open and egalitarian communication style, in which public officials position themselves on an equal footing with the public when commenting on economic issues. The use of humor also reinforces the impression that Mr. Purbaya wants to move

away from a bureaucratic communication style and prefer a communicative and down-to-earth approach.

From an intentional perspective, Mr. Purbaya's intention was to deliver a light criticism of the cigarette excise policy, which he deemed excessively high, while emphasizing the need for a more rational policy evaluation. The statement aimed to highlight the imbalance between fiscal objectives and potential socio-economic impacts. By couching the criticism in humor, Mr. Purbaya successfully conveyed a serious message without creating tension. This communication style demonstrates excellent rhetorical skills, as he manages to balance criticism and entertainment, ensuring a strong yet light and easily accepted message.

The video was uploaded by the Otoman account on October 8, 2025. Mr. Purbaya answered reporters' questions during a working visit to the East Java Ministry of Finance on October 4, 2025. He commented on illegal cigarette sellers who do not pay taxes. Here is the link to the video and Mr. Purbaya's statement.

<https://vt.tiktok.com/ZSU5NLq13/>

Journalist : "East Java is a cigarette granary, after all, these are small businesses, yet they always complain about difficulties in obtaining excise taxes. They're even responded to, even though this has extraordinary potential. Why isn't there guidance? It could generate extraordinary income, but why are they being eradicated instead of fostered?"

Mr. Purbaya : "Some pay taxes, some don't. Those who pay taxes suffer losses, so the illegal ones will be eradicated. They will be empowered, but they must pay taxes. If they don't, I'll eradicate them, and I'll be merciless."

Mr. Purbaya's statement, "Some pay taxes, some don't. Those who pay taxes suffer losses, so the illegal ones will be eradicated. They will be empowered, but they must pay taxes. If they don't, I'll eradicate them, and I'll be merciless," can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention.

Sense-wise, this statement has a conceptual meaning that emphasizes the difference between business actors who comply with taxes and those who don't. Mr. Purbaya wants to demonstrate that injustice occurs when honest actors are harmed by the presence of illegal actors. The sentence "so the illegal ones will be destroyed" implies firm action against violators, while "will be empowered, but must pay taxes" implies that the government remains open to development opportunities for business actors, as long as they comply with applicable regulations. Thus, the underlying meaning of this statement is justice and firmness in the application of fiscal law.

Emotionally, Mr. Purbaya's speech displays a mix of empathy and assertiveness. He shows empathy for business actors who have complied with their taxes, but at the same time asserts a tough stance against illegal actors. Phrases like "if you don't, I'll take them down, I'll show no mercy" convey anger and intolerance towards dishonesty. This emotional tone demonstrates a moral commitment to justice and a strong desire to consistently enforce the rules.

In terms of tone, Mr. Purbaya's tone is firm, straightforward, and full of authority. He doesn't use technical or bureaucratic language, but rather direct language that is easily understood by the public. This tone reflects a populist and public-oriented communication style, where an official wants to demonstrate his or her commitment to justice and readiness to take action against violations without compromise. This firm tone also demonstrates a leadership character that is bold and open in expressing opinions.

Meanwhile, in terms of intention, Mr. Purbaya's statement aimed to emphasize the law



enforcement policy against the circulation of illegal cigarettes, while simultaneously raising public awareness about the importance of tax compliance. He aimed to demonstrate that the government would not turn a blind eye to economic injustice but would still provide opportunities for small businesses to be developed as long as they were willing to comply with the regulations. This statement served as a form of communication that reassured those who complied and reprimanded those who violated the law, demonstrating Mr. Purbaya's commitment to maintaining justice and the country's fiscal integrity.

The video was uploaded by the TikTok account Satu Media TV on September 27, 2025. Mr. Purbaya answered reporters' questions on September 26, 2025. Finance Minister Purbaya Yudhi Sadewa stated that if taxes were raised, the economy could slow down, and that incentives were needed to keep money circulating and increase public spending. If revenues continued to flow in, Purbaya was confident that the public would not hesitate to pay taxes. Here's a link to the video and Mr. Purbaya's speech.
<https://vt.tiktok.com/ZSyyTRD7Y/>

Journalist : "Even though I've been in the bullring for a month, are you still safe, sir?"

Mr. Purbaya : "I'm safe, he's big, he can do anything, I'll just knock him out."

Mr. Purbaya's statement, "I'm safe, he's big, he can do anything, I'll just knock him out," can be analyzed through four aspects of meaning in semantic analysis: sense, feeling, tone, and intention. Sensitively, this utterance conveys conceptual meaning, depicting Mr. Purbaya as a strong or resilient figure, both physically and metaphorically. The phrase "his body is big" functions as a metaphor for great strength or capacity, while "I just knocked him out" lexically implies the act of overcoming something or someone decisively. This utterance combines literal and metaphorical elements, so its underlying meaning is the ability to

face various problems or challenges.

Emotionally, the utterance exudes high self-confidence and is slightly provocative. The straightforward and informal choice of words indicates a feeling of confidence and unafraid to face situations perceived as disturbing or challenging. There is also an implied defensive nuance, as the sentence can be read as a response to doubt or a challenge directed at him.

His tone is harsh, yet mixed with humor and casual elements. His style of speaking is far from bureaucratic formality; he speaks in a popular manner easily understood by the public. This tone emphasizes masculinity and assertiveness and builds the image of a leader who does not hesitate to act, while using everyday language to reduce distance with the audience.

From an intentional perspective, the purpose of his speech is to demonstrate authority and allay concerns about his safety or capacity to handle tasks in the field. By declaring himself strong and ready to "deal with" problems, Mr. Purbaya seeks to reassure the public that he is capable of handling practical challenges without hesitation. This statement also serves as a political signal that he will be firm in dealing with obstacles or criticism that disrupt policy implementation.

A video uploaded by the TikTok account Fans P. Purbaya on October 17, 2025, shows Minister of Finance Purbaya Yudhi Sadewa receiving 15,933 complaints regarding customs and tax services within two days. He expressed surprise that almost all of these complaints were related to customs. Mr. Purbaya joked that the complaints were first sorted by tax officials. Here's a link to the video and Mr. Purbaya's statement: <https://vt.tiktok.com/ZSyy37qkh/>

Mr. Purbaya : "There are 10 of them, all customs reports. Are tax officials sacred? I don't think so."

Mr. Purbaya's statement, "There are 10 of them, all customs reports. Are tax officials sacred? I don't think so," can be analyzed through four as-

pects of meaning in semantic analysis: sense, feeling, tone, and intention.

Sense-wise, Mr. Purbaya's statement highlights the disparity in the number of complaints between the two institutions under the Ministry of Finance: customs and tax. The phrase "all customs reports" implies astonishment at the dominance of reports by one agency, while the phrase "sacred tax people" lexically means "free from error," but in this context is used metaphorically to question the possibility of bias or data filtering. Thus, the conceptual meaning of this utterance is a mild dig at the imbalance of reporting and the potential lack of transparency in the reporting process.

In terms of emotion, Mr. Purbaya's speech displayed a mix of wonder, humor, and skepticism. The phrase "Are tax officials really that sacred?" carried a joking tone yet still implied a subtle critique of the tax institution. The feeling emerged from his desire to lighten the mood and encourage the audience to think critically about a seemingly unnatural situation. His emotional tone was light and non-confrontational, yet still sharp in conveying astonishment.

In terms of tone, Mr. Purbaya's tone sounded relaxed, humorous, and friendly. He used an informal style of speech with language easily understood by the public. This tone reflected an effort to build rapport with the public while demonstrating transparency in his leadership. This style of speech also illustrated that Mr. Purbaya did not maintain a distance from his audience, but instead spoke in an open and candid manner.

In terms of intention, Mr. Purbaya's speech aimed to highlight potential inequalities in the management of public complaints and encourage an evaluation of the system. Through lighthearted humor, he aimed to remind people that no institution is completely free from error. His primary goal was not to bring down any particular party, but to raise awareness of the importance of justice and transparency in public services. With humor, Mr. Purbaya managed to convey social criticism without creating tension, while also emphasizing his

commitment to improving the system under his authority.

The video was uploaded by the TikTok account EnforceA on October 16, 2025. Minister of Finance Purbaya Yudhi Sadewa officially opened a complaint line for tax and customs officials, which can be accessed directly to his phone. This WhatsApp complaint line is called *Lapor Pak Purbaya*. Here is the link to the video and Mr. Purbaya's statement: <https://vt.tiktok.com/ZSYg3vEdp/>

Mr. Purbaya : "Report Mr. Purbaya, this number is for members of the public who have complaints about misbehaving tax or customs officials."

Mr. Purbaya's statement, "Report Mr. Purbaya, this number is for members of the public who have complaints about misbehaving tax or customs officials," reflects a pragmatic and semantic meaning that is interesting to analyze through four aspects: sense, feeling, tone, and intention. In terms of meaning, this utterance has a conceptual meaning, namely an invitation to the public to utilize the complaint channel opened directly by Mr. Purbaya. The phrase "*Lapor Pak Purbaya*" signifies a participatory program aimed at providing direct access to the public. The word "*ngaco*" lexically means "acting arbitrarily or improperly," used to describe the behavior of officials who violate ethics or regulations. Denotatively, Mr. Purbaya emphasizes that the public has the right to report any irregularities in the services of tax or customs officials.

In terms of feeling, this utterance demonstrates a firm yet empathetic attitude toward the public. Mr. Purbaya aims to build an emotional connection with the public through everyday language. His use of informal terms such as "*nih*" and "*ngaco*" reflects his desire to project an image of an open and accessible leader. Conversely, there is an implicit irritation with the officials' unprofessional behavior, but it is expressed in a



lighthearted tone to maintain a positive public reception.

In terms of tone, this speech is familiar, straightforward, and populist. The tone used demonstrates Mr. Purbaya's communicative nature, which is not stiff when delivering official messages. His speech reflects a humanistic and down-to-earth leadership style, where formal bureaucratic language is replaced with conversational language that is close to the general public. This tone creates the impression that he wants to build a two-way relationship between the government and the people without barriers.

Meanwhile, in terms of intention, the main purpose of Mr. Purbaya's speech is to invite the public to actively participate in monitoring the performance of tax and customs officials. By providing a personal number as a complaint channel, he emphasizes his commitment to transparency, accountability, and eradicating irregularities within the ministry he leads. The phrase "this belongs to the public" indicates that he positions himself as a servant of the people, not a distant ruler. His communicative goal is to build public trust through openness and concrete actions to uphold the integrity of public services.

A video uploaded by the TikTok account Otorimen on October 27, 2025. After being criticized by Hasan Nasbi for his blunt speaking style, Mr. Purbaya spoke out. He emphasized that bluntness is not a problem as long as it aims to restore public trust in the government. Here is the link to the video and Mr. Purbaya's statement. <https://vt.tiktok.com/ZSyg3vGG7/>

Journalist : "There was a response from Mr. Hasan Hasbi regarding your communication style being criticized in the cabinet."

Mr. Purbaya : "I'll show you, you're blunt, but you're able to restore public sentiment to the government. The government's stability is very good in the eyes of the public, except in the eyes of that person."

Mr. Purbaya's statement, "I'll show you, you're blunt, but you're able to restore public sentiment to the government. The government's stability is very good in the eyes of the public, except in the eyes of that person," has rich meaning when analyzed through four semantic aspects: sense, feeling, tone, and intention. In a sense, this statement implies that Mr. Purbaya wants to emphasize that his straightforward and spontaneous communication style ("ceplas-ceplos") is not a weakness, but rather an effective communication strategy in rebuilding public trust in the government. Conceptually, he links his speaking style to social and political impacts, namely increased "popular sentiment" and "government stability." The phrase "except in the eyes of that person" conveys a subtle dig at his critics, indicating that negative assessments come only from specific individuals, not the wider public.

Emotionally, Mr. Purbaya's speech demonstrates confidence, assertiveness, and a hint of controlled irritation. He uses a relaxed yet confident style of language to demonstrate his unfazedness by criticism. His choice of the word "ceplas-ceplos" and the phrase "I'll show you" demonstrate pride in his communication style and a desire to assert his legitimacy before the public. There is a sense of confidence and a firm belief that an honest and open communication style is a sign of integrity, not weakness.

In terms of tone, this speech is assertive, confident, and slightly sarcastic. His tone demonstrates an effort to maintain his image as an authentic, unpretentious figure, daring to be different in a bureaucratic environment that is often rigid and cautious in communication. The tone also carries a sense of self-defense, but is delivered in a light and conversational style, typical of Mr. Purbaya's popular style on social media.

Meanwhile, in terms of intention, Mr. Purbaya's primary goal is to clarify and defend his outspoken communication style as a form of honesty and openness to the public. He wants to emphasize that his primary goal is not simply to speak spontaneously, but rather to rebuild public trust in

the government. The phrase "returning public sentiment to the government" emphasizes his communication orientation, which focuses on the public interest, not merely personal image. The statement "except in that person's eyes" also serves as a subtle yet strategic sarcasm, demonstrating that criticism has not shaken his determination to continue communicating in an honest, effective, and down-to-earth manner.

CONCLUSION

From Mr. Purbaya's entire speech, analyzed through four aspects of meaning (sense, feeling, tone, and intention), it can be concluded that his language style reflects a spontaneous, honest, and down-to-earth communicative character. Through straightforward diction and the use of an informal style, Mr. Purbaya is able to present political communication that is close to the public and builds an impression of openness and transparency regarding government policies, particularly in the context of fiscal policy and public services.

1. In terms of sense, each speech contains a conceptual message that illustrates policy direction, attitudes, and values of integrity.
2. In terms of feeling, there is a predominance of positive emotions such as humor, empathy, and self-confidence, which serve to lighten the serious atmosphere.
3. In terms of tone, his communication style tends to be relaxed, humorous, and sometimes sarcastic, while still maintaining politeness.
4. His intention is oriented towards fostering public trust, promoting bureaucratic transparency, and strengthening the government's image as an institution open to criticism.

Overall, Mr. Purbaya's speech demonstrates that communication by public officials does not have to be rigid and bureaucratic. An honest, communicative, and humorous style of speaking can be an effective strategy for strengthening relations between the government and the public. Based on the analysis, it is recommended that:

1. Public officials can emulate Mr. Purbaya's open and down-to-earth communication style, while maintaining politeness and formal contexts to avoid misinterpretation.
2. Ministries and government agencies need to develop more participatory and humanistic public communication strategies so that policy messages are better received by the public.
3. Language researchers can further expand semantic studies on the speech of other public figures to compare patterns of meaning, language style, and pragmatic effects on institutional image.
4. Social media can be used wisely as a platform for official government communication while still adhering to ethical principles, clarity of message, and sensitivity to the public.

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