



A PRAGMATICS STUDY: AN EMOTIONAL REPRESENTATION OF USING 'BAPER' IN EFFECTIVE COMMUNICATION

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Abstract

This study aims to examine the use of the term "baper" in effective communication with a pragmatic approach, especially in the context of emotional representation. The term "baper" which comes from Indonesian slang means "carry feelings" and is often used to describe someone's excessive or sensitive emotional reaction to a situation. This study uses a quantitative approach with a survey method to collect data from respondents consisting of students and the community. Data were collected through a questionnaire that measured the frequency of use of the word "baper", as well as the context and impact on communication between individuals. Data analysis was carried out using descriptive and inferential statistics to identify the relationship between the use of "baper" and the effectiveness of communication, as well as the role of emotion in the interaction. The results of the study indicate that the use of "baper" can affect the emotional perception of the recipient of the message and has the potential to disrupt smooth communication, but can also strengthen interpersonal relationships if used appropriately. This study provides insight into the dynamics of slang in everyday communication and its implications for social interaction in Indonesian society.

Keywords: effective communication, emotional representation, Interpersonal Relationship

INTRODUCTION

Language functions as a medium to not only convey information but also express emotions, attitudes, and cultural values. In the context of Indonesian communication, the term *baper* stands for "Bring Feelings" - has gained significant popularity. *Baper* is a daily expression that describes the emotional state in which individuals are considered too sensitive or take something personally. The use of this term broadly reflects its relevance in daily conversations and highlighting its role in forming interpersonal dynamics.

This study explores pragmatic *baper* as a linguistic and emotional phenomenon, examining how it affects effective communication. By exploring its use in various contexts, this research aims to reveal the meaning of implicit, social function, and cultural basis related to the term. This analysis emphasizes how *baper* can facilitate or inhibit communication, depending on the interpretation and application.

In addition, this research investigates how *Baper* reflects emotional representation in interaction, explains its role in navigating misunderstandings, growing empathy, and handling conflict. By understanding Pragmatic *Baper*, this research seeks to contribute to a broader understanding of how emotions are built language and how they form communication in Indonesian society. Through a descriptive and analytical approach, this research offers valuable insights about the interaction between language, emotions, and cultural identity.

Previous studies in pragmatic studies have highlighted the importance of language as a medium to convey emotions and how meaning can shift based on social context. One of the relevant studies is the study of the use of popular terms in everyday language, such as *"baper,"* which often appears in social interaction and social media. For example, research conducted by Wijayanto et al. (2020) shows how popular expressions can build or inhibit understanding in interpersonal communication. In addition, research by Nurdiana (2019) discusses how the words of emotional connotations reflect the dynamics of the culture and mindset of Indonesian people.

Other studies, as done by Ahmad and Syahrial (2018), examined popular terms in a digital context, showing that the use of emotional language such as *"baper"* can affect the way people respond to messages on social media. The results of this study indicate that the use of words with emotional charges can strengthen emotional relationships between the speaker and the listener, but can also cause different interpretations depending on the relationship and situation.

However, although there have been several studies on popular terms, specific research on emotional representation *"Baper"* in effective communication has not been done much. The reason why the title *"A Pragmatics Study: An Emotional Representation of Using 'Baper' in Effective Communication"* needs to be studied because this term is one of the rapidly developing linguistic phenomena and has a significant impact in communication in Indonesia.

This research is important because *"baper"* does not only function as a word with literal meaning but also has a pragmatic function, which is to convey emotional attitudes or provide certain social signals. This research can explain how emotions are integrated in language, how this term affects the effectiveness of communication, and how its use reflects the socio-cultural norms of Indonesian society. This study will also fill the gap in previous studies by giving a deeper focus on the aspects of emotional representation and its impact on communication.

REVIEW OF LITERATUR

Pragmatic becomes the main foundation in this study, namely linguistic branches that study how context affects meaning in communication. In this context, pragmatic is used to analyze how the term *"baper"* is used by the speaker to convey emotions and how the term is accepted by the other person. The term *"baper"* itself, which stands for *"Bring Feelings,"* refer to the emotional condition of someone who tends to be sensitive or easily touched by certain situations. In this study, *"Baper"* is not only seen as a linguistic phenomenon but also as a tool to understand emotional representation in communication. In addition, the term effective communication becomes an important focus, which refers to the ability to convey messages clearly so that they are accepted and understood by the recipient without distortion of meaning.

This study identified two main variables, namely the use of the term *"baper"* as an independent variable and the effectiveness of communication as a dependent variable. The effectiveness of communication is measured through various indicators, such as the extent to which messages are understood, how emotional responses arise, and how interpersonal relationships are influenced by the use of the term.

When compared with previous research, this research offers a more specific approach. For example, research conducted by Wijayanto et al. (2020) examines the use

of popular terms in interpersonal communication in general, without focusing on certain terms such as "*baper*." This study contributes to exploring one specific term and how the term affects pragmatic communication. Meanwhile, research Nurdiana (2019) emphasizes more on emotional connotations in everyday language and how this reflects culture. However, the research does not directly connect emotional terms with the effectiveness of communication, which is the main focus in this study.

Other studies by Ahmad and Syahril (2018) highlighted the use of popular terms in the context of social media and their impact on the audience response. Although this research is relevant, the focus is more on digital interactions, while the research being reviewed focuses on direct or interpersonal communication. Thus, this research fills a gap in previous studies by focusing on the relationship between emotions, the use of the term "*baper*," and its impact on effective communication in the pragmatic context.

METHOD

This study uses a quantitative approach with a survey design to measure the relationship between the use of the term "*baper*" and the effectiveness of communication. The quantitative approach is chosen because it allows data collection in large quantities and objective statistical analysis. Research respondents were chosen using stratified random sampling techniques, taking into account variations of social contexts, such as the community environment, education, and informal communities. This study involves individuals who actively communicate in daily life, both directly and through digital media.

The instrument used in this study was a structured questionnaire designed to collect data on two main variables, namely the frequency of using the term "*baper*" as an independent variable and the level of effectiveness of communication as a dependent variable. The questionnaire consists of two parts. The first part includes the demographic data of respondents, such as age, gender, and educational background. The second part contains questions that measure the frequency of using the term "*baper*," the context of its use, and respondents' perceptions of the effectiveness of their communication. Questions in the questionnaire use a five-point Likert scale, which facilitates the measurement of the level of agreement or intensity of respondents' experience.

The data collected was analyzed using descriptive and inferential statistical methods. Descriptive analysis is used to describe the profile of respondents, such as age distribution, gender, and average use of the term "*baper*." Meanwhile, inferential analysis was carried out to test the relationship between variables using linear regression tests and Pearson correlation tests. This analysis aims to find out whether the frequency of using the term "*baper*" has a significant influence on the effectiveness of communication, which is measured through indicators such as understanding of messages, emotional responses, and quality of interpersonal relationships.

Before the analysis, validity and reliability of the instrument was tested through the construct validity test and the Cronbach's Alpha reliability test to ensure that the questionnaire was able to measure variables consistently and accurately. Data is processed using statistical software to ensure objective and reliable results. Through this approach, research is expected to provide empirical insight into the role of the term "*baper*" in building or inhibiting effective communication.

Research Instrument

To gather data, the researchers utilized a questionnaire as the primary tool. Respondents were asked to select from a set of predetermined multiple-choice options, which are categorized as closed-ended questions. This method provides a notable advantage for quantitative analysis, as it simplifies the calculation of metrics and statistical percentages due to the standardized response framework.

In particular, the researchers employed closed-ended questions using a 5-point Likert scale to evaluate the degree of agreement or disagreement of respondents with various statements. The Likert scale is widely recognized for its effectiveness in measuring attitudes and perceptions, offering response options ranging from "Strongly Agree," "Agree," "Neutral," "Disagree," to "Strongly Disagree". In this study, respondents were instructed to indicate their opinions by selecting numerical values between 1 and 5, each corresponding to a specific level of agreement or disagreement. This structured approach ensures clarity in data collection and facilitates accurate measurement of respondents' attitudes, contributing to the reliability and validity of the research results.

Approach to using a closed questionnaire, especially the 5 -point Likert scale, was chosen because it provides a structure that allows data collection systematically and efficiently. With this format, respondents can provide a consistent response to each statement submitted, thus facilitating statistical analysis. Each numerical value on the Likert scale has a clear meaning, allowing researchers to measure the intensity of the attitudes or perceptions of respondents quantitatively. It also helps in identifying certain patterns or trends that are relevant to the research objectives.

In addition, the Likert scale allows researchers to measure complex aspects such as attitudes, perceptions, or levels of satisfaction that may be difficult to measure with other methods. In the context of this research, this scale is used to assess how respondents view the use of the term "*baper*" and its effect on the effectiveness of communication. For example, statements in the questionnaire may include aspects such as "the use of the term '*baper*' help to clarify the purpose in communication" or "the term '*baper*' often cause misunderstandings in conversation."

By using a Likert scale, the data obtained can be further processed using statistical analysis, such as average, standard deviation, or regression analysis, to understand the relationship between research variables. This approach also allows comparison between groups of respondents based on demographic or certain social contexts. Another advantage of this method is its ability to reduce subjectivity bias in data collection, because respondents are only asked to choose from the specified options, thereby reducing the possibility of various interpretations.

Overall, the use of the Likert scale in this questionnaire provides a strong basis for evaluating the attitudes and perceptions of respondents in a systematic, accurate, and reliable way, supporting the validity and reliability of research results.

RESULT AND DISCUSSION

Analysis of the questionnaire data that researchers have distributed provides an overview of respondents' perceptions of the word "*baper*," which is often used in everyday contexts to describe someone who is easily carried away by feelings or shows a strong emotional response. Based on the data obtained, it can be seen that the use of this word has various meanings, depending on the context and purpose of the communication. Respondents indicated that the word "*baper*" can be used positively, for example to express

empathy or emotional closeness, but also has a negative connotation when used to belittle or belittle someone's emotional response.

The word "*baper*" often appears in social interactions, both in formal and informal settings, but is more dominantly used in casual settings or intimate conversations. In addition, perceptions of this word appear to be influenced by demographic factors such as age and gender, where certain groups may have different meanings or understandings of this word. This word is also closely related to popular culture, given its frequent appearance on social media and in everyday language styles.

In the context of social relationships, respondents considered that the word "*baper*" can create certain influences, both positive and negative, depending on how it is conveyed. Some individuals consider the word as a form of humor or joke, while others feel that the use of this word can be demeaning or insensitive to the emotions of others. Overall, this data shows that "*baper*" is not just a word, but also reflects broader social, cultural, and emotional dynamics in today's societal communication.

The use of the word *baper* has an impact on communication

From the data obtained by the researcher, 7 people or 31% of the correspondents agreed that the use of the word *baper* can enrich emotions but can also cause misunderstandings if not used properly, which means that the correspondents sided by saying that the use of the word *baper* can have a positive impact but also has the potential to have a negative impact if not considered properly. In addition, 9 people or 40% of the correspondents said that the use of the word *baper* would create a negative stereotype of someone who is considered too sensitive, therefore the researcher concluded that the use of the word *baper* causes social problems in communication due to the use of the word *baper*.

In addition, 12 people or 54% of the correspondents disagreed with the statement that the use of the word *baper* can make it comfortable to talk about emotions compared to other more formal terms. The conclusion of the researcher is that the use of the word *baper* is more prone to falling into sensitive matters in communication so that in social life there is a risk of conflict if the word *baper* is not replaced with other more polite words to describe someone's emotional feelings.

Comprehensive development of the word *baper*

The use of the term *baper* is growing rapidly among the younger generation, especially on social media, and has become part of the digital culture that plays an important role in shaping the way people communicate. "*Baper*" is often used in lighter situations, such as casual chats between friends, but it can also appear in more serious contexts, such as in interpersonal relationships. The use of this word shows how emotions can affect the way people interact, both in direct communication and through digital platforms.

Pragmatically, the term "*baper*" reflects an imbalance between the expression of emotions and the more rational purpose of communication. When someone uses the word "*baper*" to refer to someone else's feelings, this can create distance or tension in communication. However, on the other hand, the use of this word can also be a way to relieve tension or show empathy, depending on the context.

In further studies, "*baper*" can be seen as a linguistic phenomenon that reflects the dynamics of Indonesian social and culture. Its use can create space for researchers to dig deeper into how emotions and language are interrelated in interpersonal communication, as well as how this term affects the effectiveness of communication. Research on "*baper*" can also enrich our understanding of the role of language in conveying feelings, building relationships, and managing conflict in a society that is increasingly connected through digital technology.

CONCLUSION

The findings from the study on the use of the term "*baper*" in communication are that this term plays an important role in social interactions, both in formal and informal contexts. "*Baper*," which is an abbreviation of "bring feelings" reflects a strong emotional reaction and can affect the way people communicate. This term not only shows how a person's personal feelings can affect communication, but also how language is used to express emotions in a lighter way or even reduce tension in conversation.

Through a pragmatic study, it is seen that the use of the term "*baper*" has two sides. On the one hand, it can create tension or distance in communication, especially if used in an inappropriate context. However, on the other hand, the use of this word can also show empathy or create closeness between individuals involved in the conversation. Therefore, understanding the context of the use of "*baper*" is very important to determine whether this word supports or hinders the effectiveness of communication.

In the context of quantitative research, the use of a Likert scale to measure respondents' attitudes and perceptions of the use of the term "*baper*" provides deeper insight into how this term affects the effectiveness of communication. This study shows that the use of "*baper*" can affect the understanding of messages and interpersonal relationships, both positively and negatively, depending on the frequency and context of its use.

Overall, this study provides a clearer picture of the role of language in shaping emotional and interpersonal communication in modern society, and how the development of language such as "*baper*" reflects the social and cultural changes taking place in Indonesia.

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