
ANALYSIS OF SPEECH EVENTS IN DEDDY CORBUZIER'S CLOSE THE DOOR PODCAST, "WHY DO YOU PRAY ON SOCIAL MEDIA? BLOG! SINCE WHEN DOES GOD READ SOCIAL MEDIA!!," USING HYMES SPEAKING MODEL

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Kata kunci :

Hymes's SPEAKING,
Peristiwa Tutur,
Podcast

Abstrak

Penelitian ini membahas mengenai analisis speech events yang terjadi dalam podcast Close the Door Deddy Corbuzier yang berjudul, "*Doa kok di Medsos?! Blog! Sejak kapan Tuhan Baca Medsos!!*". Pada episode kali ini, narasumber yang dihadirkan oleh Deddy adalah seorang penceramah yang cukup terkenal, yaitu Ustadz Das'ad Latif. Penelitian ini menggunakan metode kualitatif dengan tayangan episode ini sebagai data penelitian. Teori yang digunakan menganalisis data merupakan teori speech events SPEAKING model dari Hymes (1980). Hasil penelitian memperlihatkan bahwa podcast termasuk ke dalam peristiwa tutur karena di dalamnya terdapat unsur-unsur pendukung pertuturan berupa setting, participant, end, act sequence, key, instrumentalities, norm of interaction and interpretation serta genre.

Keywords :

*SPEAKING Hymes,
Podcast, Speech
Events*

Abstract

This research discusses the analysis of speech events that occurred in Deddy Corbuzier's Close the Door podcast entitled, "How come you pray on social media?! Blog! Since when does God read social media!!" In this episode, the resource person presented by Deddy is a quite well-known cleric, namely Ustadz Das'ad Latif. This research uses qualitative methods with this episode broadcast as research data. The theory used to analyze the data is the speech events theory, SPEAKING model, from Hymes (1980). The research results show that podcasts are included in speech events because they contain supporting elements of speech in the form of setting, participant, end, act sequence, key, instrumentalities, norms of interaction and interpretation and genre.

INTRODUCTION

Every human being throughout his life can hardly be separated from communication events. The communication process occurs when humans need a means to express ideas, thoughts, reality, intentions, and so on. Language is the most important and vital means of meeting needs. Thus, the means of communication is the most important function of language.

Every member of society and community is always involved in language communication, either as a communicator (speaker or writer) or as a communicant (listener, conversation partner, or reader) (Ratnawati et al., 2021). In each communication process, what is called speech events occurs in a speech situation.

Speech events are language interaction in a conversation involving a speaker and an interlocutor, with one main point of speech, in a certain place, time and situation. In a conversation, it is called speech events if those meet the requirements for the SPEAKING speech components (Hymes, 1980), which consist of eight components.

The speech events that become the focus of this research are the speech events occurred on Deddy Corbuzier's Podcast channel, especially in the

episode *"Why do you pray on social media? Blog! Since when does God read social media!!"* with guest star Ustad Das'ad Latif which was uploaded on October 24 2023. Podcasts can be classified as speech events. This is supported by language interaction between the speaker and the speech partner, then the speech discusses a certain topic, at a predetermined time, place and situation.

Speech events in a podcast focus on communicative conversations between the host and the event resource. The theme or topic discussed, the setting of the conversation, the selection of guest stars that suit the theme are indicators that a podcast show will attract the audience's interest.

Deddy Corbuzier's *Close the Door* Podcast content is quite well-known podcast content in Indonesia. The content created by Deddy Corbuzier on his channel is a topic or issue that is being widely discussed in society (Henry, 2019). In a podcast broadcast uploaded on November 24 2023, Deddy Corbuzier's *Close the door* podcast carries the theme *"Why do you pray on social media? Blog! Since when does God read social media!!"* This theme is related to religion and outlook on life, so Ustad

Das'ad Latif was chosen as a resource or guest star in the podcast broadcast.

Ustadz Dr. H. Das'ad Latif, S.Sos., S.Ag., M.Sc., Ph.D (born 21 December 1973) is an Indonesian cleric, academic and communication science lecturer who actively teaches at the Faculty of Communication Science, Hasanuddin University, South Celebes (https://id.wikipedia.org/wiki/Das%27ad_Latif). According to a study conducted by Musandi et al (2023), the ustadz most often uses a conversational language style in his lectures. Meanwhile, based on the choice of tone, the most frequently used is simple language style. Furthermore, based on the most frequently used sentence structure, repetition is the language style. Lastly, based on language style based on whether the meaning is direct or not, the one that is often used is figurative language style. In short, with the simple language used by the Ustadz, it is easier for the audience to understand the lecture.

The things that have been explained by Musandi above have actually been reflected in the podcast which contains the conversation between Deddy Corbuzier and this ustadz. That is the reason why the podcast of them both is actually more

than just providing knowledge; it is also fun to watch because the content is delivered in a light way and interspersed with lots of laughter.

There are some relevant researches done using Hymes's SPEAKING before. It includes research conducted by Melisa Hana Putri in 2016 with the title "*Speech events in Miko's Sunday Night Mockumentary*". The results of the research reveal that all scenes in the three series of Malam Minggu Miko meet the requirements of being a speech event because those contain a conversational setting, participants in each dialogue, the same aims and objectives of each conversational setting, a variety of informal language used in the conversation, norms of interaction in space, in the form of personal, social and public distance, forms of speech delivery in the form of monologue and dialogue. Relevant similar research is research by Ayu Fitri Hartini et al in 2020 entitled "*Analysis of Speech Events Using the Speaking Method (Setting and Scene, Participants, Ends, Act Sequences, Key, Instrumentalities, Norm of Interaction and Interpretation, Genres) in Mata Najwa's talk show trans7*". The results of the research revealed that the speech events in the Mata Najwa talk show in the

debate episode after the debate, Jokowi or Prabowo, the deciding vote, and after the election met the requirements for SPEAKING speech events (setting and scene, participants, endings, act sequences, key, instrumentalities, norms of interaction, and interpretation, genres).

Most of the discourse which are analyzed using Hymes takes novels or television shows and talk shows as the object of analysis. The lack of research on speech events using the SPEAKING Hymes method approach in Podcast broadcasts is the basis for researchers to explore the SPEAKING elements contained in Deddy Corbuzeir's Close The Door Podcast broadcast.

LITERATURES

Speech language is an individual phenomenon, and tends to be psychological in nature (Purba, 2011) A speech event is a social phenomenon, and it can be said that this speech event is a series of a number of speech acts. Chaer et al (1995) stated that what is meant by a speech event is the occurrence or ongoing linguistic interaction in one or more forms of speech involving two parties, namely the speaker and the interlocutor, with one main point of speech in time, place and

situation. so, the interaction that takes place between a trader and a buyer in the market at a certain time using language as a means of communication is a speech event.

Paying attention to the definition of a speech event, it can be seen that a conversation between a speaker and a speaker that can be called a speech event includes: (1) there are participants (speaker and speaker), (2) one main point of the speech, (3) it must take place at a certain time, (4)) certain places, and (5) certain situations. Thus, if there is a conversation that does not meet these five criteria, it is not a speech event. Dell Hymes, a social linguistics expert, suggests that the eight components are combined into an acronym; SPEAKING", as quoted by Wardhaugh (1990) below:

1. S = Setting and scene (time and place and situation)
2. P = Participants (Participants)
3. E = Ends (Goal)
4. A = Act Sequence (Form and content of speech)
5. K = Key (Manner or tone)
6. I = Instrumentalites (Variety of languages)
7. N = Norm of interaction and interpretation (Norms or rules of interaction)

8. G = Genre (Type or form of delivery)

In this acronym, the first letter (S) signifies setting and scene. This means that it is related to the issue of time, place and situation in which the speech takes place. If we hold a conversation in a market, at a performance venue or in another crowded place, of course the situation is different from holding a conversation in a room, such as in a bedroom.

The second letter in the acronym is (P) marking participants. This shows the speakers, who are the speakers and speakers. Speakers and speakers, of course, interact with each other and exchange roles. The speaker, as the giver of information, will change to the speaker, and the speaker will become the speaker, and so on, one after another until the conversation ends.

Then the third letter of the acronym (E) marks the ends. This shows the issue of the aim and purpose of the conversation or speech. The aims and objectives of this speech sometimes depend on each participant. However, in a conversation this does not mean that the total aims and objectives of the conversation between each participant are different, but there must be the same aims and objectives.

Next, the fourth letter of the acronym is visible (A) which marks Act Sequence. This means whether the content of this utterance is related to the topic or issue being discussed. Meanwhile, the form of speech refers to the diction or choice of words used.

The fifth letter in the acronym is (K) which marks Key. This means the style and appearance of the participants in conveying the contents of the conversation. Do they convey it in a relaxed, serious manner or does there appear to be tension?

Furthermore, the sixth letter in the acronym is (I), namely instrumentalities. This shows what variety of language is used in the conversation. In other words, what speech code is used in the conversation or utterance. Are the varieties and codes of various languages formal or non-formal and so on.

The seventh letter in the acronym is (N) which marks Norms of interaction and interpretation. This means that there are norms or rules that must be observed in speech. How to express an opinion, refute or ask questions politely so as not to offend the speaker's feelings.

Then the last letter in the acronym is (G), namely Genre. This refers to the type of delivery form. What

is the form of language in conveying the main content of the discussion using narrative, exposition, description or argumentation? In fact, whether it is in the form of literary language such as rhymes, proverbs or through poetry.

Podcast is an audio recording which is published on the internet and it is defined as a source of learning Asmawati (2017) and entertainment. In language and communication, it is also considered as a new innovation for building listening and speaking abilities (Indahsari, 2020). Podcast has different forms of content; it can be in the form of audio, video, and image materials (Rosell-Aguilar, 2007).

As stated by Geoghegan & Klass (2007) in Kencana (2020), podcasting is an interesting media technology development because it expresses, promotes and shows something or someone. Podcasting places the individual as the power in communication. There will be a place for anyone and any theme in the world of podcasting, and what's important is that podcasting can reach a more geographically diverse audience than radio stations with AM/FM transmitters. The potential that makes podcasting superior is that it can be accessed automatically, easily because control is

in the hands of the consumer, can be taken anywhere, and is always available (Geoghegan & Klass, 2007).

METHOD

This research is a discourse analysis based on the SPEAKING model by Hymes (1980). The research focuses on Deddy Cobuzier's Close the Door podcast which was uploaded on November 24 2023 and carries the theme "*Why do you pray on social media? Blog! Since when does God read social media!!*" The research was conducted using descriptive qualitative research methods. The data in this research is a speech event between Deddy Cobuzier as the host and Ustadz Das'ad Latif as the resource person which lasted around 36 minutes and was watched by 2.1 million viewers within 2 days. The analysis in this research carried out by applying the SPEAKING model created by Hymes (1980) and then explained descriptively.

DISCUSSION

Based on the results of the analysis of Deddy Corbuzier's Close The Door Podcast with Ustad Das'ad Latif as a resource which was uploaded on October 24 2023 with the title "*Why do you pray on social media? Blog! Since when did God Read Social Media!!*",

researchers found that podcasts can be said to be speech events. This is based on the discovery of speech elements in the form of Setting and Scene, Participants, Ends, Act Sequences, Key, Instrumentalities, Norm of Interaction and Interpretation, Genres or known as Hymes' SPEAKING model in the ongoing communication process. Below the researcher presents the results of the analysis of the research data.

Setting and Scene

Setting and Scene relate to the time, place and situation where the narrative event occurs. Deddy Corbuzier's Close The Door podcast takes place in the podcast studio owned by Deddy Corbuzier. The setting of the place is shown through the ornaments of the podcast room such as chairs, tables, mics and wall decorations which show the characteristics of Deddy Corbuzier's Close The Door studio room. Apart from that, the researchers found settings for the placement of camera angles in the frame, namely Deddy Corbuzier as the host on the right of the camera and Ustad Das'ad Latif as the resource person on the left of the camera as well as changes in taking pictures when it was the turn of speaking between the participants to speak. The situation in the speech event in the podcast looks relaxed. This is

shown by the continued presence of jokes and laughter during the speech event. Researchers did not find a clear time when this speech event took place either from the opening of Deddy Corbuzier's conversation or on the YouTube thumbnail.

Participants

Participants in the SPEAKING model relate to speech participants, both speakers and speech partners. In Deddy Corbuzier's Close The Door Podcast with the title *"How come you pray on social media? Blog! Since when did God Read Social Media!!"*, the speaker and speech partner are shown by the role assignment between Deddy Corbuzier as host and Ustad Das'ad Latif as resource person. Ustad Das'ad Latif was chosen as the resource person for the podcast because he considered it appropriate to the theme and the way he delivered it was easy to understand even though the material presented was actually heavy material.

In the speech event in Deddy Corbuzier's Close The Door Podcast, the placement of the roles of presenter and resource person is also shown through who starts the conversation. Deddy Corbuzier, who played the role of host, started the conversation with the sentence "Ustadz Das'ad Latif". The

researcher saw that the sentence delivered by Deddy Corbuzier was an opening sentence which also indirectly introduced the audience to the source in his podcast.

Ends

A speech event that involves a communication process has a specific purpose. The ends of the SPEAKING model presented by Hymes boil down to the main objective of holding the speech event. Researchers see that Deddy Corbuzier's Close The Door Podcast has interesting themes and presents well-known speakers or guest stars who have competence according to the theme. The choice of themes and guest stars in the podcast broadcast is of course with the aim of providing information, insight and also entertaining the audience. If you look at the creativity and productivity of Deddy Corbuzier's YouTube channel, he uploads at least 1 podcast video every day with various themes and target audiences which are the segmentation of the YouTube channel's audience.

Based on the results of electronic data searches on Deddy Corbuzier's Youtube Channel playlist, researchers found that there were at least 1400 videos that had been uploaded to Deddy Corbuzier's Youtube channel and among them there were 1088 episodes of Deddy

Corbuzier's Close The Door podcast videos with various themes which were directly performed by Deddy Corbuzier as host. or host with dialogue format. The episode that the researchers chose as research data is Deddy Corbuzier's Close The Door Podcast, which was uploaded on October 24 2023, which carries a religious theme with the title "*Why do you pray on social media? Blog! Since when does God read social media!!*" which presented Ustadz Das'ad Latif as a resource person. Researchers see that the main aim of broadcasting this episode is to increase religious insight by means of relaxed and understandable dialogical preaching. This is proven by the audience's interest in this podcast show of 2.5 million viewers in just 3 days since this podcast show was uploaded. There were even several non-Muslim viewers who commented positively and praised Ustadz Das'ad Latif's delivery method in answering each of Deddy Corbuzier's questions.

Act Sequence

Next, the researcher carried out analysis to reveal the elements of the Act Sequence or elements related to the form and content of the utterance. Based on the results of the researcher's observations and analysis of the research data, the researcher found that

Deddy Corbuzier's *Close The Door* Podcast was uploaded on October 24 2023 with the title *"Why do you pray on social media? Blog! Since when does God read social media!!"* with Ustadz Das'ad Latif as the resource person in the form of a relaxed question and answer dialogue with turns to speak between Deddy Corbuzier as the presenter who conveys questions or statements and Ustadz Das'ad Latif as the resource person who answers questions and responds to statements made by Deddy Corbuzier.

Researchers see Deddy Corbuzier as the host giving the resource person the opportunity to provide answers or respond to each statement made without interrupting the conversation. The researcher saw that this was done by Deddy Corbuzier because the resource person in front of him was a religious figure and what he was conveying was a religious theme related to belief and faith, so even though it was delivered casually, he still had to maintain elements of politeness in speaking.

Key

The next element in the SPEAKING Hymes Model is the Key. Key relates to the way or tone of speech of the speech participants in the speech event. In Deddy Corbuzier's *Close The Door*

Podcast with the title *"How come you pray on social media? Blog! Since when did God Read Social Media!!"*, researchers found that the way and tone of speech was polite, seemed relaxed and not tense. Dialogue in the form of questions and answers conducted by the presenter and the resource person according to the context of the material.

Researchers found several incidents where the presenter interrupted the conversation, such as the sentence *"But, I can argue, Ustad, OK?"* which occurred at minute 3:43. Apart from that, at 6:49 minutes, Deddy Corbuzier again interrupted the conversation with the sentence *"sorry for interrupting ustadz, it seems ustadz was wrong. I've experienced what Ustad said before."* The researcher saw that Deddy Corbuzier as the host of the event took action to stop the speaker's conversation while still paying attention and using politeness in speaking. This is shown through the use of the word "sorry" or asking for approval first when there are differences in the arguments to be presented.

Instrumentalities

Instrumentalities in the SPEAKING Hymes Model look at the use of language channels used by speech participants. In Deddy Corbuzier's *Close*

The Door Podcast with the title *"How come you pray on social media? Blog! Since when does God read social media!!"* the route or channel for conveying messages or the language used is oral or oral verbal communication. Both presenters and speakers use a mixture of language styles, both formal and non-formal.

Researchers saw that in Deddy Corbuzier's Close The Door Podcast broadcast with the title *"Why do you pray on social media? Blog! Since when did God Read Social Media!!"*, it was delivered casually but both parties maintained polite language and took turns speaking. A relaxed attitude is shown through the expressions of the participants and the pleasant situation can be seen from the jokes and laughter of both of them. In answering questions from the host, Ustadz Das'ad Latif, as the resource person, gave answers in a relaxed manner and occasionally inserted humor in the answers so that the dialogue atmosphere was fluid and not too stiff. Likewise, Deddy Corbuzier as the host of the event was seen laughing freely when there was a funny moment or an answer filled with humor by Ustadz Das'ad Latif.

Norms of interaction and interpretation

Hymes said that in a speech event there is an implementation of how norms or interaction rules are used as well as how to interpret the speech and actions carried out by each speech participant. Based on the results of the analysis of research data in the form of Deddy Corbuzier's Close The Door Podcast broadcast with the title *"Why do you pray on social media? Blog! Since when did God Read Social Media!!"*, researchers discovered the implementation of interaction norms carried out by Deddy Corbuzier as a host who gave Ustadz Das'ad Latif the opportunity to give answers without interrupting or interrupting the conversation.

Researchers found several incidents of taking over their turn to speak by interrupting the speaker's conversation by the presenter but without forgetting politeness in interacting by saying "sorry" and also delivering a sentence to submit a request for permission to refute a statement through the sentence *"I'm allowed to argue"*. This shows that Deddy Corbuzier understands the situation of the speech and respects the resource person as a religious figure who demands that the

presenter avoid being arrogant, rude and impolite. In this broadcast, the speaking participants, both the presenter and the resource person, bring the dialogue situation into an informal dialogue, both in speech and attitude, resulting in a dialogue atmosphere that is not too stiff. Researchers did not find a high tone of voice or an emotional or offended attitude, instead the dialogue was filled with jokes and laughter from both parties.

The researcher saw that throughout the discussion in the podcast, there was no repetition of speech in any part, either in the form of questions or statements from the presenter, or answers or responses from the source. This shows that each speech participant, both presenter and resource person, can interpret the meaning of the message well. So that speech events can take place without obstacles. The attitude of the presenter who sometimes interrupts the speaker's conversation to simply clarify or convey a statement while maintaining politeness in behaviour and speech.

Gendres

Gendres is the final element in the SPEAKING Hymes model which is related to the form and type of speech contained in the speech event. Based on the results of analysis of research data in the form of

Deddy Corbuzier's Close The Door Podcast broadcast with the title "*Why do you pray on social media? Blog! Since when did God Read Social Media!!*", researchers found that the type of speech used was dialogue and question and answer. The dialogue settings in the podcast show are relaxed and not stiff.

The speech participants played their roles well as presenters and resource persons. The dialogue flows like uninhibited coffee shop chat. The presenter's questions and statements were answered and explained casually by the resource person. Researchers saw that the dialogue setting was relaxed and not stiff and peppered with laughter from the participants speaking in the podcast, making the audience interested in watching the broadcast. This is proven by 2.5 million impressions in the 3 days since this podcast was uploaded.

CONCLUSION

Based on the results of research on research data in the form of Deddy Corbuzier's Close The Door podcast broadcast which was analyzed using the SPEAKING Model presented by Hymes (1980), it can be concluded that a podcast broadcast can be said to be a speech event because it contains several elements that support the occurrence of

a speech event in the form of setting, participants, end, act sequence, key, instrumentalities, norms of interaction and interpretation and genre. Apart from choosing an interesting topic or theme, choosing competent sources according to the theme as well as the communication techniques and strategies chosen by each participant involved has an influence on the attractiveness of the audience to watch a podcast.

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