

An Analysis of Congratulatory Strategies Employed by Indonesian Internet Users on Instagram and YouTube: The Case of Rizki Juniansyah's 2024 Olympic Gold Medal Win

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Abstract – This study investigates how Indonesian internet users congratulate Rizki Juniansyah on his gold medal win at the 2024 Paris Olympics. The researcher analyzed 100 comments from his Instagram post and an SCTV YouTube video. Using a qualitative method, they examined the different ways people expressed their congratulations. The analysis, based on Elwood's classification of congratulatory strategies, found that "Illocutionary Force Indicating Device" (IFID) was the most common method on Instagram. In contrast, "Expression of Happiness" was the most frequent strategy used on YouTube. This suggests that people may choose different ways to congratulate depending on the social media platform they are using. This study uncovered the presence of "Expressions of Gratitude" directed towards individuals other than God within congratulatory messages.

Keywords – IFID, Congratulatory strategies, comment, Instagram, YouTube.

I. Introduction

Language serves as the foundation of human interaction, providing the essential framework for communication across diverse contexts. As Octaviani & Haryanto (2022) emphasize, language provides guidelines for effective communication in all situations, enabling individuals to articulate their wants, needs, and feelings. This fundamental tool facilitates the smooth exchange of information and fosters understanding between individuals who share a common linguistic ground. Without a shared language, communication becomes challenging, highlighting the crucial role language plays in connecting people and building social bonds.

Meanwhile, the core function of language—to facilitate the exchange of ideas, information, and emotions—remains constant, the ways in which it is used have undergone significant transformations over time. It is initially developed for face-to-face interactions within closely linked communities, language has continually adapted to accommodate the emergence of new technologies and communication channels. This evolution reflects the dynamic nature of human society and its ongoing interaction with technological advancements.

The advent of social media platforms has helped in a new era of mediated communication. These platforms, operating through digital interfaces, have redefined how language is used to convey messages. From simple text-based interactions to complex multimedia content, language continues to evolve, reflecting the changing dynamics of human society and technology. This shift has created new forms of linguistic expression and interaction, impacting how individuals connect and communicate with each other on a global scale.

Instagram, a widely used social media platform, particularly in Indonesia, has become a prominent example of this mediated communication. It serves as a digital space where people connect and share a wide range of experiences, from personal milestones to public events. Instagram has become a virtual mirror reflecting the diverse emotions and events that shape our lives. From joyful celebrations like graduations, weddings, and career advancements, often marked by expressions of congratulations like "good job" or "congrats," to moments of shared grief or support, the platform fosters a sense of community and shared experience.

Within this digital environment, specific linguistic practices have emerged. One such practice is the use of congratulatory expressions in response to positive events. Instagram features numerous exciting events, including athletes receiving medals, which evoke feelings of pride and admiration. These moments often prompt users to express their congratulations and support in the platform's comment sections. This research focuses on the use of these congratulatory expressions within the specific context of athletic achievements on Instagram, examining how language functions to convey support, admiration, and shared joy in this digital space.

II. Research Methodology

Employing a mixed-methods approach, the researcher initially gathered data of 100 randomly selected comments from two distinct online platforms: Rizki's Instagram post and SCTV's YouTube video. This selection aimed to capture a range of online interactions related to the subject of study. Subsequently, the collected data underwent rigorous qualitative analysis, utilizing a modified version of Elwood's (2004) taxonomy of strategies as the analytical framework. This adaptation was undertaken to ensure the framework's applicability and relevance to the specific nuances of the digital discourse under investigation. Thus, the taxonomy of Elwood can be seen in Table 1.

Table 1. Elwood Congratulation Expression

Types of congratulation expression	Example
Illocutionary force indicating devices (IFID)	Congratulation
Expression of happiness	I am so glad
An offer of good wishes	I wish you the best of luck in your new life
Request for information	Is it a boy or a girl?
Asking for sweets	You must bring me some sweet
Self-related comment	May God give me a cute baby as yours

Joking	You better if you didn't get married
Thanking God	Thank God
Encouraging	Always try your best

III. Result and Discussion

The objective of the research is to find out the congratulatory strategies which appear on Rizki Juniansyah's Instagram post. Moreover, the researchers focus on the post which shows Rizki celebrating his win as Olympic gold medallist. The post shows various comments from the commenters. Thus, the researchers focus on the congratulatory comments and categorize them based on Elwood congratulation expressions which can be seen through Table 2.

There are 100 comments analysed in this study that consists of 12 data of Illocutionary Force Indicating Device (IFID), 15 data of Expression of Happiness, 12 data of Expression of Validation, 10 data of Thanking God, 16 data of An expression of pride, 7 data of joking, 7 data of Encouragement, 7 data of Affection expression, 12 data of Expressing Gratitude, 13 data of Overlapped, 1 datum of Self-related, 7 data of Encouragement and 4 data of Surprised.

Meanwhile, the researchers also aim to find out the most dominant congratulatory strategy which appears on Rizki Juniansyah's Instagram post. As stated in Table 3, the most dominant strategy refers to Illocutionary Force Indicating Device (IFID) which consist of 12 data.

Table 2. The Result and Example of Comment for Rizki's Win

No	Strategies	IG	Example	YT	Example
1	Illocutionary Force Indicating Device (IFID)	9	congratulations!	3	congrats rizky
2	Expression of Happiness	4	<i>Menyala abang ku</i>	11	<i>Haru ane liatnya..Demi indonesia rizky berjuang tanpa kenal lelah....the best the best rizky</i>
3	Expression of Validation	6	<i>Keren banget gak tau lagi deh. hebat!!!</i>	6	<i>Muda berprestasi keren dan menyalaaaaa rizky juniansyah</i>
4	Thanking God	2	<i>Alhamdulillah kak</i>	8	<i>199kg MasyaAllah. keren.olahraga yg menegangkn</i>
5	An expression of pride	7	Prouddd bro	9	<i>Sangat bangga sekali liat Indonesia merai mendali emas</i>
6	Joking	3	HULK REAL LIFE	4	<i>Wow the real Hulk</i>
7	Encouragement	1	<i>Amiin terus lah berkarya dan berprestasi utk mu</i>	6	<i>Tetap semangat</i>

			<i>keluarga dan negri ini. jgn lelah dg apapun sampai titik darah penghabisan</i>		
8	Affection expression	6	Love you. Are you single?	1	<i>Hebat bro ganteng</i>
9	Expressing Gratitude	8	<i>Terima kasih sudah mengharumkan bangsa indonesia</i>	4	<i>Terimakasih pahlawan</i>
10	Overlapped	2	<i>MashaAllah Alhamdulillah. You are the champion</i>	11	<i>Nonton berulang ulang tetap merinding dan terharu, terimakasih Rizki sudah membuat kami bangga</i>
11	Self-related	1	<i>Selamat Kak... Semoga aku bisa meniru kesuksesanmu kelak.</i>	0	
12	Encouragement	1	<i>Amiin terus lah berkarya dan berprestasi utk mu keluarga dan negri ini. jgn lelah dg apapun sampai titik darah penghabisan</i>	6	<i>Luar Biasa Rizky..aq ikut terharu menahan napas saat lihat perjuanganmu..sukses sehat2 sll yaaa.. Pahlawan lifter. smoga pemerintah sll mengapresiasi dg layak para pejuang pengharum nama bangsa.</i>
12	Surprised	0		4	<i>Gila 2 kintal, setara 10 galon aqua - Crazy, 2 quintals, equivalent to 10 gallons of aqua.</i>
	Total	50		73	

Table 3. The Most Used Strategies

Strategies	Instagram	YouTube
Illocutionary Force Indicating Device (IFID)	9	3
An expression of happiness	4	11
An expression of pride	7	9
Expressing Gratitude	8	4
Overlapped	2	11

Datum 1

“Congratulations!”.

The utterance "Congratulations!" functions as a clear and concise expression of congratulation. In the context of Rizki winning the gold medal at the Paris 2024 Olympics, the comment directly acknowledges and celebrates his achievement. Pragmatically, the commenter is performing the speech act of congratulating, conveying positive sentiment and acknowledging Rizki's success. This aligns with Elwood's (2004) category of "offering congratulations," which encompasses explicit expressions of praise and commendation for a specific accomplishment. The exclamation mark further emphasizes the commenter's enthusiasm and sincerity.

Datum 2

“Prouddd bro”

“*Sangat bangga sekali liat Indonesia merai mendali emas*” which in English means “Very proud to see Indonesia win a gold medal”.

The commenters' expressions of pride in Rizki's achievement in this tournament reveal a complex emotion with various facets. It's not simply a generic "proud," but rather a nuanced blend of admiration for his skill and dedication, joy in his success, and potentially a sense of vicarious achievement or national pride if Rizki represented their country. Therefore, classifying this data merely as "An Expression of Proud" is insufficient. A more accurate categorization might be Expressions of Admiring Pride, encompassing elements of admiration, joy, and potentially shared identity or national sentiment.

Datum 3

“*Terima kasih sudah mengharumkan bangsa Indonesia.*” which in English means “Thank you for making Indonesia proud.”

The commenters uttered their gratitude towards Rizki as he took the gold medal home for weightlifting category. These data are the new finding for Congratulations Strategies found in this paper. Due to its correlation with Indonesia reputation in Olympics competition, the commenter tend to shows a lot of gratitude to the athletes. Previously, expressing gratitude is likely given to God.

Datum 4

“*Haru ane liatnya..Demi indonesia rizky berjuang tanpa kenal lelah....the best the best Risky*” which in English means “I'm touched to see it... For the sake of Indonesia, Risky strives tirelessly.”

In this datum, the commenter felt touched because they feel happy that Rizki won the gold medal. Expressing happiness was used in the statement of “I'm touched to see it...”.

Datum 5

“*Nonton berulang ulang tetap merinding dan terharu, terimakasih Rizki sudah membuat kami bangga*” which in English means “Watching it over and over again still gives me goosebumps and is touching, thank you Rizki for making us proud”

This datum indicates the overlapping use of Expression of Happiness and Expressing Gratitude. The statement “Watching it over and over again still gives me goosebumps and is touching” is expressing happiness towards Rizki’s win, meanwhile the statement “thank you Rizki for making us proud” is showing their gratitude to Rizki for making Indonesia proud.

IV. Conclusion

This study examined the strategies employed by Indonesian netizens to express congratulations on social media platforms, specifically Instagram and YouTube. The findings revealed significant variations in the dominant strategies utilized across these platforms. "Illocutionary Force Indicating Device" (IFID), such as using phrases like "Congratulations!" or "Selamat!", emerged as the most frequently observed strategy on Instagram. Conversely, "Expression of Happiness" dominated congratulatory messages on YouTube, with users often expressing their joy and excitement through emoticons, celebratory GIFs, and enthusiastic comments. These distinct preferences suggest that the social media platform itself significantly influences the choice of congratulatory strategies among Indonesian netizens.

Furthermore, this study uncovered the presence of "Expressions of Gratitude" directed towards individuals other than God within congratulatory messages. This finding highlights the evolving social dynamics and values within Indonesian online communities. While religious expressions remain prevalent in many aspects of Indonesian society, these results suggest a growing acknowledgment and appreciation for individual achievements and contributions. This study contributes to a deeper understanding of online communication practices in Indonesia, particularly within the context of expressing congratulations. The findings have implications for social media researchers, educators, and marketers who seek to effectively engage with Indonesian audiences on these platforms.

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