

**ANALYSIS OF PARALANGUAGE FEATURES AT THE
WORLD ECONOMIC FORUM 2023 PANELISTS: LUHUT
BINSAR PANDJAITAN & ANUTIN CHARNVIRAKUL**



AN UNDERGRADUATE THESIS

Submitted as a partial fulfillment of the requirements

for *Sarjana Sastra* Degree

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2009010043

ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES AND COMMUNICATION

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2024

APPROVAL SHEET

This is to certify that this graduating paper entitled **“ANALYSIS OF PARALANGUAGE FEATURES AT THE WORLD ECONOMIC FORUM 2023 PANELISTS: LUHUT BINSAR PANDJAITAN & ANUTIN CHARNVIRAKUL”** by Yulia Intan Permatasari has been approved by the advisor(s) and the Head of the English Department to be examined by the Board of Examiners.

Purwokerto, 25th April 2024

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**ANALYSIS OF PARALANGUAGE FEATURES AT THE WORLD
ECONOMIC FORUM 2023 PANELISTS: LUHUT BINSAR PANDJAITAN
& ANUTIN CHARNVIRAKUL**

An Undergraduate Thesis

by
Yulia Intan Permatasari
2009010043

has been examined and approved by the Board of Examiners as one of the
requirements for Sarjana Sastra degree on

THE BOARD OF EXAMINERS

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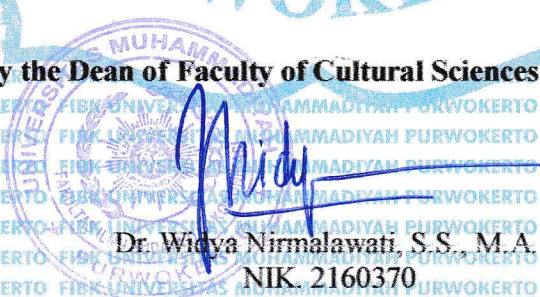
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Purwokerto, 25th April 2024



Yulia Intan Permatasari

MOTTO

Don't be afraid, Allah SWT is with us.



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First of all, I extend my heartfelt gratitude to Allah SWT, whose benevolence, guidance, and blessings have enabled me to successfully finish this thesis. I offer peace and blessings upon our esteemed Prophet Muhammad SAW, his noble family, and devout followers. It is through divine providence that I have been granted the opportunity to bring this endeavor to fruition. Despite its imperfections, I take pride in completing this modest thesis within the designated timeframe.

I would like to seize this moment to dedicate this thesis to all of them who have prayed, supported, and encouraged me throughout its completion. To:

1. The honorable Dean of the Faculty of Cultural Sciences and Communication, Dr. Widya Nirmalawati, S.S., M.A.
2. The honorable Head of English Departement, Mrs. Sulasih Nurhayati, S.S., M.Hum.
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9. Myself, for not giving up on me and everything.

In addition to those who have assisted me but are not individually named, may Allah SWT grant His blessings and guidance to us all. May this thesis serve as a source of knowledge, illuminating pathways to enlightenment and progress for all who encounter its insights.

Purwokerto, 25th April 2024

Yulia Intan Permatasari

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ABSTRACT

Permatasari, Yulia Intan. 2009010043. 2024: ANALYSIS OF PARALANGUAGE FEATURES AT THE WORLD ECONOMIC FORUM 2023 PANELISTS: LUHUT BINSAR PANDJAITAN & ANUTIN CHARNVIRAKUL. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

State officials must be able to create a positive impression during the communication process to maintain the dignity of the country they represent. Paralanguage is one form of non-verbal communication that plays a crucial role in conveying messages and arguments, thus supporting the communication process. Therefore, this research aims to reveal the implementation of paralanguage features and their functions. In this study, the data used are conversations by panelists from The World Economic Forum 2023 discussing global economic developments. Two panelists are state officials in Indonesia and Thailand, namely Luhut Binsar Pandjaitan and Anutin Charnvirakul. The theory used is paralanguage by DeVito (1988) and the function of nonverbal communication by Knapp (1972). A qualitative approach is applied in this research with data collection methods through observation, taking notes, and transcripts. Data are analyzed using steps adapted from Miles, Huberman, and Saldana (2014). These steps include data reduction, data display, and drawing conclusions/verifications. The researcher included the unit of analysis regarding its importance to the research. The researcher also used software named PRAAT to assist the analysis process of some aspects of paralanguage. The research findings successfully revealed that the panelists in the 2023 World Economic Forum used paralanguage features as follows 1) Luhut Binsar Pandjaitan, a) highness pitch, b) smooth rhythm, c) thick resonance, d) normal and fast rate, e) vocal characterizers laughing, f) loudness vocal qualifiers, g) vocal segregations 'uh', 'ee', 'uhm', '...', 'shh', and 'eh' 2) Anutin Charnvirakul, with a) lowness pitch, b) jerky rhythm, c) thin resonance, d) slow rate, e) overly soft vocal qualifiers, f) vocal segregations 'uh', 'ee', 'uhm', '...', and 'shh'. The functions of those features found in this research are 1) to accent, 2) to complement, 3) to contradict 4) to regulate 5) to repeat. The results of this research can be useful as a reference for individuals with a background in the field of politics to enhance their communication skills.

Keywords: *Paralanguage, The World Economic Forum, Panelists, Politicians, Luhut Binsar, Anutin Charnvirakul*

INTISARI

Permatasari, Yulia Intan. 2009010043. 2024: ANALYSIS OF PARALANGUAGE FEATURES AT THE WORLD ECONOMIC FORUM 2023 PANELISTS: LUHUT BINSAR PANDJAITAN & ANUTIN CHARNVIRAKUL. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Pejabat negara harus mampu menciptakan kesan yang baik dalam proses berkomunikasi untuk menjaga martabat negara yang mereka wakili. Paralanguage adalah salah satu bentuk komunikasi non-verbal yang memainkan peran penting dalam menyampaikan pesan dan argumen, sehingga dapat mendukung proses komunikasi. Oleh karena itu, penelitian ini bertujuan untuk mengungkapkan implementasi fitur paralanguage dan fungsinya. Dalam penelitian ini, data yang digunakan adalah percakapan oleh panelis dari Forum Ekonomi Dunia 2023 yang membahas perkembangan ekonomi global. Dua panelis adalah pejabat negara di Indonesia dan Thailand, yaitu Luhut Binsar Pandjaitan dan Anutin Charnvirakul. Teori yang digunakan adalah paralanguage oleh DeVito (1988) dan fungsi komunikasi nonverbal oleh Knapp (1972). Pendekatan kualitatif diterapkan dalam penelitian ini dengan metode pengumpulan data melalui observasi, mencatat, dan transkripsi. Data dianalisis menggunakan langkah-langkah yang diadaptasi dari Miles, Huberman, dan Saldana (2014). Langkah-langkah ini termasuk reduksi data, tampilan data, dan menarik kesimpulan/verifikasi. Peneliti menyertakan unit analisis mengenai kepentingannya dalam penelitian. Peneliti juga menggunakan perangkat lunak bernama PRAAT untuk membantu proses analisis beberapa aspek dalam paralanguage. Temuan penelitian berhasil mengungkapkan bahwa para panelis dalam Forum Ekonomi Dunia 2023 menggunakan fitur paralanguage sebagai berikut: 1) Luhut Binsar Pandjaitan, a) highness pitch, b) smooth rhythm, c) thick resonance, d) normal and fast rate, e) vocal characterizer laughing f) overly loud vocal qualifier, g) vocal segregations 'uh', 'ee', 'uhm', '...', 'shh', dan 'eh' 2) Anutin Charnvirakul, a) lowness pitch, b) jerky rhythm, c) thin resonance, d) slow rate, e) overly soft vocal qualifier, f) vocal segregations 'uh', 'ee', 'uhm', '...', dan 'shh'. Fungsi dari fitur-fitur tersebut yang ditemukan dalam penelitian ini adalah 1) to accent, 2) to complement, 3) to contradict, 4) to regulate, dan 5) to repeat. Hasil penelitian ini dapat bermanfaat sebagai referensi bagi individu dengan latar belakang di bidang politik untuk meningkatkan keterampilan komunikasi mereka.

Keywords: *Parabahasa, The World Economic Forum, Panelis, Politisi, Luhut Binsar Pandjaitan, Anutin Charnvirakul*

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