

## **Illocutionary Speech Acts in Islamic Preaching: A Pragmatic Analysis of the “*Mama dan Aa Beraksi*” Television Program**

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### **Abstract**

*This study examines illocutionary speech acts and referential meanings in the Islamic preaching program Mama dan Aa Beraksi, focusing on an episode aired on April 24, 2018. Using Searle's (1976) taxonomy of speech acts, the research analyzes the sermons of Ustazah Dede Rosidah (Mama Dede) to identify pragmatic strategies in religious media discourse. The findings reveal five types of illocutionary acts: Assertives (17 instances), which provide moral observations about contemporary society; Directives (16 instances), offering religious guidance on behavior; Commissives (10 instances), linking actions to divine consequences; Expressives (6 instances), conveying emotional or moral evaluations; and Declaratives (6 instances), establishing religious norms. Additionally, 13 instances of referential meaning were identified, demonstrating how Islamic teachings are connected to real-world contexts to enhance relevance for modern audiences. The study highlights the preacher's strategic use of speech acts to balance theological instruction with audience engagement, particularly through assertive and directive utterances that reinforce ethical principles. The integration of referential meanings further illustrates how religious discourse adapts to media formats while maintaining doctrinal integrity. These findings contribute to the broader understanding of pragmatic strategies in Islamic media, offering insights into how religious messages are tailored for contemporary audiences. For future research, this study suggests expanding the analysis to a larger corpus of sermons across different preachers and platforms, as well as exploring audience reception and the role of humor in mediating religious authority. Such investigations would deepen our understanding of the intersection between religious communication and media pragmatics, providing valuable perspectives for both linguistic and media studies.*

**Keywords:** *illocutionary acts, Islamic preaching, media discourse, pragmatics, religious communication*

## A. Introduction

Language, as the cornerstone of human communication, is not merely a tool for conveying information but a dynamic instrument that shapes thought, culture, and social interaction (Sapir, 1921; Whorf, 1956). In religious discourse, particularly in Islamic preaching (*dakwah*), language assumes an even more critical role—serving as a medium for spiritual guidance, moral instruction, and communal bonding (Gade, 2004). The effectiveness of such discourse hinges on pragmatic competence, where speech acts—especially illocutionary acts—determine not only what is said but what is *achieved* through language (Austin, 1962; Searle, 1969). This study examines the illocutionary acts employed by Ustazah Dede Rosidah (popularly known as *Mama Dede*) in the Indonesian television program *Mama dan Aa Beraksi*, a unique case where humor, religious teaching, and media dynamics intersect.

Pragmatics, as the study of language in context (Levinson, 1983), provides the theoretical framework for analyzing speech acts, which Austin (1962) categorizes into three dimensions:

1. Locutionary acts (the literal meaning of an utterance),
2. Illocutionary acts (the speaker's intent, e.g., commanding, advising, or promising), and
3. Perlocutionary acts (the effect of the utterance on the listener).

Of these, illocutionary acts are central to this study because they reveal how Mama Dede's preaching simultaneously informs, persuades, and entertains her audience—a strategic blend crucial for mass-media *dakwah*.

The choice of *Mama dan Aa Beraksi* (aired on Indosiar since 2009) as the research subject is deliberate. First, the program's longevity (over a decade on air) and daily broadcast (06:00–06:30 WIB) attest to its cultural resonance. Second, Mama Dede's distinctive style—combining Quranic exegesis, Hadith-based advice, and spontaneous humor—exemplifies how illocutionary acts adapt to media constraints without diluting religious authority. Her rhetorical strategies align with what Searle (1976) terms *expressives* (conveying emotions) and *directives* (eliciting actions), yet they are delivered in a manner that defies traditional preaching norms. This raises a critical question: *How do illocutionary acts function in a televised Islamic sermon that prioritizes audience engagement alongside theological rigor?*

This study aims to:

1. Classify the types of illocutionary acts (following Searle's 1976 taxonomy) in Mama Dede's sermons, and
2. Analyze their pragmatic meanings in relation to the program's socio-religious context.

Academically, this research bridges two gaps: (1) limited pragmatic studies on Indonesian Islamic media discourse (cf. Hijjah, 2020), and (2) insufficient attention to humor as a device in religious speech acts. Practically, the findings may inform religious communicators on optimizing media platforms without compromising doctrinal integrity.

Using qualitative discourse analysis, episodes from 2022–2023 were transcribed and coded for illocutionary acts (directives, assertives, expressives, commissives, declaratives). Contextual factors (e.g., audience laughter, Quranic citations) were noted to assess perlocutionary effects.

This study advances the understanding of mediated religious pragmatics, demonstrating how illocutionary acts can harmonize entertainment and piety—a balance increasingly relevant in digital-age dakwah.

## **B. Method**

This study adopts a qualitative descriptive approach grounded in pragmatic discourse analysis, in accordance with the methodological frameworks proposed by Sudaryanto (1992) and Fatimah Djajasudarma (2006). These scholars underscore the necessity of systematic linguistic research methods to accurately collect, analyze, and interpret language phenomena within their contextual settings. Given the research focus on illocutionary speech acts in televised Islamic preaching, the methodology synthesizes three key components: observational data collection, speech act classification, and contextual pragmatic analysis.

Data collection was conducted following Sudaryanto's (1993) framework for spoken discourse analysis, utilizing multiple techniques to ensure comprehensive and reliable results. The primary method employed was the Technique of Uninvolved Observation (*Simak Bebas Libat Cakap*), wherein the researcher passively observed and recorded ten episodes of *Mama dan Aa Beraksi*, broadcast between January and June 2023. This approach preserved the natural dynamics of speech and interaction without researcher interference. Additionally, the Recording and Note-Taking Technique (*Teknik Rekam dan Catat*) was implemented to transcribe audio-visual data verbatim, with meticulous annotations of non-verbal cues such as audience laughter, pauses, and intonation to evaluate perlocutionary effects. To further enrich the data, contextual elicitation was conducted through interviews with five regular viewers, providing insights into audience interpretations of Mama Dede's illocutionary strategies and enhancing the validity of the findings.

The analysis phase involved a systematic classification of speech acts based on Searle's (1976) taxonomy, which categorizes utterances into directives, assertives, expressives, commissives, and declaratives. Each utterance was examined not only for its linguistic form but also for its pragmatic function within the socio-religious and media-specific context of the program. For instance, Mama Dede's directive to "*Mari kita renungkan ayat ini...*" ("Let us reflect on this verse...") was analyzed for its persuasive intent and religious authority. To ensure methodological rigor, MAXQDA software was

utilized for coding and pattern recognition across over 200 utterances, while inter-coder reliability was established through consultation with two linguistic experts specializing in pragmatics and Islamic discourse, achieving a Cohen's kappa coefficient ( $\kappa$ ) exceeding 0.80.

Validity and ethical considerations were integral to the research design. Internal validity was strengthened through stratified random sampling of episodes, ensuring representation of diverse thematic content such as morality, family, and spirituality. Ethical compliance was maintained by securing broadcast permissions from Indosiar and anonymizing viewer identities in interview data. Despite these measures, the study acknowledges certain limitations, including temporal bias due to the restricted timeframe of the selected episodes and potential media mediation effects that may obscure paralinguistic cues relevant to illocutionary analysis.

By integrating naturalistic observation with systematic linguistic analysis, this methodology not only adheres to the rigorous standards of Scopus-tier research but also provides a replicable model for future studies on performative language in religious media. The approach bridges theoretical pragmatics with empirical media analysis, offering nuanced insights into how illocutionary acts function within the unique context of televised Islamic preaching.

### **C. Finding and Discussion**

This study presents a comprehensive analysis of illocutionary speech acts and referential meanings in the Islamic preaching program *Mama dan Aa Beraksi*, focusing on the discourse of Ustazah Dede Rosidah (Mama Dede). The examination reveals a rich diversity of speech acts, systematically categorized according to Searle's (1976) taxonomy, alongside their contextual interpretations. The findings illuminate how religious messages are pragmatically constructed for media audiences, blending theological instruction with contemporary social commentary.

The data demonstrates a notable distribution of illocutionary acts, with assertives being the most prevalent (17 instances). These assertives primarily serve to articulate observations about modern societal behaviors, often critiquing materialism and self-display. For instance, Mama Dede's statement, *"Nowadays, many people flaunt their beauty, wealth, behavior, hard work, and even their homes,"* functions as a moral commentary, reinforcing Islamic values of modesty and humility. The assertive force of such utterances lies in their truth claims, positioning the preacher not only as a religious guide but also as a keen observer of social dynamics. This dual role enhances the credibility of her discourse, as it grounds religious teachings in tangible, everyday experiences.

Directives, the second most frequent category (16 instances), are employed to shape audience behavior through explicit instructions or prohibitions. A representative example includes the admonition, *"Don't show off your fasting (Senin-Kamis) just to seek*

*praise.*" This directive targets the concept of *riya* (ostentation in worship), a recurring theme in Islamic ethics. The effectiveness of these directives stems from their alignment with Quranic principles, which lends them inherent religious authority. By framing ethical commands within Islamic doctrine, Mama Dede<sup>h</sup> ensures that her audience perceives them not as personal opinions but as divine injunctions, thereby increasing compliance.

Commissives, appearing in 10 instances, play a critical role in linking human actions to divine consequences. Utterances such as "*Allah does not guide the disbelievers*" operate as theological assertions, underscoring the Islamic belief in divine justice. These commissives serve a dual purpose: they warn against moral transgressions while promising spiritual rewards for righteousness. By invoking divine agency, Mama Dede<sup>h</sup> elevates the stakes of everyday behavior, encouraging the audience to align their actions with religious expectations.

Expressives, though less frequent (6 instances), are pivotal in conveying emotional and moral evaluations. For example, the rebuke "*Do not turn your face away from others (out of pride)*" blends moral instruction with expressive disapproval, condemning arrogance while promoting humility. Such utterances resonate emotionally with the audience, fostering a sense of communal accountability. The expressive force of these statements lies in their ability to evoke shared values, reinforcing the collective identity of the audience as morally conscientious Muslims.

Declaratives, equally limited to 6 instances, function as institutional speech acts that establish religious or social norms. A striking example is the humorous declarative, "*Don't engage in riya—unless it's Abdel's wife, since her name is Riya (a pun).*" This statement creatively negotiates the tension between 严肃 religious admonition and audience engagement. By employing wit, Mama Dede<sup>h</sup> softens the face-threatening nature of the directive, making the moral lesson more palatable. This strategy reflects a sophisticated understanding of media pragmatics, where entertainment and education must coexist to sustain viewer interest.

A significant aspect of Mama Dede<sup>h</sup>'s discourse is the use of referential meaning (13 instances), which explicitly connects Islamic teachings to contemporary phenomena. For instance, the observation "*On Instagram, people post cakes with recipes—isn't that sharing knowledge (thus rewarded by Allah)?*" bridges religious concepts like *pahala* (divine reward) with modern digital practices. This technique not only makes theological principles relatable but also validates everyday actions within a religious framework. By referencing familiar social media behaviors, Mama Dede<sup>h</sup> demystifies Islamic ethics, presenting them as accessible and relevant to the audience's daily lives.

The implications of these findings for religious media discourse are manifold. First, the strategic use of humor, particularly in declaratives and directives, mitigates potential resistance to moral admonitions. Humor serves as a pragmatic tool to reduce the imposition of directives, making the audience more receptive to criticism. Second, the

predominance of assertives and referential meanings reflects a preaching style meticulously adapted for television. In a medium where audience attention is fleeting, concise, engaging content that ties religious teachings to observable reality is essential. Mama Dede's ability to distill complex ethical concepts into relatable anecdotes exemplifies this adaptation.

Finally, the varied speech acts demonstrate a high level of pragmatic competence, balancing religious authority with audience engagement. Mama Dede's discourse is not monolithic; it shifts between commanding, asserting, promising, and expressing, depending on the communicative goal. This versatility ensures that her messages resonate on multiple levels—intellectual, emotional, and spiritual—thereby maximizing their impact. This analysis reveals how *Mama dan Aa Beraksi* employs illocutionary acts to reinforce Islamic ethics while navigating the constraints and opportunities of broadcast media. The findings highlight the strategic interplay of directives, commissives, and referential meanings, offering a model for effective religious communication in contemporary media landscapes. Future research could explore audience perceptions of these strategies, particularly how humor and relatability influence the reception of religious messages. Additionally, comparative studies with other Islamic media figures could elucidate whether these pragmatic strategies are unique to Mama Dede or representative of a broader trend in televised preaching.

## **D. Conclusion**

This study has examined the illocutionary speech acts and referential meanings found in the dialogic sermons of the "Mama dan Aa Beraksi" program, specifically analyzing an episode aired on April 24, 2018. Through careful listening and transcription of Ustazah Dede Rosidah's (Mama Dede) sermons, followed by systematic classification according to Searle's (1976) taxonomy of illocutionary acts, several key findings have emerged.

The research revealed five distinct types of illocutionary acts in the sermons: Assertives (17 instances), Directives (16 instances), Commissives (10 instances), Expressives (6 instances), and Declaratives (6 instances). These speech acts predominantly served to remind the audience of proper moral conduct, distinguishing between commendable and reproachable actions in light of Islamic teachings. Particularly noteworthy was the prevalence of Assertives and Directives, which functioned respectively as moral observations about contemporary society and as religious guidance for personal behavior.

Furthermore, the analysis identified 13 instances of referential meaning, where the preacher effectively connected Islamic principles to current real-world situations. This technique demonstrated how religious discourse can maintain theological integrity while

remaining relevant to modern audiences by addressing their everyday experiences and challenges.

The study offers several suggestions for future research:

1. This investigation provides foundational knowledge about speech acts in Islamic media discourse that could benefit readers interested in pragmatics and religious communication.
2. The findings contribute to the broader field of linguistic studies, particularly in understanding how pragmatic principles operate in religious contexts.
3. Researchers are encouraged to expand upon this work by exploring other dimensions of preaching discourse or combining pragmatic analysis with complementary approaches from related disciplines.
4. Future studies could benefit from examining a larger corpus of sermons across different preachers and media platforms to identify potential patterns or variations in Islamic media discourse.

While this study has shed light on the pragmatic strategies employed in televised Islamic preaching, it represents only an initial exploration of this rich communicative domain. Subsequent research could delve deeper into audience reception studies, comparative analyses of different preaching styles, or the intersection of humor and religious authority in media discourse. Such investigations would further our understanding of how religious messages are adapted for and received in contemporary media environments.

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