

Nadiem Makarim Planning Teacher Marketplace on CNN Indonesia News 2023: Analysis of Illocutionary Act

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Abstract

The procurement of a teacher marketplace, which is scheduled to commence in 2024, is the topic of discussion in this research. The implementation of a teacher marketplace plan has a significant influence on aspiring young instructors seeking teaching opportunities. The objective of this study is to classify the illocutionary acts in the news and to implementation of illocutionary acts in the news This study employs a descriptive qualitative approach, utilizing a systematic process for gathering literary sources, doing thorough readings of these sources, recording significant information, analyzing the data, and drawing conclusions. This study examines the concept of speech actions, specifically illocutionary acts, as they are manifested in the news articles found on the CNN Indonesia webpage. The researcher discovered that speakers employed 42.8% representational, 0% commissive, 28.6% expressive, 28.6% directive, and 0% declarative language in the news. Furthermore, the speech of the speakers in the news is categorized into five main types: representational, instructions, and expressive. Nevertheless, the problem of the marketplace teacher issue has significant adverse consequences for educators, as it might result in undesired joblessness within the educational sphere for both proponents and opponents of the issue.

Keywords: Illocutionary; Speech acts; Teacher marketplace; pragmatics.

1.Introduction

In Indonesia, efforts to improve the quality of education are ongoing, and one promising strategy currently being discussed is the development of a Teacher Marketplace by the Ministry of Education and Culture. This initiative aims to develop a comprehensive platform that all educational institutions will be able to use as a repository for teaching professionals. This move addresses a long-standing problem in the education sector, specifically the prevalence of honorary educators. The Teacher Market is planned to be implemented in 2024 (Mulyani & Rifqiawati, 2023). The reform consists of three main pillars, which collectively serve as an improvement to the existing teacher recruitment system. These pillars include the establishment of the Teacher Market, which will serve as a credible database of teachers, a shift towards direct recruitment by schools to replace government recruitment, and a focus on equitable student distribution to ensure that schools with teacher shortages can still be adequately staffed (Ismatiah, Kurniawan, & Salsabila, 2023). Law No. 14/2005 Article 7 Paragraph 1 governs the prestigious profession of teaching, which includes standards for talent, passion, idealism, dedication to raising the standard of education, faith, piety, and noble character, as well as the necessary academic credentials. In addition, teachers must demonstrate competence, accept responsibility for their responsibilities, be compensated based on performance, engage in ongoing professional development, be afforded legal protection, and operate under the supervision of a professional organization. As outlined in Article 41, Paragraph 2, of Law No. 20/2003, the Constitution emphasizes collaborative governance between central and local authorities in order to ensure quality education. Article 24 Paragraphs (1), (2), and (3) of Law No. 14/2005 require that the central, provincial, and district/city governments collectively meet teachers' needs, including quantity, academic qualifications, and competence, to ensure the delivery of early childhood, basic, secondary, and special formal education within their respective jurisdictions.

People who feel the need to work together for particular causes in communities need to communicate with one another for this to happen. It is crucial to understand the language structures to use in a large group of occasionally

sensitive culturally diverse circumstances, depending on who is being spoken to, the overall positions of power of the conversational accomplices, and the setting of the correspondence, in addition to having social and cultural knowledge about the speech network. The rapid dissemination of information in the modern era leads to the casual assimilation of information. Frequently, information is absorbed at a glance, so it is not communicated precisely. The use of language has a substantial effect on communication. This can result in miscommunication and even false information. It is essential to use language with care and ensure that it is plain and concise. Additionally, it is essential to thoroughly consider the information before communicating it. Language is an indispensable instrument for establishing communication. So that the recipient can comprehend properly and accurately the information conveyed by the information provider, whether the communication is oral or written. Language is the focus of separate research due to its importance in communication (Hutajulu & Herman, 2019).

Pragmatics, a discipline within language science, explores the intricate relationship between language and its contextual usage, focusing on how linguistic elements function in communication from an external perspective (Ananta, 2023; Song, 2020). It revolves around the analysis of speech acts and the effective use of language to ensure clear and precise message conveyance to interlocutors. This field underscores the critical role of context in shaping and interpreting meaning. Pragmatics also delves into the incremental interpretation of language, processing words as they unfold, and the efficient utilization of language to derive nuanced interpretations from word choices (Rubio-Fernandez, Mollica, & Jara-Ettinger, 2021). It is integral to language education, aiding students in aligning language usage with appropriate contexts, and contributes to understanding how language meaning is molded by situational context across various communication settings (Ahmed, 2022; Izar, Nasution, Virginia, & Harianto, 2022; Khansir & Pakdel, 2021). Ultimately, pragmatics is a crucial discipline for comprehending language's dynamic role in effective communication and its practical application in real-world scenarios.

Speech acts such as a marketplace teacher, as defined by Lasekan, (2020), is an individual with comprehensive expertise in online sales across diverse platforms, including e-commerce. They excel in implementing effective marketing strategies, managing inventory efficiently, and exhibiting persuasive and informative communication skills. These educators employ clear and detailed guidance, serving as a source of inspiration and motivation for online sellers to attain success on the respective marketplace platform. In today's e-commerce landscape, online marketplaces have gained paramount importance, with sellers increasingly relying on them (Lasekan, 2020). Marketplace teachers, through their knowledge and guidance, play a pivotal role in helping online sellers navigate the intricacies of this competitive environment and achieve their goals.

Speech acts cover a broad spectrum of spoken and written expressions utilized to communicate actions, intentions, and significance, all closely linked to the speaker's objectives, thus conveying not just intent but also layers of meaning (Ananta, 2023; Majeed, 2022). Specifically, illocutionary speech acts are pivotal, involving the speaker imparting information with the explicit aim of eliciting a particular response (Abdel-Raheem, 2023). These illocutionary actions can be categorized into groups such as representatives, directives, declaratives, and commissives, each carrying unique nuances of meaning and purpose (Sholihah & Syahrizal, 2021). Similarly, when employing language for communication, there exist a multitude of speech acts essential to the act of speaking, which encompass requests, promises, assertions, and questions, each with specific roles and functions in effectively conveying ideas. Additionally, these speech acts possess the potential to shape how the listener interprets the speaker's words (Annahlia, Edward, & Fauzi, 2020). Furthermore, in the realm of linguistics and pragmatics, speech acts are universally acknowledged as the foundational components of language, offering a crucial means for individuals to express their intentions, convey significance, and engage in meaningful discourse (Majeed, 2022). They epitomize the dynamic interplay between a speaker's communicative objectives and a listener's interpretative abilities, facilitating intricate human interaction and comprehension (Sholihah & Syahrizal, 2021). Furthermore, grasping speech acts is vital not just for discerning a speaker's underlying intentions but also for accurately comprehending their messages (Sholihah & Syahrizal, 2021). These linguistic expressions empower individuals to navigate the intricacies of human communication, spanning requests, apologies, compliments, and greetings, while also serving as a tool for constructing persuasive arguments and influencing others (House, Kádár, Liu, & Bi, 2021; House & Kádár, 2021). In essence, speech acts constitute a fundamental facet of human language and communication, encompassing a diverse array of expressive tools that enable individuals to convey intentions, meaning, and influence in various social contexts, thus shaping our interactions and our comprehension of the world.

The results of previous research have already explored these findings. These four studies encompass a wide range of linguistic investigations. In the initial study, an innovative approach combining Searle's speech act categories and van Dijk's micro and macro speech act perspectives is used to decipher the complexities of socio-religious discussions on social media among former Malaysian Muslims, shedding light on how anti-religious discourse is constructed (Hashmi, Shahzad, Rashid, Almekhlafy, Malik, & Hashmi, 2022). The second study focuses on the political speeches of Syed Saddiq, emphasizing the use of representative and directive speech acts to engage Malaysian

youth and address political disinterest (Hisham & Hashim, 2022). The third study investigates the role of emoticons in online communication among Malaysian youth, revealing their ability to convey speech intentions, foster social cohesion, and embrace cultural diversity (Shaari, 2020). Finally, the fourth study explores intercultural communication, pinpointing instances of native language interference in speech production and underscoring the importance of improving linguistic and communicative skills for effective cross-cultural communication (Krish & May, 2020). Collectively, these studies illustrate the versatility of linguistic analysis across various domains, ranging from digital discourse to political rhetoric, online communication, and intercultural competency, while also suggesting potential directions for future research. These studies also demonstrate the usefulness and potential of linguistic analysis in advancing our understanding of language and communication. Furthermore, they show the potential for linguistic analysis to be used in a variety of contexts.

The researcher plans to use speech acts and pragmatic theory to investigate illocutionary speech acts. affirmed the importance of illocutionary acts, emphasizing their role as fundamental components of meaning in spoken and written language (Yandra, Safitri, & Hamuddin, 2018). Austin states that illocutionary acts draw attention to the idea that words inherently imply actions (Austin, 1975). This view has implications for linguistic analysis. It suggests that it is possible to study language by looking at the context within which it is used. It also suggests that language can be used to express intentions. This study aims to identify the categories of illocutionary acts in Nadiem Makarim's Marketplace Guru Plans segment on CNN Indonesia News in 2023 and explore their implementation of the news based on categories of illocutionary acts. By answering these research questions and objectives, this study seeks to provide valuable insights into the linguistic strategies used in this particular news segment and their real-world implications for communication in Nadiem Makarim's Planning Teacher Marketplace on CNN Indonesia News in 2023.

2.Method

This research employs a qualitative research method to analyze a news article titled "Nadiem's Teacher Marketplace Draws Criticism and Hope" on the CNN Indonesia News 2023 page. The theoretical framework used is speech act theory. In order to perform this research, a systematic approach has been followed, encompassing many phases such as gathering library sources, thoroughly examining literary sources, documenting significant information, scrutinizing the findings, and drawing conclusions (Sari & Pranoto, 2022). This study is currently being done using descriptive-qualitative research methods. A qualitative descriptive method, as defined by (Sugiyono, 2013), is a research approach that adheres to the positivist worldview. Put simply, the researcher will serve as the primary tool to guarantee the accuracy of the research, ensuring that it is conducted in a rational, completely objective, and evidence-based manner. Therefore, the researcher will serve as a crucial tool to guarantee the validity of the research.

3. Findings and Discussion

Categories of Illocutionary acts in Nadiem Makarim's Marketplace Guru Plans

Table 1. Types, Amounts, and Percentages in Nadiem Makarim's Marketplace Guru Plans

No	Types of Illocutionary Acts	Amount	%
1.	Representative	6	42,8 %
2.	Directives	4	28,6 %
3	Expressives	4	28,6 %
4.	Commissive	0	0%
5.	Declarative	0	0%

As stated by Searle in (Juliven, Rulliyanti, & Putra, 2023; Santoso, 2017) that illocutionary act established five discrete classifications of speech acts as a result of his revision of Austin's theory. Each classification of speech acts can be further subdivided into subcategories. The categories encompass declarative, expressive, representatives, directives, and commission. Every category of speaking acts possesses unique attributes and consequences. The researcher determined, using the information mentioned above, that news speakers employed the following modes of expression: directives (28.6%), representation (42.8%), and commissives (0%). Expressive language usage was 28.6%. Consequently, the speaker's representatives are hired more frequently than others. The researcher's findings indicate that news speakers exhibit a higher propensity for employing language that accurately represents the subject matter, in

comparison to other types of language. This phenomenon may be attributed to the inclination of news presenters to deliver information and viewpoints more impartially, prioritizing objectivity over emotional expression or directive communication.

The Implementation of the Illocutionary Speech Acts in CNBC News

Representative

An act refers to the expression of a speaker's intentions and beliefs through their utterances, as defined by the concept of a representation (Ananta, 2023). Acts are significant components of communication that convey the speaker's intention. Additionally, they exhibit coherence and logical cohesion, providing the listener with valuable information for comprehending the speaker's message.

*"Where is the teachers can teach, entered into database that can access entire school,"
Nadiem's said*

In this situation, Nadiem Makarim as a Minister of Education, Culture, Research and Technology of the Republic of Indonesia says *"Where is the teachers can teach, entered into database that can access entire school."* it means Nadiem explains that teachers who can teach must first enter the database that can be accessed by the entire school.

Nadiem Makarim emphasizes the importance of establishing a comprehensive database where qualified educators can be registered, intending to make this database accessible to the entire school community. This entails that educator who possess the necessary qualifications and competencies should be initially registered in a centralized database, allowing the entire educational system to retrieve this information with ease. This approach is consistent with the article's description of mentoring as a comprehensive endeavor comprising activities, processes, and long-term relationships between experienced mentors and less experienced novice teachers. Mentoring in this context is intended to promote the pedagogical development, professional advancement, and general well-being of newly qualified teachers, while also facilitating their integration into the teaching community and the particular school setting (Hobson, Ashby, Malderez, & Tomlinson., 2009). In addition, the article provides a comprehensive definition of mentoring in the educational context. It includes structured educational initiatives involving universities, institutions of teacher education, or researchers. In addition, it encompasses mentor-specific professional development activities such as coaching or reflective seminars. In addition, the nuances include action-learning initiatives involving mentors and researchers collaborating.

"Marketplace implementation does not solve the problem which is faced by honorary teachers who are categorized as P1. Because there are rules that impose salaries and allowances on the local government, that is what makes the local government's objection to proposing the formation of," Zainudin said.

In this context, Zainudin as a member of Commission X of the House of Representatives from the PAN faction says *"Marketplace implementation does not solve the problem which is faced by honorary teachers who are categorized as P1,"* it means Zainudin stating an opinion that don't agree with Marketplace Teacher because the policy does not solve the problem which is faced by honorary teachers who are categorized. *"Because there are rules that impose salaries and allowances on the local government, that is what makes the local government's objection to proposing the formation of,"* continued from the sentence expressed by Zainudin explaining the reason why he doesn't agree with planning the implementation of Teacher Marketplace.

The discussion highlights the aspiration of individuals in various professions, including honorary teachers (Guru Tidak Tetap, GTT), to secure civil servant positions (ASN) due to diverse reasons, with an emphasis on the desire for improved welfare. However, the transition of honorary teachers into civil service roles remains uncertain. Concurrently, in developed nations, schools are experiencing a growing level of financial autonomy and decision-making authority over teacher salaries, particularly as a result of recent educational reforms. This shift is notable in state-funded schools, where greater flexibility in structuring teacher compensation has emerged (Khasna & Diniyanto, 2021; Tahang, Rumbouw, & Hardianti., 2022). Additionally, charter schools enjoy more independence in determining teacher pay, a departure from the regulations imposed on public schools, thereby encouraging local decision-making by school principals. This context underscores the evolving dynamics in education policy, with considerations for workforce welfare and school-level autonomy becoming increasingly important (Sherfinski, 2023).

"Yesterday's public honorarium was lost to the private sector and many victims could not qualify and were thrown out of the parent school because the state did not have educator certification. When the teacher in the marketplace is confirmed to be recruited by the school, the teacher will automatically be appointed as ASN PPPK. The government

implements a mechanism that will be very efficient in filling vacancies for ASN PPPK teachers.” Eko said.

In this context, Ekomardiono as Chairperson of the regional offices throughout Indonesia of Forum Honorer K2 Indonesia (FHK2I) says “Yesterday's public honorarium was lost to the private sector and many victims could not qualify and were thrown out of the parent school because the state did not have educator certification.” which means because they do not have educator qualification, the public honorarium of yesterday was lost to the private sector, and many victims were unable to qualify and were expelled from the parent school. The next sentence “When the teacher in the marketplace is confirmed to be recruited by the school, the teacher will automatically be appointed as ASN PPPK. The government implements a mechanism that will be very efficient in filling vacancies for ASN PPPK teachers.” It means the teacher will immediately be appointed as an ASN PPPK when it is established that the teacher in the market has been hired by the school. The government establishes a system that will be particularly effective in filling open positions for ASN PPPK instructors. In the views of Al Mighwar & Nopaulita, (2023), teachers play a crucial role as professional educators who are responsible for directing, educating, and assessing pupils at various stages of formal education. The declaration highlights the crucial importance of educator certification and connects its absence to the diversion of public funds to the private sector. This demonstrates the government's commitment to emphasizing certification as a way to guarantee the competency and eligibility of teachers. The government's objective is to enhance the quality of education by prioritizing certified educators in primary, secondary, and early childhood education. Certification is seen as a crucial measure of teachers' qualifications and their ability to make meaningful contributions to formal education systems.

Directives

Directives are illocutionary activities that are undertaken to influence the conduct of the listener. These activities encompass the act of soliciting, issuing commands, or offering recommendations. The speaker is attempting to persuade the listener to take action. Examples encompass exerting authority, making a formal appeal, proposing an idea, or offering guidance (Novitasari, Ziama, & Amelia., 2023).

“I'm sorry, Mr. Jokowi, please tell the Minister (Nadiem) not to have a teacher marketplace like that,” Dini said, a Tangerang native.

In this context, Dini Eka Lestari, an honorary teacher, had expressed his complaints to Jokowi's president when she met in Malioboro tourist district, Yogyakarta city. She said “I'm sorry, Mr. Jokowi, please tell the Minister (Nadiem) not to have a teacher marketplace like that,” which means she disagrees with the planning implementation of the teacher marketplace and requests to cancel the policy. Stakeholder theory promotes the inclusion of all individuals or groups who have an interest in an organization in strategic management. The strategy emphasizes the management of enterprises to generate value for diverse stakeholders, such as consumers, employees, and local communities (Freeman, Phillips, & Sisodia 2020; Langrafe, Barakat, Stocker, & Boaventura, 2020). Stakeholder theory asserts that individuals or groups that have the ability to exert influence on or be affected by an organization should possess a legitimate interest in its decision-making processes. Teachers, as crucial stakeholders in the field of education, deserve to have their viewpoints taken into account when creating policies.

“I really ask for help, Mr. Nadiem Makarim, maybe once in a while the ministers go down to see what the teachers in the field are like. Please pay more attention to the welfare of honorary teachers in the public and private sectors. So actually we don't want PPPK or anything like that, we just want to be civil servants,” his continued.

In this situation, Dini Eka Lestari expresses their annoyance to Nadiem Makarim that she really asks for the minister to go down to see the teachers in the field. “I really ask for help, Mr. Nadiem Makarim, maybe once in a while the ministers go down to see what the teachers in the field are like,” he said. So that the minister knows what really happens in the school. The sentence continued with “Please pay more attention to the welfare of honorary teachers in the public and private sectors. So actually we don't want PPPK or anything like that, we just want to be civil servants.” Dini doesn't want PPPK policy or anything like that, she just wants to be a civil servant. She wants Nadiem Makarim to pay more attention to the welfare of honorary teachers in the public and private sectors. According to Al Mighwar & Nopaulita, (2023) Policy Implementation theory, it is crucial for policymakers to comprehend the practical consequences and obstacles associated with putting policies into action. This theory emphasizes the necessity for policymakers to possess a thorough understanding of the specific context in which their policies are to be applied. Dini Eka Lestari's appeal aligns with a more extensive aspiration for teachers to be acknowledged as professionals, actively participating in policy deliberations, and for policymakers to gain firsthand insight into the daily challenges encountered by teachers.

Expressives

The speech act in discussion relates to the expression of the speaker's psychological or inner state, as suggested by its name. It lacks any mention of the entire world. It can be subjective on certain occasions. However, it conveys an individual's inclination or emotions regarding the event (Abba & Musa, 2015)

"We are teachers, especially since we have been honorary for ten years. My mother has not been appointed as a civil servant for decades, please sir," Dini said.

In this context, Dini Eka Lestari an honorary teacher says "We are teachers, especially since we have been honorary for ten years" which means expressing his sadness that has not been appointed as a civil servant for ten years. Continued with the sentence "My mother has not been appointed as a civil servant for decades," which means her mother also has not been appointed as a civil servant for decades. An examination of education from the perspective of structural inequality highlights the possibility of unequal chances for honorary instructors from marginalized backgrounds. These individuals may face social and institutional obstacles that hinder their full involvement (Naylor & Mifsud, 2019). The hurdles are caused by deliberate and indirect actions taken by institutional actors, honorary teachers, and external influences. These actions include exclusionary discourse and inflexible policies. Similarly, Dini's reference to her mother's prolonged effort to obtain a civil service position in the education sector highlights the presence of systemic problems within the policy framework. This implies that if competent individuals, such as Dini and her mother, experience long delays or exclusions from these appointments, it highlights the necessity of thoroughly analyzing and addressing structural obstacles within the wider policy framework.

"Insha Allah, the marketplace system is good in order to be more conducive in the selection of formations as well as their placement. The hope is that for P1 whose fate is unclear, a solution can be provided by both the local government and the center to work together to resolve it by proposing formations and increasing quotas." Eko said.

In this context, Ekomardiono as Chairperson of the regional offices throughout Indonesia of Forum Honorer K2 Indonesia (FHK2I) says "Insha Allah, the marketplace system is good in order to be more conducive in the selection of formations as well as their placement." This expression means he agrees with that policy, because the market system is beneficial in order to make the choice and placement of forms more favorable. "The hope is that for P1 whose fate is unclear, a solution can be provided by both the local government and the center to work together to resolve it by proposing formations and increasing quotas" the next sentence means he hopes the local government and the center can collaborate to find a solution for P1 whose future is uncertain by suggesting formations and raising quotas. Ekomardiono's support for the marketplace system, highlighting its advantages in selecting and arranging formations, demonstrates an understanding of the enhanced organizational efficiency brought about by this system. Organizational theory suggests that well-structured systems, such as the marketplace, can improve decision-making processes, hence enhancing the overall efficacy of the organization, specifically in the case of the education system. Kuh, (2003) explains that organizational theory offers a comprehensive understanding of the behavior of individuals and groups in intricate organizations. It demonstrates how these entities interact with and are impacted by external demands and special interest groups. Corroborates the foundational principle of organizational theory that efficient processes play a crucial role in achieving organizational success, especially within the ever-changing realm of education.

4. Conclusion

Based to the findings, the researchers deduce that there exist just three categories of illocutionary activities. The utterance on news has a representation of 42.8%, a direction of 28.6%, and an expression of 28.6%. According to the investigation reported in the press, researchers have not identified any commissive or declarative elements. There are two sorts, namely directive and expressive, which both account for 28.6%. Based on the findings, the prevailing form of the Illocutionary act is the Representative Act. This suggests that the predominant form of communication in spoken statements is through intermediaries. This suggests that news primarily serves the purpose of transmitting factual information, rather than making commitments or expressing emotions. Furthermore, the findings also indicate that news frequently revolves around the articulation of ideas, rather than issuing directives or appeals. This further implies that the purpose of news is primarily to disseminate knowledge rather than to motivate action. The data also focuses on conveying objective information, rather than subjective viewpoints

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