

THE CONVERSATION FORM USING STICKERS THROUGH WHATSAPP APPLICATION

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ABSTRACT

This study aims to find out the use of stickers in daily communication among formal and informal groups on WhatsApp. Selected conversations by looking at the power of influence that a given a content, relations, and subject on the speaker's meaning and speaker's intention, and the power of conversation in stickers which are the digital version of body language in reducing the ambiguity and emotional context to what is said. Descriptive qualitative research is a method of this study. The virtual ethnography is used to analyze the data collection. The data was collected from the conversation in the WhatsApp group. The result of this study is that stickers use to refer the topic for expressing their feeling and responding to someone's statement or question. Thus, know the context in the conversation itself, to minimize the ambiguity and emotional context of what is said. In conclusion, the study has revealed the contents, relations, and speaker intention and has revealed the power of stickers in reducing ambiguity.

Keywords: Stickers; Social Media; WhatsApp

INTRODUCTION

Communication plays an important role in all domains. People usually use it for daily conversations with their friends, family, and other people. In educational studies and other studies which are done in groups or personal messages. Effective communication among the members of the groups and personal messages is decided the successful communication (Jabbar *et al.*, 2021). During the technology very quickly and the internet connection happens, the use mobile phone for daily communication is popular. It is becoming a popular way to communicate among youngest and adult people as a tool of communication in formal and informal situation. By using interaction to inform communication,

people can exchange messages, pictures, videos, voice, file documents, stickers, emoticons, and other virtual communities. Nowadays, communication happens in the online form.

The online system tends to social-cultural mechanisms of social platforms with a verbal and non-verbal language. The platform is used for conversations such as WhatsApp, Telegram, Instagram, Twitter, Line, Facebook, and many more. According to Kehinde (2016) cited in Pol and Sathe (2019) informs technology information allows to easy and fast for the transfer information through Facebook, Twitter, and WhatsApp. It uses anywhere and anytime they want to communicate. For the expression of stickers, communication

indicates the illocutionary force of textual utterances (Dresner and Herring, 2010 cited in Konrad *et al.*, 2020). Nowadays, people used emoticons, stickers, pictures to express their emotions (Konrad *et al.*, 2020). Those can express the feeling and specific meanings that were available in social media. Other specific to express their feeling by voices and videos. It is also making power for controlling and contributing in a social media by sending a message.

Social media is integrated into daily habits and social interaction (Addi-Raccah and Yemini, 2018). It is a form of electronic information and communication technology that included interaction between people from anywhere and anytime (Otemuyiwa, 2017; Jabbar *et al.*, 2021). In social media, they are free to share, create, exchange and discuss the information, ideas, personal messages, group messages, and other content or context by using multimedia such as pictures, personal words, video, audio, document, stickers, also connected to other social media, and needed the internet connection. Social media include WhatsApp, Twitter, Instagram, YouTube, Facebook, Line, Telegram among others and all are available to communicate with others. The use of social media is common in offices, families, schools, and other groups that have the interaction in using stickers.

Stickers are illustrations or animations of characters that are attached to words or phrases (Konrad *et al.*, 2020). Stickers are used to express self as to how one wishes and communicative behavior (Lee *et al.*, 2016). Thus, stickers are illustrations that are used to express something. The character of the sticker is various of variation which can be used in

the formal context and informal context. Nowadays, a lot of the expression of stickers in social media, especially in the WhatsApp application.

WhatsApp is an application positioned as a superior alternative to SMS messaging, it allows users to exchange information by sending images, video, audio, written messages, file document (Dahdal, 2020). According to Jabbar *et al.* (2021), WhatsApp is an application that is supported in almost all mobiles and it is available in low connectivity areas. Thus, Tulgar (2019) states the application that can be promotes cultural collaboration among the participants with its personal, linguistic, and social assistance is WhatsApp. This application has advantages and disadvantages. The advantages such as 1) it is a free application, 2) people can create groups and anyone can be a member of the group, 3) users friendly, 4) is to used for enhancement of discussions and sharing the information, and 5) it is easy to use in daily communication (Baishya, 2020). Hence, the disadvantages of this application such as 1) need to give extra time and attention, 2) there is no privacy, 3) irrelevant messages, for example, the member of the groups send a wrong messages, 4) behavior which may discomfort, and 5) off-topic communication (Mohebi *et al.*, 2018). So, Whatsapp is an application that is used for communication and it might be exchanged for information with pictures, audio, video, and documentation.

The power has to do with the powerful participants beyond their control and contribution (Puckett, 2013). It used to distinguish between constraints, according to Fairclough cited in Puckett (2013), there are three types of constraints such as 1)

contents, it is on what is said or done; 2) relations, the social relations of the people into in discourse; and 3) subjects or the subject positions, it is about the people can occupy. He said between relations and subjects are very close connections, but it is helpful to distinguish them. It makes a diversity of various cultural, ethnic, and socio-economic communities that reflect the interactions between the participant of the conversations.

In conclusion, among the conversation in the WhatsApp group, the participants allow to express and contribution in daily conversation by stickers, text, and emoticon. Also, the power of communication through stickers in the daily communication of WhatsApp users is reflecting communication in digital media which is symbolic of communication (Rachmawati *et al.*, 2021). This study focuses to finds out the uses of stickers in daily communication which includes language and power of stickers for expressing feelings in the conversation context.

METHODOLOGY

In order to collect the data in this study, the researcher collected a random sample of conversations for selection. The subject was five people including two males and three females. The technique used to select five respondents was random sampling. Their age ranges from seventeen years old to twenty-five years old. The selected conversations were screenshots to

have the conversations. The data of stickers form were transcribed to know the meaning of the illustration.

This study used descriptive qualitative research. The research instrument of this study is independent observations. The data source is based on WhatsApp communication through stickers. In collecting the data, the researcher used virtual ethnography to explore the social interaction in virtual environment such as group chat (Given, 2008). The researcher used the following steps in analyzing the stickers, as follows: first, the WhatsApp was selected, then stickers were examined and studied in depth. Second, a checklist is used by the researcher throughout data collection and analysis of the content, subject, and relation to the conversation through stickers used for interpretation of the information. The data were online selected conversations by looking at 1) the power of influence that a given a content, relations, and subject on speaker's meaning and speaker intention; and 2) the power of conversation in stickers which is the digital version of body language in reducing the ambiguity and emotional context to what is said.

RESULT AND DISCUSSION

The data form in WhatsApp groups and personal messages show the listing of stickers uses. There are five stickers which list in this study. The listing of stickers used in the conversation, shown in Table 1.

Table 1. Stickers listing in WhatsApp conversation

No	List of stickers	Meaning
1	The picture of a baby with thumb up and smiley faces included the word "COCOK"	The expression of agree with someone opinion, says their statement for something
2	The picture of hands cover into one and included a word "Matur Suksma"	The expression of thank you for something
3	The illustration of human with their hands to the left with their thumb up, is covered with two stars	The expression of agree with something means "Ok"
4	The animations with thumb up, smile faces included the word "MANTAPP!!!"	The expression of describing that depicts pride in achievement
5	The animation of the two thumbs up with the word "kereeen... dahsyat..."	The expression of happiness, pride of someone achievement, and something new

Based on Table 1. showed stickers that were used in the daily communication of the participants. Five stickers are usually used by the participants in their conversations through WhatsApp groups and personal messages.

3.1. Content of the conversation

In the first sticker, *the picture of a baby with thumb up and smiley faces included the word "COCOK"*. The conversation between two participants in the WhatsApp group showed they talked about something for buy and one of the participants said the word "cocok" by expressing their feeling using stickers. The participant agrees with their friends' opinion. This is used in the informal content in the WhatsApp group among the close relationship friend.

In the second sticker, *the picture of hands covers into one and included the word "Matur Suksma"*. In this conversation, talked about helping to do work in the office. It is a sticker sent to the WhatsApp

group, one of the participants gives their opinion and greeting by expressing using the sticker "*Matur Suksma*" in the Balinese language. It is illustrated of hands covers into one. It is usually used in verbal conversations for shows the expression thank you for someone's help or something happens. This is used in the formal content in the office.

The third sticker, *the illustration of human with their hands to the left with their thumb up, is covered with two stars*. This communication happened in the personal message between two people in informal content. It is a sticker that is used to express the feeling which agreeing to something. It shows of the participant has the same statement as the other.

Fourth sticker, *the animations with thumb up, smile faces included the word "MANTAPP!!!"*. This sticker is used to reply to the conversation in the WhatsApp group. The aims use this sticker to express the feeling of

describing that depicts pride in achievement. The word “MANTAPP!!!”, be different depending on the context. The content of this situation is one of the participants sent the link of a YouTube video, it is about the achievement of a small group in the office made a project. One of the participants in that group showed their feeling by expressing them with the sticker with the word “MANTAPP!!!”.

Last sticker, *The animation of the two thumbs up with the word “kereeen... dahsyat...”*. This conversation showed that one of the participants send something new. In this situation, the participant has a project and do the live streaming, they want to support each other. In that conversation, one of them sent the sticker.

3.2 Relation of the conversation

In the relation of the conversation is formal and informal context. The relations constrain the participants’ conversation. Those participants are group members of the WhatsApp group in the office and participants of the personal message member. They have a relationship as employees and family in one community. It is required to have a professional relationship with the audience and occupy (subject) positions.

3.3 Subject of the conversation

The subject of the conversation is in accordance with the subject positions. In based on the findings in the WhatsApp group found that four subjects of the conversation such as employee, boss, family, and friend. In accordance with the subordinate relation of employee and boss, it directly has a contribution and powerful participants can indirectly constrain them by selecting the discourse type.

Based on the results, in daily

communication of the participant use WhatsApp group and personal messages to send the conversations. The use of its application especially WhatsApp for sending messages rather than Telegram, Facebook, Twitter, YouTube, and so on. The previous study, Baishya (2020), WhatsApp is an application for users friendly to discuss and share the information. The participants inform that is easy to use in daily communication and it can make a group with all members. To answer the questions the participants, use stickers for illustration and express their feeling. Pol and Sathe (2019) states WhatsApp make communication easy and useful.

In terms of the content, regarded of social situations which affect upon the language forms. It is constraining the subject position and the language used. In this study, informal situations based on the status of participants found differences in the use of stickers. As a property of social situations (Puckett, 2013), it manifests the form of three types of constraint with the power such as on contents, the subject, and relations. Those types used to choose stickers depends on the content, subject, and relations.

In terms of the content, the use of stickers in the conversation. The participants know the content and context in the conversation itself, to minimize the ambiguity and emotional context to what is said. Thus, they know the meaning of stickers, so they do have a problem if their friend, family, and their employee use it in the conversation context. There are two contexts of the conversation namely: formal conversation and informal conversation. A formal conversation happens between the employee and boss in the office. Thus, an informal conversation happens between the relationship of close friends and family

in a group or personal messages.

Therefore, the use of stickers in different term of conversation. It is depending on subject position and relations. The conversation happens through WhatsApp included family member, school member, office member, and so on. Stickers used to express their feeling and says something. Hence, relation of the conversation is formal and informal context.

Some reason they used stickers for expressing their feeling, answering the question, and stating the statement to respond to someone. In the data collection, they found that the participant used stickers that related to the topic might be for expressing their feeling and respond someone's statement or question. It is related to socio-cultural and subject relations in the WhatsApp group. Thus, Baishya (2020) states there is some reason people uses WhatsApp group. The uses of sticker for daily communication but have limitations, not all respond should answer by sending the sticker.

There were limitations of this study, one of the limitations was the effectiveness of the participant who used stickers in the WhatsApp group and personal chat. The data found that the participants only share the stickers with the group to communicate. The second limitation is this study uses a few groups that cannot be generalized for the other group data.

CONCLUSION

The implication of the result study is a language and power of the influence of given contexts on messages and on speakers' meaning in the selected conversations among friend to friend, based on the contents, relations, and subjects. The study has revealed that

contents, relations, and speaker intention and has revealed the power of stickers in reducing ambiguity. For the future research, this study will suggest which is more stickers be used by conversationalists since mobile phones even suggest them as you type in your conversations. WhatsApp is used for formal and informal instruction between teacher and students, the boss and employee, friend and friend, parents and their children, and so on. They encourage using it for instruction or expression in the conversation. Also, people prefer to use WhatsApp for various reasons.

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