

THE IMPORTANCE OF SILENCE LANGUAGE COMMUNICATION IN CAMPAIGN FOR POLLUTION CASE STUDIES WORLD CLEANUP DAY JAKARTA

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Abstrak

Sering disebut sebagai "bahasa diam", komunikasi nonverbal sangatlah penting dalam lingkungan kerja. Komunikasi nonverbal merupakan alat yang halus namun ampuh untuk komunikasi yang produktif. Studi ini meneliti fungsi kompleks isyarat nonverbal dalam berbagai lingkungan profesional dengan latar belakang interkonektivitas digital dan globalisasi. Studi empiris menekankan pentingnya komunikasi nonverbal dalam memengaruhi sikap, membangun kredibilitas, dan menyempurnakan taktik komunikasi. Perbedaan budaya menekankan betapa pentingnya menyadari perbedaan budaya agar dapat menegosiasikan interaksi nonverbal dengan tepat dalam berbagai konteks profesional. Komunikasi nonverbal memainkan peran utama dalam dinamika kepemimpinan, wawancara kerja, proses negosiasi, dan skenario penyelesaian konflik. Interpretasi isyarat nonverbal yang terampil merupakan pembeda utama antara pekerja yang kompeten. Lebih jauh lagi, peningkatan hubungan yang dimediasi teknologi membawa serta keuntungan dan kerugian, yang menuntut fleksibilitas dan kesadaran dalam ruang virtual.

Terkait penggunaan isyarat nonverbal dengan tepat, isu etika menyoroti perlunya kesadaran etika dan pendekatan komunikasi. Program pelatihan menekankan pentingnya kemampuan orang untuk meningkatkan kemampuan komunikasi mereka melalui praktik yang disengaja, yang mengarah pada hubungan yang lebih baik dengan orang lain dan peningkatan produktivitas di tempat kerja. Tujuan dari program ini adalah untuk memberikan para profesional pengetahuan dan keterampilan yang mereka butuhkan untuk menggunakan isyarat nonverbal secara efektif guna menciptakan tempat kerja yang harmonis, inklusif, dan produktif di tempat kerja yang serba cepat dan terhubung secara internasional saat ini.

Kata kunci: Jakarta; Silince; Komunikasi; Polusi

Abstract

Often referred to as the "silent language," nonverbal communication is extremely important in work environments. It is a subtle yet powerful tool for productive communication. This study examines the complex function of nonverbal cues in a range of professional settings against the backdrop of digital interconnectivity and globalisation. Empirical studies emphasise the significance of nonverbal communication in

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influencing attitudes, establishing credibility, and refining communication tactics. Cultural differences emphasise how important it is to be aware of cultural differences in order to properly negotiate nonverbal interactions in a variety of professional contexts. Nonverbal communication plays a major role in leadership dynamics, job interviews, negotiation processes, and conflict resolution scenarios. Skillful interpretation of nonverbal signs is a key differentiator between competent workers. Furthermore, the increase in technology-mediated relationships brings with it both advantages and disadvantages, calling for flexibility and awareness in virtual spaces. When it comes to using nonverbal clues properly, ethical issues highlight the need of ethical awareness and communication approaches. Training programmes lay a strong emphasis on the possibility for people to improve their communication abilities by intentional practice, leading to better relationships with others and increased productivity at work. The goal of this programme is to give professionals the knowledge and skills they need to effectively use nonverbal cues to create workplaces that are harmonious, inclusive, and productive in today's fast-paced, internationally linked workplace.

Keywords: Jakarta; Silince; Communication; Pollution

INTRODUCTION

There is sample local evidence of the financial expenses and health risks connected with air pollution in Jakarta, Indonesia, but there is no information on the detrimental effects of air pollution worldwide. Over 10.5 million people are at serious risk from air pollution.

Jakartans' state of health. Jakarta has the highest yearly ambient PM2.5 concentrations of any Indonesian city, according to data from the Jakarta Province's Environmental Agency. According to the World Health Organisation (WHO), air pollution is one of the main environmental health hazards that can cause both morbidities and deaths, such as respiratory, cardiovascular, and cancer disorders [1]. According to the Global Burden of Disease (GBD) Study, air pollution was expected to be the cause of 5054 deaths in 2019 (or 54 per 100,000 persons) and 168,000 years lost in Jakarta due to illness, disability, or untimely death [2].

Air pollution's financial effects on the health sector include the provision of healthcare expenses (like medical fees) in addition to both immediate and long-term medical expenditures (such lost wages). Research has indicated that the expense of treating illnesses brought on by pollution in Asia can amount to USD 5.4–9.1 billion [3]. Given that children's exposure to air pollution can have long-term effects, the non-healthcare expenditures associated with this can be very considerable [4]. In a similar vein, early deaths due to air pollution have significant negative effects on the economy [5]. In this piece, we examine how arguments are made nonverbally during campaign on street and social media. First, we offer critical analyses of the pertinent theoretical facets, including research on nonverbal communication by using poster, action, etc. We base our theoretical framework on this, and we present a case for the potential for nonverbal communication to serve as reasoning.

After that, we provide our methodology and empirical data before beginning our analyses. Illustrating how nonverbal communication may be contentious in street and social media. The content includes in car free day campaign for pollution in Jakarta. Our goal is we employ the examined cases to demonstrate how nonverbal communication acts as a solution tool and to exemplify its application. To be more precise, we look at the ways that nonverbal communication serves argumentative. We define the two primary categories of nonverbal rhetoric enacted and restrained action demonstrate the ways in which they might be applied to arguments, and we propose the idea of the personal qualifier to represent the various ways in which can communicate their levels of conviction and emotional investment nonverbally.

LITERATURE REVIEW

Studies on nonverbal communication focus on things like voice use, postures, movements, hand gestures, and facial expressions. We call these nonverbal cues used rhetorically in public speech "actio" Understanding the context in which a speaker performs actio is crucial for interpreting it, as recipients in rhetorical situations typically interpret a speaker's actio considering the limitations imposed by the circumstances. One of the three elements that Lloyd F. Bitzer used to define a rhetorical situation in the 1960s is constraints. Bitzer's limitations are comparable to Bourdieu's notion of doxa in that they both allude to assumptions and expectations that exist in every circumstance [6]. Consequently, Bourdieu's theory of doxa can be considered as a component of Bitzer's limitations in that our actions in the world create embodied knowledge, which influences our awareness and comprehension of nonverbal communication. For example, it can be assumed that expectations and prejudices about actio in a public differ from those in a social media.

Using a nonverbal multimodal approach, this study looks at the simultaneous and interactive functioning of many human modalities, including gestures, facial expressions, and vocal nuances. We also examine the actions of a speaker, such as nodding her head, and specifically the way she is nodding either cautiously or eagerly. Previous study on actio supports the nonverbal multimodal approach, which examines how many human modalities interact. Actio found that recipients of a message in a rhetorical setting form their impression of the speaker from a holistic standpoint. Put another way, an audience assesses a speaker or orator based on how they observe the many acting modalities interacting at the same time [7][8][9] for more on multimodality, see also Lindström and Mondada. [10] Energy is about focus, flow, and intensity. The term "flow" describes the energy whether constant or fluctuating that permeates the speaker's series of facial expressions during a public engagement.

The degree of energy in a certain modality or in the multimodal manifestation is referred to as intensity. Concentrating effort on the most significant modalities is referred to as focus. Tempo and rhythm, or flow, pace, and timing, make up the second actio quality. While rhythm refers to the variations in speed that can result from changes in one or more modalities, tempo refers to the fundamental rate that permeates the entire performance. The appropriate action at the right moment is what timing is all about. Variations are the subject of dynamism, the third actio characteristic. One attribute that is connected to changes in action is dynamism. Usually, other elements like energy, rhythm, and/or the intensity of the expressions aid in the dynamic changes.

Naturally, the actio qualities tend to occur in parallel most of the time, and they can involve both tempo and energy simultaneously. Thus, actio as a nonverbal multimodal activity and the actio

features have been the main subjects of our analysis. The degree, strength, and intensity of the action qualities which function in tandem with other modes employed are, in our opinion, what matters most in a rhetorical context. Facial expressions of emotions are the primary form of affect manifestation. Research, gestures are viewed as existing on a continuum, with sophisticated gestures at one end and spontaneous movements at the other.

METHOD

The methodology that uses in this research using qualitative method, The World Cleanup Day on September 17, 2022, served as the source material and the celebration on Sunday, September 18, 2022, Bunderan HI in Central Jakarta hosted a car-free day parade organized by the Ibukota Coalition, which focused on keeping Jakarta clean. They carried a snake statue covered with used trash and various posters asking people to refrain from littering and preserve Jakarta's environment free of pollutants and used trash for this World Cleanup Day 2022 parade. A good social media campaign message is in the advertisement of The World Cleanup Day which facilitates the interaction of audience in a public space with many perceptions. [13]

Based on our knowledge of nonverbal multimodality, the action qualities, and the campaign discussion as a rhetorical scenario, we have conducted an interpretative, multimodal study of the campaign. More precisely, we have looked at how participants' nonverbal cues can either bolster or elicit arguments that praise and defend own ethos while disparaging those of their opponents. Initially, examined the how the poster and campaign independently and made notes. The writers then compared their poster and campaign jointly examined and understood, which were subsequently confirmed or disproved took place. Following this, the study was limited to the passages in which the campaign emphasized their points of view using nonverbal cues. A total of four poster one to the campaign segments were selected. The poster represent upper bodies are the only thing visible in two of the posters while they are seated. The campaign is shown in two posters standing, with their entire body and upper body visible on alternate occasions. The chosen sections underwent thorough analysis. Both the campaign discussion and the nonverbal exchanges were transcribed.

RESULTS AND DISCUSSION

The claim is that in public speaking situations, especially in poster and campaign, nonverbal cues like gestures and energy levels can be used as a kind of reasoning. It implies that an ethos (character) and phronesis (competence) might be seen differently depending on how strongly nonverbal behaviours communicate premises and propositions. Enthusiastic nonverbal communication, or performed actio, conveys passion and engagement and strengthens the speaker's ethos. On the other hand, restrained actio, which exhibits modest movement and expression, may show poise and control, supporting the idea that one is competent. Rhetorical requirements and cultural conventions determine how these modes are balanced.

Thus, a key component of good nonverbal communication is switching between performed with restraint, adjusting to the rhetorical context and the expectations of the audience. In conclusion, nonverbal cues in public speaking serve as symptomatic argumentation, affecting listeners' opinions about a

speaker's ability and character. To conform to cultural conventions and rhetorical requirements, effective speakers must maintain a balance between their controlled attitude and enthusiastic expression. Nonverbal arguments that tackle ethos and provide evidence The section that follows provides empirical examples to show how nonverbal communication in poster and campaign disputes can evoke and structure argumentation by inviting inferences.

Arguments related to praise are examined first, followed by arguments related to attack and defence. First, the praise-related arguments are examined, and then the attack- anFirst, the praise-related arguments are examined, and then the attack- and defense-related arguments. As the ensuing examples demonstrate, advertising can also use nonverbal cues to attack and defend its own ethos. fend for itsences are carried out simultaneously. defences are sometimes done concurrently during disputes. The campaign inform dan moves at a far slower pace than the preceding, pausing more often and for longer periods of time. Campaign words in speech using both baton movements and pauses. The message that informs, for example, "Aksi muda jaga iklim" the message is about how young generation is care about pollution and the camping is represent a giant snake that make from a trash and represent the danger of pollution not just for present but also for the next generation. It does, however, recognize that interpreting nonverbal clues is subjective and that their interpretation is influenced by rhetorical and cultural settings.

Furthermore, it highlights the multimodal character of nonverbal communication and the relationship between various modes of expression to create coherent arguments. To sum up, nonverbal communication is an essential part of reasoning and can elicit both favourable and unfavourable assessments of a speaker's ideas and character. The speaker's position is further reinforced by the intensity and forcefulness of their use of nonverbal communication, which adds to the overall potency of their argument. The findings of this study offer guidance for upcoming messaging about climate change. When communicating about climate change to Generation Z, it's important to consider the way that news about the issue is presented online. [14]

CONCLUSION

The analysis underscores the necessity of considering nonverbal communication alongside verbal discourse to grasp the full argumentative dynamics of campaign. In particular, the focus is on the multimodal aspect of nonverbal communication, emphasizing not just why campaign do nonverbally, but how they do it, utilizing actio qualities. Two primary nonverbal rhetorical argumentative strategies emerge: enacted actio, characterized by active manifestations, and restrained actio, exhibiting moderate movement and expressiveness. The interaction between verbal and nonverbal elements in collaboration evokes ethos argumentation that is often independent of poster. A campaign conduct through enacted or restrained actio significantly influences audience perceptions of their general character, thereby impacting judgments about their suitability for office. The alignment between bodily actions and spoken words enhances the clarity of argumentative inference. Nonverbal communication, particularly the quality of energy, functions as a symptomatic sign, inviting audiences to infer arguments and gauge the degree of certainty and emotional involvement. The interplay of different nonverbal modalities further shapes nonverbal arguments, such as "Aksi muda jaga iklim" poster and use of giant snake to represent the danger of pollution gesture. The analysis focuses on campaign World Cleanup Day in the car free day Jakarta that similar argumentative dimensions of nonverbal communication may exist in other contexts of

opposition. Overall, nonverbal communication in such settings can communicate arguments about ethos and specific contentious issues.

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