# The Analysis of Context and Ideologies Found in Gita Savitri's Instagram about "Childfree" as the Controversy: a Critical Discourse Analysis

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## Abstract

Social media language, particularly Instagram, has sparked controversy among the public, particularly from influencers like Gita Savitri. Misusing language can backfire, as seen in Gita's decision to not have children. Critical examination can uncover hidden meanings in language. The purpose of this study is to find out the social context of society, namely the institutional context and situational context through the language used by Gita Savitri. Then, based on the contexts above, one can find Gita Savitri's ideology. This study uses the theory of critical discourse analysis from Norman Fairclough and language analysis from Teun A. Van Dijk. This research is a qualitative descriptive study, then the data from this study were obtained through Gita Savitri's Instagram account and some of Gita's comments on Instagram.

The results of the study show that there are several ideologies in the Gita based on the social context of these ideologies, including liberalist ideology, feminist ideology, and narcissist ideology. From the doctrine found, it can be concluded that Gita as a woman, has the right to freedom of opinion and decisions to be childfree, and no one judges Gita in determining Gita's life choices. However, Gita's life choices have become controversial in a society that deviates from the norms of society in Indonesia

**Keywords**: Childfree, Critical Discourse Analysis, Ideology, Social Media

## INTRODUCTION

The development of social media is increasingly sophisticated, especially in the Era of the Industrial Revolution 4.0, where the Internet has become one of today's primary human needs. Social relations between humans are not only face-to-face but also usually done online. Various forms of social media are in great demand by the public, including Facebook, Twitter, YouTube, Instagram, Pinterest, TikTok, etc. In this case, critical discourse on the language used is interesting to study because the language in social media that is not organized can influence people's perspectives and attitudes toward an issue. So, a message or language on social media can be analyzed using critical discourse to obtain connotations and aspects that exist in a speech and in an address. Usually, someone who is the most famous on a social media platform is called an Influencer. Influencers have many followers, tens to hundreds of millions.

According to Hariyanti dan Wirapraja (2018), an influencer is a person or character on social media where that person has many followers, such as artists, public figures, singers, and others. So what they say can influence the behavior of these followers. Then in this research is the case of Gita Savitri Devi, an influencer on Instagram. On her Instagram account @gitasav on February 5, 2023 Gita replied to a comment from her follower. @itsmeiliyami18 "*Aku yang umur 24 kalah sama kak git (gita) padahal udah 30, awet muda banget si.*" Her follower praised Gita Savitri's youth. Then @gitasav replied to comments by saying, *"Not having kids is indeed natural anti-aging. You can sleep for 8 hours every day, no stress hearing kids screaming. And when you finally get wrinkles, you have the money to pay for botox."* from

these comments, the community believes that Gita is a believer in not wanting to have children (*Childfree*) even though she is already married to Paul Patrohap (*husband*). They are a young couple who just got married, and both decided not to have children like most couples, which has reasons for that. This tweet raises many pros and cons in society.

In this millennial era, many teenagers, including Gita Savitri, have an open mind on an issue, including young couples who don't want to have children, or recently called the term Childfree. The characteristics of millennial children are that they have a character that loves technology is intelligent, and is tolerant of cultural differences. This study tries to look at the ideology of Gita Savitri based on the existing institutional context and situational context through critical discourse analysis. In critical discourse analysis, Gita Savitri's responses or opinions regarding Childfree can stay young, related to the institution's context as a public figure, influencer, YouTuber, and celebrity, then the situational context behind Gita Savitri's comment. This study analyzes the ideology adopted by Gita Savitri. This research also wants to see the truth of the statement about Childfree increasing youth. Interest in this research stems from Gita Savitri's opinion that being Childfree increases child in terms of existing social aspects.

**METHODOLOGY**
1. Language

    Language functions as a human communication tool so that the human mind will readily accept a new language if it contains several contexts and is used in everyday communication. According to Hamdan (2019) with the contextual language of its use in society. The main focus of the Fairclough discourse is language as a social practice. It means language is not just speech or expression; someone's writing reflects and expresses something. Given that context is a critical element of language use, linguistic analysis is considered inappropriate. It represents the actual language if it is not relevant to the context of the study. Van Dijk is one of the models that can be used as a critical discourse analysis tool.

2. Discourse

    Discourse is a word or utterance that is not necessarily true. Therefore the discourse can be proven true as well as not valid. According to Silaswati (2019), the notion of discourse is a series of words or a series of speech acts that express a matter (subject) that is presented regularly and systematically in a coherent whole and is formed from segmental and non-segmental elements of language. According to (Silaswati, 2019), the purpose of the discourse approach is to convey information, arouse feelings, and combine the two. The three objectives of the discourse, respectively, function as informative, passionate, and informative-emotive. The discourse approach used must follow the purpose and part of the speech. Information objectives can use an objective system.

3. Critical Discourse

    Critical discourse is a field of linguistic study that discusses discourse not from the structure of language but from connecting with the existing context. According to Juliantari (2017), Critical Discourse is the language using the critical language paradigm. Critical Discourse analysis is often seen in opposition to descriptive discourse analysis, which treats discourse as a phenomenon only the language text connected to the existing context. The context here means that the language is used according to certain situations and conditions to achieve the desired goals.

4. Critical Discourse Analysis

Critical discourse analysis expresses power, domination, and inequality as it is practiced, reproduced, or countered through texts and written discourse in social and political contexts. According to Norman Fairclough, the social context in CDA are the Institutional and Situational contexts. Critical Discourse Analysis influences and is influenced by social context. Critical discourse analysis is developed by Fairclough (2003) with intent map text analysis (both spoken text and written) and analyze the context socially systematically (Wiyanti et al., 2021). According to Halwati (2013), Power is an element considered in critical discourse analysis. Here, every discourse appearing in a text, conversation, or whatever is not seen as natural, reasonable, and neutral but is a power struggle.

5. Contexts in Critical Discourse Analysis

According to the Big Indonesian Dictionary (KBBI), context is a description or sentence that supports the clarity of meaning or a situation related to an event. The context is divided into two categories: the context of language and outside of language. In the context of language, language can be interpreted as a description of an event and the clarity of the meaning of the situation. Then the existing situation is related to the social situation or the social context and institusional context. According to Melati and Pranowo (2022), adding this context is the background knowledge that must be shared by the speaker and the interlocutor and supports the interlocutor's interpretation of what the speaker communicates in the process of speaking.

6. Ideology

Every country has an ideology. In general, ideology is a thought that contains rules and values that distinguish something good or bad in society. According to Billah dan Sukomo (2022), basic concept of Critical discourse analysis is an ideological debate. This ideology is what to build next they rule. Types of ideology that are professed in many parts of the world are as follows: capitalist ideology, liberalist ideology, socialist ideology, nationalist ideology, feminist ideology.

7. Controversy

Controversy in life is also critical, especially in the field of public figures, namely influencers on social media. To attract their attention, they will create discussions that may be somewhat strange, for example, through the language they speak or the attitudes they show through social media to attract the public. According to Matitaputty (2016) she explained that *"controversial topics are topics that are easily accepted by someone or easily rejected by someone or another group".* In (Matitaputty, 2016), also explained the definition of controversy "*In a sense, an issue is controversial if numbers of people are observed to disagree about the statements and assertations made in connection with the issue."*

**RESEARCH METHOD**

This thesis uses a qualitative descriptive method. According to Sutopo (2006, p.40) the approach used is qualitative, with descriptive characteristics. What information collected from the first direct sources becomes part of the researcher's second, about the primary analysis tools information in the form of words in sentences or meaningful pictures (Subandi, 2011). Data analysis is inductive and qualitative, with more findings from qualitative research. They emphasize meaning rather than generalizing. Using this method, the author will analyze the words, phrases, and clauses in Gita Savitri's comments, and the analysis results will be in word form.

The primary data from this study are Gita Savitri's direct posts on her Instagram account and some comments on Gita's Instagram account. Secondary data obtained from this research are some netizen responses in the form of pros and cons, social media, or news on the internet. Data collection using *metode simak* and *metode intropeksi*. *Metode simak* such as *metode sadap* and *metode catat*. And then, The author will present the data presentation using specific words. Then, the author will convey the results of the data analysis in terms that the reader quickly understands. Then, the author uses simple language with standard grammar so that the reader understands the meaning and content of the research.

## RESULT AND DISCUSSION
A. Institusional context of Gita Savitri

Gita Savitri has the Instagram account @gitasav, which has a blue tick (indicating that it is verified). This symbol indicates that the related account is authenticated; this is the best form of validation to confirm the authenticity of account with 925 thousand followers. Not everyone can get a blue tick on Instagram because there are several guidelines and criteria for getting the mark.

(Netizen comments read by Gita Savitri)

| | | |
|---|---|---|
| Netizen | : | *"Kok kayak gini jadi influencer sih heran?"* (This caused Gita Savitri's emotions after reading, then Gita replied by saying directly on live Instagram) |
| Gita | : | *"Gue enggak pernah nyuruh lu follow gue setan."* |
| Gita | : | *"Kalau enggak suka unfollow bacot."* |
| Gita | : | *"Elu yang bikin gue jadi influencer monyet!"* |
| Gita | : | *"Bego!"* |
| Gita | : | *"Kalau mau main medsos pakai otak tolol!"* |

Source: https://www.kilat.com/hiburan/pr-8447438810/kepalang-emosi-gita-savitri-hujani-kata-kata-kasar-pada-netizen-elu-yang-bikin-gue-jadi-influencer-monyet

Gita's negative language creates public controversy because the image of a good influencer and an example of society is inversely proportional to the language that Gita uses. Here, Gita does not care about the feelings of netizens because it returns to the context of Gita's institution, which is behind Gita as an influencer with great power. Gita is not afraid to issue harmful or harsh language because Gita considers a netizen to have little ability, not comparable hers. As an influencer, it is inappropriate to speak negatively in public; this will damage Gita's image. With this, many people will imitate the language influencers use, negatively influencing society. Of course, what Gita says will have pros and cons in the community, especially her opinions or statements that

are shared with her followers and affect people's minds because of her status as an influencer who has significant power to influence people's mindsets.

B. Situational Context of Gita Savitri

1. Cultural Context

The Cultural context (genre) is an approach that describes the ways people use language to achieve goals according to the surrounding culture. From data 3 obtained above, the author found a cultural context as follows :

a. Western Culture

Gita Savitri studied at the Free University of Berlin, Germany, to continue her undergraduate course by taking pure chemistry. Of course, while studying, Gita lived in Germany for a long time, so Gita's behavior and mindset followed European or Western culture. In this case, it concluded that everyone has the right to make their own decisions, including Gita. If we are not ready to have children, don't be influenced by other people's thoughts until she finally regrets having a child that hinders our career. Many cases of having children happened by being forced to have children with encouragement from a partner or environment. Some are divorced and have to take care of their children. So there is hatred for children. It means that children are a responsibility and a burden for every parent.

b. Millennial Generation Culture

Gita Savitri is an influencer born on July 27, 1992, in Palembang, South Sumatra. The 1992 generation included the millennial generation. Kominfo.go.id states that a millennial generation is a group born between 1980 and 1990 or early 2000. The children of the millennial generation are related to the technology generation because this generation grew up when technology developed. The characteristics of the millennial generation are that children tend to be creative, think critically and openly. The background of the millennial cultural context makes Gita think openly and accept cultural exchanges from outside. Still, this generation tends not to like receiving criticism.

Gita, as a millennial generation, is aware of childfree and doesn't bother. She wants to enjoy life from a young age to an old age without children. In this case, it concluded that Gita's thoughts as a millennial generation who think openly and critically do not have children and can save the next generation or a child from an increasingly difficult life later.

C. Economic Context

The birth rate in Indonesia is relatively high this year (2020). The Deputy Director of Population Control, Dr.Ir.Dwi Listyawardani, usually called Dani, explains that 400-500 thousand more people are born in Indonesia yearly. In general, there are 4-5 million births per year in Indonesia. The number of poor people in a country increases when the population increases. The higher the birth rate, the more the population grows. Most people with a low economy give birth to this, which becomes a country's economic crisis. In this case, it concluded that Gita Savitri's decision is Gita's right, and she does not encourage and force someone to follow Gita's decision. Gita only participates in economic changes in reducing the world's human population so that the poverty rate decreases and people's lives prosper. Also, several other factors make Gita consider that not having children saves children born

from poverty. Meanwhile, natural resources are running low, and the economy may decline.

D.   Religions Context

The religious context is the background for Gita Savitri's critical discourse analysis, seen from the call for "Childfree". The experience of Gita, who adheres to Islam, is a religion with norms and rules that are good for its adherents. In Indonesia, the term in Islam, "*banyak anak banyak rezeki*" which means having many children will increase your fortune, is a stigma that comes from the thinking of ancient people. Until now, there has been no firm evidence of this. Another speculation is that even if parents cannot educate their children properly, this will cause problems for parents.

In Islam, no information in the Al-Quran (the holy book of Muslims) or Hadith requires a husband and wife to have children. So, the decision is the decision of each individual. The agreement factor was another reason that later Gita Savitri and her husband agreed not to have children because they thought they would need many things to live in the future, such as economics, education, mentality, and health.

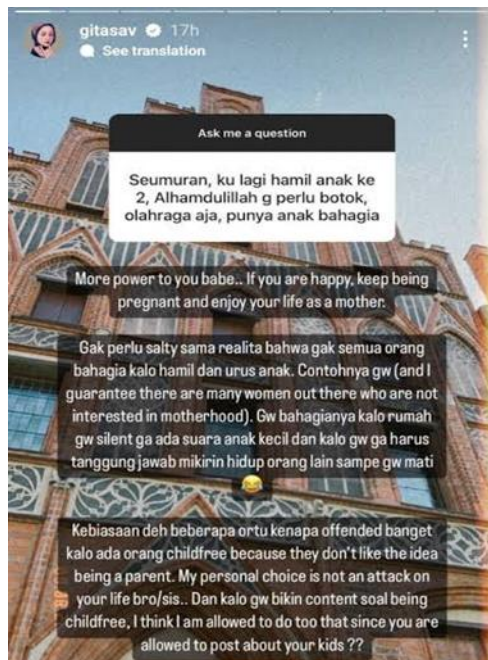E.   Gita Savitri Ideology

   1.   Liberalist Ideology



**Figure 6**. Gita's statement about childfree
Source: *https://instagram.com/gitasav?igshid=YmMyMTA2M2Y=*

From the sentence "More power to you babe.. if you are happy, keep being pregnant and enjoy your life as a mother." Has meaning Gita remains in her stance and does not listen to other people's opinions. Life choices are the decisions of every individual, including Gita; no one else has the right to arrange and decide on one's life choices. Then Gita's decision not to want to have children did not disturb or disturb other people's lives but was different, according to netizens. Gita's decision disrupted the understanding held by most netizens, namely that women must give birth to children and become mothers. In addition that Gita's decision not to want to

have children, so not to become a mother, is the right of freedom for every individual and not to follow other people's suggestions that are burdensome to Gita's decision because everyone has the right to be free with their own life choices without encouragement from others.

It concluded that Gita's individualism in making choices is a fundamental principle of liberalism ideology, namely that each individual tends to be independent and self-oriented, not dependent on the opinions of others, and adheres to their principles so that they are free to make their own choices without interfering with other people's choices other.

2. Narcissist Ideology



**Figure 7**. Gita's Comments to Netizens 1
Source *: https://instagram.com/gitasav?igshid=YmMyMTA2M2Y=*

The use of the words "*Lo-Gue, bacot-bacot*, stunting, *lamban* and freak" Gita has narcissistic traits seen from using the word "*Lo-Gue*" without paying attention to older people. Hence, as an influencer, it is better to use the word "*Aku-Kamu*" which is more polite and acceptable to all groups. And then, The word "bacot" is Indonesian slang commonly used as a swear word by teenagers. When angry with

someone who talks a lot, young people usually curse with the word "*banyak bacot*". In this case, Gita was annoyed with netizens who constantly interfered in Gita's affairs by making malicious comments on Instagram. Gita's narcissistic attitude influences how Gita speaks using unofficial language, namely "bacot-bacot" which has a negative connotation or a curse indicating Gita does not want to be criticized and focuses on self-interest.

From the explanation above, the ideology of narcissism is seen from the choice of "stunting" language, which attracts a lot of attention because of the background of a Gita influencer using language that seems arrogant. The word "*lamban*" In this language analysis, the writer concludes that Gita hopes that netizens can quickly understand Gita's words because netizens are slow to comprehend Gita's language. Then Netizens promptly concluded that what Gita conveyed was a big mistake. Gita indirectly blamed netizens for being slow to understand an opinion. But again, Gita is an influencer who should not use negative language in conveying messages to netizens so that they accept openly because of the choice of polite speech. The effects of the perspective of netizens towards Gita when using positive language.

The word "stunting" The word "stunting" has a negative connotation when spoken to someone. Gita's statement attracted a lot of attention from netizens because of Gita's arrogant choice of language. Usually, narcissists are not aware of their actual state. And the last one the word "freak" This character is a narcissistic trait, a stubborn attitude, and impolite behavior by giving harsh words. Here, Gita is also good at speaking while firmly maintaining Gita's stance of not wanting to have children. Gita's attitude, which tends to be assertive, becomes someone who determines something in her environment.

It concluded by the theory of Sigmund Freud from the explanation above that the use of language with negative connotations can indicate the ideology of narcissism that the Gita adheres to. Gita is a person who does not care about other people. She does not want to accept other people's suggestions and opinions. Gita's idea is the most correct.

3. Feminist ideology

**Figure 8**. Gita's Comments to Netizens 2
Source*: https://instagram.com/gitasav?igshid=YmMyMTA2M2Y=*

Gita commented "*berisik soal feminism*" on several of Gita's Instagram posts. As an influencer, Gita voiced positive things in terms of feminism, saying that women also have to be independent and even have to be able to do something that patriarchs do. Women have the right to make life choices. The Gita also provides an understanding of gender. In this case, as a woman, Gita has the right to make life choices, not to have children, and to have the right to freedom of choice and justice for women. Gita also called for women to become independent women.

From the explanation above, it concluded that Gita voiced gender equality through the ideology adopted by Gita, namely feminists, that women have the same position as men and have the right to make women's decisions without fear of class 1, namely men. Women have power, so there is no oppression from men. The use of the sentence "baby-making machine" that women could not see in terms of baby-making machines. But women are great people to have equal standing with men. The language used by Gita dispels speculation that women are machines for child production. Women can also be independent and have careers like men. In this case,

the writer finds feminist ideology in this research, in the choice of Gita language, which fights for women's rights so that women not explored.

F. Gita Savitri Controversy



**Figure 9**. Gita's Comments to Netizens
Source: *https://instagram.com/gitasav?igshid=YmMyMTA2M2Y=*

The controversy created by Gita is a general controversy based on the theory, According to Leopold von Wise and Howard Becker (Matitaputty, 2016), because Gita resisted, refused, protested, and disappointed other parties. First, Gita fought back by defending Gita's principles and perspective on Childfree through Gita's comments to Netizens. Gita provides resistance through words and the choice of negative language. This resistance adds to public controversy because Gita's status is an influencer who is unethical in using negative language to the public. Secondly, Gita's refusal caused controversy because Gita refused to have children. At the same time, Indonesian society's stigma considers children a gift. Still, Gita loudly refused to have children because of several considerations and Gita's thoughts on future responsibilities. Third, Gita's protest against Indonesian society about the decision to be childfree is the right of every individual and a personal matter that society should not interfere in this matter, giving a lousy view of Gita.

Then the type of Gita controversy is a controversy that concerns generations and society. It can say that it affects ages and cultures because of this controversy. Gita speculation that childfree influence the next generation to do the same thing. A child is a harmful impact on that generation. The community is worried that Gita's decision to be child-free will affect the next generation because this is a deviation from tradition in Indonesia.

Another benefit of the controversy that was made by Gita Savitri such as influencing psychology is how the psychological process takes place such as thinking and considering choices with critical thinking. In this case, seen from some of the words used by Gita to reply to netizen comments, it can be seen that Gita was involved in debates, this affected cognitive skills in solving problems rationally.

Controversy also increases the emergence of ideas, feelings of stimulation and enjoyment and original expression in creative matters. Gita becomes more expressive in expressing her opinion in front of netizens because of Gita's psychological factors with a good mentality which is influenced by cognitive skills

and creative thinking. This is the reason Gita dared to cause controversy through her opinion.

**CONCLUSION**

From the results of an analysis of Gita Savitri's tweets in response to Childfree, there is a connection that influences the use of language, seen from the institutional context and situational context, so that one can find the ideology that Gita Savitri adheres to. Gita Savitri uses word selection in opinions that make her Instagram followers understand her ideology. Therefore, the institutional context in Gita Savitri's analysis is seen from the language used. Her institution is an influencer or public figure on Instagram. Situational contexts found include cultural, economic, and religious contexts. The cultural context is divided into the Western and millennial generation. From the existing context, one can find the ideology adopted by Gita, namely liberalist ideology, feminist ideology, and narcissist ideology. From some of these ideologies, Gita wants to be free in opinion and make decisions in her life. Then, as a woman, Gita used her right to emancipation, that women could express ideas and make decisions without encouragement or threats. However, the language Gita uses is negative, which as an influencer, is inappropriate. The research results show that Gita Savitri made the text in discourse. Gita interprets this as wanting netizens in Indonesia to think openly and accept everyone's decisions or respect them without judging one another. This analysis is seen in every word used by Gita. A negative choice of words is Gita's attempt to defend her opinion from people who judge her. This ideology influences her role as an influencer by attracting the attention of netizens and causing public controversy.

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