Condolence strategy used by Facebook user to respond obituary news:
An applied linguistic study

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Article Info	Abstract
	Technology has changed the world of human communication today. News, information, and issues are delivered through technological advances with incredible speed. Social media such as Facebook are one of many technology mediators used by the people in the world to share information. This information can be in many forms, such as personal information, selling information, obituary information and etc. Obituary information is shared by the people on Facebook and responded to by other people with various responses. This study is descriptive research to find the strategy used by people in the Indonesian context while responding to the obituary updated on Facebook. The subjects are lecturer's wife, artist, and an abortion girl. This study has described the responses from Facebook users as the strategy in responding to the obituary. The finding of this study showed that the condolence strategy used always depends on the person who dies itself. The person who is seen as the good person will have a good response, while someone who is seen as a bad person, in this case, the girl who did an abortion, has a positive and negative response.

INTRODUCTION

Social media engagement is a new type of social interaction or interactive activity that is done via social media networking between parties who have the same, harmless interests, but who provide an interactive experience via social media on people about it (Pletikosa Cvijikj & Michahelles, 2013). Another understanding of social media engagement (Smith & Gallicano, 2015) is a phenomenon consisting of personal components, information, full coverage of one thing, and social components. One of these studies equally recognizes that engaging with social media is an activity that is now always done by people individually and by others in the social media they accessed. This activity is done by individuals to meet their needs so that the existence of information in online and social media becomes important as a form of interaction with its public. In addition, social media is also currently playing a major role in promotion, marketing, contact management and engagement by giving the customer more space while enabling interaction. Social media provides rooms for customers to give their responses in many forms, such as the form of

statements either positive, negative or responses only through emotions provided by the platform.

Social media is an online platform that people use to build social networks or socialize with others with similar personal or professional interests, activities, backgrounds or connections in real life (Hart, 2015; Asur & Huberman, 2010; Watie, 2016). It is becoming increasingly clear that social media has become a part of human life. Many teens are using their laptops, tablets, and smartphones to check Tweets and status updates from their friends and family. Social networking sites can assist young people to become more socially competent. Social media is a form of web-based data communication. Youth and Teens are the builder of the country, growing as part of the internet generation in this era, making it easy to use the latest technology in various forms such as smartphones, mp3 players, digital cameras, video games, iPads, Electronic readers, and personal computers. Social media has both positive and negative effects.

Social media is an innovative idea with very great opportunity with additional scope for progress with the advancement of social media, many organizations are using this medium for better performance. With the use of social media, we can advertise or communicate more. Likewise, people don't need to rely on the media or TV to receive their daily news. both can be obtained from a social networking site. People can follow or get information from all over the world. On a personal level, social media allows us to keep in touch with our friends and relatives, discover new things, develop our interests, and have fun. At business level, social media allows us to chat with our audience, get customer feedback, and promote our product.

Nowadays, Facebook is one of a social networks in virtual world. Much information we get from that social media, such as artist issue, our friends' issue, and wedding news till obituary. The information spread past by using social media. The Facebook users (Facebookers) are able to write anything they want in Facebook and share it. Facebook has become people needs in today's life (Singh, 2018) stated that social media are the part of human life, When we open our *Home* and we are able to find out the most recently published by other users. Furthermore, Facebook not only belongs to an individual but it can belong to the news, such as *VIVA.com*, *Vemale.com*, *Merdeka.com* as the official information media. Thus, the information is spread easily. When there are updates information on Facebook, there may be many responds (comment), weather it is just information about her/him or others. Another example is when the facebokers / official information media updates obituary; there may many respond about that. Different country, different culture may have different strategy in responding obituary.

Death is a sensitive matter for most people. So, we have to keep our words when we get sad news or want to give words to families who have experienced loss. Condolences are used to be said when a relative is experiencing a disaster. His remarks were varied, but still conveyed a sense of sorrow and empathy as a result of the disaster (Pishghadam & Morady Moghaddam, 2013; Wibowo & Rukmini, 2019). Grieving should have a good and sincere meaning. So that people who are grieving can feel the sincerity given, even if only through words. From the previous study show that various condolences from various regions also differ (Zhou & Jurgens, 2020). The expressions spoken from ethnic groups, religions, and languages may be different, but their meaning still strengthens and reduces the sadness of the person. Nothing is eternal in this world, and humans are no exception. Death will surely happen to anyone, regardless of place and time. Therefore, as humans, we can only prepare for everything that might happen.

Death always leaves deep sorrow for everyone. Especially when the family or the closest people have met their end, of course this is a heartbreaking event. As humans who are still have the opportunity to live, they should always pray for people who have died to be given the best place in the side of Almighty God. Prayers and expressions of condolences are also needed for the families left behind. This needs to be done as a form of empathy and a form of concern for fellow humans.

Previous study was conducted by (Williams, 2006) who investigated xpression condolences as linguistic politeness to respond to a death in family. The result showed three strategies for expressing condolence such as acknowledgement of sympathy, question of concern, and inquiry for information. Another research done by (Nurlianingsih & Ayu Imperiani, 2020) shows that the responses from the Facebook users asking the absolution from God. The research about obituary also can be a material teach in the character building (A Sabardila, A Sunanda, Y Sulistyono, D R Pratiwi, 2020). The condolences are the response of obituary news done by another person to respond to the one who has lost someone in his life. The learner also has the condolence strategy. (Han, 2019) many of them has unique strategy to respond obituary news.

The study of condolence has been studied such as (Abdul-Majid, 2019) and (Kentish-Barnes et al., 2016) research shows that there are many strategies uses by the person to show condolences to other who have lost someone in their life. The study from (Pishghadam & Morady Moghaddam, 2013) showed that many responses such as expressing sorrow, sharing feeling etc to show the condolence to other and (Wibowo & Rukmini, 2019) sympathy appeal as strategy in law case. Condolence is emotional responses from someone who have heard that (Kentish-Barnes et al., 2017; Weaver et al., 2019; Fahey et al., 2018) showed more various responses from other people for someone family who died in hospital. Condolence can be studied further in this article about obituary news on facebook.

Fishman (Agustina, 2004) says that sociolinguistic is the study of language characteristics and the function of language within a speech community. We can study how language is used by the face-bookers. By studying this case, we are going to know variation of the language, what the functions and the purposes of the language they use do, and the characteristic of the language user. Sociolinguistics is not a field that discuss a structure of a language, but it talks about how a language is used when we talk with different people, different situation, different topic, etc. so it plays its function well.

The previous study was conducted by (Al-shboul, 2013) the study focused on the strategy used by Jordanian in responding obituary status updated on Facebook. They involved one obituary status updated on Facebook and 678 comments to be analyzed as Jordanian strategies in responding to bituary status updated on Facebook. The obituary updated was Mahmud Abu Saymeh's obituary, a very popular comedian in Jordan. He was chosen because he was famous Jordanian actor. Al-Shboul and Marod's study focused on this person' obituary to see the comments given as the condolences strategy in responding obituary. As the result, there were seven strategies: praying for God's mercy and forgiveness for the deceased, reciting Quranic verses, enumerating the virtues of the deceased, expressing shock and grief, offering condolences, realizing death is a natural part of life; and using proverbs and sayings. All strategies used showed the respondent's religious orientation. Study from (Hei, 2018) about condolence in Malaysian SMS showed that many people expressed more sympathy and wishes, they expressed apologies and God-Related statements.

This study was supported by (Murad, 2013) who investigated the condolence strategy used in responding to a college condolence announcement which was addressed to a Hebrew native-speaker colleague who lost his daughter by e-mail. It showed that the most frequent strategy used was 'religion expressions'. Both these studies showed that "religion expression" affected by religion for both places. Based on the result of Al-Shboul and Marod's study, the researcher would like to conduct study which focuses on the strategy used by Facebook user to respond obituary on Facebook. Al-Shboul and Marod were taking one obituary updated on Facebook and found seven strategies in this research. Their research focused on deceased contemporary Jordanian actor in 2011, but in this research the researcher would like to explore more the strategy used by Indonesian Facebookers and apart not just from the actor in responding obituary updated in Facebook by taking more sample obituary updated, the

strategies used by Facebook user to respond obituary updated in Facebook and the different strategy used by Facebooker to respond obituary updated by different people.

METHODS

This study is descriptive research. descriptive research rely primarily on verbal data, such as interviews, historical records, or ethnographic data (Gall et al., 2014). The researcher collected the Facebook user responses in form of the verbal data. The researcher is trying to find the strategy used by people in Indonesian context while responding the obituary updated in Facebook. Facebook is the social media that is allowed the people to openly accessed the comments from the status updated person as long that person make it public. The researcher is trying to see the responds from Facebook user as the strategy in responding the news. The update status Facebook here come from some people who update dead news from different people such as Lecturer's wife, Artist and Abortion girl these sample are chosen from the different sides of life of a person its hope that more various responses from the different sides of life acquired.

The researcher founds some obituary updated on facebook. The researcher founds the strategy used by Facebook user in responding the obituary and then analyze it. Data for the work was collected from the comments posted to some obituary updated on Facebook. It focused on the 3 obituaries updated on Facebook and saw the different strategies used by the Facebook user in responding to different kind of people.

The procedure of data analysis applied in this study follows the one proposed by Miles et al. (2014) consisting of data condensation, data display, and conclusion drawing. s

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents, and other empirical materials (Miles et al., 2014). In this phase, the obtained data were sorted out and classified based

on the research problems. The data that collected were being simplified based on the research problem.

Data display refers to the activity of assembling organized information into an immediately accessible compact form so that the analyst can see what was happening and either draw justified conclusions or move on to the next step of analysis. In this phase, all sorted data which were related to the research problems were put on the same table to help the researcher find and/or examine the similarities and differences and also the regularity of the pattern shared among the data from the first observation till the end.

Conclusion drawing was the last step of data analysis. The above steps, starting from data collection to displaying data, were applied each time the researcher obtained data from the first meeting till he could find a pattern used by the lecturers in their conducting English learning-teaching process which was integrated with the Islamic values. Based on these activities, the researcher made a temporal conclusion which were needed to come to a more focused attention in the next data collection.

RESULTS AND DISCUSSION

There are many condolences strategies used by Indonesian people when they know that there is someone passed away. The condolences strategy used depends on who the person itself. There are many other strategies uses by different users to responds the obituary news.

Strategies in responding obituary updated on Facebook

Generally, there are some condolences strategy used. They are Reciting Quranic verses, Expressing shock, Expressing condolences, Remembering all his kindness, Saying "poor him/her", Saying that it must be as lesson for others, Saying *na'udzubillah,* Traducing, Saying Alhmdulilah.

It shows many strategies in responding obituary updated. We cannot forbid someone to give positive comment in responding obituary such as praying for his/her sin, because Facebookers are

able to post and respond anything they want. Normally, for responding obituary we usually respond in good way, but again it will depend on the person itself.

Condolences are addressed to someone who is affected by a disaster, whether it is a disaster or being abandoned forever by someone closest to you. With words of condolences from other people, it can help calm and reduce the sadness you feel.

This is also a form of empathy for families who are left behind or affected by disaster. When someone closest to you is left behind, of course someone or family needs someone else to calm down. On the other hand, empathy can be manifested through actions or words. That way, someone who has just been hit by a disaster will be stronger and more calm in dealing with it. However, in giving these condolences, it is necessary to be careful not to offend and add to the burden of problems for people who have just been affected by the disaster.

Different condolences strategy used for different people

Based on the result, it shows that not all obituary updated have good response Many good response are addressed for Lecture's wife and the artist. No negative response is addressed for both. The other way around, many respond is in bad ways such as by saying *alhamdulilah* as expression thankful for her death. It is addressed to the girl who did abortion.

The condolences strategy used by the Facebookers depends on who the pass away. If the person is viewed as a good person, the comments given are good while the bad person is given the bad comment or praying. Al-Shboul and Marod have conducted study about condolences strategy used by young facebook users in Jordanian. We cannot see the condolences strategy used if the person who are passing away is not an artist or maybe as a criminal person. They also used one person and saw the comments from that person. It seems that *a Jordanian actor* here is a good people, many people like him. We can see this because the comment given by the people for him is good

comments, no bad comment appears. In society, we can see that we are talking to different people by different way and different setting or situation. It also happens when we are giving comment to different people because of different situation. The Al-Shboul and Marod's study prefers to find out the good responds as the expression while hearing someone's dead. Al-Shboul and Marod's study also supported by (Farnia, 2008) who found condolence strategy for an obituary, such as Expressions of condolences, Expressions of regret and grief, Praying for God's mercy and forgiveness, Expressions of positive feelings and compliments about the deceased and Using poems, sayings, proverbs.

ANALYSIS

Based on the result of this survey research study, the researcher finds some strategies used by Indonesian people while hearing someone's dead on social media on Facebook. The data was analyzed by the provided example as follows.

Table 1. Facebook users respond on obituary news

1. *Reciting Quranic verses and Hadits*
  a. *Sesungguhnya Kami telah menciptakan manusia dalam bentuk yang sebaik-baiknya .5. kemudian Kami kembalikan Dia ke tempat yang serendah-rendahnya (neraka),6. kecuali orang-orang yang beriman dan mengerjakan amal saleh; Maka bagi mereka pahala yang tiada putus-putusnya. (Attin 4-6)*
  b. *Tidaklah seorang Muslim meninggal pada hari Jumat atau malam Jumat, kecuali Allah melindunginya dari fitnah (azab) kubur. (HR Tirmizi dan Ahmad)."*
  c. *Barang siapa yg meninggal karena sakit, maka allah telah mengurangi dosa" nya selama sakit itu*
    d. *inalilahi waina ilahi rojiun'*
2. *Praying for God's mercy and forgiveness*
  a. *semoga khusnul khotimah.aamiin...*
  b. *semoga amal ibadah ibu <u>Fitriana Suhartati</u> diterima Allah SWT.*
	1. Reciting Quranic verses and Hadith
	  a. Indeed, We have created humans in the best possible form. 5. then We returned Him to the lowest place (hell), 6. except those who believe and do righteous deeds; So for them the reward is endless. (Attin 4-6)
	  b. It is not that a Muslim dies on a Friday or Friday night, unless Allah protects him from the slander (punishment) of the grave. (HR Tirmizi and Ahmad). "
	  c. Whoever dies due to illness, Allah has reduced his sins "during that illness
	  d. Inalilahi Waina Divine Rojiun '
	2. Praying for God's mercy and forgiveness

c. semoga amal ibdah dterima, dan apa yg telah di ajarkn menjadi amal jariyah
d. moga dapat tempat sebaik2nya disisi yang Maha esa

3. Hoping the presence again
a. aku msh berharap bs liat dia ditv lg,ngelawak lagi
4. Expressing shock
a. Astagfirlloh... ya allah...Semoga di ampun
b. shock saya mendengarnya
5. Remembering all his kindness
a. Kau akan di kenang sebagai orang yang dermawan
b. Ia.telah banyak membahagiakan banyak orang
c. sllu menolong fakirmiskin
6. Expressing condolences
a. ikut berduka cita yg sedlm2nya..
b. Ikut belasungkawa
7. Saying "poor him/her"
a. Masa Allah kasian banget.
8. Saying that it must be as "lesson" for others
a. Jadikan ini pelajaran buat kita semua, melakukan perbuatan apapun harus tahu konsekuensinya
9. Saying na'udzubillah
a. Naudzubillah
b. Mau berbuat tidak mau bertanggung jawab... Naudzubilahimzalik....
10. Traduce
a. Yah jadi kuntilanak dah
b. Rasain emang enak loe
c. Hahahahahahahaha tu hukuman dari Tuhan

a. hopefully khusnul khotimah. aamiin ...
b. I hope that the acts of worship of Mrs. Fitriana Suhartati will be accepted by Allah SWT.
c. I hope the charity of ibdah is accepted, and what has been taught will become amal Jariyah
d. I hope I can get the best place with the one and only
3. Hoping the presence again
a. I still hope I can see him on screen again, joking again
4. Expressing shock
a. Astagfirlloh ... O Allah ... Hope you are forgiven
b. I was shocked to hear that
5. Remembering all his kindness
a. You will be remembered as a generous person
b. He has made a lot of people happy
c. sllu help the poor
6. Expressing condolences
a. sorry for the deepest ...
b. My condolences
7. Saying "poor him / her"
a. God's time really pity.
8. Saying that it must be as "lesson" for others
a. Make this a lesson for all of us, doing any action must know the consequences
9. Saying na'udzubillah
a. God forbid
b. Want to do not want to be responsible ... Naudzubilahimzalik …
10. Traduce
a. Well so kuntilanak bye
b. Rasain is really delicious
c. Hahahahahahaa that a punishment from God

The obituary of lecturer's wife in this case has positive response. It seems that she is a good person. No negative response is addressed for her. As an artist, who passed away after having a long sickness has positive comments in good response and many prayers for indicates that he is a good person. Many people like him. An abortion girl, passed away while doing abortion invited many negative responses. For example, *Sumpah* and saying *alhamdulilah* by the commentator. It indicates that the person is seeing as "not good" will have negative responses. Not all comments show negative expression, but many of them. Some comments given also in positive responses such as praying for her sins because actually it is God's progressive to forgive all the person fault. Empathy and compassion are the thing showed by the respondent to the people who share the obituary news. Empathy and compassion are combination of cognitive, affective and behavioral emotions showed by the people to respond condolence. These emotions are complex and need more study and research in the future.

The finding shows many more strategies used by Facebookers in responding obituary uploaded on Facebook compared with Yasser's finding (Al-shboul, 2013). It is because of more obituary update which is taken as sample here. This shows us that different people who passed away will have different response. Not all comment given as condolences strategy is good. Someone, who passed away who is the respected person will has positive expression by the commentator here.

CONCLUSION

The finding of this study showed that condolence strategy used always depend on the person who dies itself. The person who is seen as the good person will have good responds, while someone who is seen as bad person, in this case the girl who did abortion, has positive and negative response. The good response here supported Yaser's study which found the religion expression as one of the strategies used by Facebooker when he/she is responding obituary. However, this presents study found many more strategies used by

Facebooker in responding obituary uploaded on Facebook. This present study found negative response as the strategy in responding obituary on Facebook. From the findings, it is clear that condolence strategy used by Facebook user in responding to obituary uploaded is not always good but it can be negative. It could be affected by the person itself, the culture and of course the religion. The condolences strategy used by the Facebookers depends on who the pass away. If the person is viewed as a good person, the comments given are good while the bad person is given the bad comment or praying. There is combination of cognitive, affective and behavioral emotions showed by the people to respond condolence. These emotions are complex and need more study and research in the future.

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