

Why Did People Argue on Twitter? Scrutinizing Argumentation Strategies Used in The Tweets of #InternationalWomensDay

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ABSTRACT

The phenomenon reflected in the tweets used in #InternationalWomensDay as the campaign has provided many people to argue freely on social media platform. Giving an argumentation will conceal the hidden problems spread in the society. Several public problems will be left without any attention. Therefore, this study aims to scrutinize argumentation strategies used by Twitter users in tweets using the #InternationalWomensDay using the Critical Discourse Analysis approach. This present research employs argumentation strategies theory proposed by Teun A. Van Dijk (2000) as well. The data were collected from the tweets using #InternationalWomensDay. In addition, the descriptions of the data were displayed qualitatively. Overall, the results reveal that from the data analysis, the number game strategies became the most frequently used strategy in tweets using the #InternationalWomensDay and the fewest strategy used in this hashtag was pseudo-ignorance. In summary, every tweet made on Twitter using a particular hashtag tends to have a certain purpose.

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INTRODUCTION

Everyone both has his/her own perspective and is responsible for his/hers arguments. Someone with particular perspective will definitely proposed ideas or arguments corresponding to his/her interests or concerns. In addition, perspective and argument both affected the behavior, for instance, people with nationalist view or perspective, they will argue and act as nationalist. In other hand, people with feminist perspective, they will act as feminist. According to Pond and Lewis (2019), argumentation and perspective has the significant role to explore and explain some one behavior, especially to shape the social action. Many people argue for several reasons. The following paragraphs delineate the meaning of argumentation, argumentation on Twitter, and the social action.

Argumentation is expressed as an idea/thought, a concern, or a suggestion which is delivered by person proposed to intended particular person/company against significant issues. Other than that, Al-Rawi et al. (2021) stated that social media becomes a particular



“lens” to scrutinize gender and cultural. The ideas, concern, or suggestions are delivered in distinct ways, either online or offline. The people’s preference may differ between one and others. Some people may prefer to argue in online platform to minimize the shame. However, other may tends to propose an argumentation directly or offline for those who have more bravery. In addition, an online argumentation popped up for several reasons. Those reasons are no response from someone who is addressed, a different bravery, and the power of social media to make particular issue revealed in the surface. Furthermore, social media eases socializing and online sharing become visible to a huge wider audience (Al-Rawi et al., 2021).

The online argumentation can be delivered through social media or online media, such as Twitter. According to Aeschbach and Lueddeckens (2019), Twitter also defined as a user-generated content posted in the form of tweets (micropost) with 140 characters in maximum. It can be accessed, re-tweeted, and replied as well. Pond and Lewis (2019) also stated that the existence of internet technologies such as Twitter costs lower than a direct argumentation. Originally, Twitter functioned as a tool sharing a daily life insight. As time flies and technology improved, Twitter functioned as the space to debates around particular cases from entertainment, politics, economics, news, and inequality (Bruns and Burgess, 2011).

In addition, an online argumentation on Twitter eases the users to use the hashtag with sign #. It functions a lot, includes covering the similar tweets discussing particular issue and grouping someone’s preferences and making the limitation of topic. As the hashtag-centric, it causes the trending topic algorithm takes particular attention. Hashtag also operates several ways, such as digital, social, and textual (Pond and Lewis, 2019). According to Goswami (2018), hashtag activism has stolen much attention and contributions from internet users to voice issues such as raising funds, campaigning in politics, seeking justice for victims, and destroying human rights. Besides, Twitter users’ emotions and portrays of struggles are represented through the hashtag used in the tweets (Scott, 2022). Argumentation on Twitter defined as the representative symbols or particular action frames, such as #InternationalWomensDay (Pond and Lewis, 2019).

Social action portrayed in #InternationalWomensDay is the activity to carry on three demands, such as feminism awareness, women achievements, and inequality. Minority population and women encountered and suffered from the discrimination within social media (Konnolly, 2015). Therefore, the use of argumentation on Twitter with particular hashtag leads to big and impactful action, particularly to conceal a hidden issue. Al-Rawi et al. (2021) also stated that contributing to the spread of fear, disinformation, conspiracy theories, and stigma is the role of social media including Twitter. Overall, creating the hashtag on social media is not a small action, but also the big step to make people awareness against particular topic. Moreover, Twitter benefits several field, for instance, political aspect. According to Pond and Lewis (2019), Twitter eases the political groups to act or organize their groups including voting, protest, campaigns, and case advocacy.

Several studies have been conducted discussing argumentation strategies proposed by Van Dijk (Aini, 2019; Indah and Khoirunnisa, 2018; Irham and Wahyudi, 2012; Kusumaningrum, 2014; Syadlili, 2021). They have the similar research object, argumentation. However, the data source is different, for instance, speech text (Irham and Wahyudi, 2012; Aini, 2019), debates (Indah and Khoirunnisa, 2018), and tweets (Syadlili, 2021). Moreover, the similar theory proposed by Van Dijk was applied, namely argumentation strategies. They found that argumentation strategies used in the text were positive self-representation, negative other-representation, counterfactuals, comparison, authority, etc. In summary, a deeper discussion on argumentation strategies used in the tweets with particular hashtag has not much done. Therefore, to create the novelty, this

research tries to portray argumentation strategies used in the global hashtag, namely #InternationalWomensDay.

THEORY AND METHOD

This research applied two theories, namely critical discourse analysis and argumentation strategies. The first is critical discourse analysis. Dijk (1993) stated that critical discourse researchers discuss the structure, strategy, and properties of texts, speeches, vabuerbal interaction, or communication events. Consequently, those researchers' focuses are the global and discursive strategies in enlarging inequality. In addition, modern linguistics analyzes the language in smaller bits. These are the sounds including phonetics and phonology, words including morphology, meaning including semantics, and word order in the sentence, including syntax (Irham and Wahyudi, 2012). In addition, there is a strong relationship between texts, speeches, social cognition, power, society, and culture. In the power case, those marginalized groups are immigrants, refugees, those minorities who experienced prejudices, discrimination, racism, men's dominance against women, sexual violence, and sexual harassment (Dijk, 1993). In addition, several domains will be marginalized. Those are gender, race, class, status, religion, identity, language, political views, and worldview (Abuzahra and Salahat, 2018:198). Ehrlich and Romaniuk (2014:261) and Rahardjo (2018:3) also stated that CDA is used to understand ideologies and power struggles.

Besides, Dijk (1993) stated that other power occurs in the society known as social power. Those powers are wealth, coercion, income, position, status, group membership, education, and knowledge. In addition, power will strongly relate to control, such as controlling other actions and cognition. Therefore, a strong group will limit other acts even if they could influence other thoughts. Furthermore, dominance is created continuously, and it occurs naturally in the forms of texts and speeches (Dijk, 1993). Dominion also appears in the censored voices, unheard sounds, and marginalized perspectives. According to the critical discourse analysis paradigm, language is not a neutral medium. Accordingly, critical discourse analysis is salient to be improved to dig or identify an ideology, its importance, and power practice through language and discourse activity (Mandarani et al., 2021:241). In addition, the dimensions proposed by Van Dijk are macro, which is related to the thematic structure. Then, super related to the text structure. Next, micro related to lexical choice, language structure, and semantic features.

Then, next strategy is argumentation strategies. Dijk (2000:62) proposed several argumentation strategies that are described in the following paragraphs.

a. Authority

It means mentioning that one has the authority to look for support and attention from a company that has a high social class. Besides, authorities also can be proposed and portrayed in organizations or people engaged in party politics. In addition, moral leaders and international organizations also have the authority to strengthen the argument posted by a writer.

b. Comparison

Usually, it happens for those minorities. In addition, comparison also compares those from in-groups and out-groups. Therefore, the bad values will be faced by the minorities even if one group will derogate another group. In summary, the comparison will portray some differences.

c. Counterfactuals

It means conceiving if something does not happen. Thus, the strategy is used for political debates. In addition, this strategy can omit empathy when someone is in another position. The formulation of this strategy is “what would happen if ...”. The use of “if-clause” in the sentence delineated that the sentence is counterfactual and it tried to make a statement that if-clause means a better or worse situation might happen.

d. Example/illustration

It means giving a particular example, such as a short story. This strategy also prefers to make a specific understanding. The example provided in the text is not only about the truth being easy to be depicted or imagined. Meanwhile, giving a real example will make the conversations alive. This strategy also provides other negative presentations and eases the cognitive, semantic, argumentative, and political functions.

e. Explanation

It means describing more negative actions from our groups. Thus, in the in-group, the negative actions are done by us. However, in the out-group, negative actions happen because of the nature of our traits.

f. Fallacies

It means that the sources are quoted and referred to as the one who has the high power who proposed those ideas, and it does not automatically become true. Besides, there is a relation between a premise in which the conclusion may cause fallacy. Sometimes, the fallacy is shaped in an extreme form or as hyperbole.

g. Generalization

It means generalizing a concrete event. In addition, the cognitive relation is portrayed between a concrete event and a public opinion, such as an ideology. The generalization form is shaped through quantifiers, for instance, the use of several words, such as most and all (time), always (expressions), constantly (frequency), and everywhere (expression of place). Generalization also shows a negative side, especially in the news texts. In addition, when negative news is generalized, it will become a common belief. Then, it will become a stereotype and prejudice if it provokes excessively.

h. Illegality

It means looking for a negative other presentation. Illegality also can be seen through the criminal aspects. Besides, this strategy becomes the way to create minority characteristics.

i. Legality

It means that this strategy has a purpose supporting the contrast knot. Legality may happen in tangible cases, such as immigration. Thus, the group will accept the immigration actions.

j. Number game

It means looking at the credibility with the movement to objectivity. In addition, the primary things to be considered, especially to apply objectivity persuasively are numbers and statistics. This strategy also does not only focus on opinion and impression. Meanwhile, it also focuses on the facts. Moreover, the use of numbers is done mostly by many people. In addition, other number game strategies also appeared in the form of percentages and quantities.

k. Openness and honesty

It means avoiding making a negative impression on the recipients by dishonesty or mitigation. This strategy tends to have a positive value. Usually, this strategy is also

satisfying. Moreover, several sentence forms also appeared in tribute. Moreover, several sentence forms also appeared in tribute.

l. Pseudo-ignorance

It means making the question that is not needed to be proven. This strategy is known as the fallacy in which the but-clause is expected to be true. In addition, this strategy is used to derogate other groups. Besides, this strategy can be followed by the rhetorical question and the accusation of irony.

m. Reasonableness

It means making a positive self-presentation. This strategy is also used when someone's argumentations are irrational.

Research Design

This research applied the descriptive qualitative approach using argumentation strategies theory proposed by Teun A. Van Dijk (Rose et al., 2019:2). Then, the critical discourse analysis theories examine the social phenomenon through argumentation. This study applied ethnography as the research design as well. Critical ethnography is strongly related to critical discourse analysis since the research is conducted utilizing CDA. Equally important, this research is qualitative because the writer is one of the human agents who got involved in research on language (Eckert, 2013). However, the method in this present research is text analysis using three dimensions of text by Van Dijk.

The data are taken from 25-28 of March 2022. There are around 57 tweets that are found in the tweets using the #InternationalWomensDay. Furthermore, in obtaining the required data, there are several steps. Those are reading the whole trending tweets made by the Twitter users using the #InternationalWomensDay. Then, selecting the tweets consisting of particular keywords, such as gender, stereotype, support, promote, discrimination, violence, equality, justice, celebrate, bias, female, her, movement, power, empowering, awareness, protect, girls, and women. Then, focus on scrolling on tweets containing feminist issues and the celebration of international women's day. The last is listing the link describing the tweets using argumentation strategies found in the tweets and rewriting them with their account's names. In this research, the data is the written content (tweets) on Twitter utilizing the hashtag #InternationalWomensDay demonstrating qualitative data. Moreover, regarding the two sorts of data, the primary data source in this research are the tweets or writings (words, expressions, clauses, or sentences) utilizing the hashtag in 2022. In addition, the secondary data source is from pictures or other texts.

Instruments

Rahardjo (2010) expressed that the instrument's essential data in qualitative research is the researcher. The analyst will show the entire process. Therefore, the research quality depends on the researcher's quality, especially the experience in doing research. In addition, qualitative research consists of the stages, such as collecting, analyzing, and concluding the result of the study.

Research procedure

In analyzing the required data, these steps were done as the following. Those are preparing and reviewing the data. Next is grouping the data into the table (tabulation). Then, categorizing and describing the data (classification). Next is interpreting the data.

RESULT AND DISCUSSION

Result

The finding section in the present study is discussed argumentation strategies joined with the three dimensions of text (micro-structure, super-structure, and macro-structure). This section will be delineated based on thirteen argumentation strategies by Van Dijk (2000). The following tables are the finding of this study:

Table: 1 Argumentation Strategies found in the tweets

Strategies	Sum of data
Authority	6
Comparison	5
Counterfactuals	4
Example illustration	4
Explanation	5
Fallacies	4
Generalization	6
Illegality	4
Legality	3
Number game	8
Openness and honesty	4
Pseudo-ignorance	1
Reasonableness	3
Total: 57	

The data found on 25th March 2022 are found around 27 data. For 26th March 2022 are found around 22 data. For 27th March 2022 are found around 7 of data. Then, on 28th March 2022 is found around 1 datum. Furthermore, below the analysis of the data:

1. Argumentation strategies

a. Authority

Datum 1

@IFES1987: In August 2021, IFES facilitated a MediaLab on “Promoting #GenderEquality and Civic Activism” in #Kyrgyzstan, which focused on ways to counter gender stereotypes & promote women’s representation in social and political life. #InternationalWomensDay #BreakTheBias @IFESGender

In this tweet, @IFES1987 tried to give an argument about facilitation. It was the media lab which is used to promote gender equality and civic activism. Besides, other purposes of a media lab from IFES were used to omit the gender stereotypes and to show women up either in social or political. These purposes indicated that women in Kyrgyzstan must have a similar position in several fields. Therefore, the media lab is important to shout out gender equality and women’s representation. Besides, this tweet used the authority strategy by mentioning the account @IFESGender. IFES means an independent non-governmental and nonprofit organization (NGO) promoting sustainable democracy and giving people a voice in the way they are governed.

In this tweet, @IFESGender refers to one of @IFES1987’s programs which promotes equal and meaningful participation of all genders in elections and politics. Thus, this account became powerful because of its authority to create equality among all genders. Besides, mentioning this account will give a strong argumentation because the

media lab as the facilitation given by @IFES1987 has a similar purpose to @IFESGender, such as equality of gender participation. Thus, this tweet mentioned the @IFESGender account to convince the readers and make them notice that @IFESGender has a powerful status in society which can show women up.

This tweet also used keywords such as stereotype, promoting, and women. Besides, using this tweet affects the argumentation because those keywords are indicating women and feminism which is in line with the purpose of this present research. However, using other keywords will indicate other topics. In addition, this tweet also used complex sentences to explain the media lab purpose and make the idea of the tweet become obvious. Therefore, @IFES1987 creates a positive perspective to help women have a similar opportunity in social and political fields by mentioning @IFESGender.

Overall, the use of authority strategy is significant, especially to look for fairness and helps to solve any problem. Thus, using the authority strategy can be an alternative way to mention those who have more authority than the tweet maker. In addition, these tweet makers also realized that they are more powerless than those who are powerful.

b. Comparison

Datum 2

@PChibuchiN: To the Women of the World! You are celebrated! To the women going through abuse! Get your freedom today, you deserve a better life. To the Women that are late, we honour your memories they. Are beautiful. Mothers Day #InternationalWomensDay #women #HappyMothersDay

In this tweet, @PChibuchiN tried to show that women in the world are celebrated, and women get freedom and an even better life. The tweet portrayed that their memories are beautiful. @PChibuchiN also used the phrase, such as "better life" which delineated that women had different conditions in their life before the celebration came. The comparison strategy appeared obviously through the comparative phrase. Using a comparison strategy, such as the phrase "better life" showed that comparing women's conditions affects the readers' sympathy. In addition, readers also tried to imagine how worse their situation was before the celebration day (international women's day). Besides, omitting this strategy will make the tweet like an ordinary tweet. Omitting "better" also indicated that there is no comparison between before and after the existence of international women's day.

This tweet also used keywords, such as "women and celebrate". Using those words affects the argumentation because those keywords are indicating women and feminism. However, using other keywords also discusses other topics. Moreover, this tweet used simple sentences, and some of these sentences ended with the exclamatory sign indicating the imperative sentences. An exclamatory sign functions as an imperative sentence that affects the readers to act directly. Therefore, @PChibuchiN creates a positive perspective to portray women's life after celebrating international women's day through a comparison strategy.

Overall, the use of the comparison strategy is salient to prove any similarities or differences that happened in the society critically. Besides, the comparison strategy usually provides that the "us" position is the one that looks for sympathy. In other words, the "us" position will show that what they faced will be bigger than what other groups encountered.

c. Counterfactuals

Datum 3

@JenniferGarrett: Believe them – if you dismiss a woman who says that she is experiencing bias in the workplace, you’ve missed an opportunity for change.

<https://buff.ly/3imNcCi>

@womensday #breakthebias #IWD2022 #InternationalWomensDay

In this tweet, @JenniferGarrett stated that women’s experiences must be kept. If it is not, women will lose the opportunity. The tweet context also showed how the tweet maker tried to lead the readers to believe in women experiencing bias in the workplace. Furthermore, women experienced bias in several public places, including the workplace. This account tried to build readers’ beliefs and begin to keep women’s rights. The tweet maker also answers that the readers who ignored or missed the chance to know the women experiencing bias will miss the opportunity to change, especially in the workplace. Therefore, the bias is still alive wherever and whenever even in public places.

This tweet used the counterfactuals strategy because it provided the use of if-clause. Besides, this tweet applied the if-clause in an obvious form which affects the readers’ curiosity because the sub-clause will be the answer to the if-clause. In addition, the tweet used the keywords women and bias. These keywords lead to the feminism topics. Choosing other keywords may represent other topics that are irrelevant to this present research. In addition, this tweet used compound sentences indicating the use of if-clause and the sub-clause. Using if-clause sentences will give the effect of if-clause. Therefore, the compound sentence becomes suitable to form an if-clause sentence. Using the counterfactuals strategy creates a positive perspective for the tweet maker, and it is because the tweet maker tried to support the “Us” position/women.

Overall, using a counterfactual strategy is salient to make the if-clause strategy. In addition, the if-clause means that a better or worse situation might happen. Besides, the use of counterfactuals is also significant to make the readers beware of the circumstance that will occur.

d. Example illustration

Datum 1

@ILXGroup: As part of our #InternationalWomensDay celebrations last week we interviewed two inspiring women from Colt Technology Services, leading the way with the Network 25. Read the interview, here: <https://buff.ly/3thFMXg>
#thoughtleadership #IWD2022

In this tweet, @ILXGroup showed that the context of this tweet is about the two inspiring women having the interview. This account described clearly how the account celebrated international women’s day last week. The ILX group also showed two inspiring women from colt Technology services who are passionate about leading the way for network 25. This account also provided a detailed link about how the interview runs. This tweet used an example illustration strategy because the argumentation was formed and structured with adequate information about the situation. In addition, example illustration sentences are formed through short stories and simple sentences. Thus, those tweets are a simple illustration of how the tweets are created and familiarized.

In addition, the @ILXGroup used some keywords such as women and celebrations. These tweets are chosen because they indicated feminist topics. However, using other keywords may lead to other different topics. This tweet used simple sentences. The simple sentences used in this tweet affect the readers’ illustration. The more simple the sentence, the easier the readers understand the context. Therefore, a simple sentence is significant to create the example illustration sentence. This tweet also created a positive perspective because it captured how women are interviewed as inspiring women.

Overall, the example illustration strategy is salient to create more understanding for those readers or Twitter users. In addition, this strategy occurred in several forms, such as a short story, an explanation, or a portrayal of a particular situation. Thus, by reading the tweet using this strategy, we are brought to feel what the writer felt indirectly.

e. Explanation

Datum 1

@HockeyCanada: "Having the support of women around you is really vital in having a career like I do." From Thunder Bay to TSN, @juliatocheri is showing what women can accomplish in the broadcasting world.

#InternationalWomensDay | @OHFHockey| @HNOHockey| @TSN_Sports

In this tweet, @HockeyCanada described that the context of this tweet is about the supportive circle. This tweet explained that having a supportive environment and women around us is significant because good surroundings will affect our profession. In addition, this tweet also stated that women have the ability in the broadcasting field. This tweet used an explanation strategy because the writer tried to explain the phenomenon. This strategy affects the readers' thoughts because the writers shared their experiences to become a lesson for the readers. From the tweet, the readers may learn about several experiences which are significant to them.

This tweet also used some keywords such as support and women. These keywords indicated the feminism topics. However, using other keywords may lead to another discussion. Besides, this tweet used a simple sentence. The simple sentence is suitable to form the explanation strategy because the complex sentence will create confusion, especially when describing the phenomenon. In addition, @HockeyCanada gave a positive perspective to convince the readers about the inspiring women. Therefore, this perspective also showed how women can become role models, especially supportive women.

Overall, using an explanation strategy is salient in giving an argumentation. This strategy is used to propose a reason regarding the problem or an explanation of the situation. This strategy is different from the example illustration strategy of how the tweet makers created the sentences.

f. Fallacies

Datum 2

@itsallyouboo: "We do not need magic to change the world, we carry all the power we need inside ourselves already" – J.K. Rowling. Click here for 48 inspirational quotes for women. #WomensDay #WomensDay2021 #IWD2021 #InternationalWomensDay

In this tweet, @itsallyouboo tried to argue how someone can change the world. The context of this tweet portrayed that changing the world needs no magical power. However, someone can change the world through our power inside ourselves. This account tried to capture the use of hyperbole sentences. Besides, using hyperbole sentences affects the readers seriously. The writer tried to convince us that our power is more powerful than magical power. Thus, believing in ourselves became one of several ways to change the world for the better one. In addition, this tweet used a fallacies strategy because the writer used hyperbole sentences as one of the fallacies characteristics. Using this strategy is salient to convince the readers to make them assured about the way to change the world through their totality.

This tweet also used some keywords such as power and women. These words are indicating the women's issue. Mentioning other keywords may lead to other topics unrelated to international women's day. In addition, this tweet also used compound

sentences to ease the reader's understanding of the tweets. The compound sentence made the sentence like the argumentation chain. Therefore, the sentence is interconnected with one another. Finally, @itsallyouboo created the negative perspective about changing the world through magical power. However, the writer supported the women to change the world through their power.

Overall, using the fallacies strategy is salient in giving an argumentation. It is used to strengthen the writer's argumentation, especially to convince the readers. In addition, the use of quotations in proposing an argument will affect the reader's conviction that the tweets are true. In addition, the use of the fallacies strategy may lead to being false or true because the readers have their own beliefs about particular topics.

g. Generalization

Datum 6

@h_markarian: This #InternationalWomensDay, Citizens Bank leaders have joined the movement to #BreakTheBias. They're leading by example, because we all believe in creating a more equitable, inclusive and diverse world — one where everyone is seen, heard and respected. #WomensHistoryMonth

In this tweet, @h_markarian stated that the context of this tweet is about the involvement of the citizen bank to break the bias. Those citizens tried to position themselves as the role model of the leader. This tweet also described that many people in this world should have equal treatment. This tweet used a generalization strategy by mentioning the word "all". Mentioning "all" meant that this tweet used wholeness words such as "every, these, everything, everyone, whole, and so on". In addition, using a generalization strategy affects the readers' behavior because it means one idea should be believed by others or generalized into common sense. Besides, by omitting the wholeness words, the tweet became an ordinary tweet, and it did not affect the daily readers' behaviors.

This tweet also used keywords, such as bias and movement to indicate feminist issues. However, mentioning other keywords may lead to another discussion. In addition, this tweet used compound sentences to strengthen the sub-clause proposing the wholeness word. Therefore, the citizen bank became the leaders of the movement because they trusted that they can support equality in which everyone is seen, heard, respected, and there are no more exceptions, especially in the gender context. In addition, @h_markarian created a positive perspective about the leaders of the citizen bank who have joined the movement to break the bias.

Overall, using a generalization strategy is salient for those tweet makers to convince the readers' beliefs. Using a generalization strategy indicated that the writer applied the wholeness strategy, such as using the words (all, these, many, every, everything, and everyone). Besides, generalization is salient to seek credibility. Therefore, the wholeness strategy indicated that many people also believe and do what the tweet makers wrote.

h. Illegality

Datum 2

@GlassboxDigital: #InternationalWomensDay was March 8, and in celebration we have been highlighting some of the women at Glassbox all month long. Today, we're highlighting Elin Mathers, Insight Consultant. Here is some advice that she has for young women today.

In this tweet, @GlassboxDigital stated that the context of this tweet is about the insight consultant is highlighted for women, and it does not show men's consultants. In addition, through this context, it can be concluded that a women's consultant is more valuable than a men's consultant. Besides, this tweet used an illegal strategy because this tweet tried to portray a negative representation of others. In this tweet, men got negative representation because they are considered incapable people to be consultants while celebrating international women's day. The glass box digital company also preferred to highlight Elin Mathers as the insight consultant who proposed some advice for today's young women.

In addition, this tweet also used some keywords such as celebrate and women to indicate the discussion about feminism. Therefore, mentioning other keywords may also lead to another different discussion. Moreover, this tweet used simple sentences rather than compound sentences to ease the readers in getting the point of the tweet. The simple sentences are combined and it creates many sentences like the sentence chain. Thus, using simple sentences also leads the readers to understand the sentences consecutively. Finally, @GlassboxDigital created a positive perspective of how women became the insight consultant and how Elin Mathers gave some advice for today's young women.

Overall, using an illegality strategy is used to look for the negative other presentation. Illegality also portrays how the writer created a negative image of others. Some tweets may depict illegality by comparing "us" and "them". In addition, illegality strategy also occurred in the criminal aspects, such as discrimination, etc.

i. Legality

Datum 3

@T_A_Omoroga: An Amazing Day to appreciate MOMs! Not just showcase her on online, Have a Short Prayer, Message them and if you Can HUG THEM, Please do! HAPPY MOTHER'S DAY! I have got an Amazing Woman and Goddess!
#InternationalWomensDay #MothersDay2022 #MothersDay

In this tweet, @T_A_Omoroga stated that the context of the tweet is to allow and ask the readers to hug their moms. This tweet also described how women are appreciated on international women's day. The writer stated that the appreciation of international women's day is not about online appreciation. However, it can be in the form of a short prayer for them and a message. The writer also added that someone should hug their moms as the greatest woman in this world. This tweet used a legality strategy because the use of some sentences allows the legalization. Therefore, it affected the reader's thoughts and it may lead the readers to do what the writer said through the tweet. Besides, it is important to describe that mother's day is the celebration celebrated as a global day. In addition, giving them appreciation (short prayer or hug) means a lot for them.

In addition, it also affected the reader's emotion because a discussion about mothers must be the relevant topic which may alarm us to appreciate our mothers and take care of them wherever and whenever. The #InternationalWomensDay hashtag emerged with #HappyMothersDay hashtag. It happens because in mother's day celebration, mothers are eligible to show that fighting for discrimination is important. Besides, describing why dad worked and mom did not is a discrimination form that should be clearly delineated.

This tweet also used keywords such as "women and appreciate" that indicate the feminism issue. Mentioning other keywords may lead to another different discussion. In addition, this tweet used a compound sentence. The compound sentence appeared using conjunction words such as "and". Besides, the compound sentence also functioned to show several sentences distinguished by a comma that indicates many points. @T_A_Omoroga

has a positive perspective about how a mother should be treated as well as possible. @T_A_Omoroga also provided several actions to show and celebrate international women's day.

Overall, using a legality strategy is significant to making a legalization act. Besides, the legality strategy indicated the allowance to do and act regarding the tweet content. In addition, by using the legality strategy, the writers lead the readers and allow them to do what they have written on the tweet.

**j. Number game
Datum 2**

@phil_together: Did you know that 70% of #GivingCircles are led by women? Check out the Global Giving Circle Directory to find hundreds of giving circles (primarily women-led!) who support women & girls in their local communities <https://bit.ly/3t7iDFJ> #InternationalWomensDay

In this tweet, @phil_together stated that the context of the tweet is about the percentage in showing the women have created lots of things under their leadership. This context also showed that women can lead the circles even if they reach 70%. This tweet described how women can be great leaders, especially in the global giving circle directory. This tweet used a number game strategy because it used the percentage to argue. In addition, using the percentage strategy as the data affected the readers' beliefs. They responded emotionally to how many women have become leaders in great circles. By omitting the percentage strategy, it decreased the reader's conviction. Therefore, using this strategy strengthens the argumentation and makes the data more credible.


In addition, this tweet used some keywords such as women, support, and girls to indicate feminism issues. Conversely, using different keywords may lead to another different discussion. Besides, this tweet used a simple sentence. The simple sentence functioned to ease the readers and make them understand clearly about the case. Therefore, using simple sentences is significant to support the number game strategy. In addition, @phil_together has a positive perspective on women's leadership. @phil_together even added the number game strategy to convince the readers that women have leadership capability.

Overall, using the number game strategy is significant to look for credibility. In addition, the number game strategy is also used to convince the readers about the tweets. Thus, providing the number game strategy such as percentage, numbers, and quantity is salient to approve the data. It also indicated the writer's ability to provide evidence in the tweets.

k. Openness and honesty

Datum 2

@RoseWoodVillage: Thank you to the Davis Bradley bluegrass band for helping us celebrate ALL women during #InternationalWomensDay!!!

    #Hollymead

In this tweet, @RoseWoodVillage stated that the context of the tweet is about openness in the form of a praise sentence. The tweet also described that the writer showed honesty by thanking the Davis Bradley Bluegrass band, especially in celebrating the international women's day. Therefore, it can be concluded that the Davis Bradley bluegrass band has helped many things, particularly during international women's day. This tweet used an openness and honesty strategy to affect the readers and praise Davis Bradley's bluegrass band too. Using this strategy unconsciously gets the readers' attention and portrays the positive image of the Davis Bradley bluegrass band.

This tweet also used keywords such as celebrate and women indicated the feminism issue. Using other keywords may lead the tweet to another different issue unrelated to this present research. In addition, this tweet used simple sentences to praise Davis Bradley's bluegrass band directly. Therefore, praise may decrease credibility and lead to a hyperbole sentence. Finally, @RoseWoodVillage has a positive perspective because the tweet maker behaves like an honest person to thank Davis Bradley's bluegrass band.

Overall, using an openness and honesty strategy is salient to seek the readers' attention. The openness and honesty strategy will catch more attention because the readers feel appreciated. Openness and honesty strategies may appear in several sentence forms, such as praise, tribute, etc.

l. Pseudo-ignorance

Datum 1

@amsivemarketing: What is something you have learned from a woman in the workplace? #WomensDay #WomensHistoryMonth #IWD2022
#InternationalWomensDay

In this tweet, @amsivemarketing stated that the context is about the curiosity felt by the writer to know something that the readers learned from women in the workplace. This tweet used a pseudo-ignorance strategy to make the rhetorical sentence indicate a derogation strategy. The rhetorical sentence was made even though the tweet maker already knew the answer. Therefore, the implied meaning of this tweet is that either a woman or man in the workplace, should and must do several things and goods to make them survive and get a substantial assessment from the boss or other employees.

These tweets also used some keywords such as women indicating feminist issues. Using this keyword leads the discussion to the feminism issues. However, mentioning another different keyword leads to a different discussion. In addition, this tweet used a simple sentence ending with the question mark indicating the question needs a particular answer. However, it does not matter the answer because the purpose of this strategy is to derogate other people. Therefore, @amsivemarketing has a negative perspective about women because @amsivemarketing believes that women's skill in the workplace is still questionable.

Overall, using a pseudo-ignorance strategy is significant to making the satire. The pseudo-ignorance also emerged in the rhetorical sentence. This strategy is used to provide a question that has no answer.

m. Reasonableness

Datum 1

@TheIsmaili: Join us on #TheIsmailiTV this weekend to #BreakTheBias and commemorate #InternationalWomensDay Gala 2022! Get ready to be inspired by five amazing women breaking down barriers and leading the way in their fields. Tune in at <http://tv.ismaili> #Ismaili #IWD2022

In this tweet, @TheIsmaili stated that the context is about the call to join the television program which breaks the bias and celebrates international women's day this weekend. This tweet also described that this television program provided five amazing women to inspire the television program's viewers, especially those five great women who break barriers and lead their fields. This tweet used a reasonableness strategy because the @TheIsmaili account tried to portray a positive image.

This tweet also used particular keywords such as bias and women indicating feminism issues. Using these previous keywords leads the tweet to discuss the feminism case. However, using different keywords leads to different topics. In addition, this tweet used a compound sentence. Using compound sentences indicated that the positive image should be described in detail. The reasonableness strategy fits the compound sentences. Finally, this tweet has a positive perspective because the tweet maker leads the readers to praise the writer. Therefore, the television program #TheIsmailiTV is significant to making the positive self-representation of the writer.

Overall, using a reasonableness strategy is significant for making a positive image. In addition, a positive image is salient to make the readers feel sympathy. Furthermore, the way someone argues on social media will affect the readers.

Discussion

The argumentation strategies found in this study are 13 strategies that appeared through hashtag activism #InternationalWomensDay. Some similarities are found in several strategies. Those strategies are comparison, counterfactuals, example illustration, illegality, generalization, number game, and openness and honesty. The first is a comparison that tries to portray the minorities or compare both out-group and in-group. The finding of this study stated that the violence against men and boys never ended. Unconsciously, the tweet maker restated that the male ended the violence against females. In addition, the expectation of women's lives is better than before, especially during the celebration. Besides, it is similar to the comparison according to Dijk (2000) stating that the comparison is an argumentation between out-group and in-group (refugee). Moreover, comparing both "black people" and "officers" was found to portray a negative image (Syadlili, 2021).

A similar discussion also occurred in the second strategy, namely counterfactuals. This strategy tries to portray an if-clause or expecting something to not happen. The findings have shown that women can break down the barriers if they ignore the limits. Besides, the women have a lopsided experience in the workplace, but we pass it, which means that we have passed through the opportunity to make changes. Moreover, counterfactual strategy is also used to voice the women's feelings where they will act other behaviors to be successful people if they are not respected and appreciated. Syadlili (2021) provided a similar idea where counterfactuals are used as if-clauses (conditional sentences).

The third strategy is an example illustration that tried to give a short story delineating the event that developed in the tweet using the hashtag #InternationalWomensDay. Besides, it found the tweets showed the story using the time signal, such as last week, while, etc. The tweet made by the writer talked about the moment that happened and how it had been encountered. Besides, according to the finding of Van Dijk (2000), example illustration was used to imply the issue which was told typically, even generally. In addition, the use of examples provided to asylum seekers which are debated in many fields, such as cognitive, semantic, argumentative, and political.

A similar finding was found in the fourth strategy, namely the illegality strategy. It tried to portray the negative representation of others. The present study found that the tweets made by the writers explain the criminal issues, such as discrimination, advancing peace, etc. Furthermore, Van Dijk (2000) found that illegality occurs in the refugees. The illegality also portrays a negative other presentation, especially criminalization. For instance, the prejudice against racism "... because there are many attempts at illegal immigration using asylum technique, fraudulent..."

The fifth strategy is generalization. The finding provides that generalization used to apply the wholeness strategy, such as using the words (all, these, many, every, everything, and everyone). In addition, it is in line with Kusumaningrum (2014). Kusumaningrum (2014) also proposed the similar finding where generalization strategy is functioned to submission of public opinion on specific matters. The sixth strategy is number game. The finding in this study stated that the number game is used to look for credibility. The number game strategy is also used to convince the readers about the tweets. The finding is in line with Kusumaningrum (2014). Kusumaningrum (2014) stated that number game strategy is used to make an evidence of the data. Mentioning the percentage functioned to strengthen the evidence and to convince others to believe in what we believed.

The seventh strategy is openness and honesty. The finding provides that this strategy is used as an honest expression and freedom or open-mindedness. Then, Van Dijk (2000) used this strategy to avoid a negative impression. Thus, by using this strategy, a positive presentation will appear. It is portrayed in the sentence “...that their position as illegal immigrants has no bearing on the Geneva convention should be debated openly, so that it is fully understood and tackled. (Wardle)”.

Those previous paragraphs proposed the discussion between the results and the theory used in this present research. However, different discussions were also found through the analysis. Those strategies are authority, counterfactuals, explanation, example illustration, fallacies, generalization, legality, number game, pseudo-ignorance, and reasonableness. The first strategy is the authority which is used to mention the company or people having a higher position or rights above us. In the present study, the authority strategy omitted discrimination against women and feminism awareness. The results were different, and it probably happened because the data between these researches are diverse. However, in the previous study, authorities worked to stop racism. Syadlili (2021) has found that there are three data using authority strategy to make an argumentation through the #justiceforcaseygoodson hashtag. Kusumaningrum (2014) also stated that authority strategy is a function of political issues.

The second strategy is counterfactuals, tries to portray an if-clause or anticipate something to not happen. The findings have shown that women can break down the barriers if they ignore the limits. Besides, the women have a lopsided experience in the workplace, but we pass it, which means that we have passed through the opportunity to make changes. Moreover, counterfactual strategy is also used to voice the women's feelings where they will act other behaviors to be successful people if they are not respected and appreciated. In addition, Kusumaningrum (2014) also proposed the different idea where comparison strategy is used to discuss the political issue about the leadership. The positive portrayal appeared in the in-group, but the negative image appeared in the out-group.

Unlike Aini (2019), counterfactuals are used to express the opposite of the truth. In the previous finding, Aini (2019) found the example where the tweet indicating the counterfactuals has provided the reversal fact functioned as an insult against Boyolali since there is no proof that Boyolali enabled to enter the hotel. In addition, Kusumaningrum (2014) found a similar finding in which counterfactuals used to counter the party against the president and functioned as the question need no answer.

The third strategy is an explanation that tries to give a clarification based on a phenomenon. In this present research, it was found that the tweets showed some experiences by the writer where all phenomena are well-described using the pronoun self-presentation. Moreover, the finding proposed by Van Dijk (2000) stated that the explanation strategy tended to distance in-group members and explain negative acts of the out-group as other people, such as the criminal.

The fourth strategy is example illustration which tries to give more understanding for those readers or Twitter users. In addition, this strategy occurred in several forms, such as a short story, an explanation, or a portrayal of a particular situation. However, Kusumaningrum (2014) proposed the different usage of example illustration, and it is functioned to strengthen the argumentation. In this way, strengthening the argumentation appeared in the example of economic and political problems.

The fifth strategy is fallacies which try to give a substantial quotation, such as quotations made by people, quotations made by the program, and research. In this present research, it was found that tweets are created to improve reliability. However, Van Dijk (2000) proposed that the use of fallacies is one of the argumentative strategies which concentrated to be faulty because what others mentioned by claiming the support is not exactly true. In addition, fallacies are also used while violating the argumentation principles, such as giving false analogies, affecting pulse, and accusing sacrifice (Indah and Khoirunnisa, 2018).

The sixth strategy is a generalization that tries to make that if something happened to some groups, thus it must happen to the whole people and a particular time. The expressions used in generalization like "always, constantly, most, and all". This study finds that the tweets used generalization expressions to make wholeness sense. The finding of Van Dijk (2000) stated that over-generalization made by the writer tended to make the prejudices or stereotypes basis. However, the beneficial acts made the positive self-presentation. Besides, the primary presupposition found in Van Dijk (2000) was the use of continuous serves such as "*Such things go on and they get up the noses of all constituents*". However, the generalization strategy was utilized to produce a negative image of wholeness (Syadlili, 2021). Then, generalization functioned to make general attitudes or basic ideology (Indah and Khoirunnisa, 2018).

Another strategy proposed in a similar discussion is legality which tries to portray the opposite thing believed by the writer. This research found that legality is used to allow sharing of women's experiences, women's biases, and actions to hug mothers. However, the legality in Van Dijk (2000) stated that the legality was used to oppose an immigration law. It is depicted in the sentence "*... there is a procedure whereby people can legitimately become part of our community (Gorman)*".

In addition, the next strategy proposing a different discussion is the number game. The finding of this study stated the number game strategy was applied to propose the quantity such as years, percentage, months, much, and numbers. Besides, in Van Dijk (2000), the number game is used to make credibility-produced objectivity. In addition, Van Dijk (2000) also used numbers and statistics to have a role in creating objectivity. Besides, numbers and statistics tended to make facts instead of argumentation only. It is portrayed in the sentence "*... and presumably the £200 million a year cost that was estimated when the legislation was introduced (Gorman)*". In contrast, Syadlili (2021) found that to strengthen the tweet, the writer can use the number game strategy.

The next strategy is pseudo-ignorance. The finding provides that this strategy is used to make a rhetorical sentence or a question that needs no response. In contrast, Van Dijk (2000) stated that this strategy is used to create a derogation of asylum seekers without any proof. Furthermore, this strategy is also used to make an argument without knowledge. It is portrayed in the sentence "*... they have to be given a packed lunch, presumably in case they decide to go shopping in the middle of the day or to do a bit of work on the black economy--who knows? (Gorman)*". The last strategy is reasonableness. In this study, the finding provides that this strategy is used to make a positive self-presentation. The positive representation appears on television stations, networks, and panels. However, Van Dijk (2000) found that this strategy is used to prove that the speaker's idea may be irrational or involve prejudice or bias. Therefore, the writer tries to make a

reasonable sentence to create a positive self-presentation. It is portrayed in the sentence "... those people, many of whom could reasonably be called economic migrants (Gorman)".

CONCLUSION

Based on the discussion about the discourse of social action using the #InternationalWomensDay, the messages, either oral or written have created meaningful purposes. Several campaigns appear on social media such as Twitter through making a tweet containing particular hashtag, for instance, #InternationalWomensDay to shout out the feminism issue. Overall, all tweets (if not all) are not neutral and bring their tendencies, either positive or negative illustrations. Besides, the #InternationalWomensDay showed that the feminism issue is also salient to seek government attention and public support. In summary, every tweets made on Twitter will create self-representation and show someone's identity.

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