

LEXICAL COHESION ON THE PODCAST “ANCAMAN TIKTOK SEBENARNYA, UMKM?” BY RAYMOND CHIN IN YOUTUBE.COM

Kohesi Leksikal pada podcast “Ancaman TikTok Sebenarnya, UMKM?” oleh Raymond Chin di YouTube.com

¹Radinda Aqshalia Hidayah, radindaaqshalia24@gmail.com

²Indra Tjahyadi, indratjahyadi@upm.ac.id

³Adi Sutrisno, adiearasy@upm.ac.id

^{1,2,3}Fakultas Sastra dan Filsafat

Universitas Panca Marga Probolinggo

Abstract

The rapid advancement of digital technology has given rise to diverse new forms of discourse, one of which is *podcast* content distributed through YouTube. This study aims to describe the types of *lexical cohesion* employed in the transcript of Raymond Chin's *podcast* titled “Ancaman TikTok Sebenarnya, UMKM?” uploaded on September 18, 2023. The theoretical framework applied is Halliday & Hasan's (1976) *lexical cohesion* model, which classifies *lexical cohesion* into two major categories: *reiteration* and *collocation*. *Reiteration* itself encompasses four subcategories, namely repetition, synonymy or near-synonymy, superordinate, and general words. A descriptive qualitative method was employed, with data collected through non-participatory observation and systematic note-taking of relevant *lexical items* from the transcript. The selection of this particular episode was motivated by three primary factors: the actuality of the topic, the significant economic impact of TikTok Shop's closure on Indonesian UMKM, and the absence of prior linguistic research examining this specific *podcast* episode. The analysis reveals that out of 77 identified instances, repetition dominates at 72.73%, followed by *collocation* at 18.18%, superordinate at 6.49%, synonymy at 2.6%, and general words recording 0% occurrence. These findings indicate that Raymond Chin's linguistic strategy relies predominantly on *lexical* repetition as the primary device for constructing unity and coherence within his digital discourse, while simultaneously rendering complex economic arguments more accessible and comprehensible to a broad audience.

Keywords: Discourse Analysis; Lexical Cohesion; Podcast

Introduction

The rapid advancement of digital technology has fundamentally transformed how humans communicate, share information, and construct meaning in contemporary society. Among the most significant developments in this transformation is the emergence of digital media platforms, particularly *podcast* content distributed through video-sharing platforms such as YouTube. Language, as a dynamic social instrument, continues to evolve alongside these technological changes, producing increasingly complex and multimodal forms of discourse that demand deeper linguistic scrutiny (Hikmah, 2023). In this context, the study of *lexical cohesion* becomes particularly relevant, as it reveals how meaning is systematically organized and understood by language users within

increasingly diverse and cross-platform communication environments. The Introduction is the statement of the problem that you investigated. It should give readers enough information to appreciate your specific objectives within a larger theoretical framework. After placing your work in a broader context, you should state the specific question(s) to be answered. This section may also include background information about the problem such as a summary of any research that has been done on the problem in the past and how the experiment will help to clarify or expand the knowledge in this general area. All background information gathered from other sources must, of course, be appropriately cited.

Cohesion, as defined within the framework of *discourse analysis*, refers to the semantic relations between elements in a text that bind words, phrases, and sentences into a meaningful whole (Halliday & Hasan, 1976). It functions as a bridge that creates texture and unity within discourse through both grammatical and lexical mechanisms. Of the two major types, *lexical cohesion* plays a particularly critical role in maintaining the continuity of meaning and topic flow across a text. It operates through the selection of vocabulary items that are semantically related, enabling readers and listeners to follow the development of ideas with greater clarity and coherence. According to Halliday & Hasan (1976), *lexical cohesion* is divided into two broad categories: *reiteration*, which encompasses repetition, synonymy or near-synonymy, superordinate, and general words; and *collocation*, which refers to words that naturally co-occur within the same contextual field.

Despite the growing scholarly attention to cohesion in conventional and text-based digital discourse including blogs, political speeches, and academic texts research specifically examining *lexical cohesion* in podcast discourse on YouTube remains notably limited. YouTube presents a uniquely complex discursive environment that integrates verbal, visual, and textual elements simultaneously, offering an analytical landscape distinct from traditional written media. The underrepresentation of such studies constitutes a significant gap in the existing literature, particularly concerning Indonesian-language digital discourse. This research directly addresses that gap by analyzing the podcast episode "*Ancaman TikTok Sebenarnya, UMKM?*" by Raymond Chin, a prominent Indonesian entrepreneur and content creator, uploaded on his personal YouTube channel on September 18, 2023. The selection of this particular podcast episode is motivated by three interconnected factors. First, the episode holds strong actuality value, as it discusses the real economic repercussions of the closure of TikTok Shop in Indonesia on October 4, 2023 a policy decision that significantly impacted *Usaha Mikro, Kecil, dan Menengah* (UMKM), widely recognized as a vital pillar of Indonesia's national economy (Kemenkeu, 2023). Second, the episode carries substantial significance, given that TikTok Shop enabled direct producer-to-consumer transactions, thereby reducing the role of traditional distribution chains

(Kominfo, 2023). Third, no prior academic research has been conducted on this specific podcast episode, affirming the originality and scholarly relevance of this study.

Raymond Chin's communicative style is particularly worthy of linguistic investigation. As a digital content creator with nearly 3 million YouTube subscribers, he is known for translating complex economic and business arguments into accessible language for a broad audience (Kumparan, 2024). His use of linguistic strategies particularly *lexical cohesion* devices enables him to construct persuasive and coherent discourse that sustains audience engagement throughout extended discussions. The podcast medium itself, evolving from its origins as a blend of *iPod* and *broadcast* in the early 2000s, has grown into a powerful platform for education and public opinion formation in the digital era (Ayurangga et al., 2021). Its *play-on-demand* nature and algorithm-driven visibility on YouTube further amplify the reach and impact of such discourse (Malik & Nurhadi, 2024). Several prior studies have contributed to the understanding of *lexical cohesion* in various discourse contexts. Natory (2020) examined *lexical cohesion* in Boris Johnson's political speeches, while Windayani (2023) investigated the same phenomenon in Donald Trump's campaign speeches. Octaviani et al. (2023) analyzed both grammatical and *lexical cohesion* in President Joko Widodo's speech at the United Nations General Assembly, and Sakuntala et al. (2025) explored *lexical cohesion* in CNN International News. While these studies share theoretical alignment with the present research particularly in their use of Halliday & Hasan (1976) framework they differ in object, context, and medium. None has examined *lexical cohesion* in podcast discourse on YouTube, particularly within an Indonesian economic and digital context.

The objective of this study is to describe the types of *lexical cohesion* used in the transcript of Raymond Chin's podcast "*Ancaman TikTok Sebenarnya, UMKM?*" This study employs a descriptive qualitative method to identify, classify, and analyze *lexical cohesion* types namely repetition, synonymy or near-synonymy, superordinate, general words, and collocation as theorized by Halliday & Hasan (1976). By doing so, this research contributes to the expanding body of scholarship on digital discourse analysis and offers new insights into how *lexical cohesion* functions as a communicative and rhetorical strategy in contemporary Indonesian podcast media.

Method

This study employs a *descriptive qualitative* research design to examine *lexical cohesion* in the transcript of Raymond Chin's podcast episode "*Ancaman TikTok Sebenarnya, UMKM?*" published on YouTube. The qualitative approach

was selected due to its effectiveness in exploring and analyzing linguistic phenomena embedded within social and communicative contexts, where data is primarily represented in the form of words rather than numerical measurements (Creswell & Creswell, 2022). The *descriptive* dimension of this method allows the researcher to systematically identify, classify, and interpret *lexical cohesion* types as they naturally occur within the discourse, without manipulating or controlling the data source. The data source of this research is categorized into primary and secondary types. The primary data consists of the spoken content derived from the transcript of Raymond Chin's podcast video titled "*Ancaman TikTok Sebenarnya, UMKM?*" originally uploaded on September 18, 2023, and accessed by the researcher on July 10, 2025, through Raymond Chin's official YouTube channel. The secondary data comprises supporting materials including academic journals, theses, dictionaries, and reference books related to *discourse analysis* and *lexical cohesion*, which function to validate and substantiate the primary data analysis. The population of this study consists of YouTube videos discussing UMKM-related topics, while the sample was determined through *purposive sampling*, focusing specifically on Raymond Chin's YouTube channel based on his prominent position within Indonesia's creative economy and his considerably broad audience reach.

Data collection was conducted through an observation method using a non-participatory technique, wherein the researcher listened to and examined the language used within the podcast without direct involvement in the communicative event (Sudaryanto, 2015). This process was followed by a *note-taking* technique, in which *lexical items* relevant to the research objectives were systematically recorded and documented from the podcast transcript for further analysis. Data analysis was carried out using the *distributional method*, a linguistic analysis technique in which the determining elements are internal parts of the language itself, such as words, phrases, or clauses (Sudaryanto, 2015). The analytical procedure involved five sequential steps: identifying *lexical cohesion* items within the transcript, classifying each item according to its type using a structured analysis table, examining the identified data in relation to *lexical cohesion* categories, describing the functions of each *lexical cohesion* type, and drawing conclusions based on the overall findings. The theoretical framework applied throughout this process is the *lexical cohesion* model proposed by Halliday & Hasan (1976), which classifies *lexical cohesion* into *reiteration* comprising repetition, synonymy or near-synonymy, superordinate, and general words and *collocation*. To ensure data validity, a *rechecking* technique was employed, utilizing the *Kamus Besar Bahasa Indonesia* (KBBI) and the Indonesian Thesaurus Dictionary as reference tools to verify the accuracy of identified *lexical items* and minimize subjective bias in the analytical process. The research findings are presented using both formal and informal techniques, combining descriptive

prose with tables to facilitate comprehensive and reader-friendly delivery of results.

Discussion and Result

This section presents the results of the analysis of *lexical cohesion* found in the transcript of Raymond Chin's podcast titled "*Ancaman TikTok Sebenarnya, UMKM?*" The analysis is conducted based on the theoretical framework of Halliday & Hasan (1976), which classifies *lexical cohesion* into two major categories: *reiteration* and *collocation*. *Reiteration* encompasses four subcategories, namely repetition, synonymy or near-synonymy, superordinate, and general words, while *collocation* refers to words that naturally co-occur within the same contextual field. A total of 77 *lexical items* were identified across 171 sentences and 12 paragraphs in the transcript. The following table presents the identified *lexical items* alongside their corresponding classifications as found in the transcript, serving as the primary data foundation for the analysis that follows.

Table 1 Analysis of Lexical Items

No. Data	Sentence	Items	Types of Lexical Cohesion
1	<i>Gua tuh suka banget sama TikTok ya, tapi di video ini gua bakal bongkar semuanya.</i>	Gua 2x	Repetition
2	<i>Sampai merambah ke sektor lain, beberapa undang-undang sampai direvisi gara-gara mereka.</i>	Sampai 2x	Repetition
3	<i>Kalian sebagai konsumen doang, saran gua benar-benar perhatiin deh karena ini tuh isu yang bisa merambah ke kalian sehari-hari, bahkan produk-produk yang kalian konsumsi.</i>	Kalian 3x	Repetition
4	<i>Ini salah satu contoh workshop-nya.</i>	Salah satu	Collocation
5	<i>Jadi selain gua akan membongkar semuanya, gua bakal objektif, dan, coba deh cari jalan tengahnya gimana cara semua ini solve.</i>	Gua 2x	Repetition
6	<i>Menteri-menteri aja juga bingung, pak Sandiaga Uno pro, pak Teten itu kontra.</i>	Menteri-menteri, pak Sandiaga Uno, pak Teten	Superordinate
7	<i>Intinya gue cuma pengen, masa depan negara kita enggak dikontrol, pasar domestik atau pasar lokal, punya kesempatan bersaing yang sama.</i>	Lokal, domestik	Synonymy
8	<i>Gua rasa gua enggak perlu cerita tentang kehebatan TikTok, seberapa cepat mereka grow, seberapa banyak kreator yang lahir.</i>	Gua 2x, Seberapa 2x	Repetition

9	<i>Dia tuh single handedly dalam waktu singkat berhasil ngerebut pangsa pasar, both, media sama e-commerce.</i>	Pangsa pasar	Collocation
10	<i>Kalian harus ngerti ya, ekonomi digital tuh, ada empat pilar: e-commerce, media, finance, sama mobility.</i>	Ekonomi digital, e-commerce, media, finance, mobility	Superordinate
11	<i>Dua ini yang paling gede, dan TikTok kelihatannya bakal ngedominasi dua ini.</i>	Dua ini 2x	Repetition
12	<i>Kayak kalau lu lagi depresi kontennya tuh, bakal kelihatan untuk bikin lu lebih depresi lagi.</i>	Depresi 2x	Repetition
13	<i>Belum lagi bahas dampak psikologi untuk anak yang lagi berkembang.</i>	Lagi 2x	Repetition
14	<i>Mau bilang TikTok jadi mesin propaganda, sampai gua ketemu buktinya.</i>	Mesin propaganda	Collocation
15	<i>Dari zaman Gojek sama Grab masuk, pangkalan ojek biasa, Bluebird, itu kan lumayan ketar-ketir tuh.</i>	Pangkalan ojek	Collocation
16	<i>Platform kayak Kaskus, Rekber, dan lain-lain mereka lumayan ketar-ketir tuh.</i>	Platform	Superordinate
17	<i>Memang, yes, mereka perusahaan swasta yang fokus ke inovasi tapi mereka keseret habis-habisan.</i>	Mereka 2x	Repetition
18	<i>Karena China sama US tuh, lagi perang dingin.</i>	Perang dingin	Collocation
19	<i>Sampai di meeting kemarin yang lumayan viral, Congressional Hearing, CEO-nya sampai bilang "enggak, TikTok, ya udah, kita ke US, ditaruh di server US, diawasi sama orang US."</i>	Sampai 2x, US 3x	Repetition
20	<i>Di saat TikTok masuk Indonesia, enaknya, Indonesia enggak punya tensi geopolitik sepanas US.</i>	Indonesia 2x	Repetition
21	<i>Ekonomi digital kita tuh emang berkembang.</i>	Ekonomi digital	Collocation
22	<i>Safe to say ya, di ekonomi nih ya, siapapun yang kontrol commerce, kontrol seluruh ekonomi.</i>	Ekonomi 2x	Repetition
23	<i>Ini lu enggak pengen beli sesuatu, lu jadi pengen beli sesuatu.</i>	Lu 2x, Pengen beli sesuatu 2x	Repetition
24	<i>Kalian harus tahu yang namanya predatory pricing.</i>	Predatory pricing	Collocation
25	<i>100 perak 200 perak 500 perak and yes, banyak di sana.</i>	Perak 3x	Repetition
26	<i>Impulse buying, UMKM terancam.</i>	Impulse buying	Collocation
27	<i>Misalnya nih, Erik datang ke akunnnya dia, terus dia bilang "Gila! Produknya Ko Ray paling bagus di market. Produk orang lain jelek semua! Dia punya kasiat abc."</i>	Dia 3x	Repetition
28	<i>Dan ini masih dugaan walaupun gua rasa mungkin aja terjadi, yaitu barang-barang yang masuk ke sini tanpa BPOM, tanpa perizinan, itu</i>	Tanpa 2x	Repetition

	<i>kadang bisa terjual.</i>		
29	<i>Itu benar-benar cuma ditolong sama sektor keuangan, karena sektor keuangan tuh highly regulated.</i>	Sektor keuangan 2x	Repetition
30	<i>Mereka udah ciptain jutaan content creator baru yang buat mereka banyak hidupnya berubah gara-gara TikTok.</i>	Mereka 2x	Repetition
31	<i>Gua posisiin diri dari dua topi ya, sebagai CEO TikTok dan sebagai presiden.</i>	Sebagai 2x	Repetition
32	<i>Tapi, step satu, TikTok, lu bilang lu pro UMKM dan mau mendukung ekonomi lokal.</i>	Lu 2x	Repetition
33	<i>Dan somehow, sekarang lu harus buktiin ke negara, ke warga, dengan cara apapun ya.</i>	Ke 2x	Repetition
34	<i>Dan konsumen, ini yang paling terakhir nih, dear konsumen, please belajar berpikir jangka panjang.</i>	Konsumen 2x	Repetition
35	<i>Yang kedua, sorry to say ya, mindset konsumen yang manja, dikit-dikit promo, dikit-dikit promo, dikit-dikit promo.</i>	Dikit-dikit promo 4x	Repetition
36	<i>Gua bukan presiden, gua bukan pemerintah, gua bukan CEO-nya TikTok, tapi, this is Indonesia.</i>	Gua bukan 3x	Repetition
37	<i>Gua pengamat dan gua warga, pasti gua mau yang terbaik untuk semua pihak.</i>	Gua 3x	Repetition
38	<i>Sampai dengan pesan terakhir, sesuai dengan revolusi lokal, "Jangan cuma jadi konsumen, tapi belajarlah jadi produsen."</i>	Jadi 2x	Repetition

Table 1 above demonstrates the full range of *lexical items* identified across the transcript, organized by data number, sentence excerpt, identified item, and its corresponding *lexical cohesion* type. Following the mapping of all identified data, the overall frequency of each type is summarized in table below.

Table 2 Frequency of Each Type of Lexical Cohesion

Types of Lexical Cohesion	Frequency	Percentage (%)
Repetition	56	72.73%
Synonymy or Near-Synonymy	2	2.6%
Superordinate	5	6.49%
General Words	0	0%
Collocation	14	18.18%
TOTAL	77	100%

As illustrated in Table 2 repetition constitutes the most dominant form of *lexical cohesion* at 72.73%, followed by collocation at 18.18%, superordinate at 6.49%, synonymy or near-synonymy at 2.6%, and general words at 0%. These

quantitative findings provide the foundation for the detailed qualitative discussion presented in the following subsections.

Types of Lexical Cohesion in the Transcript of Raymond Chin's Podcast

This research aims to describe *lexical cohesion* employed in the podcast of Raymond Chin on *Ancaman TikTok Sebenarnya, UMKM?* in YouTube.com. In the transcript, *lexical cohesion* is found including: a) *reiterations* such as repetition, synonymy, and superordinate; and b) *collocation*. The data gathered pertains to the types of *lexical cohesion* present in the object of the research. Notably, general words were not identified in any part of the transcript, distinguishing this dataset from some prior studies that recorded a broader range of all four *reiteration* subcategories.

Repetition in the Transcript of Raymond Chin's Podcast

Repetition is a word or phrase that is repeated throughout a text (Halliday & Hasan, 1976). Repetition is a linguistic strategy to suppress meaning by repeating words, phrases, and even clauses in a discourse. In the transcript, repetition dominates overwhelmingly with 56 instances at 72.73%, making it the single most prevalent *lexical cohesion* device employed by Raymond Chin throughout the podcast episode.

A foundational example is found in Data 1: "*Gua tuh suka banget sama TikTok ya, tapi di video ini gua bakal bongkar semuanya.*" The repetition of *gua* appears two times in the opening sentence of the podcast. The first *gua* functions as the subject expressing Raymond's personal affinity for TikTok, while the second *gua* introduces his contrasting intention to critically expose the platform. The repetition of *gua* personalizes Raymond Chin's presence as the narrator and emphasizes engagement between the audience and his stance. This opening use of repetition immediately establishes an interpersonal connection with the audience, a strategy consistent with the persuasive function of repetition in spoken discourse (Sutopo et al., 2023).

In Data 3, the second-person pronoun *kalian* is repeated three times: "*Kalian sebagai konsumen doang, saran gua benar-benar perhatiin deh karena ini tuh isu yang bisa merambah ke kalian sehari-hari, bahkan produk-produk yang kalian konsumsi.*" The first *kalian* positions the audience as consumers. The second *kalian* foregrounds the everyday impact of the TikTok issue on their lives. The third *kalian* specifies the products they consume as directly affected. *Kalian* repetition as pronouns serves as a persuasive strategy, creating interpersonal intimacy interaction with the audience as the narrator. This triadic structure amplifies audience involvement progressively throughout the sentence. One of the most rhetorically emphatic examples of repetition is found in Data 35: "*Yang*

kedua, sorry to say ya, mindset konsumen yang manja, dikit-dikit promo, dikit-dikit promo, dikit-dikit promo."

This pattern of pronoun-based repetition is particularly significant in the context of podcast discourse, where the absence of visual cues necessitates stronger verbal strategies to maintain listener engagement. Raymond Chin's consistent deployment of second-person pronouns as repetitive anchors reflects a sophisticated awareness of his audience's psychological need for direct address in digital oral communication. This finding is further reinforced by Data 22, where the word *ekonomi* is repeated twice within a single statement: "*Safe to say ya, di ekonomi nih ya, siapapun yang kontrol commerce, kontrol seluruh ekonomi.*" The repetition here functions not merely as a cohesive device but as an ideological assertion that economic control is the ultimate stake in the TikTok discourse. According to Halliday & Hasan (1976), repetition of this nature consolidates the thematic core of a discourse by returning the audience's attention to the central concept, regardless of how far the argument has developed. This is especially critical in spoken discourse, where listeners cannot revisit previous statements as readers can in written texts. The strategic reintroduction of key terms therefore serves as both a semantic anchor and a persuasive reinforcement mechanism, ensuring that the audience retains the most critical arguments presented throughout the podcast episode (Sutopo et al., 2023).

The phrase *dikit-dikit promo* is repeated four consecutive times. The purpose of the repetition in the word *dikit-dikit promo* is to provoke audiences to reframe the *mindset* as consumers. The rapid successive repetition creates a satirical rhythm that underscores Raymond Chin's criticism of Indonesian consumer behavior that prioritizes promotional prices over quality. Data 36 demonstrates clause-level repetition through *gua bukan*, appearing three times: "*Gua bukan presiden, gua bukan pemerintah, gua bukan CEO-nya TikTok, tapi, this is Indonesia.*" The purpose of the repetition in the word *gua bukan* is to emphasize his neutral positioning as a citizen of Indonesia. Raymond mentioned three different roles to distancing himself from governmental and corporate authority, before asserting his standpoint as an ordinary Indonesian citizen. This anaphoric structure builds a powerful rhetorical effect that lends credibility to his subsequent arguments.

The dominance of repetition in this dataset aligns with the findings of Natory (2020), who similarly identified repetition as the most frequent *lexical cohesion* type in Boris Johnson's political speeches, and Windayani (2023), who reported comparable results in Donald Trump's campaign speeches. However, the present study extends this pattern into the domain of Indonesian digital podcast discourse, where the oral and spontaneous nature of the medium further reinforces the speaker's reliance on repetition for both semantic coherence and audience engagement.

Synonymy in the Transcript of Raymond Chin's Podcast

Synonymy is the use of two or more words that have similar meaning and comparable (Windayani, 2023). The use of synonym avoids redundancy by varying the idea with identical words. In the transcript, synonymy was identified in only 2 instances, accounting for 2.6% of the total data the least frequent type among those found. The primary example is found in Data 7: "*Intinya gue cuma pengen, masa depan negara kita enggak dikontrol, pasar domestik atau pasar lokal, punya kesempatan bersaing yang sama.*"

Synonymy is found in the words *domestik* and *lokal*. According to the Indonesian Thesaurus Dictionary, the word *domestik* has the equal meaning to *dalam negeri, internal, jinak, kerumahtanggaan, lokal, nasional, nusantara, piaraan, pribumi, regional, setempat, tempatan* (Sinonimkata.com, 2025). Raymond Chin employs both terms to reinforce his aspiration for the Indonesian domestic or local market to have equal competitive opportunities. The use of synonym avoids redundancy by varying the idea with identical words, while simultaneously enriching the semantic texture of the discourse. The relatively low frequency of synonymy in this dataset contrasts with Sakuntala et al. (2025) findings in CNN International News, where a more varied distribution of *lexical cohesion* types was observed. This divergence highlights an important distinction between written and spoken discourse modalities in terms of *lexical cohesion* deployment.

Written journalistic texts, such as those produced by CNN International News, are typically subject to editorial processes that encourage lexical variety and stylistic refinement, naturally producing a more balanced distribution of synonymy and other *reiteration* subtypes. In contrast, podcast discourse particularly that which is delivered in a conversational and spontaneous register tends to prioritize communicative clarity and immediate audience comprehension over stylistic elaboration. Raymond Chin's podcast, directed at a broad and non-specialist Indonesian audience, reflects this tendency clearly. The choice to employ near-synonyms *domestik* and *lokal* in close proximity, rather than repeating a single term, demonstrates a measured use of synonymy that serves to broaden the conceptual scope of his argument without introducing ambiguity. This selective and economical use of synonymy is consistent with Windayani (2023) observation that speakers in persuasive oral discourse tend to reserve synonymy for moments where semantic nuance is particularly consequential, rather than deploying it as a general stylistic device throughout the text. This difference likely reflects the contrasting nature of written journalistic discourse versus spontaneous spoken podcast discourse, where speakers naturally gravitate toward direct repetition for clarity rather than lexical variation.

Superordinate in the Transcript of Raymond Chin's Podcast

Superordinate is the act of referring to a specific word using general terms (Sakuntala et al., 2025). Superordinate refers to the category of meanings in a hierarchical structure, where the superordinate is the general category or upper class that functions to refer to a specific category of the word. In the transcript, superordinate was identified in 5 instances, representing 6.49% of the total data. A clear example is found in Data 10: "*Kalian harus ngerti ya, ekonomi digital tuh, ada empat pilar: e-commerce, media, finance, sama mobility.*" The superordinate of the word *ekonomi digital* found in the sentence above. The subordinate of the word *ekonomi digital* are *e-commerce*, *media*, *finance*, and *mobility*. The use of the superordinate in this sentence aims to keep the topic unified and effectively create a *cohesion* through linking general items to its specific elements. By naming the general category before enumerating specific pillars, Raymond Chin constructs a clear and hierarchically organized argument that facilitates audience comprehension of complex economic structures.

Another example is found in Data 6: "*Menteri-menteri aja juga bingung, pak Sandiaga Uno pro, pak Teten itu kontra.*" The superordinate is found in the word *menteri-menteri*, with *pak Sandiaga Uno* and *pak Teten* functioning as subordinate elements. In this context, superordinate is a form of *lexical cohesion* that uses words with a broad general scope to refer back to specific words in the text. This efficiently situates the named individuals within their institutional category before elaborating their contrasting positions on the TikTok issue. Data 16 provides a further example: "*Platform kayak Kaskus, Rekber, dan lain-lain mereka lumayan ketar-ketir tuh.*" Here, *platform* serves as the superordinate of *Kaskus* and *Rekber*. The use of the superordinate *platform* is to specify the particular names following the general word. This hierarchical structure enables Raymond Chin to introduce specific digital platforms efficiently while maintaining clear categorical organization within the discourse.

Collocation in the Transcript of Raymond Chin's Podcast

Collocation is the natural association between words that typically occur together in the same context or field (Sutopo et al., 2023). In the transcript, collocation was identified in 14 instances, accounting for 18.18% of the total data the second most frequent type after repetition. A prominent example is found in Data 18: "*Karena China sama US tuh, lagi perang dingin.*" The word *perang* is commonly paired with the word *dingin*. The meaning of *perang dingin* is *cold war*, a political tension between states. This is a fixed *collocational* phrase. Although individually *perang* means war and *dingin* means cold, their combination produces an entirely new contextual meaning within historical and

political discourse. *Collocation* forms *cohesion* through the combination of two words that commonly appear together, although individually have different meanings; once combined, they constitute a contextual unity.

Data 15 presents a culturally embedded collocation: "*Dari zaman Gojek sama Grab masuk, pangkalan ojek biasa, Bluebird, itu kan lumayan ketar-ketir tuh.*" The word *pangkalan* is commonly paired with the word *ojek* in Bahasa Indonesia. The literal meaning of *pangkalan* is a base or station for vehicles, meanwhile *ojek* is Indonesian motorcycle taxi. The collocation *pangkalan ojek* is frequently used in everyday usage of Bahasa Indonesia, commonly in a transport context. Through *collocation*, Raymond Chin embodies language usage within culture, helping the audience to understand cultural references through language. Data 24 demonstrates a technical *collocation* from the business domain: "*Kalian harus tahu yang namanya predatory pricing.*" The word *predatory* refers to aggressive or destructive acts, while *pricing* means setting prices for products or services. *Predatory pricing* means a strategy where prices are set extremely low to eliminate competitors in the market. This *collocation* commonly appears in law or business contexts. This *collocational* bond strengthens the coherence of the statement by introducing technical economic terminology that is immediately contextualized within Raymond Chin's argument about threats to UMKM.

The Functions of Lexical Cohesion in the Transcript of Raymond Chin's Podcast

Each type of *lexical cohesion* identified in the transcript of Raymond Chin's podcast serves a distinct communicative and discursive function. Through *lexical cohesion*, the communication bond between discourse and audience becomes more effective, with its semantic function reinforcing the topic and suppressing meaning through discourse (Halliday & Hasan, 1976). Repetition functions primarily to strengthen opinions, maintain topical focus, and avoid ambiguity. As demonstrated in Data 22 "*Safe to say ya, di ekonomi nih ya, siapapun yang kontrol commerce, kontrol seluruh ekonomi*" the repetition of *ekonomi* ensures that the audience remains anchored to the central theme of economic control, reducing the risk of misinterpretation across the extended discourse.

Synonymy functions to avoid redundancy and lexical monotony while maintaining semantic coherence. As shown in Data 7, the use of *domestik* and *lokal* as near-synonyms keeps the discourse varied and engaging without sacrificing conceptual clarity. Superordinate functions to keep the topic unified by linking general categorical terms to their specific elements, as evidenced in Data 10, where *ekonomi digital* anchors the four specific pillars of the digital economy. This hierarchical linking prevents conceptual fragmentation and supports audience comprehension of complex information. Collocation functions to build *cohesion* through culturally and contextually embedded word pairings. As seen in Data 15, the *collocation pangkalan ojek* immediately evokes a shared cultural

understanding among Indonesian audiences, reinforcing the relevance of Raymond Chin's economic argument within a locally recognizable context.

Types of Lexical Cohesion in the Transcript of Raymond Chin's Podcast

From the results of the analysis, it was identified that there were 77 *lexical items* contained in the transcript of Raymond Chin's podcast titled *Ancaman TikTok Sebenarnya, UMKM?* The most dominant type of *lexical cohesion* is repetition. Drawing on Halliday & Hasan (1976) theoretical framework, *lexical cohesion* is divided into *reiteration* and *collocation*. The prevalence of *reiteration* is 63 instances (81.82%), and *collocation* is 14 instances (18.18%). As detailed, the frequency of repetition is 56 instances (72.73%), synonymy or near-synonymy at 2 instances (2.6%), superordinate is 5 instances (6.49%), and *collocation* independently registers 14 instances (18.18%). General words were not found in Raymond Chin's transcript, recording 0% occurrence. This finding is consistent with Natory (2020) and Windayani (2023), both of whom found repetition to be the dominant *lexical cohesion* type in politically persuasive spoken discourse. However, the present study offers a novel contribution by confirming this pattern within Indonesian digital podcast discourse on YouTube a medium and linguistic context that has not been previously examined through this theoretical lens. The complete absence of general words in this dataset also distinguishes the present findings from those of Octaviani et al. (2023), who recorded a broader distribution of *lexical cohesion* types in Joko Widodo's formal speech text.

The Functions of Lexical Cohesion in the Transcript of Raymond Chin's Podcast

In this study, *lexical cohesion* not only unites texts into coherent discourse, but also strengthens messages through various language styles including repetition, synonymy or near-synonymy, superordinate, and *collocation*. Based on the analysis and findings, the data shows that the most dominant type of *lexical cohesion* in this transcript is repetition (56) at 72.73%. As a financial influencer and entrepreneur, Raymond Chin is known as a public figure who often uses repetition in his podcast content. Repetition tends to be used to emphasize statements based on his objectivity, both as a citizen and a financial expert, so that the topic remains engaging and persuasive, keeping the audience involved and attentive. In conclusion, repetition holds the function of highlighting key concepts in a discourse. By repeating one or two words, repetition ensures the audience understands the message, reducing misinterpretation. Synonymy avoids monotony and redundancy. Superordinate keeps the topic unified through hierarchical semantic linking. *Collocation* builds *cohesion* through culturally embedded and contextually natural word pairings. As a result, each element of *lexical cohesion* has a different role and exerts a significant influence in building the unity of discourse in Raymond Chin's podcast.

Conclusion

The present study set out to examine the manifestation of *lexical cohesion* within the spoken discourse of Raymond Chin's podcast episode concerning TikTok's impact on Indonesian small businesses. Through systematic identification and classification of *lexical items*, this investigation successfully mapped the cohesive landscape of the transcript, revealing that four out of five theorized categories were present. Repetition emerged as the overwhelmingly predominant mechanism, constituting nearly three-quarters of all identified instances, which underscores its centrality in sustaining thematic continuity across extended oral argumentation. *Collocation* secured the second position, followed by superordinate and synonymy or near-synonymy respectively, while general words remained entirely undetected throughout the entire dataset. These outcomes collectively affirm that Raymond Chin's communicative approach in digital podcast discourse is characterized by a strong reliance on direct *lexical* reinforcement rather than varied semantic substitution, a pattern that effectively serves his persuasive and educational objectives as a public communicator. The cohesive architecture of his discourse enables complex economic arguments to be conveyed in an accessible and memorable manner for a broad Indonesian audience. Future researchers are encouraged to extend this investigation by incorporating grammatical cohesion alongside *lexical cohesion* to obtain a more holistic understanding of discourse unity. Additionally, comparative studies examining multiple podcast episodes or different content creators within the Indonesian digital media landscape would yield valuable insights. Alternative theoretical frameworks, such as those proposed by Renkema or Wolfgang Schindler, may also offer fresh analytical perspectives beyond Halliday & Hasan's established model.

Bibliography

Ayurangga, E. A., Pelealu, H., & Ranuntu, C. (2021). Analisis Kohesi Leksikal Pada Podcast "If You Keep Your Mouth Shut, You'll Be Surprised What You Can Learn" Oleh S. Town. *Jurnal Elektronik Fakultas Sastra Universitas Sam Ratulangi*, 22, 1–23.

<https://ejournal.unsrat.ac.id/v2/index.php/jefs/article/view/35480>

Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications.

<https://books.google.co.id/books?id=Rkh4EAAAQBAJ>

Halliday, M. A. K., & Hasan, K. (1976). Cohesion in English. In *Oxford University Press*.

Hikmah, S. N. A. (2023). Fenomena Bahasa Gaul dan Eksistensi Bahasa Indonesia

- di Tengah Arus Globalisasi. *Jurnal Multidisiplin Ibrahimy*, 1(1), 119–131.
<https://doi.org/10.35316/jummy.v1i1.3612>
- Kemenkeu. (2023). UMKM hebat, perekonomian nasional meningkat. *Kementerian Keuangan Republik Indonesia*. <https://djpb.kemenkeu.go.id>
- Kominfo. (2023). Peran platform digital dalam konektivitas produsen dan konsumen. *Kementerian Komunikasi Dan Informatika RI*.
- Kumparan. (2024). *Biodata Raymond Chin, pengusaha sukses asal Yogyakarta*.
<https://kumparan.com>
- Malik, R., & Nurhadi, J. (2024). Strategi Pembelajaran Keterampilan Berbahasa Anak Menggunakan Algoritma Aplikasi Tiktok, Instagram Reels, dan Youtube Shorts. *Disastra: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 5, 119. <https://doi.org/10.29300/disastra.v5i1.3224>
- Natory, I. Y. (2020). *An Analysis of Lexical Cohesion in Political Speech of Borish Johnson from Conservative Party in 2019*. Universitas Islam Negeri Maulana Malik Ibrahim. <http://etheses.uin-malang.ac.id/22598/>
- Octaviani, A. W., Masrur, M., & Purwanti, P. (2023). Analisis Wacana Kohesi Gramatikal dan Leksikal Pidato Presiden RI Bapak Joko Widodo dalam Sidang Umum PBB Bulan September 2020. *Ilmu Budaya: Jurnal Bahasa, Sastra, Seni, Dan Budaya*, 7(2), 585–598.
<https://doi.org/10.30872/jbssb.v7i2.7838>
- Sakuntala, G. N. D., Kasni, N. W., & Claria, D. A. K. (2025). Lexical Cohesion Found in CNN International News. *Kulturistik: Jurnal Bahasa Dan Budaya*, 9(1), 6–15. <https://doi.org/10.22225/kulturistik.9.1.11314>
- Sinonimkata.com. (2025). *Sinonim kata*.
- Sudaryanto, D. P. (2015). *Metode dan aneka teknik analisis Bahasa [Method and technique of language study]*. Yogyakarta: Sanata Dharma University Press.
- Sutopo, R. S. A., Prabowo, A. ., & Sukmaningrum, R. (2023). A Discourse Analysis Of Lexical Cohesion In Joe Biden’s Speech To United States Congress On 28th April 2021. *Proceedings*, 241–249.
<https://conference.upgris.ac.id/index.php/etll/article/view/3537>
- Windayani, N. K. H. T. (2023). Lexical Cohesion Used In Donald Trump’s Campaign Speech. *PRAGMATICA : Journal of Linguistics and Literature*, 1(1), 1–11. <https://doi.org/10.60153/pragmatica.v1i1.13>