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Text, Co-Text, and Context on Youtube Content Deddy Corbuzier

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Abstract

This study examines the construction of meaning in digital communication within the YouTube podcast "Podhub Finished Here: Vidi Selamanya di Hati" hosted by Deddy Corbuzier through a text, co-text, and context analysis approach. The advancement of digital technology and the widespread use of social media have transformed human communication patterns into more interactive, rapid, and expressive forms. As an audiovisual communication medium, podcasts convey meaning not only through verbal expressions but also through nonverbal elements, including tone of voice, facial expressions, and conversational situations. This study employed a qualitative approach using a descriptive method. The data consisted of utterances from the selected podcast episode containing elements of text, co-text, and context. Data were collected through listening and note-taking techniques, followed by transcription and classification of relevant conversational segments. Data analysis was conducted using a discourse analysis approach to examine the relationship between linguistic structures, interactions among utterances, and the social contexts underlying the communication process. The findings reveal that the podcast utterances are predominantly characterized by emotional expressions related to sadness, loss, longing, and reflections on life experiences. The construction of meaning is not limited to linguistic elements within the text but is also shaped by co-textual relationships within the conversation and contextual factors, including the speaker's emotional state, personal experiences, and social background. Furthermore, the findings indicate the use of figurative language, such as metaphors and comparisons, as strategies for expressing complex emotional experiences more deeply and effectively. This study demonstrates that meaning construction in YouTube podcast discourse is dynamic and emerges through the interaction between linguistic,

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emotional, and social dimensions. The integration of text, co-text, and context analysis provides a comprehensive framework for understanding how digital communication represents personal experiences and emotional expressions in contemporary media environments.

Keywords: digital communication; discourse analysis; podcast; text, co-text, and context; emotional expression; YouTube.

INTRODUCTION

Language plays a fundamental role in daily human activities as the primary medium of communication. It is not only used to convey information but also functions as a means of expressing thoughts, emotions, and constructing meaning within social interactions. Along with the development of digital technology, patterns of human communication have undergone significant transformations. Advances in information and communication technology have created a paradigm shift in global connectivity by enabling individuals to exchange information beyond geographical boundaries (Waruwu & Lawalata, 2024). Digital technology has also reduced direct human involvement in communication processes by introducing sophisticated automated systems based on computer-oriented formats (Three Millenium Waruwu et al., 2023).

One of the most influential developments in digital communication is the emergence of social media, which enables rapid and extensive interaction without limitations of time and space (Arsanti & Setiana, n.d.). In the millennial and digital era, the use of communication media and digital platforms has become increasingly integrated into everyday life. Zellatifanny (2020) explains that new media refers to media that operate through internet-based systems, allowing users to access, distribute, and exchange information more efficiently.

One digital platform that has gained substantial popularity in contemporary communication is YouTube. This platform does not merely function as an entertainment medium but has developed into a digital public sphere for discussion, information dissemination, and the construction of public opinion. Among various types of content available on YouTube, video podcasts have emerged as one of the most popular forms of digital communication. Podcasts represent a growing trend that has attracted attention from various groups, including academics, due to their flexibility and accessibility (Nur Amalia, 2021).

In the contemporary communication landscape, podcasts provide an effective and practical medium for delivering information, developing communication skills, and supporting educational activities in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) era

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(Arinarohmatulh_300694,+Kholik+153-165, n.d.). Podcasts are generally defined as digital audio-based programs consisting of episodic content that is distributed periodically and can be accessed automatically through media devices using Really Simple Syndication (RSS) technology (Mulyani, 2021). These characteristics demonstrate that podcasts provide personalized access to information through users' digital devices. Unlike conventional forms of communication, video podcasts combine verbal language with nonverbal elements, including facial expressions, vocal intonation, gestures, and conversational situations, which contribute to the complexity of meaning construction.

In linguistic studies, meaning is not solely interpreted through spoken words or verbal expressions but is also influenced by nonverbal elements and the communicative context surrounding an interaction. Discourse analysis considers language as a social practice that is inseparable from the context in which communication occurs. Therefore, meaning is constructed not only through linguistic elements but also through intonation, expressions, gestures, participant relationships, and social circumstances. Consequently, analyzing YouTube podcasts requires an approach that integrates textual, co-textual, and contextual elements to achieve a comprehensive understanding of meaning formation.

One Indonesian YouTube podcast that has attracted considerable public attention is "Podhub Finished Here: Vidi Selamanya Di Hati" hosted by Deddy Corbuzier. This podcast presents emotional themes related to loss, memories, and life reflection. Beyond its entertainment function, the podcast provides a space for emotional expression and social reflection among audiences. The interaction between the host and guest creates meaningful communication patterns that involve not only spoken discourse but also emotional expressions and contextual elements.

Previous studies have explored podcasts from various perspectives. Nur Amalia (2021) found that podcasts represent a digital communication medium that is increasingly preferred because of their flexibility and ability to deliver information in an engaging manner. Other studies have examined podcasts as educational tools and platforms for public communication in the digital era. Furthermore, research on digital communication has generally focused on media effectiveness, communication strategies, and entertainment functions of podcasts. However, studies specifically examining meaning construction through the interaction between text, co-text, and context in audiovisual podcasts remain limited, particularly in Indonesian YouTube podcast contexts.

Understanding meaning in podcasts requires more than analyzing verbal expressions

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alone. Meaning is constructed through the relationship between spoken language, supporting communicative elements, and the social context underlying the interaction. Although previous studies have discussed podcasts as entertainment, educational, and communication media, limited attention has been given to how meaning emerges through the integration of text, co-text, and context in audiovisual digital communication. Nonverbal aspects such as intonation, facial expressions, and conversational situations play an important role in shaping interpretation and emotional understanding. Therefore, this study addresses this research gap by analyzing the YouTube podcast "Podhub Finished Here: Vidi Selamanya Di Hati" using the framework of text, co-text, and context analysis.

In this study, text refers to the verbal elements represented through spoken words and sentences, while co-text refers to supporting linguistic and nonlinguistic elements, including intonation, expressions, and relationships between utterances within conversations. Meanwhile, context refers to the social conditions, background information, and communicative situations surrounding the interaction (Labas & Yasmine, 2017). Through this analytical framework, the study aims to reveal how meaning is constructed within digital communication practices.

Based on the above discussion, this study aims to analyze the meaning contained in Deddy Corbuzier's YouTube podcast "Podhub Finished Here: Vidi Selamanya Di Hati" through the perspective of text, co-text, and context analysis. This research is expected to provide deeper insights into the process of meaning construction in digital communication, particularly within the increasingly developing podcast culture in contemporary society.

METHODS

This study employed a qualitative approach with a descriptive method to analyze emotional meanings, social relationships, and contextual aspects underlying the speech produced in Deddy Corbuzier's YouTube podcast conversation. According to Fatimah et al. (2022), qualitative research aims to explore and understand phenomena comprehensively based on the perspectives of the subjects being studied.

The data in this study consisted of utterances obtained from the podcast episode entitled "Podhub Finished Here: Vidi Selamanya di Hati", featuring Vidi Akbar as the guest speaker. The data were selected from conversation segments that were relevant to the research focus, particularly those containing elements of text, co-text, and context.

Data collection was conducted through listening and note-taking techniques. The researcher carefully listened to the podcast episode, transcribed relevant conversation segments,

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documented the collected data, and categorized them based on the predetermined analytical framework. The classification process was conducted to identify the linguistic and contextual elements relevant to the study objectives.

The data were analyzed using a discourse analysis approach focusing on three main aspects: text, co-text, and context. The text aspect was used to analyze linguistic forms and structures contained in the utterances. The co-text aspect was used to examine the relationship between utterances and supporting nonverbal elements, such as intonation and facial expressions. Meanwhile, the context aspect was applied to understand the social situation, conversational background, and conditions influencing the communication process.

RESULTS

Data 1



The expression “I always cry” represents an emotional statement conveyed through a simple sentence structure. From a textual perspective, the word “cry” literally represents a psychological condition associated with sadness or emotional distress experienced by the speaker. Meanwhile, the use of the word “always” indicates intensity and continuity, emphasizing that the emotional experience occurs repeatedly rather than as an isolated event. Therefore, the expression does not merely function as a means of delivering information but also represents the speaker’s affective condition through specific word choices and sentence construction. In this regard, the text analysis approach is applied to identify how linguistic elements contribute to the construction of emotional meaning within the utterance.

From a co-text perspective, the expression appears as a response to the previous statement made by the interlocutor. Therefore, the phrase does not represent an independent

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topic but functions as part of an ongoing conversational sequence. The meaning of the expression is constructed through its relationship with surrounding utterances, demonstrating that interpretation cannot be separated from the preceding conversational context. The co-text analysis reveals how the connection between conversational segments contributes to the continuity and development of meaning throughout the podcast interaction.

Meanwhile, from a contextual perspective, the expression occurs at the beginning of the conversation in the YouTube podcast "Podhub Finished Here: Vidi Selamanya di Hati" hosted by Deddy Corbuzier. This conversational setting establishes an emotional atmosphere in which the discussion does not immediately focus on the theme of sadness but begins with the speaker's personal emotional expression. The social and situational context surrounding the interaction influences how audiences interpret the phrase as a genuine representation of sadness and emotional experience. Therefore, contextual analysis is necessary because the meaning of the expression is shaped not only by linguistic features but also by the communication situation, conversational background, and emotional conditions involved.

Overall, the application of text, co-text, and context analysis provides a comprehensive understanding of the meaning contained in the expression "I always cry." The text dimension explains the linguistic meaning constructed through word selection and sentence structure, the co-text dimension highlights the relationship between utterances within the conversation, while the context dimension explains how social and situational factors influence the interpretation of meaning. These three analytical dimensions complement each other in revealing how emotional meaning is constructed within digital podcast communication.

Data 2



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The expression “If Vidi still exists...” represents a hypothetical sentence structure that remains incomplete, allowing various interpretations from the listener. From a textual perspective, the incompleteness of the sentence indicates the presence of implicit meaning that is not directly expressed by the speaker. The use of the word “if” reflects a hypothetical condition or an unrealized possibility that contrasts with the actual situation. Furthermore, the pause at the end of the utterance suggests an emotional hesitation and the difficulty of expressing deeper feelings through words. Therefore, the text analysis approach is important because it reveals how linguistic forms, word choices, and sentence structures function to convey emotional meanings indirectly.

From a co-text perspective, the sentence is closely connected to the preceding conversation, which discusses the loss of and memories associated with Vidi. The continuation of the dialogue demonstrates that the speaker is reflecting on an impossible possibility that cannot be realized due to the departure of the person being discussed. The meaning of the incomplete sentence becomes clearer when interpreted in relation to previous utterances and the overall conversational flow. Thus, co-text analysis is relevant because meaning is not constructed independently but emerges through the relationship between conversational elements that guide the listener’s understanding of the topic being discussed.

From a contextual perspective, the statement reflects the speaker’s emotional condition and difficulty in expressing a complete thought due to intense feelings of grief. The conversational atmosphere within Deddy Corbuzier’s YouTube podcast creates a reflective and emotional setting related to loss and remembrance. The speaker’s inability to complete the sentence does not indicate a lack of linguistic ability; rather, it represents the strength of emotional experiences that exceed the speaker’s capacity to articulate the thought completely. Therefore, contextual analysis is essential because situational factors, emotional states, and social circumstances significantly influence how incomplete expressions are interpreted.

Overall, the analysis of text, co-text, and context demonstrates that incompleteness in linguistic structures is not merely a grammatical limitation or an accidental omission, but can function as an expressive strategy that strengthens emotional meaning. The text dimension reveals implicit meanings embedded in linguistic choices, the co-text dimension explains the relationship between conversational segments, while the context dimension highlights the influence of emotional and situational factors on the speaker’s expression. Through the integration of these three dimensions, the unfinished sentence can be understood as a meaningful communicative act that represents grief, reflection, and emotional depth.

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Data 3



The expression “I miss you” represents a direct and explicit form of emotional expression. From a textual perspective, the sentence has a simple linguistic structure; however, it carries a profound emotional meaning because the speaker openly expresses feelings of longing toward another person. The phrase “miss you” indicates emotional attachment and a sense of loss that continues to be experienced by the speaker. The simplicity of the word choice demonstrates that genuine emotions are not always conveyed through complex linguistic forms but can emerge through straightforward expressions. Therefore, text analysis is applied to identify how simple linguistic elements and sentence structures contribute to the construction of emotional meaning.

From a co-text perspective, the expression appears within a conversational sequence discussing memories of a person who has passed away. The statement does not occur independently but is connected to previous utterances concerning loss, grief, and the emotional relationship between the speaker and the person being discussed. Its appearance strengthens the conversational direction by emphasizing themes of remembrance and longing. Therefore, co-text analysis is used to examine the relationship between utterances and how the surrounding conversational elements contribute to the interpretation of meaning.

From a contextual perspective, the simplicity of the expression enhances the authenticity and sincerity of the emotion conveyed by the speaker. The speaker does not attempt to exaggerate or conceal the feeling, resulting in an expression that appears natural and genuine. Within the atmosphere of Deddy Corbuzier’s YouTube podcast, the emotional tone of the conversation transforms this simple statement into a representation of deep longing toward someone who has departed. Thus, contextual analysis is essential because the meaning of the expression is influenced not only by linguistic features but also by the speaker’s emotional

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condition, the conversational situation, and the social background surrounding the interaction.

Overall, the analysis of text, co-text, and context demonstrates that simple linguistic expressions can construct profound meanings when they occur within emotional communication settings. The text dimension explains the linguistic meaning contained in the statement, the co-text dimension reveals the relationship between conversational elements, while the context dimension illustrates how emotional and social situations influence the interpretation of meaning. Through these three analytical dimensions, the expression “I miss you” can be understood as a meaningful representation of grief, attachment, and emotional remembrance.

Data 4



The expression “Every time I remember Vidi, all cry” illustrates the use of a generalizing expression through the word “all,” which indicates collective involvement in an emotional experience. From a textual perspective, this sentence does not merely represent the speaker’s personal feelings but extends the meaning of grief into a shared emotional experience experienced by multiple individuals. The use of the word “all” emphasizes that the sadness associated with Vidi’s departure is not limited to the speaker alone but is also experienced by people around him. Furthermore, the word “cry” functions as a direct emotional expression that reinforces the intensity of collective grief. Therefore, text analysis is applied to examine how linguistic choices and sentence structures construct representations of shared emotional experiences.

From a co-text perspective, the utterance is connected to the broader conversational sequence discussing Vidi’s loss and memories. The statement refers to the emotional reactions of people who continue to experience sadness when remembering the deceased figure. Its meaning

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becomes more comprehensible when interpreted in relation to previous discussions that describe the emotional impact of Vidi's departure. The connection between these conversational elements demonstrates that the meaning of the utterance is constructed through its relationship with surrounding statements rather than existing independently. Therefore, co-text analysis is used to explain how conversational continuity contributes to the interpretation of collective emotional expressions.

Another related expression reflects a contrast between external appearance and internal emotional conditions. The use of the conjunction "but" indicates a shift in meaning from an observable situation to a hidden emotional reality experienced by the speaker. The phrase "laughter" represents an external expression associated with happiness or positivity, whereas the word "sad" reflects an internal emotional state that remains concealed. The contrast between these two elements reveals a discrepancy between social expressions displayed to others and the actual feelings experienced internally. From a textual perspective, this contradiction demonstrates how language structures and word choices can construct complex emotional meanings within an utterance.

From a co-text perspective, these expressions emerge when the speaker describes an attempt to maintain normal social interaction despite experiencing grief. The utterance is related to previous discussions concerning the process of coping with loss and maintaining social relationships while dealing with emotional pain. The presence of this statement reinforces the idea that visible expressions, such as laughter, do not always represent the speaker's actual emotional condition. Therefore, co-text analysis helps reveal how the relationship between conversational segments creates a deeper understanding of the speaker's emotional experience.

From a contextual perspective, these expressions represent the phenomenon of emotional masking, in which individuals conceal their genuine emotions in order to maintain a socially acceptable appearance. Within the context of Deddy Corbuzier's YouTube podcast, the emotional atmosphere surrounding discussions of loss demonstrates that laughter may function as a coping mechanism or emotional protection strategy that allows individuals to appear strong despite experiencing sadness. This situation illustrates the gap between external expressions and internal emotional states. Therefore, contextual analysis is essential because the interpretation of the utterance is influenced by social circumstances, psychological conditions, and emotional backgrounds surrounding the interaction.

Overall, the analysis of text, co-text, and context demonstrates that these expressions represent a conflict between visible social expressions and hidden emotional experiences. The

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text dimension reveals how linguistic structures and word choices construct emotional contradictions, the co-text dimension explains the relationship between utterances within the conversation, while the context dimension highlights how social and emotional conditions influence meaning interpretation. Through the integration of these three dimensions, the expressions reveal how grief and emotional complexity are communicated within digital podcast interactions.

Data 5



The expression “He’s like Nokia, the link” represents a metaphorical comparison that associates an individual with a technological symbol. From a textual perspective, this statement employs the real-world object “Nokia” as an analogy to describe the social function of a particular person. The term “link” indicates that the individual is positioned as someone who connects, maintains, or strengthens relationships among other people. Through the use of this metaphor, an abstract social role becomes easier to understand because it is represented through a familiar technological symbol. Therefore, text analysis is applied to examine the use of figurative language and to identify how word choices construct particular meanings within the expression.

From a co-text perspective, the statement appears within a conversational sequence discussing an individual’s role in social relationships and friendship networks. The utterance is connected to previous discussions concerning interpersonal closeness and the position of certain individuals who are able to bring people together within a social environment. The metaphorical meaning of the expression becomes clearer when interpreted alongside surrounding utterances that describe the person as a mediator or connector among others. Therefore, co-text analysis is

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relevant because it explains how the relationship between conversational elements contributes to the development and continuity of meaning.

From a contextual perspective, the metaphor “Nokia” can be understood through shared cultural knowledge regarding the brand’s historical association with communication and connectivity. Nokia is not merely recognized as a mobile phone brand but also as a symbol of communication technology that enabled people to stay connected, particularly during its period of popularity. Within the context of Deddy Corbuzier’s YouTube podcast, the use of this metaphor demonstrates the existence of shared cultural references between the speaker and the audience. As a result, the intended meaning can be understood indirectly without requiring extensive explanation. This indicates that metaphor interpretation is influenced not only by linguistic elements but also by cultural background, collective experiences, and social knowledge shared among communication participants. Therefore, contextual analysis is essential in explaining how cultural references shape the interpretation of metaphorical expressions.

Overall, the analysis of text, co-text, and context demonstrates that metaphor functions as a strategy for representing an individual’s social role in an accessible and meaningful way. The text dimension reveals the figurative language structure and lexical choices used to construct meaning, the co-text dimension explains the relationship between the expression and the surrounding conversation, while the context dimension highlights the influence of shared cultural knowledge in interpreting metaphorical meaning. Through these three analytical dimensions, the expression “He’s like Nokia, the link” illustrates how digital communication uses familiar symbols to represent complex social relationships.

Data 6



The expression “He twisted my heart” represents a form of figurative language that connects a physical action with an emotional experience. From a textual perspective, the word

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"twisted," which is commonly associated with a physical movement, undergoes a semantic shift when applied to an emotional context. This transformation represents the emotional disturbance or psychological impact experienced by the speaker as a result of another person's influence. Meanwhile, the word "heart" functions symbolically as a representation of emotions, feelings, and inner experiences. Therefore, the expression cannot be interpreted solely through its literal meaning but must be understood as a metaphorical representation of a significant emotional transformation. Text analysis is consequently applied to examine how figurative language and semantic shifts construct emotional meanings within the utterance.

From a co-text perspective, the expression appears within a conversational discussion concerning the influence of another person on the speaker's emotional condition. The phrase is connected to previous conversational segments that address personal relationships, emotional attachment, and psychological experiences experienced by the speaker. The presence of this metaphor emphasizes that the person being discussed has a significant influence on the speaker's emotional state and changes in mood. Therefore, co-text analysis is applied to explain how the relationship between surrounding utterances contributes to the development and continuity of meaning throughout the conversation.

From a contextual perspective, the statement reflects a complex emotional change caused by a strong psychological influence. Within the context of Deddy Corbuzier's YouTube podcast, the expression represents an emotional experience that is difficult to communicate directly, leading the speaker to employ metaphorical language as a means of expressing deeper feelings. The use of figurative expressions demonstrates that certain emotional experiences can be more effectively conveyed through symbolic representations rather than direct explanations. Therefore, contextual analysis is essential because the interpretation of the expression is influenced by the speaker's emotional condition, psychological state, and the broader conversational background surrounding the interaction.

Overall, the analysis of text, co-text, and context demonstrates that metaphorical expressions function as a strategy for representing complex emotional experiences. The text dimension reveals the semantic transformation of words from physical meanings into emotional representations, the co-text dimension explains the relationship between the expression and the surrounding conversation, while the context dimension highlights how emotional and situational factors influence the interpretation of meaning. Through these three analytical dimensions, the expression "He twisted my heart" illustrates how metaphor enables speakers to communicate profound emotional experiences within digital conversational settings.

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Data 7



The expression “What we remember is not only the person, but also the moment” represents an affirmation structure characterized by the pattern “not only..., but also...”. From a textual perspective, this structure functions to expand the concept of memory from an individual subject to the experiences associated with that person. The phrase “the person” refers to the individual being remembered, while “the moment” represents the events, experiences, and emotional situations connected to that individual. The parallel structure emphasizes that memory is not constructed solely around a person but also includes the meaningful experiences shared with them. Therefore, text analysis is applied to examine how linguistic structures and emphasis patterns contribute to the expansion of meaning within the expression.

From a co-text perspective, the statement appears after a discussion regarding various memories and experiences shared between the speaker and the person being discussed. The utterance functions as a reinforcement of previous narratives describing emotional experiences, relationships, and meaningful moments associated with that individual. The meaning of the statement becomes clearer because it is supported by the conversational flow, which focuses on memories and past experiences. Therefore, co-text analysis is used to explain how the relationship between previous and current utterances creates continuity and strengthens the interpretation of meaning within the conversation.

From a contextual perspective, the statement demonstrates that human memory is not merely individual but also narrative and collective. A person is remembered not only based on their identity but also through the events, emotions, and experiences that have been shared together. Within the context of Deddy Corbuzier’s YouTube podcast, this expression reflects how emotional and social experiences influence the process of remembering others. Memory is not formed as an objective record of the past but as a construction shaped by interpersonal relationships and meaningful experiences. Therefore, contextual analysis is essential because the interpretation of the statement is influenced by social situations, emotional experiences, and the

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conversational background surrounding the interaction.

Overall, the analysis of text, co-text, and context reveals that memory is constructed through the interaction between language, social relationships, and emotional experiences. The text dimension explains the linguistic structure and emphasis used to broaden the meaning of memory, the co-text dimension illustrates the relationship between the statement and previous conversational elements, while the context dimension highlights how shared experiences and social conditions influence the formation of meaning. Through these three analytical dimensions, the expression “What we remember is not only the person, but also the moment” demonstrates that remembering is not simply an act of recalling individuals but also a process of reconstructing emotional and social experiences.

Data 8



The expression “Sometimes there are people who look for exposure, you are trash” represents the use of evaluative language characterized by a critical tone and negative judgment toward a particular subject. From a textual perspective, the expression contains evaluative terms that construct a strong assessment of the person being discussed. The term “exposure” refers to the behavior of seeking public attention, recognition, or popularity, while the term “trash” functions as a negative evaluation that devalues the subject. The combination of these expressions demonstrates that the utterance does not merely describe a social phenomenon but also conveys the speaker’s judgment and attitude toward that phenomenon. Therefore, text analysis is applied to examine how lexical choices, sentence structures, and evaluative expressions construct meaning within the utterance.

From a co-text perspective, the statement emerges within a discussion concerning phenomena in the media and entertainment industry, particularly related to individual behavior in constructing public visibility. The utterance is connected to previous conversational segments

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discussing attempts to gain attention or popularity through media platforms. Its meaning becomes more comprehensible when interpreted within the broader conversational flow, where the speaker expresses criticism toward certain behaviors in the entertainment environment. Therefore, co-text analysis is used to explain how the relationship between surrounding utterances contributes to the development of meaning and reinforces the speaker's critical position.

From a contextual perspective, the expression reflects the speaker's critical stance toward individuals who are perceived as excessively seeking attention and acting contrary to certain social values held by the speaker. Within the context of Deddy Corbuzier's YouTube podcast, the statement demonstrates that discourse functions not only as a medium for exchanging information but also as a means of expressing ideology, social evaluation, and personal viewpoints regarding social phenomena. The use of strong and negative language indicates the speaker's firm position in criticizing certain practices within the media environment. Therefore, contextual analysis is essential because the interpretation of the utterance is influenced by the social situation, the speaker's position, and the broader discourse background surrounding the interaction.

Overall, the analysis of text, co-text, and context demonstrates that the expression contains ideological and evaluative meanings constructed through language. The text dimension reveals the use of judgmental vocabulary and negative evaluation, the co-text dimension explains the relationship between the utterance and discussions of media-related phenomena, while the context dimension highlights the role of discourse as a means of expressing social criticism and ideological positioning within digital communication.

Data 9



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The expression “I check Instagram, only he appears” represents a personal experience related to interaction with social media platforms. From a textual perspective, although the sentence appears simple in structure, it conveys a deeper meaning by illustrating how a particular figure dominates the digital space experienced by the speaker. The phrase “only he appears” emphasizes the repeated presence of the figure within the speaker’s social media environment. Therefore, the digital experience is not merely a neutral technological phenomenon but is influenced by emotional associations, memories, and personal attachment. Text analysis is applied to explain how simple linguistic structures can represent the speaker’s emotional experiences and perceptions of digital reality.

From a co-text perspective, the utterance is connected to a broader conversation discussing memories of a person who has become the focus of previous discussions. The statement functions as part of a narrative sequence illustrating how memories of an individual continue to emerge in various situations, including through digital platforms. Its meaning becomes clearer when interpreted alongside previous discussions concerning loss, longing, and repeated recollections. Therefore, co-text analysis is applied to examine how the relationship between conversational segments creates continuity and strengthens the interpretation of meaning.

From a contextual perspective, social media platforms such as Instagram function as digital spaces that preserve memories and extend the presence of a particular individual in the speaker’s daily life. The repeated appearance of the figure in digital posts or recommendations demonstrates how technology contributes to maintaining emotional connections with someone who is remembered. This indicates that digital technology does not only function as a communication medium but also influences the way individuals experience, manage, and reconstruct emotions and memories. Therefore, contextual analysis is essential because the meaning of the utterance is shaped by technological developments, personal experiences, and social situations surrounding digital media usage.

Overall, the analysis of text, co-text, and context demonstrates that digital experiences can become significant triggers for emotional memories. The text dimension reveals how simple linguistic expressions may carry profound emotional meanings, the co-text dimension highlights the relationship between the utterance and discussions of memories, while the context dimension explains how digital technology contributes to shaping emotional experiences and memory construction.

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Overall Findings of Text, Co-text, and Context Analysis

Based on the analysis of the selected data from Deddy Corbuzier's YouTube podcast episode "Podhub Finished Here: Vidi Selamanya Di Hati," it can be concluded that the utterances are predominantly characterized by emotional expressions related to sadness, loss, longing, and reflection on personal experiences. These emotions are not always expressed through direct statements but are also constructed through spontaneous language use, simple expressions, metaphors, comparisons, and incomplete sentence structures that strengthen the emotional meanings conveyed by the speakers.

Furthermore, the findings indicate that figurative language, particularly metaphors and analogies, plays an important role in representing complex emotional experiences. Speakers tend to employ indirect expressions to communicate feelings that are difficult to articulate explicitly. These linguistic strategies allow emotional experiences to be conveyed more deeply and expressively.

From the co-text perspective, each utterance is interconnected with other conversational elements, creating a coherent dialogue structure centered on themes of loss, remembrance, and emotional attachment. The meaning of individual expressions becomes more understandable when interpreted in relation to previous and subsequent utterances within the conversation.

Meanwhile, from the contextual perspective, the meaning of the utterances is strongly influenced by the emotional atmosphere, the speaker's personal experiences, and the social relationships between participants involved in the interaction. The podcast environment provides a space where personal memories and emotional reflections are constructed through both verbal expressions and situational factors.

Therefore, this study demonstrates that meaning in podcast communication is not determined solely by linguistic elements within the text but is constructed through the interaction between text, co-text, and context. These three dimensions work together to create a comprehensive understanding of emotional experiences represented in digital conversational discourse.

DISCUSSION

The findings of this study indicate that the utterances in Deddy Corbuzier's YouTube podcast are predominantly characterized by emotional expressions related to grief, loss, remembrance, and personal reflection. These findings demonstrate that podcast communication does not merely function as a medium for information exchange but also serves as a space for

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spontaneous and personal emotional expression. The dominance of emotional expressions is influenced by the nature of podcast conversations, which generally occur in a natural and less structured manner compared to formal communication settings. This condition allows speakers to express their feelings through simple sentences, spontaneous utterances, and language structures that may not always follow complete grammatical patterns. Rather than reducing meaning, these linguistic features often strengthen the emotional intensity conveyed by the speakers.

Furthermore, the findings reveal that simple and indirect forms of language are frequently used to represent complex emotional experiences that are difficult to articulate explicitly. Speakers employ spontaneous expressions, incomplete sentences, metaphors, and figurative language as strategies to communicate deeper psychological and emotional states. Through the perspective of text, co-text, and context analysis, these expressions demonstrate that meaning construction in podcasts involves the interaction of multiple elements. The text dimension explains the linguistic structures and word choices used to convey meaning, the co-text dimension reveals the relationship between utterances within the conversational flow, while the context dimension provides an understanding of the emotional conditions, social situations, and backgrounds underlying the communication process.

Therefore, this study concludes that meaning in podcast discourse is not constructed solely through linguistic elements within the text but emerges through the interaction between language structures, conversational relationships, and contextual factors. The integration of text, co-text, and context analysis provides a comprehensive framework for understanding how emotional experiences are represented and interpreted within digital communication, particularly in contemporary YouTube podcast interactions.

CONCLUSION

Based on the findings of this study, it can be concluded that the development of digital technology, particularly social media platforms such as YouTube, has significantly transformed patterns of human communication by making interactions more open, rapid, and dynamic. One form of digital communication that has experienced substantial development is the podcast, which combines verbal language with nonverbal elements, including intonation, facial expressions, and conversational situations, thereby creating more complex processes of meaning construction.

The analysis of the podcast “Podhub Finished Here: Vidi Selamanya di Hati” demonstrates

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that meaning cannot be interpreted solely through textual elements or spoken expressions. Instead, meaning is constructed through the interaction between text, co-text, and context, including the relationship between utterances, the speaker's emotional conditions, and the social background underlying the conversation. Therefore, meaning in digital communication is not static but continuously constructed through the interaction of linguistic, emotional, and social factors.

This study highlights that podcast discourse functions not only as a medium for information exchange but also as a space for expressing personal experiences, emotions, and social meanings. Through the integration of text, co-text, and context analysis, digital conversations can be understood as complex communicative practices in which language and social experiences interact to produce meaning.

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