THE ANALYSIS OF SPEECH ACT IN LANGUAGE USE ON SOCIAL MEDIA: A CASE STUDY OF INSTAGRAM STORIES

Sri Nur Fitriani

Universitas Ma'arif Nahdlatul Ulama (UMNU) , Fakultas Keguruan dan Ilmu Pendidikan, Kebumen
Jalan Kutoarjo Km.05 Jatisari Kebumen, Jawa Tengah 54317
E-mail: srinurfitriani03@gmail.com

Abstract

This research aims to analyze speech acts in the use of language on social media, with a special focus on Instagram Stories. This research uses a qualitative descriptive method with a case study approach to identify and categorize various types of speech acts used by Instagram users in their stories. Data was collected from a number of randomly selected Instagram stories and analyzed using speech act theory by J.L. Austin (1962) and John Searle (1969). The research results show that directive and expressive speech acts are the most dominant. This research also found that the social context and communication goals greatly influence the type of speech acts used. These findings provide insight into the dynamics of communication on social media platforms and how users utilize story features to interact and express themselves. This research contributes to a deeper understanding of language use in digital contexts and its implications for linguistics and communication studies.

Keywords*: Speech Acts, Instagram Stories, Social Media, Qualitative Analysis*

1. INTRODUCTION

In the digital age, social media platforms have become pivotal in shaping communication and social interactions. Among these platforms, Instagram, with its feature of Instagram Stories, offers a unique and dynamic environment for users to express themselves through a combination of images, videos, and text. This evolving form of communication presents a fertile ground for linguistic analysis, particularly in the context of speech acts. Speech acts, as proposed by J.L. Austin and further developed by John Searle, refer to the actions performed via utterances, encompassing acts such as promising, ordering, greeting, or apologizing.

This research aims to explore the application and manifestation of speech acts within Instagram Stories. By analyzing the linguistic features and communicative functions of Instagram Stories, this study seeks to uncover how users employ language to achieve various communicative purposes and interact with their audience. The transient nature of Instagram Stories, combined with their multimodal content, provides a rich corpus for examining contemporary language use in a digital context.

The research will focus on identifying the types and functions of speech acts in Instagram Stories, examining how these speech acts contribute to the creation of meaning and interaction in a virtual space. This study will also consider the role of visual and textual elements in enhancing or altering the interpretation of speech acts. Through a detailed analysis, this research aims to contribute to the broader understanding of digital communication practices and the evolving landscape of language use on social media platforms.

2. LITERATURE REVIEW

Speech act theory was developed by J.L. Austin (1962) and John Searle (1969), provide the basis for understanding how words are used not only to convey information, but also to carry out actions.

Speech Acts according to J.L. Austin (1962)

J.L. Austin introduced the concept of speech acts in his book "How to Do Things with Words" (1962). Austin states that when we speak, we not only make statements, but also perform certain actions. He divided speech acts into three types:

1. Locutionary Act:
- It is the act of producing sounds, words and sentences that have a specific meaning. For example, saying the phrase "It's raining."
2. Illocutionary Act:
- This is an action performed by saying something, such as making a promise, giving an order, or asking. For example, by saying "Can you close the window?", we perform the action of asking.
3. Perlocutionary Act:
- It is the effect produced on the listener by speech, such as convincing, frightening or inspiring. For example, by saying "There's a snake behind you!", we may scare others.

Types of Speech Acts according to John Searle (1969)

John Searle, a student of Austin, further developed this theory of speech acts in his book "Speech Acts: An Essay in the Philosophy of Language" (1969). Searle classifies illocutionary speech acts into five main categories:

1. Assertives:
- This speech act states something that the speaker believes to be true. Examples are statements, descriptions, or reports. For example, "The sky is blue."
2. Directives:
- This speech act tries to get the listener to do something. Examples are orders, requests, or suggestions. For example, "Please close the door."
3. Commissives:
- This speech act commits the speaker to do something in the future. Examples are promises, oaths, or offers. For example, "I'm coming to the party tomorrow."

4. Expressives:
- This speech act expresses the speaker's feelings or attitude towards a situation. Examples are thanks, apologies, or congratulations. For example, "I apologize for the delay."
5. Declarations:
- This speech act creates a change in the status or situation of an object or person through speech. Examples include marrying a couple, firing someone, or naming a ship. For example, "I pronounce you husband and wife."

By understanding Austin and Searle's speech act theory, we can better understand how language is used not only to convey information, but also to carry out various actions in everyday interactions.

3. RESEARCH METHODS

This research uses a qualitative descriptive method to analyze Instagram Stories content. The data used is Instagram Stories content uploaded by Instagram users over several months. This research will use documentation techniques to collect data and selection techniques to select relevant data. The sample used was 20 Instagram Stories taken from different user accounts. Analysis is carried out using the following criteria:

1. Locutionary Speech Act: Analysis of words used in Instagram Stories.
2. Illocutionary Speech Act: Analysis of the meaning produced by words in Instagram Stories.
3. Perlocutionary Speech Act: Analysis of the effects produced by words in Instagram Stories.

4. FINDING AND DISCUSSION

This research analyzes speech acts in the use of language in Instagram stories with the aim of understanding the types of speech acts most commonly used and the factors that influence them. The following are the main findings of this research:

Description :
As : Assertives
Dr : Directives
Cm : Commissives
Ex : Expressives
Dc : Declarations

Table 1. Analysis Data

NO.	DATA	EXPLANATION	SPEECH ACT
1.	“Ekspresi ga ngerti lirik” (@sssngrm)	In this case, "ga ngerti lirik" shows the speaker's feelings of not understanding or being confused about the lyrics of a song. This expression describes the speaker's attitude or reaction without trying to influence other people to do something, state the truth, or make a commitment, so it is clearly an expressive speech act.	Ex
2.	“Kreasi ibu hamil @falah.el” (@sssngrm)	In this case, "Kreasi ibu hamil @falah.el" states or describes works created by a pregnant woman identified with the account @falah.el. This is a form of informational statement or description that informs the audience about someone's work. included in the type of speech act assertive.	As
3.	“Sabar yak. Hehe @amatul” (@nashirrudin_ahmad)	The expression "Sabar yak.Hehe @amatul" is included in the directive speech act type. In this case, "sabra yak" is an expression that functions as a form of advice or request to @amatul to be patient. The addition of "Hehe" may be intended to soften the tone of the request, making it sound more friendly or casual.	Dr
4.	“Thank you for today @selfidmyt” (@ay_chiyaa)	The expression "THANK U FOR TODAY @selfidmyt" is included in the type of expressive speech act. In this case, the phrase "THANK U FOR TODAY" shows the speaker's gratitude to @selfidmyt for something that happened that day. This expression expresses appreciation or appreciation, which is a characteristic of expressive speech acts.	Ex
5.	“Terimakasih cantikku!!” (@isyaasafirra)	The expression "terimakasih cantikku!!" included in the type of expressive speech act. In this case,	Ex

		"terimakasih cantikku!!" shows the speaker's gratitude to someone he considers beautiful. This expression expresses appreciation or appreciation, which is a characteristic of expressive speech acts.	
6.	“Abaikan backsound” (@_nurhannah31)	The expression "abaikan backsound" is included in the type of directive speech act. In this case, "abaikan backsound" is a request or instruction to the listener not to pay attention to the background sound. This expression functions to direct the listener to take a certain action, namely ignoring background noise.	Dr
7.	“Semangat sayangkuu @fanysajalah” (@mieayaaamm_)	The expression "semangat sayangkuu @fanysajalah" is included in the type of expressive speech act. In this case, "semangat sayangkuu" shows encouragement or emotional support from the speaker to @fanysajalah. This expression expresses positive and supportive feelings or attitudes, which is a characteristic of expressive speech acts.	Ex
8.	“Efek hahahihihahahihi” (@simulumul)	The expression "efek hahahihihahahihi" is included in the type of expressive speech act. In this case, the "efek hahahihihahahihi" indicates the speaker's reaction which may be a feeling of humor, joy, or cheerfulness evoked by an event or context. This expression expresses the speaker's feelings or attitude towards the situation, which is a characteristic of expressive speech acts.	Ex
9.	“Tampil dengan ketinggian berbeda” (@https_cpt69)	The expression "Tampil dengan ketinggian berbeda" belongs to the type of directive speech act. In this case, "Tampil dengan ketinggian berbeda" is an instruction or suggestion that directs someone to appear or appear with variations in height. This is a form of direction that influences a person's actions or appearance.	Dr
10.	“Keep smile” (@wiji_khoeriyah)	The expression "Keep smile” is included in the type of directive speech act. In this case, "Keep Smile" is a	Dr

		suggestion or instruction that encourages listeners to keep smiling. This expression aims to influence the listener's actions or attitudes.	
11.	“Happy birthday sya” (@w.ariyanaa_)	The expression "happy birthday sya" is included in the type of expressive speech act. In this case, "happy birthday sya" is an expression that expresses the speaker's feelings or intention to celebrate someone's birthday. This is a form of congratulations that expresses positive feelings and appreciation, which are characteristic of expressive speech acts.	Ex
12.	“Ga niat nulis kek gini jadinya berantakan” (@firdaaausii)	The expression "Ga niat nulis kek gini jadinya berantakan" is included in the type of expressive speech act. In this case, the expression reflects the speaker's frustration or regret regarding the result of the writing which is considered messy due to a lack of intention or attention when writing. This expression expresses the speaker's feelings or attitude towards the quality or results of the writing he has written.	Ex
13.	“Terkadang termenung sampai pundung, melawan logika sehingga rundung, kukira aku yang hebat ternyata kita yang kuat. Lewati badainya, jangan ganti orangnya @soptiasiregar17” (@putrasiregarr17)	The expression “Terkadang termenung sampai pundung, melawan logika sehingga rundung, kukira aku yang hebat ternyata kita yang kuat. Lewati badainya, jangan ganti orangnya @soptiasiregar17” is included in the type of expressive speech act. In this case, the expression reflects reflective feelings, regret, and the urge to stay strong together in the face of difficulties. It expresses the speaker's deep feelings and introspection about their situation as well as support for @soptiasiregar17.	Ex
14.	“Masyallah tabarakallahh, asline subhanallah poll” (@ajengadsttt_)	The expression "Masyallah tabarakallahh, asline subhanallah poll" is included in the type of expressive speech act. This expression reflects admiration, praise, or deep appreciation for something. Phrases such as "Masya	Ex

		Allah" and "Subhanallah" are often used in religious contexts to express awe, admiration, or gratitude. This expression expresses the speaker's feelings and attitude towards something that is considered extraordinary or beautiful.	
15.	“Barokalloh fii ‘imli Nurrrr (si teteh sunda)” (@azzahrsf_)	The expression "Barokalloh fii ‘imli Nurrrr (si teteh sunda" is included in the type of expressive speech act. This expression expresses gratitude and appreciation for someone, in this case referring to "si teteh sunda." "Barokalloh Fii 'ilmi" means "may Allah bless you with knowledge," and "Nurrrr" shows appreciation or admiration. This expression reflects positive feelings and praise towards the person mentioned, which is a characteristic of expressive speech acts.	Ex
16.	“Semangat terus diriku” (@mieayaaamm_)	The expression "Semangat terus diriku" is included in the type of expressive speech act. This expression expresses one's own encouragement or motivation to continue to be enthusiastic, reflects the speaker's feelings or attitude towards the situation or his own efforts. This is a form of self-directed support or motivation, which is a characteristic of expressive speech acts.	Ex
17.	“Sangat2 tampan wkwk” (@yxnaira)	The expression "Sangat2 tampan wkwk" is included in the type of expressive speech act. This expression expresses feelings of admiration or praise towards someone by stating that that person is very handsome. "Wkwk" shows that this expression is delivered in a light or humorous tone. This expression reflects the speaker's positive feelings towards someone's appearance, which is a characteristic of expressive speech acts.	Ex
18.	“BIOLOGI MENYENANGKAN” (@nd4h._)	The expression "BIOLOGI MENYENANGKAN" is included in the type of expressive speech act. This expression expresses the speaker's feelings or attitude towards the subject	Ex

		of biology by stating that biology is something fun. This reflects the speaker's positive feelings about biology and is a characteristic of expressive speech acts.	
19.	“Tiba tiba di puncak” (@sintxxq_)	The expression "Tiba tiba di puncak" is included in the type of assertive speech act. In this case, the expression "Tiba tiba di puncak" conveys information or reports that someone or something has reached the top suddenly. This is a form of statement or description about the circumstances or situations that occur.	As
20.	“Alhamdulillah terimakasih banyakkk” (@yuniiyunni01)	The expression “Alhamdulillah terimakasih banyakkk" is included in the type of expressive speech act. This expression expresses gratitude and thanks, reflecting the speaker's positive feelings towards the situation or help received. "Alhamdulillah" shows gratitude, while "terimakasih banyakkk” expresses appreciation, both of which are characteristics of expressive speech acts.	Ex

Based on the speech act analysis table above, it shows the following results:

1. Dominance of Expressive and Directive Speech Acts:
- The results of the analysis show that expressive and directive speech acts are the most dominant types of speech acts in Instagram Stories. Users often use their stories to express feelings, such as happiness, disappointment, or surprise, as well as to provide instructions or requests to their followers.
2. Use of Assertive Speech Acts:
- Assertive speech acts are also often found, especially in the form of information statements, activity reports, or opinions. Users often share their experiences, provide recommendations, or comment on current issues.
3. Lack of Declarative and Commissive Speech Acts:
- Declarative and commissive speech acts are found less frequently than other types of speech acts. Declarative speech acts appear in special situations, such as official announcements or changes in status, while commissive speech acts are often related to personal promises or commitments.

4. Influence of Social Context:
- The findings show that the user's social context greatly influences the type of speech act used. Users with many followers or who are considered influencers tend to use more directive and assertive speech acts to influence their followers. Meanwhile, users with smaller social circles more often use expressive speech acts to interact with close friends and family.

5. Communication Objectives:
- Further analysis shows that the purpose of communication influences the choice of speech acts. Stories aimed at entertainment or learning tend to use expressive and assertive speech acts, while stories aimed at getting interaction or responses from followers use more directive speech acts.

6. Multimodality in Speech Acts:
- Users often utilize Instagram Stories' multimodal features, such as text, images, videos, and stickers, to strengthen their speech acts. For example, using poll stickers for directive speech acts, or using emojis to express feelings.

These findings provide deep insight into how Instagram users utilize the stories feature to interact and express themselves, as well as how different types of speech acts can be influenced by social context and communication goals. This research also shows the importance of understanding the dynamics of communication on social media for broader linguistic and communication studies.

5. CONCLUSION

This research has analyzed speech acts in the use of language in Instagram Stories and found several main patterns in the way users interact and express themselves on this platform. The findings show the dominance of expressive and directive speech acts, significant use of assertive speech acts, and minimal declarative and commissive speech acts. In addition, this research reveals that the social context and communication goals greatly influence the type of speech act used, as well as the importance of multimodal features in strengthening speech acts.

Overall, this research provides valuable insight into the dynamics of communication on social media, especially Instagram Stories. The results of this research confirm that users utilize various types of speech acts to interact effectively and express themselves in various social contexts and communication purposes. A deeper understanding of the use of these speech acts can contribute to broader linguistic and communication studies, as well as provide practical insights for the development of more effective digital communication strategies on social media.

1. REFERENCES

- Austin, J. L. (1962). How to Do Things with Words. Oxford University
- Searle, J. R. (1969). Speech Acts: An Essay in the Philosophy of Language. Cambridge University Press.
- Harsari, I. S., Hidayat, A., & Nurharyani, O. P. (2022). Analisis Prinsip Kerja Sama dalam Komentar Instagram Ridwan Kamil (Kajian Pragmatik). Jurnal Iswara, 1(2), 49–64.

- Meliyawati, Saraswati, & Anisa, D. (2023). Analisis Tindak Tutur Lokusi Ilokusi dan Perlokusi Pada Tayangan Youtube Kick Andy Edisi Januari 2022 Sebagai Bahan Pembelajaran Di SMA. AKSARA: Jurnal Ilmu Pendidikan Nonformal, 9(1), 137–152.
- Rahmawati, A. (2020). Analisis Tindak Tutur Bahasa Indonesia Dalam Unggahan Media Sosial Instagram @SASTGASCOVID19.ID (Kajian Pragmatik). Seminar Internasional Riksa Bahasa XIV, 74–79.
- Sugiyono. (2015). Metode Penelitian dan Pengembangan. Alfabeta.