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SPEECH ACT ANALYSIS ON INSTAGRAM CAPTION USED BY STUDENTS OF MUHAMMADIYAH UNIVERSITY OF PONOROGO

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Abstract

Speech act is an act that a speaker or writer performs when making an utterance that could be found in Instagram caption made by students of Muhammadiyah University of Ponorogo. The purpose of this study was to identify the types of speech act, to describe the context based on illocutionary act and to describe the maxim contained in the Instagram caption. The subjects in this study were students of English education at the Muhammadiyah University of Ponorogo in the academic year 2017/2018. The data source obtained from caption Instagram written by English education student at Muhammadiyah University of Ponorogo. While the method used in this research is non-participant observation. From 41 data captions found based on the results of the study showed three types of speech act that were 21 showed assertive act because this speech act was used to overcome certain ideas or beliefs, for example confirming, informing, concluding or predicting something. And 7 data showed the directive act which was said to get permission to do something, such as asking and suggesting. From 13 data showed expressive act was to express the speaker's feelings, such as feelings of gratitude, happiness, sadness, miss, sense of spirit or motivation etc. Meanwhile, from the results of the study also found 41 data of maxims that were 11 maxim of quantity, where the statement or utterance that was spoken effective, efficient and not many repetition. From 16 data maxim of quality that delivered that was truth with evidence and the 14 data of maxim relevancy which was conveyed there was a clear relationship between meaning and context, and then 3 data maxim of manner was maxim that was not exaggerated and not ambiguous.

Keywords: *Speech act, Instagram, Caption*

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INTRODUCTION

Today, Instagram is one of the most popular social media ranging from childrens to adults. But, the most active Instagram user is teenager or college students. Then, one of the active users of Instagram is English education department students at Muhammadiyah University of Ponorogo. As English students, they are active as instagram user, because instagram as the most popular social media has a big part to maintain the existence in their daily life.

In instagram, students can share the moments in the form of pictures or videos with their caption. Caption used by students as user of instagram to give explanation or description about the they were posted. The utterance written by students contains speech acts in the delivery of meaning or purpose, especially in English. So, researcher interested in conducted the research on speech act in English caption of Instagram made by students of Muhammadiyah University of Ponorogo.

To get the meaning of caption made by students which have to correlated with the context of photo or video that was students posted. Context is a description or sentence that can support the clarity of meaning or interpretation by giving utterance. Utterance is intended by the speaker for the listener to know the purpose of the speaker. The speaker produces the utterance to convey that purpose to the listener. There are certain functions in

producing the utterance that are uttered by the speakers. Therefore, people always do action in producing the utterance.

The caption on students account attract researcher to analyze the meaning. The theory deal with this study is pragmatic. Pragmatic is a language science that studies the meaning of speaker (writer) which related to the context. According to Kreidler (1998: 18) Pragmatic is another branch of linguistics that is concern with meaning. And the chief focus of pragmatics is a person's ability to derive meanings from specific kinds of speech situations, to recognize what the speaker is referring to, to relate new information to what has gone before, to interpret what is said from background knowledge about the speaker takes for granted and doesn't bother to say.

Based on Austin (1962) "distinguishes a speech act as a non literal utterance that performs an act in saying something, for example; thanking, apologizing, reporting (see chapter 2)". In addition, Austin's theory is focus on Illocutionary act.

Beside, Searle (1979: 12-17) "classified speech act into five acts such as: assertive act, directive act, commissive act, expressive act, and declaration". These acts used by speaker or writer to deliver the information based on the context to get the appropriate meaning.

Based on the Austin's theory on his book *How To Do Things With Word*, he focused on illocutionary act of speech act, because the locution belongs to the traditional territory of truth based on semantic. The perlocution belongs strictly beyond the investigation of language and since it deals with the result or effects of utterance. The illocution occupies the middle of ground between them. This ground is now considered the territory of pragmatics of meaning in context (Altikriti, 2011: 1375).

Moreover, to make a good communication, the speakers have to understand the cooperation principles called maxim. According to Yule (1996: 37) "the assumption of cooperation is so pervasive that it can be stated as a cooperative principle of conversation and elaborated in four sub principles, called maxims". in addition, the maxim based on Yule's theory has four maxim there are maxim of quantity, maxim of quality, maxim of relevancy, and maxim of manner.

The study conducted by the researcher has close relationship with the study conducted by Rahmayeni (2014) entitled *Illocutionary Analysis of English Used in Caption by Celebrity on Instagram*. The analysis of this research was about the writer discussed the using of illocutionary act in caption by celebrities in instagram. The aim of that research was identifying the

types of illocutionary acts and describing the context and the functions of each types of the speech act in instagram caption by top ten celebrities to understand the interpretation of the caption which are selected by the writer.

The similarity between this study and the previous studies above is a research about speech act in English as foreign language. The object of this study is analysis speech act in instagram captions. There are seven categories of speech acts according to their illocutionary purposes; assertive acts, directive act, commissive acts, expressive acts, declarative, quotation, poetic verses. In instagram, there are pictures followed by caption, for example "@maudyayunda: last night, before running off to fashion week. #RedOnRed

Based on Kreidler (1998: 183) the caption written is formed as assertive act. The caption contains @maudyayunda is informing to people about her outfit lastnight before she went to the fashion week. Maudy Ayunda also informs to her followers that she was wearing red dress on the red carpet. From the speech act theory defined by Kreadler, the researcher is interested in analyzing the kind of speech acts of English used in instagram caption by Students at Muhammadiyah University of Ponorogo in the academic year of 2017/2018.

From the background theory from Austin, Searle and Yule above the researcher have a significance of this study is for English education department students were students have a better understanding of context under illocutionary acts that is delivered in people's caption on photos or videos which has been posted. The researcher also hopes that the result of this study gives benefit for students or readers who have interest in speech act theory.

And for the researcher, researcher can describe about pragmatic especially speech act and analyze the context of sentences in instagram caption. And then researcher gets the reference to use English well and appropriate as the internet user. And for the next researcher can use the research as the reference to develop new research better.

So, that is why the researcher has the purposes of this study. First is to identify the kind of speech acts are implied in English caption of instagram made by English education department students. Second is to describe the context under illocutionary acts are implied on instagram caption. And the third is to describe the maxims are implied on instagram caption made by English students.

And the scope and limitation of this research focus on speech act in instagram caption. The scope of this study is speech act on instagram caption used by Students of Muhammadiyah University of Ponorogo. Moreover, the limitation of this study is

Illocutionary act which has assertive act, directive act, expressing act, commissive, declarative, quotation, poetic verses. The media of this study is instagram used by English education department students at Muhammadiyah University of Ponorogo in academic year 2017/2018.

RESEARCH METHODOLOGY

In this study, the research design is descriptive qualitative research. According to Moleong (2007: 11) "The descriptive qualitative research means a type of research in which it does not include any calculation or enumerations". And the data of this research was illocutionary act such as assertive act, directive act, expressive act, commissive act and declaration. the data sources of this research was from English education department students at Muhammadiyah University of Ponorogo in the academic year 2017/2018 consist of 14 students as participant. The data used in this study came from observation in social media instagram. Instagram was chosen because of the users are widely used English language in their captions. Data taken in this study is written data in each user captions.

And the data collection technique of this research was non participant observation method, involves researcher takes the note of English caption on instagram and then researcher chooses several English caption as sample data that may represent the whole gathered.

Moreover, in the data analysis, the researcher ³ applies pragmatic identity method. Pragmatic identity method is used in analyzing the intensity of the use of the language (Sudaryanto 1993: 14). The data analysis of this study involves the ⁸ data are then classified into type of illocutionary act based on the theory of speech act purposed by Searle (1979: 12-17), then The analysis of illocutionary act is also supported by the theory of context purposed by Levinson (1983: x).

Furthermore, The identify of maxim, the researcher used theory by Yule (1996: 37) and ³ then the researcher classified the data according to each type and identified the dominant type of the illocutionary act and maxim that occurs in the caption of instagram.

And the result of this study presented by using two methods, first using the formal methods ⁴ means describing the result by using table and the second informal method means presenting the findings by using verbal language and then gives some explanation based on the analysis of the data.

FINDING AND DISCUSSION

The result finding of this study was illocutionary act in Instgaram caption made by English education department students was assertive act, directive act and expressive act. In addition, the researcher

also find the maxims are implied in English caption made by students were ² maxim of quantity, maxim of quality, maxim of relevancy and maxim of manner.

Based on Searle's theory about illocutionary act, the result finding from the caption made by students such as assertive act was give a statement of belief or reposition involved asserting, informing, reporting, and concluding. The example caption made by students like "Coming soon Maret 2018", /K1/20-01-18/. The caption was to inform to all of people that her wedding will held on March 2018, and from the photo the people could see that she was happy on her photo's pre wedding.

Moreover, directive act from the caption made by students were to get the addition for someone to do something like request and command. The example caption that showed the act was "Always beside me, whatever my condition!", /K5/12-12-17/. Based on that picture, she posted a photo of someone who was expected to always exist beside her in any condition.

And also, the expressive act from the caption made by students were to show the students feelings like their happiness, pleasure feeling, like, joy, sad, pain etc. Then, one of the caption made by students like, "Miss you", /K8/11-11-17/. That caption showed the students feeling that was missing someone. On her photo, she

uploaded her boyfriend that she missed. She also had sad when she wrote that caption.

Besides, the researcher also found the maxims are implied on Instagram made by students. Based on Yule's theory was like maxim of quality, maxim of quantity, maxim of relevancy and maxim of manner.

First, the caption made by students who showed the maxim of quantity like, "Respect me and I will respect you. Simple", /FH2/02-12-17/'. In that caption, she showed the meaning was clear, the sentence not twisted and to the point. So, the sentence was effective and efficient to deliver to people.

The second was caption that showed the maxim of quality like, "BEM FKIP squad", /FH3/22-12-17/'. That caption there was evidence because the photo of that caption showed the BEM's squad. So, the statement was maxim of quality because there was evidence on people said.

The third was caption that showed the maxim of relevancy like, "Meet up @dyan1741", /K2/30-12-17/'. That caption showed the activity was met up with her friend Dyan at Café shop. And also, the video showed herself and her friend at café shop. So, that was a relation between the caption and the video name maxim of relevancy.

The fourth was caption that showed the maxim of manner like, "Everything I do just to make you happy", /DA/14-12-17/'. That student give a statement was to the

point, clear and not ambiguity. And the caption showed the student was done to someone.

Moreover, from the interview result showed the students feel when they wrote the caption like Based on the interview result, researcher found the data as follows;

The first question was about whether id instagram @karismaa18, @nefynosiani, @antonimous,@ismailchand_02, @fitryfhy, @fedry_kampra,@1096gramm,@yolandana dya are theirs?. All of participant said yes.

The next question was about what did you mean in the caption of the photo or video? The first participant said, she showed their feelings miss with someone, she showed their happiness when her mother and her little sister birthday or her happiness in mother's day. She also gave the information about that day was time she met up with her friend or with her boyfriend. She also asked someone to love her as he has done so far and want someone always beside her in every condition. Moreover, she gave the information about her wedding day to be held on March 2018.

The second participant said that she was wrote a caption on her photos and video was to give the information about her breakfast, then she showed her activity in the afternoon, she was waiting for the seller to make "batagor and somay" for her lunch in front of Kartika "accessories". Then, she also showed her happiness in sunday morning that finally she ate porridge in front

of Ma'arif elementary school. The next, she provided information about the snacks that she ate before had lunch. The third participant said that he showed about the nature that it could refresh the mind for a moment from the lecturer assignments.

The fourth participant said that he gave a motivation to himself and others, although, it was daylight but the spirit must remain like the morning. And also, he gave a caption with "no caption" because he just wanted to post that photo without description just asserting that he stood in the "Pendopo Agung".

The fifth participant said that she gave information that day is day out with her friend, she also gave an inspiration although she felt down she believed that Allah had a better plan for her. Then, she gave information about that day was too much talk because there was an activity in her campus. The next, she showed her squad in BEM FKIP. She also asked people to respect her then she would respect them back. Then, she thanked to her friend about her make up that day was so beautiful. She showed her happiness in that holiday when Sunday. The last she gave an inspiration about the power of black.

The sixth participant said that he showed his acne on his face when he take a photos shoot at Reog cafe, then he also described about himself that she must be a humble man in anywhere and everytime.

The seventh participant said that, she showed her acted like cutes dog. She also gave the information about the title of song on song's and lyric's video that she was uploaded. She showed her life was so colorful like in the pictures. Then, she showed the neglected feelings of the expected person.

The ninth participant said that she showed her activity in English debate competition with her friends. She also described herself to someone that she still learned with her heart. Then, she tried to ask why she was shorter than her little sister. The last, she showed her best friends ware like her sister.

The second question is about, what is your feeling in writing that caption? The first participant said that she felt happy, sad, miss, she also has a hope. The second participant also felt excited and happy about that, because most of the posted were about food. So she said that she loved food very much and excited to post all of the foods that she had tried. The third participant said his felt calm and happy. The fourth participant said that she had a spirit on writing that caption.

The fifth participant said about happy feeling on her holiday, because she could meet her friend, she also felt motivated when he faced a problem and hope that was going to be okay someday, she had pleasure feelings to be part of BEM FKIP, then she

also hoped everyone could respect each other.

The sixth participant said about her feeling when he wrote a caption; he felt disappointed because he had acne on his face. Then, he also felt to be friendly to everyone. The next participant said that she felt sad when she was ignored by someone. Then, she felt happy when she listened a song. The next, she felt a little normal when she acted something silly.

The eighth participant said that she was happy when she met her best friend and joined the competition with her friends too. Then, she felt sad when her body is shorter than her little sister. The last was she felt a little sad when she was still learned with her heart to know someone.

CONCLUSION

Instagram is one of the social media that very popular today. So, the English education department student at Muhammadiyah University of Ponorogo used instagram to enrich the popularity and maintain the social life.

Based on the result finding and discussion, the captions made by students showed the illocutionary acts. From Searle's theory, there are five acts such as assertive act, directive act, commissive act, expressive act and declaration. But, the result finding showed three acts based on caption made by students.

Here the illocutionary acts like assertive act, directive act and expressive act. The most illocutionary acts wrote by students was assertive act that was 21 captions and 7 captions showed directive act and 13 captions showed expressive act.

Assertive act wrote by students when they excited to give information, concluding of something or just asserting what they have done. And directive act showed in their caption when they asking about something, command, offering etc. Then, the caption made by students showed expressive act when they would like to showed their feeling involves love, miss, sad, happiness, thankful etc.

Based on Yule's theory there is four maxims like maxim of quantity, maxim of quality, maxim of relevancy and maxim of manner.

In this study, the most maxims that students used was 16 captions that showed maxim of quality. Because, that maxim showed the fact of the students wrote from the caption in a form of photo or video.

Beside, the 11 caption showed maxim of quantity because the sentence was clear and to the point and the sentence not twisted. So, the caption was effective and efficient delivered to the people.

Moreover, the 14 captions made by students showed the maxim of relevancy, because there were relation between the caption and the photo or video that students posted in their instagram. Then, 3 captions

showed maxim of manner, because the caption showed the clear sentence and no ambiguity. That maxim indicated the activity or something that they have done.

The suggestion from this study was for English students, English lecturer and for the reader. For English students, first English students should understand about the kinds of illocutionary act and the kinds of maxim. Second, English students should have been able to avoid ambiguous conversation.

Third, English students should develop their ability to understand the intent and purpose of the caption of his friend or other peoples. And the last was as English students who were active in using instagram. Researcher hopes that students can use the existing of media to share their thought involves; giving the information, show their feelings or describe about something through captions based on photos or videos.

For English lecturer first, as researcher knew that English department students were instagram users, English lecturers have to take benefits from the social media as the instructional media for teaching. So the students can enjoy, interested and feel comfortable in Learning English. and the second, English lecturers should be to the point on delivering the material in the class. So, the students can understand well about the purpose than ambiguities.

For the reader of this research first suggestion was the readers should understand what the speech acts we normally encounter in our daily conversation or in a social media platform. And the second, reader should be more interested in pragmatic studies especially speech act.

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