

CHAPTER I

INTRODUCTION

1.1. Background of Study

Language is known as a mean of communication used by human. Language has a wide field and actually, language is a complex matter to be defined. Language is used in the daily life as a means to convey our thoughts and feelings.

English, known as international language, has a big part in people communications around the world. Global market and internet use impacted the increasing numbers of people using English. People around the world can talk each other, just one click, and they get easy to find their relations or new friends.

Today, social media take a big part in facilitating people around the world with various needed and Indonesia is not the exception. Indonesia with more than 200 million people, for about 70% of them is internet users. Based on the data from Nielsen in Sosmedtoday.com on September 2014, 98% of internet users in Indonesia have accounts in Facebook, 80% have Twitter account, and 32% have accounts in Instagram. Usually, a user own 3 accounts of those social media.

Indonesian people use English as a trend language in social media. They use English to bring them one level higher in social class. Some of them believe that using English can increase numbers of their friends, as Instagram has named followers. They like to write caption on their pictures in English, people

worldwide can easily left a comment in their pictures. They can get more “likes” or heart symbol from their followers or people who searched the hashtag (#).

Based on the definition of Instagram in Wikipedia.com, it is an online mobile photo sharing, video sharing, and social networking service that enable its users to take pictures and videos, and share them on a variety social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. It brings people easier take pictures with various editing, write captions about the pictures they took and share it to people around the world using hashtag (#)

There’s no denying that social media has transformed the way people to interact with each other. From sharing their thoughts and photos to planning a night out, most people tend to organize their social life, or at least it significantly influent them, through technology-based engagement. **LOL! OMG! TTYL!** These are just a few acronyms that demonstrate how social media speeds things up by lessening the need to write longer phrases and reduces space. ;) (Emoticons) a representation of a facial expression such as a smile or frown, are formed by various combinations of keyboard characters and used to convey what the use is feeling or to express the intended tone without actually having to write it.

Instagram users, most of them are active users. Active users have more number of followers and it increasing significantly. They posted photos or videos and wrote captions telling the story of it. Justin Bieber is the most popular Instagram user in the world, but the researcher interested in doing a research for 10 Indonesian celebrities as the most popular Instagram users based on

id.techinasia.com on 30th April 2014. Those celebrities have more than hundred comments in their captions. It means that their captions attract their followers to give responses.

The caption they wrote on their account attract researcher to analyze its mean. The appropriate study to learn this is pragmatic. Nababan (1992:3) stated that Pragmatics is a study of meaning by speaker (writer) and interpret by listener (reader). So this study analyzing about what the speaker (writer) means.

Context is an important thing in pragmatic study. Context is a background knowledge assumed to be share by the speaker (writer) and listener (reader), and which contributes to listener's (reader) interpretation by speaker (writer) means by a given utterance. Utterances can be found in captions. Cummings (2007:6) states that the context supports the appearance of argument and can be operated in a pragmatic interpretation of the utterance. His explanations supported by Searle in Cummings (2007:12), described that as a speech intended meaning speakers (when compared to the any literal meaning), then there must be a strong factors such as the context and purpose of speakers. The researcher has chosen data of captions by 10 celebrities in Instagram.

Speech act theory developed during the middle of the twentieth century out of sense of dissatisfaction on the part of writers such as J.L. Austin. Austin in Nababan (1992:31) defined speech acts as the actions performed in saying something. Speech act theory defined that speech can be analyzed in three

different aspects. These are Locutionary act, Illocutionary act, and Perlocutionary act. Nababan (1992:31) said that locutionary act is saying something means speaking, illocutionary act is speech done by speaker identified explicitly, perlocutionary act is speech as the response of the utterance done by the listener.

Illocutionary act is the way to interpret the meaning of speech act done by the speaker. It can be defined as giving information, expectation, warning, threatening, advising, etc. Nababan (1992:31) stated that, to analyze illocutionary act, speech act classified to five functions, there are declaratives, representatives, commissives, directives, and expressive. In Instagram, there are pictures followed by captions written in English. The writer is interested to analyze illocutionary act in the caption, for example “@asmanadia: some places are just so special that you know you can’t just leave without having a proper #selfie :p #jilbabtraveller #author #jaco #beach #playa #pacific #ocean #sea #sunset #costarica #lumix_id #GX7 #thisiscostarica #latepost”.

Based on Searle (1976:3), the caption written is formed as commissives act, as the Austin stated that the speaker have to commit with its action. That caption contains @asmanadia is suggesting or guarantying people to have good memory in any places they visited to. She is advising her followers to capture their memory of the place they visited and showed their happiness.

From the speech act theory defined by Austin, the writer wants to analyze illocutionary act of English used in caption by celebrities on Instagram entitled “Illocutionary Analysis of English Used in Caption by Celebrities on Instagram.”

1.2. Statements of The Problem

Based on the background of the study in the previous part, in this research the researcher states the problem as follows:

- 1) What context under illocutionary act of English is used in caption by celebrities on Instagram?
- 2) What illocutionary act of English used are implied in caption by celebrities on Instagram?

1.3. Purposes of Study

Based on the statement of the problem above, the purpose of this research are:

- 1) Identifying context under illocutionary act of English is used in caption by celebrities on Instagram
- 2) Identifying illocutionary act of English used are implied in caption by celebrities on Instagram

1.4. The Importance of This Study

The result of this research is expected to be useful for:

- 1) Researcher: as a student of English Department, this result of the research can be reference for the researcher to use English well and appropriate as

the researcher is an internet user and getting more knowledge of pragmatic study.

- 2) English department students: the researcher hopes that the readers have a better understanding of contexts and illocutionary acts are used in pragmatic. The researcher also hopes it can give benefits for the readers who have interest in speech act theory.

1.5. Scope and Limitations

Based on the purpose of the study above the researcher determines:

- 1) The scope of this research is context under illocutionary act of English used by celebrities in their caption in Instagram.
- 2) The limitation of this research is illocutionary acts of English used which are implied in caption by celebrities on Instagram/

1.6. Definition of Key Terms

Illocutionary act: the illocutionary act carried out by a speaker meaning of an utterance is the act viewed in terms of the utterances significance within a conventional system of social interaction.

Instagram: an online mobile photo, video sharing, and social networking service that enables its users to take pictures and videos. Instagram users wrote caption about the photos or videos posted.

Celebrities: 10 Indonesian celebrities as the most popular Instagram users based on id.techinasia.com on 30th April 2014. Those celebrities are active users and wrote their captions in English. Their followers attracted to leave hundred comments in their captions.