

CHAPTER I

INTRODUCTION

As an introduction, this chapter presents the background of the study, statements of the problem, purposes of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

Language is an ability of human to communicate with others in spoken or written. People use language to express their thought, emotion and feeling called communication. English is one of languages that people use in this world. As people know that English as international language gives impact for the use of technology.

The development of technology makes people easy to communicate. The people should not meet face to face to make a communication with other. People can use a technology that growing today, for example social networking sites. Instagram is one of social media that growing fast today. According to Hu et al (2014: 1), “instagram is a relatively new form of communication where user can easily share their updates by taking them using filters.” Furthermore, instagram is online photo sharing that users can share their daily life in the form of photo or video with their caption. Captions that are used by users of instagram to take a description or explanation of the picture or video that users post on instagram is in written form. The caption can be written in many languages.

English is one of languages that people use to communicate. There are many internet users use English in their life. So, English is global communication and used by people to communicate and share anything easily by developing of technology.

In Indonesia, there are many instagram users use English to write caption. People believe that English can enrich their social life with the other users. Students in university are people who take a part in using instagram with English language, especially English education department students at Muhammadiyah University of Ponorogo. There are many students active and post their photos or videos using English caption. As students in English Department, actually they use English to maintain their existence in their social life.

The caption on students account attract researcher to analyze the meaning. The theory deals 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 spesific 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.

Context is an important thing in pragmatic study. Context is a description or sentence that can support the clarity of meaning or intepretation 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.

Meanwhile, an utterance can be found in caption. So that is why, through caption on Instagram people achieve a variety of function, for example speech act. Speech act is human action by language which having certain function. In his theory of speech acts, Austin (1962) distinguishes a speech act as a nonliteral utterance that performs an act in saying something, for example; thanking, apologizing, reporting (see chapter 2). Other writers such as Leech (1983: 199) also said about speech act as the action performed by producing an utterance will consist of three related acts. Those are locutionary act, illocutionary act, and perlocutionary act. Beside, Austin also categorized speech act to be three parts. First, locutionary act is the literal meaning of an utterance. Second, illocutionary act is the purpose of the utterance. The last, perlocutionary act is the result on the hearer of what a speaker says.

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).

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 second previous study from Wulandari (UMS, 2014) studied *Speech Act Analysis on Facebook Statuses Used by Students of Muhammadiyah University of Surakarta*. The analysis of this research is about identifying the types of speech act and describing the functions of each type of the speech act on facebook statuses used by students of Muhammadiyah University of Surakarta. The results of that research, the researcher found five types of speech act from 160 datas. There are representative, directives, expressive, and declarations.

The third previous study from Ilyas and Khushi on Academic Research International entitled *Facebook status Updates: A Speech Act Analysis*. The analysis of that research was about the writers exploring the communicative functions of status updates on facebook and identified were established and represented through language were also examine. The result of that research is the writer found expressive speech acts included assertive, directive and poetic from 171 statuses facebook update.

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.

B. Statement of Problem

1. What kind of speech act used by English education department students of Muhammdiyah University of Ponorogo?
2. What kind of illocutionary act on English are implied in instagram caption of English education department students at Muhammdiyah University of Ponorogo?
3. What are the maxims on English used in instagram caption used by English education department students of Muhammadiyah University of Ponorogo?

C. Purpose of the Study

1. To identify the kind of speech act used by English education department students at Muhammadiyah University of Ponorogo.
2. To describe the illocutionary act on English are implied in instagram caption used by English education department Students of Muhammadiyah University of Ponorogo.
3. To describe the maxim on English caption are implied in instagram used by English education department students of Muhammadiyah University of Ponorogo.

D. Significance of the Study

1. For English Department Students
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.
2. For 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.
3. For the next researcher
Next researcher can use the research as the reference to develop new research better.

E. Scope and Limitation

This research focuses on speech acts in Instagram captions. The scope of this study is speech acts on Instagram captions used by students of Muhammadiyah University of Ponorogo. Moreover, the limitation of this study is illocutionary acts which include assertive acts, directive acts, expressive acts, commissive, declarative, quotation, and poetic verses. The media of this study is Instagram used by English education department students at Muhammadiyah University of Ponorogo in the academic year 2017/2018.

F. Definition of Key Term

- Instagram** : Is a relatively new social networking site, and serves mainly as a platform to share photos among users. It is basically an application that facilitates photos taking, storing and sharing on the phones (Ting and Run, 2016: 44)
- Speech Act** : A speech act is a kind of speech act. Moreover, speech acts are for Searle the minimal units of language communication or, better yet, the minimal units of actual language use (Searle in Fotion, 2000: 4)
- Caption** : A short piece of text under a picture in a book, magazine, or newspaper that describes the picture or explains what the people in it are doing or saying (Oxford Dictionary, 2008: 60)