CHAPTER I

INTRODUCTION

1.1 Background of the Study

Pragmatics was a branch of linguistics that examined the connection between the external context of language and the meaning of speech through the interpretation of the situation in which it was spoken. Yule (1996) defined pragmatics as the study of meaning as transmitted by a speaker (or writer) and received by a listener (or reader). Pragmatics had several branches of study, one of which was speech acts.

Speech act was an activity performed or communicated by speech. According to Austin (1962), speech act was an act in making utterances; the speaker was performing a kind of act, like asking a question, giving advice, making offers, and making promises. Speech act could be divided into three parts in between, they were: Locutionary acts were acts conducted in order to communicate, Illocutionary Act referred to the performance of an act in saying something specific, Perlocutionary act talked about producing the effect of the meaningful, intentional utterance. According to Austin (1962), illocutionary acts were acts of doing something which were uttered by the speaker not only to say or state something based on what the utterance of the speaker. In utterances, speakers used an illocutionary act by allocution to refer. Those utterances had the illocutionary act force of a statement, a confirming, a denial, a prediction, a promise, and a request. While Searle (1979) stated illocutionary acts were classified into five types. They were assertive, directive, commissive, declarative, and expressive. This type of speech act could be found in communication on social media such as Instagram.

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On social networking platforms like Instagram, users were allowed to post pictures and videos to share with their followers; even they were allowed to comment. According to Bambang (2012), Instagram was a smartphone application designed for social media purposes, similar to Twitter in functionality. However, distinctions existed, particularly in capturing and sharing photos as a means of conveying information to users. The Instagram application also provided users to communicate with fans and followers by uploading and replying to content via the comment column.

This study took the Manchester United Instagram account as a data source because there were a lot of potential data that could be analyzed. In examining this research, the theory presented by Searle (1979) as describing types of illocutionary act and Leech (1985) as explaining the function of illocutionary act were employed. The following is one example of analysis found on the Manchester United Instagram account. This was a type of expressive illocutionary act uttered by Manchester United, *fans.@goodvibesjonh : Welcome Sofyan! (Source: Manchester United posted on 5 September 2023*)

The statement attributed to @goodvibesjonh, welcoming Sofyan, exemplified an expressive illocutionary act within Searle's (1979) theory of speech acts. By extending a warm welcome to Sofyan, the speaker not only expressed their positive sentiment but also acknowledged Sofyan's presence or engagement within the context, likely pertaining to a discussion or activity related to Manchester United. This act of welcome served to foster a sense of inclusion and camaraderie among fans, creating a welcoming atmosphere within the online community associated with the football club. Additionally, by publicly welcoming Sofyan, the speaker may have

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been signaling their acceptance and support, further reinforcing the collective identity and shared enthusiasm shared by fans of Manchester United. Thus, this brief yet significant expression embodied the spirit of fan culture and camaraderie prevalent in online discussions surrounding sports teams.

Analyzing illocutionary acts was considerable in the fields of linguistics and communication because they helped the readers understand the intentions and functions of speech acts. By examining illocutionary acts, we could gain insights into how language was used to convey meaning, make requests, issue commands, express emotions, and more. This analysis was valuable for improving our understanding of language and communication, as well as for various applications in linguistics, pragmatics, and discourse analysis.

1.2 Problems of the Study

There were two problems that formulated and needed to be answered in this study, those problems were:

1. What are the types of illocutionary acts found on Manchester United Instagram post?
2. What are the functions of illocutionary acts found on Manchester United Instagram post?

1.3 Objectives of the Study

This study was conducted to find the answer to the problems stated previously. The goals of this study were:

1. To identify the type of illocutionary acts found on Manchester United

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Instagram posts.

2. To analyze the function of the illocutionary acts on Manchester United Instagram posts.

1.4 Limitation of the Study

Limitations are very important to avoid misunderstandings in this study. Therefore, it is useful to limit the analysis of this research so that it does not become broader. The scope of this study analyzed the types of illocutionary acts used by all Manchester United fans and their functions depending on the context of the situation.

1.5 Significance of the Study

This study possessed two significances, theoretical significance, and practical significance, which can be described as follows:

1.5.1 Theoretical Significance

Based on the purpose of this study, the result is expected to develop the use of the theory proposed Searle (1979) and Leech (1983) in order to provide further explanation of illocutionary acts and give a contribution to the study of speech acts especially illocutionary act. Additionally, it aimed to offer practical insights for understanding communication patterns among fans.

1.5.2 Practical Significance

This practical study is useful in conducting illocutionary action research for readers and other researchers. The results of this study can be used as learning and

reference to improve the ability to understand further the types of illocutionary acts and their functions in the media. Moreover, the results of this study can also be used to provide further information for other researchers who wish to conduct further research in the same field.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT, AND THEORIES

This chapter presents the review of related literature which belongs to another researcher as a comparison, reference and guide to conduct this study, the concept and theoretical framework which explains the concepts and the theories that applied in this study.

2.1 Literature Review

In accomplishing this study, this study used some related thesis and journal articles. First review was taken from article by Batubara et al (2020) entitled "Illocutionary Acts Used by Indonesian Athletes in Instagram Caption in Asian Games 2018". The purpose in the previous study discussed about what the type of illocutionary act used by Indonesian athletes in Instagram caption and the most dominant type illocutionary that used by Indonesian athletes. The previous study used theories from Yule (1996) types of illocutionary act and collected the data by 4 types doing observation, give questioner, interview and study of document. The data analyzed by qualitative method. The result was obtained from their study 24 illocutionary act utterances found in their study such as 14 representative, 7 expressive, 2 directive, and 1 commissive. The similarity between the previous study and this study is analyzing type of illocutionary act. While the difference between their study and this study is their study used theory from Yule (1996) and this study used theory from Searle (1979).

The second review is Hestiawan, et al (2023) work entitled "Illocutionary Speech Acts in the Instagram account @Fadiljaidi". The purpose in the previous study is analyzing what the types and the function of illocutionary act on Instagram account @fadiljaidi. The previous study used theory from Searle (1979). The data of this study were collected by note-taking techniques. The data were analyzed by qualitative method. The result from the previous study is 50 data containing the types and functions of illocutionary speech acts. The similarity between the previous study and this study is analyzing the type and function of illocutionary acts. While the difference between the previous study and this study is the type of illocutionary function used. The previous study used illocutionary functions based on the type, such as expressive which has a function consisting of thank, complain, and hope and this study used the illocutionary act function from Leech's (1983) theory such as competitive, convivial, collaborative, conflictive.

The third review was an article by Abdulah, et al (2023) entitled "An Illocutionary Act in World Health Organization Instagram Caption". The purpose the previous study examines the function of illocutionary acts in the World Health Organizations Instagram captions about covid-19. Their study used the theory of Leech (1983). From data collection, researcher used the observation method and descriptive qualitative method in analyzing the data. The results of their study found 53 data with 3 functions of illocutionary acts, including collaborative has 42 captions, competitive 10 captions, and convivial 1 caption, while for conflictive functions were not found. The difference between the previous study and this study is that previous study focused on discussing about the function of illocutionary act, while this study discussed about type and function of illocutionary act. The

similarity between the previous study and this study is that topic being discussed, which is illocutionary acts with the same theory.

The fourth review was taken from thesis written by Mifta (2019) entitled "An Analysis of Illocutionary Act Found in Kendall Janner Captions in Instagram". The previous study focused on classifying the type of illocutionary act and the function of illocutionary act based on theory from Searle (1979) and Leech (1989). The method used in the data collection was an observation method and descriptive qualitative in analyzing the data. The results of the previous study found 129 data on illocutionary acts and the most dominant data was the assertive type. The difference between the previous study and this study is the previous study used caption Instagram as data and this study used comments Instagram as a data. The similarity between the two studies is the theory of Searle (1979) and Leech (1989) applied.

The last review was thesis by Nuzul (2018) entitled "Analysis of Illocutionary Acts on Instagram Status of Students English Department Iain Kediri". The previous study aimed to determine types of illocutionary act on Instagram and the most commonly use illocutionary act on Instagram used theory from Searle (1979).The results found in his research were 68 data consisting of 38 expressive, 16 directive, 3 assertive, 5 commissive, 6 representative. The difference between her thesis and this study is that her study focusing on analyzing the type of illocutionary acts on Instagram while this study focused on analyzing the types and function of Illocutionary Acts in the Instagram. The similarity between these two studies lies in the illocutionary act type theory used by Searle (1979).

2.2 Concepts

There are two concepts involving in this study which has the aim to make a good frame work on the analysis:

2.2.1 Speech Act

Speech act was an activity performed or communicated by speech. According to Austin (1962), speech act was an act in making utterances, where the speaker performed a kind of act, like asking a question, giving advice, making offers, and making promises. Speech acts could be divided into three parts: 1. Locutionary acts were acts conducted in order to communicate.2. Illocutionary acts referred to the performance of an act in saying something specific.3. Perlocutionary acts talked about producing the effect of the meaningful, intentional utterance.

2.2.2 Instagram

Instagram was a social networking platform and smartphone application that allowed users to post pictures and videos to share with their followers. According to Bambang (2012), Instagram was a smartphone application designed for social media purposes, similar to Twitter in functionality. However, distinctions existed, particularly in capturing and sharing photos as a means of conveying information to users.

2.3 Theoretical Framework

There were two theories that were used in this study. First, a theory proposed by Searle (1996) classified the illocutionary act into five categories. Additionally,

the theory proposed by Leech (1983) was used to base the function of illocutionary acts.

2.3.1 Illocutionary Acts

Illocutionary Acts were the act of doing something, it is used by the speaker in the utterances that is not only saying or stating something based on what the speakers said Austin (1962). In utterance, illocutionary act occurred by using a locution to refer. The utterance which possesses an illocutionary acts force of a request, a confirming, a statement, a prediction, a denial and a promise.

2.3.2 Type of Illocutionary Acts

Searle (1979) classified illocutionary act into five types, which are; Assertive Illocutionary acts, Directives Illocutionary acts, Commissive Illocutionary acts, Expressive illocutionary acts and Declarative illocutionary acts. They are elaborated as follows:

a. Assertive

Assertive encompass statements made by the speaker that express beliefs or convey information. This category includes sentences that present statements of fact, ask questions, draw conclusions, and provide descriptions, for example, *the earth is flat.* Yule (1996)

b. Expressive

Expressive acts involve the speaker's emotional expressions and feelings.

This category comprises sentences that convey feelings of pleasure, pain, likes, dislikes, joy, or sorrow, for example*, Congratulations!* Yule (1996)

c. Directive

Directives are speech acts used by speakers to persuade listener to do something and they convey the speaker's desires, instructions, requests, and recommendations, for example*, Could you lend me a pen, please?* Yule (1996)

d. Commissive

Commissive are those kinds of speech acts that speakers useto commit themselves to some future action. The express what the speaker intends. They are promises, threats, refusals, pledges, for example. *We will not do that*! Yule (1996)

e. Declarative

Declarations are those kinds of speech acts that change the world via their utterance. The speakers should have special institutional role, in a specific context, in order to perform a declaration appropriately, for example, *You're out!* Yule (1996)
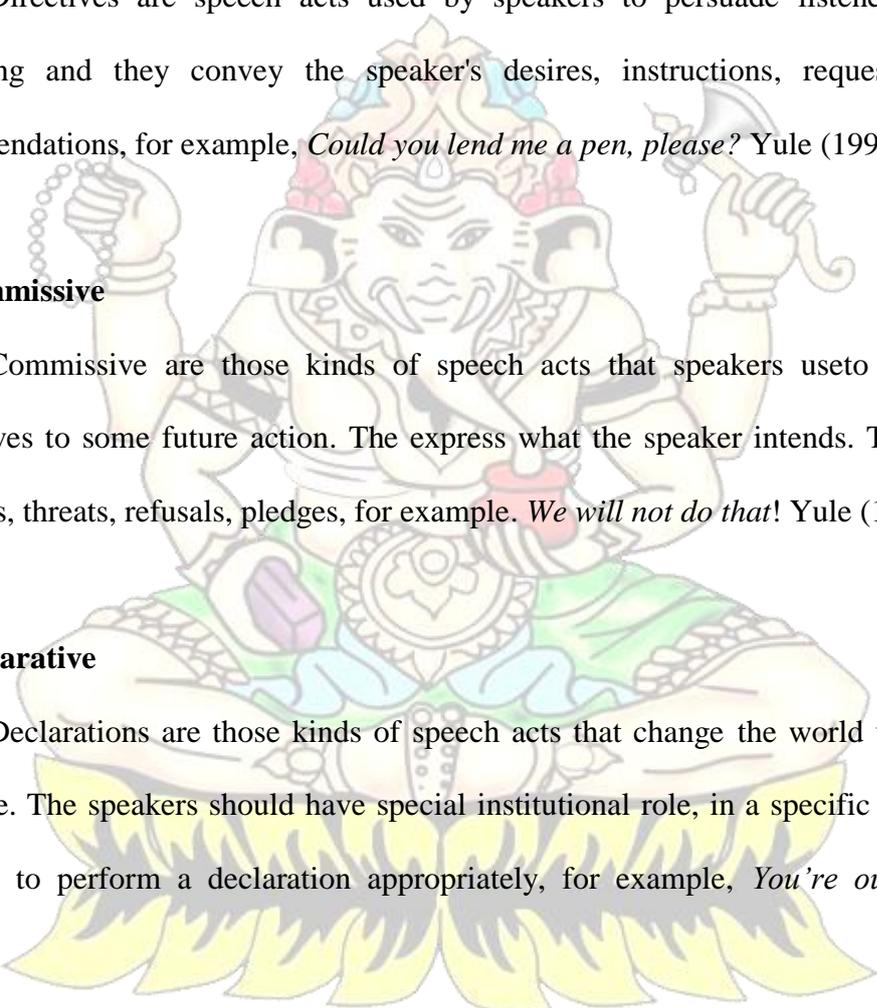
2.3.2 The Function of Illocutionary Acts

Leech (1983) proposed the illocutionary act based on its function. It is based on how illocutionary acts relate to the social goals or purposes of arranging and setting up in polite ways. There are four types of illocutionary act functions: competitive, convivial, collaborative, and conflictive. The functions of illocutionary

acts can be stated as follows:

a. Competitive

Competitive aims to competing with the social purpose. This function is to produce some effects through action by the hearer. Politeness in his function has a negative nature to reduce disharmony such as ordering, advising, demanding, requesting, asking, and begging, for example, *I ask your candy*.

b. Convivial

Convivial aims to coincide with the social purposes. Positive politeness in this function is to find opportunities for social time such as offering, inviting, greeting, thanking, and congratulating, for example, *do you want this candy?*

c. Collaborative

Collaborative aims to ignoring the social purpose. This function is to commit the speaker to the truth of expressed proposition. Collaborative function is not containing politeness, for which politeness was in relevant such as reporting, asserting, stating, instructing, and announcing, for example, *I like this book.*

d. Conflictive

Conflictive aims to conflicting against the social purpose. This function does not contain elements of politeness at all, since the function is basically aimed to cause anger such as cursing, threatening, accusing, and reprimanding, for example, *If you do it again, I will say to your mother.*