

Locutionary, Illocutionary, and Perlocutionary Speech Acts in the Comment Column of Instagram Account @jokowi

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Abstract

Every day humans interact as social beings to survive. Language is a communication tool in every human interaction. Currently communication is supported by many kinds of social media so that communication takes place quickly and can be done with anyone. One of the social media that is widely used in Indonesia is Instagram. Instagram is a social media used to upload and share photos and videos of its users. On every video and photo upload, users can add text which is usually called a caption and can provide feedback on an upload via comments. Through these two features speech occurs. Speech acts have three types, namely locutionary, illocutionary, and perlocutionary. This research uses descriptive qualitative method. The source of the data in this study was obtained from uploading greeting posters to the Instagram account @jokowi. Based on the research that has been done, 15 utterances were found in the three greeting poster uploads, namely, Mother's Day, Christmas, and New Year 2023 greeting posters. Based on the findings, the utterances most commonly found are illocutionary speech acts. This is due to the many comments that instruct the reader to follow something according to the story.

Keywords: Speech Act, Instagram, Poster



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INTRODUCTION

Every day humans interact with other humans. Humans as social beings interact to survive. Language is a communication tool in every human interaction. Currently communication can not only be done face-to-face, but in this digital era there are many kinds of social media as a means of communication. With social media, communication can take place quickly and can be done with anyone. One of the social media that is widely used in Indonesia is Instagram with 53 million users or the equivalent of the number of cellphone users in Indonesia (Ramadhan, 2018). Instagram is a social media used to upload and share photos and videos of its users. In every uploaded video and photo, writing can be added which is usually referred to as a caption and responses via comments. Both of these features are containers for speech acts to occur (Rahmawati, 2020). Yule (2010) said that a speech act is an action carried out through utterances or utterances. Austin (Setiawati & Arista, 2018) also suggests that speaking activity is not only limited to telling something, but also doing something based on that utterance. There are three divisions of speech acts according to Austin and Searle's division, namely locutionary, illocutionary, and perlocutionary.

A locutionary speech act is an utterance that prioritizes the content of the utterance according to the utterance of the speaker. This is in accordance with Wijana and Rohmadi (2009) who said that a locutionary speech act is a speech act that states something. Furthermore, illocutionary speech acts are speech acts that contain the power to perform certain actions in relation to saying something. Nadar (2009) states that illocutionary action is

what the speaker wants to achieve when saying something and can be an act of declaring, promising, apologizing, threatening, predicting, ordering, asking and so on. Finally, perlocutionary speech act is the effect or impact caused by the speech on the speech partner, so that the speech partner takes action based on the content of the speech. Tringan (2009) also said that perlocutionary speech act is a speech act that has a specific meaning with the intention of having an effect on the environment of the speech partner.

This research regarding speech acts has been carried out by several researchers. One of them was carried out by Harsari et al in 2022 with a research source in the Instagram comment column entitled Analysis of the Principles of Cooperation in Ridwan Kamil's Instagram Comments. The study explained that 6 utterances were found in direct non-literal speech acts and 1 utterance was found in indirect non-literal speech acts. In the observance of the principle of cooperation, the maxim of quality found 1 utterance, the maxim of relevance found 2 utterances, and the maxim of implementation found 2 utterances. As for violations of the principle of cooperation, among others, the maxim of quantity was found in 1 utterance and the maxim of relevance was found in 1 utterance. Another research was also conducted by Meliyawati et al in 2023 entitled Analysis of Illocutionary and Perlocutionary Speech Acts on Kick Andy's January 2022 Edition Youtube Shows as Learning Materials in High Schools. The results of the study found 144 utterances of locutionary speech acts. Furthermore, illocutionary speech acts were found in 144 utterances. Finally, perlocutionary speech acts were found in 15 utterances. Based on the presentation of this research, this research is different from the two studies because it has a different object, namely uploads on the @jokowi Instagram account with the theme of greeting posters. Another difference lies in the study of pragmatics which discusses all kinds of speech acts, namely locutionary, illocutionary and perlocutionary.

RESEARCH METHODS

This research uses descriptive qualitative method. Qualitative research is research that produces descriptive data in the form of written or spoken words. According to Creswell (Sugiyono, 2015) qualitative research is research that seeks to understand social events that exist in society individually or in groups so that the results found will be presented narratively. The source of the data in this study was obtained from uploading greeting posters to the Instagram account @jokowi. The search results found three greeting poster uploads containing 15 speech data. The three uploads are, New Year greeting posters, Mother's Day greeting posters, and Christmas greeting posters. The results of the data findings are then grouped according to the categories of illocutionary, locutionary, and perlocutionary speech acts. The data that has been grouped is then analyzed and described in a narrative manner so that it is easy to understand. Finally, the researcher draws conclusions according to the title and purpose of this study.

RESEARCH RESULTS AND DISCUSSION

Based on the research that has been done, 15 utterances were found in @jokowi's Instagram uploads. These utterances are grouped into three types of speech acts, namely 4 utterances of locutionary speech acts, 7 utterances of illocutionary speech acts, and 4 utterances of perlocutionary speech acts. The speech analysis is presented as follows.

Locutionary Speech Acts

Context: poster congratulating Mother's Day with the caption of the history of women fighters on December 22, 1928 from 30 women's organizations that held the First Indonesian

Women's Congress in Yogyakarta. The poster depicts several incidents that are currently viral, such as playing lato-lato, a child spelling the word 'flower', the president's grandson wearing only an undershirt and the president carrying a bouquet of flowers, 'sholeh' cat at the tax office, a family picture in khoguan bread, melon juice at a price of 10 million which is discounted to 10 thousand, a small child being fed by its mother, a mother holding her baby, a husband pressing his ear to his pregnant wife's stomach, and a refrigerator with an orange cat in it. Source: <https://www.instagram.com/p/Cmc5QL9vTb7/>

1. Data (1). @iul: Father Jokowi's post made fyp and crowded. @iul's comment is a form of locutionary speech act because it gives information that @jokowi's post has recently gone viral and has been widely shared on other social media applications. Context: posters congratulating Christmas that depict several activities, such as two children flying different kites, a mother carrying a bowl full of fruit, a small child being chased by a ghost, Mr. Jokowi greeting a man and his child, a small child who has difficulty picking up drinking from a table, a man sitting drinking, a small child opening presents with his grandfather wearing a sarong, and a Christmas tree with lights and two cats. Source: <https://www.instagram.com/reel/Cmkm2ssONAC/>
2. Data (2). @pad: Looking for Oyen, it turns out he's cosplaying as a Christmas tree ornament hanger. The @pad comment is a form of locutionary speech act because it gives information to the reader who is looking for an orange cat. In this post, an orange cat is hanging on a Christmas tree. Context: poster congratulating the new year 2023 with caption flashback to events that occurred in 2022 with the hope that by 2023 Indonesia can move forward. The poster depicts several incidents that are currently going viral, such as the G20 flag, Spongebob's tempe penyet, what's the license plate and asks, the parking attendant who suddenly appears, a cat wearing an ID card, Farel Prayoga, playing lato lato, people taking fireworks out of their hands, the Minister of Public Works and Public Housing became a photographer, Kelp shake, Quasong, I'm not a father, I'm okay, Meow language dictionary, hihang hoheng, gray cat driving a car, and orange cat. Source: <https://www.instagram.com/p/Cm1LjYEP4i-/>
3. Data (3). @da: The mixue was changed to kelpshake guys, the problem is if there is a picture of the mixue, it will be thought that Pak Jokowi is drooling the mixue. The @da comment is a form of locutionary speech act because it tells us that the poster doesn't have a mixue picture, but a kelpshake picture. Mixue is a beverage brand originating from China. Lately, mixue has caught the attention of netizens because it fills many empty shophouses in every city. Meanwhile, the kelpshake is a famous drink in the SpongeBob animated film.
4. Data (4). @nnt: want 3 periods because of performance? want 3 periods because it's so cool? The @nnt comment is a form of locutionary speech act giving information that he wants Mr. Jokowi to be president of Indonesia for three terms because of his cool poster upload on Instagram.

Illocutionary Speech Acts

Context: poster congratulating Mother's Day with the caption of the history of women fighters on December 22, 1928 from 30 women's organizations that held the First Indonesian Women's Congress in Yogyakarta. The poster depicts several incidents that are currently viral, such as playing lato-lato, a child spelling the word 'flower', the president's grandson wearing only an undershirt and the president carrying a bouquet of flowers, 'sholeh' cat at the tax office, a family picture in khoguan bread, melon juice at a price of 10 million which is discounted to 10 thousand, a small child being fed by its mother, a mother holding her baby, a

husband pressing his ear to his pregnant wife's stomach, and a refrigerator with an orange cat in it. Source: <https://www.instagram.com/p/Cmc5QL9vTb7/>

1. Data (1). @prs: Who made the animation? fan. The @prs comment is a form of illocutionary speech act because it asks the animator who made the poster which is addressed with the sentence who si. It is known that recently the poster uploaded by Instagram @jokowi has stolen the attention of the public and is always awaited because it contains events that are currently viral.
2. Data (2). @ar : Someone noticed the cat is the director general of gas tax. @gyu: @solehthecat is showing. @ha : I thought I wanted a Telkom Univ cat. The @ar comment is a form of illocutionary speech act for asking other netizens about the presence of the tax director general's cat called pious. @gyu also responded by tagging the cat's Instagram account. Meanwhile, @ha said that he thought the cat was a Telkom University cat called Kevin. Context: posters congratulating Christmas that depict several activities, such as two children flying different kites, a mother carrying a bowl full of fruit, a small child being chased by a ghost, Mr. Jokowi greeting a man and his child, a small child who has difficulty picking up drinking from a table, a man sitting drinking, a small child opening presents with his grandfather wearing a sarong, and a Christmas tree with lights and two cats. Source : <https://www.instagram.com/reel/Cmkm2ssONAC/>
3. Data (3). @dns: I can say it too. Try the president making laws/perpres so that Christians can easily apply for church building permits. So during Christmas Mass you don't have to go to another city, president of lipservice. The @dns comment is a form of illocutionary speech act because it orders to make regulations that make it easier for church IMB (Building Permits) to be facilitated so that the activities of Christians do not need to go to other cities to worship. Apart from that, @dns also said that the president is only lip service (promises that are only made on the lips).
4. Data (4). @rvl: There's nothing wrong with leader Jokowi wishing you a Merry Christmas. and respect people's religion if your religion wants to be respected, why do you worship every hour every day if that kind of behavior can't respect other people's religion. @rvl's comment is a form of commanding illocutionary speech act. This comment instructs readers to be tolerant and reasonable in uploading @jokowi who wishes you a Merry Christmas because he is the head of state, even though he is not a Christian.
5. Data (5). @llf : Don't forget the creed again, sir. The @llf comment is a form of commanding illocutionary speech act. This comment gave an order to Mr. Jokowi to recite the shahada again after uploading a Christmas greeting poster. The comment also satirized him because as Muslims it is not permissible to give Christmas greetings to Christians. Context: poster congratulating the new year 2023 with caption flashback to events that occurred in 2022 with the hope that by 2023 Indonesia can move forward. The poster depicts several incidents that are currently going viral, such as the G20 flag, Spongebob's tempe penyet, what's the license plate and asks, the parking attendant who suddenly appears, a cat wearing an ID card, Farel Prayoga, playing lato lato, people taking fireworks out of their hands , the Minister of Public Works and Public Housing became a photographer, Kelp shake, Quasong, I'm not a father, I'm okay, Meow language dictionary, hihang hoheng, gray cat driving a car, and orange cat. Source: <https://www.instagram.com/p/Cm1LjYEP4i-/>
6. Data (6). @ryz: There's nothing to remember, sir, because what has happened, let it go. @ryz's comment is a form of commanding illocutionary speech act. This comment gave an order to @jokowi not to remember what happened and let it go. The comment intends to keep moving forward regardless of the past.

7. Data (7). @ujg: Hihang hoheng, can you blow it before you speak? The @ujg comment is a form of commanding illocutionary speech act. The comment instructs if you're having a hot meal not to speak first. Therefore, the sentence that should read fried bananas becomes "hihang goreng" because you are eating hot food but talking.

Perlocutionary Speech Acts

Context: poster congratulating Mother's Day with the caption of the history of women fighters on December 22, 1928 from 30 women's organizations that held the First Indonesian Women's Congress in Yogyakarta. The poster depicts several incidents that are currently viral, such as playing lato-lato, a child spelling the word 'flower', the president's grandson wearing only an undershirt and the president carrying a bouquet of flowers, 'sholeh' cat at the tax office, a family picture in khoguan bread, melon juice at a price of 10 million which is discounted to 10 thousand, a small child being fed by its mother, a mother holding her baby, a husband pressing his ear to his pregnant wife's stomach, and a refrigerator with an orange cat in it. Source: <https://www.instagram.com/p/Cmc5QL9vTb7/>

1. Data (1). @tem: The phase of a mother, conceiving, giving birth, feeding children, their children grow up at school. Great job. The @tem comment is a form of perlocutionary speech act because it provides information as well as influences the reader to be aware that the poster material has the meaning to be conveyed. The poster means the life cycle of a mother, from the time she is pregnant, gives birth to a baby, feeds her child until her child grows up and goes to school. Apart from that, he also gave praise to the animator of the poster which was marked with the sentence Great Job. Context: posters congratulating Christmas that depict several activities, such as two children flying different kites, a mother carrying a bowl full of fruit, a small child being chased by a ghost, Mr. Jokowi greeting a man and his child, a small child who has difficulty picking up drinking from a table, a man sitting drinking, a small child opening presents with his grandfather wearing a sarong, and a Christmas tree with lights and two cats. Source: <https://www.instagram.com/reel/Cmkm2ssONAC/>
2. Data (2). x07: Is it wrong for a president to say that? remember he is a leader in Indonesia, maybe for you that is not a good thing but can't you respect other people's religions? Comment @x07 is a form of perlocutionary speech act because it aims to influence and raise awareness among readers that Pak Jokowi's attitude as president saying 'Merry Christmas' is a normal attitude and can be an example of tolerance for his people. Context: Happy New Year 2023 poster with caption flashback to events that occurred in 2022 with the hope that by 2023 Indonesia can move forward. The poster depicts several incidents that are currently going viral, such as the G20 flag, Spongebob's tempe penyet, what's the license plate and asks, the parking attendant who suddenly appears, a cat wearing an ID card, Farel Prayoga, playing lato lato, people taking fireworks out of their hands, the Minister of Public Works and Public Housing became a photographer, Kelp shake, Quasong, I'm not a father, I'm okay, Meow language dictionary, hihang hoheng, gray cat driving a car, and orange cat. Source: <https://www.instagram.com/p/Cm1LjYEP4i-/>
3. Data (3). @kiloc: I'm not a father, let's learn more. @kiloc's comment is a form of perlocutionary speech act because the Instagram account is an English language course institution account and the comment invites the reader to learn English again at the institution.
4. Data (4). @asc: looking for a second astronaut store. The @asc comment is a form of perlocutionary speech act because the @asc account is a brand account and the comment

has the purpose of promoting the goods it sells by attracting attention to looking for a second astronaut store on the poster.

CONCLUSION

Based on the findings above, the most common speech acts are found in illocutionary speech acts. This is due to the large number of netizens in the comments column ordering readers to follow according to what they say. In addition, there are comments that order the government to make a policy so that an environment of tolerance is created. This explanation is in accordance with the presentation of Nadar (2009) which states that illocutionary acts are utterances made by speakers by saying something for a specific purpose and influencing listeners to do something. The use of illocutionary speech acts is the most common. This is due to the many comments that instruct the reader to follow something according to the story. In addition, research on uploads on Instagram social media can also be deepened by including various forms of speech based on their function in each speech act.

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