

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is a medium in which individuals share information as they create meaning through interaction and involves a range of main elements such as sender and receiver communicators, messages, media, feedback, and contexts (Lee, 2018). In communicating, the information conveyed aims to be understood by providing the necessary theory for understanding how information becomes meaningful (Tuner, 2019). Through communication, knowledge, experience, and feelings can be understood by people involved in the communication process, there are variety of ways to express what you want to convey can be in the form of words, styles, choices, or actions, and it can channel all of them into a platform that can support the interaction of other people freely, and social media is frequently thought of as a platform for sharing information and participation (Steenkamp & Hyde-Clarke, 2014).

Social media contains a lot of information shared by users (Ariel & Avidar, 2015). Social media platforms usually have different affordances. For example, Facebook is a broad social media site that allows users to share text, images, and links. Twitter is a platform that has restrictions such as being able to post only a certain amount of text, and photos. In contrast, Instagram is an image-based platform where the text is not the primary goal of this social media, but text in Instagram functions as a caption of an uploaded image. Of the three social media mentioned, each platform provides a unique way to interact, broadcast, and consume content (Yang, 2018). Instagram claimed more than 500 million active

monthly users in November 2016 (Carrol, 2017). The number of Instagram users worldwide from 2016 to 2020 is 854,5 million (Statista Research Department, 2020). Platforms like Instagram are seen as providing a neutral ground for content creators to compete for audience attention (Gaenssle, 2020). According to a recent survey, Instagram outperforms other social media applications because Instagram users are more active and 85% more likely to be involved by liking, sharing, and commenting on images on every user's post than Facebook and Twitter. Another significant advantage of Instagram is that its users adore it, therefore they prefer spending a lot of time here. Instagram was the first platform to implement the stories feature, which Facebook and Twitter later stole. Although others have aped this feature, it's still unable to beat Instagram in its story feature (Macintyre, 2019); Additionally, Instagram provides a feature *Instagram Live* that makes users willing to provide content worthy of being watched by followers. Instagram Live is a functional feature within Instagram that allows users to broadcast live videos to other users (Oberlo, 2020).

This study raises one of the Instagram live from the Miss Universe Instagram account @missuniverse, the international beauty pageant shaded by the Miss Universe Organization (MUO). In this case, Instagram is one platform that can be used by MUO. One thing which works in this is holding contests and valuable and influential content on Instagram. They can use Instagram as the perfect medium to promote their platform. Miss Universe is the right platform for women globally. It has an essential role in empowering women to realize their ambition and build self-confidence, acting as a catalyst for future success (missuniverse.com). This significant influence is also felt by Indonesian women with evidence that every year, Indonesian representatives are sent to Miss

Universe to be part of them through Puteri Indonesia as an Indonesian beauty contest. It is necessary to show Indonesia's existence in the eyes of the international community. Indonesia is still able to charm the world scene with the talents of its representatives (puteri-indonesia.com). The recent Miss Universe 2019 titleholder is Zozibini Tunzi from South Africa. She was the third woman from South Africa to win Miss Universe's title and the first black woman (BBC News, 2019). Miss Universe's contribution to society is through involvement and voluntary giving through a dedicated international network of charitable partnerships. Their delegates and titleholders act as role models by volunteering, fundraising, and advocating for social change. In Frederika Alexis Cull's advocacy, as Puteri Indonesia 2019 focuses on managing childbirth certificates, Frederika sees 30% of Indonesian children do not have birth certificates, making them unable to have access to education, health and other government facilities. Therefore this advocacy from Puteri Indonesia 2019 has a role for society.

In the Miss Universe Instagram account, Zozibini Tunzi invited Frederika Alexis Cull, Puteri Indonesia 2019, who made it into the Top 10 in Miss Universe, a new history for Indonesia. Their Instagram live interview is an activity that intends to relive their competition experience based on the description of the Miss Universe Instagram account @missuniverse and contains conversations that have the meaning of every sentence issued from their statements during the interview. The Instagram live interview was conducted on May 14, 2020, and re-uploaded on Youtube Channel Miss Universe. They both got good responses from the audiences and watched by approximately 4 thousand views on Instagram, and 14 thousand views on Youtube.

Therefore this study identifies the speech acts in the type of illocutionary acts, which is the aim of this study to reveal the statements contained in the interview based on the theory of Christison (2018) that classifying illocutionary speech act, there are five categories for illocutionary acts: (1) representatives, (2) directives, (3) commissives, (4) expressions, and (5) declarations.

1.2 The Problem of the Study

Based on the background above and identification of the problems described, the formulation of the problem in this study:

- a. What are categories of illocutionary acts are used found in the Instagram live interview between Miss Universe and Puteri Indonesia?
- b. Why are the illocutionary acts realized in the way they are?

1.3 The Objectives of the Study

In line the objectives of the study:

- a. To analyze the categories of illocutionary acts in the Instagram live interview between Miss Universe and Puteri Indonesia.
- b. To explain the usage of illocutionary acts contained in the Instagram live interview between Miss Universe and Puteri Indonesia.

1.4 The Scope of the Study

This study focused on the speech acts in the illocutionary acts that are contained in the interview of Miss Universe 2019 and Puteri Indonesia 2019 transcription. This study will identify the illocutionary acts based on MaryAnn Christison theory of speech acts.

1.5 The Significance of the Study

1.5.1 Theoretically

This study is expected to enhance knowledge and provide information about speech acts, in the term of Illocutionary acts related to Instagram live interview between Miss Universe and Puteri Indonesia, especially for English and Literature students.

1.5.2 Practically

The findings of this study are expected to be useful for:

1. For the students

This study can be used as a reference to improve the student's ability to understand speech acts in the illocutionaryacts using the interview data.

2. For the readers

This study can be used as a reference to understanding the intended meaning of communicated by illocutionary speech acts.

3. For the researchers

This result of this study can be referenced for further research and additional information to other researchers who want to research in the similar field.