

# **CHAPTER I**

## **INTRODUCTION**

### **A. The Background of the Study**

People, as social beings, have always desired to interact with and relate to other human beings. Human beings can communicate with one another. Through communication, people usually express their feelings, thoughts, and emotions by using words and expressions. Human can communicate with the other by using language which is a system of communication by sound, operating through the organs of speech and hearing among members of given community (Kramsch, 1998).

Communication can be done through both spoken and written language. During the process of building the communication, the speaker mainly makes utterances by intending the meaning, while the listener simply infers the speaker's meaning. However, when communicating, the speaker not only provides information but also performs an action. An action implicit when individuals are talking something is known as speech act.

Speech acts, as defined by Yule (1996), are actions performed through utterances and can be examined in three different categories. They are locutionary, illocutionary and perlocutionary act. Locutionary act is the basic act or simply producing a meaningful utterance. Illocutionary act is an act performed by a speaker by using those utterances, such as make a statement, an offer, a promise, or any other communicative purpose. Perlocutionary act is the effect of those utterances on the hearer.

Illocutionary speech acts are worth examining in order to gain a better understanding of the function of utterances and the speaker's intended meaning. The context of the situation is required when analyzing an illocutionary act because it might provide some information that helps to comprehend the intended meaning of utterance. Illocutionary acts also come in a variety of forms. According to Searle (2005) illocutionary acts can be classified as; assertive, directive, commissive, expressive, and declarative act.

Illocutionary speech acts are common in everyday conversations. Besides illocutionary speech acts always occurs in daily life conversation, it can also be found in many text such as magazines, advertisements, and also social media. People nowadays communicate with one another through social media. There are many social media that can be used as communication tools, one of them is Instagram.

Recently, Instagram becomes the most popular application. It has million of active users from people around the world. Nevertheless, the existence of Instagram has been used by many groups, ranging from personal and business needs, government institutions, educational, social activities and many more use Instagram application to share their information. Instagram is considered as a new form of communication, where people are able to share their updates, information, events, thoughts and so forth by taking a photo and adding some text as caption to support the detail of the photos.

Captions are used by users of Instagram to take a description or explanation of the picture or video that user post on Instagram. In addition to the function of affirmations, an additional caption in a photo also functions as

information that must be understood by the reader, because each caption has a meaning, it can be implied or literal meaning (Azizah et al, 2020).

On Instagram, there are health themed campaigns that can be found lately. During the coronavirus (Covid-19) period and as it continues to spread across the globe, the health campaigns have emerged on many communication means, one of them is on social media Instagram. The health campaigns aims to always reminding all people especially individuals as the users of Instagram about the harmful of the virus so that people might be extra careful in maintaining their health throughout the Covid-19 pandemic. These kinds of health campaign are useful in assisting the WHO's strategy in preventing the amid of the Coronavirus. On Instagram, there are many accounts share these health campaigns during the Covid-19 pandemic, including accounts of celebrities. As a famous person and internet influencer, celebrities have been using their fame in encouraging many people to stay home and self-isolate, using mask, practice social distancing, self sanitize and any other precautions in their health campaigns during the Covid-19 pandemic. By utilizing Instagram, they post graphic, photo or video along with a caption in their health campaigns.

Knowing this phenomena, the writer decided to undertake study on analyzing illocutionary speech acts used by celebrity in their Instagram captions of health campaign during the Covid-19 pandemic.

Some studies on illocutionary acts have been conducted, one of them was conducted by Mustofa (2017) that analyzed illocutionary acts to find out the types of illocutionary acts and the discursive context of illocutionary acts in the Beauty Products Headlines and Slogans of Advertisements and found that directive,

commissive, assertive and expressive are found in the advertisements and the discursive of context of substance is the most dominant.

However, Amalia, et al (2021) analyzed the types of illocutionary in a speech as a speaker in Harvard Graduation 2020 and the result showed that four out of five types of illocutionary acts utilized in the speech with representative being the dominant type because the context and speaker is a student's speaker on thier graduation day.

Based on the explanation and previous researches above, it appears that conducting research on illocutionary speech acts is worthwhile. Because each illocutionary speech acts has its own communicative purpose or functions, and illocutionary speech acts can be understood depend on the context. However, the previous studies only examined the illocutionary speech acts in advertisements and speeches. Therefore, the writer in this study would like to analyze on illocutionary speech act in the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic.

The utterances below were the example of celebrity Instagram captions of health campaign in the time of Covid-19 pandemic.

No	Utterances (Instagram captions)	Illocutionary Act	Illocutionary Acts
		Types	Function
1	@emrata: Hi folks. Please stay home for the next couple weeks if you are able to and practice social distancing	Directive	Recommending
2	@kimmyjayanti: pls always use	Directive	Recommending

	your mask ya uncles onties omties		
3	@ saykoji: #dirumahaja. Be kind, help others. From home as best as possible	Assertive	Asserting

According to the above table, it revealed that many types of illocutionary acts cases in the captions. The Instagram caption written by @emrata is formed as Directive, and from this case, the caption utterance function as recommending. The directive type could be indicated as well as the pattern of directive, that the speaker direct the hearer to perform some future action that would make the world fit with the speaker's word, which is to staying home and start practicing social distancing. And the utterance known had recommending function, that was to suggest that a spesific action to be taken. Meanwhile @saykoji wrote the caption that contains an Assertive speech act type as well as the pattern of assertive, Speaker believe the Situation, which the speaker believed that staying at home was a kind thing to do to help others during the Covid-19 pandemic. In this case, the utterance indicated an asserting function, that was to state something clearly and forcefully as the truth.

The reason above has inspired the writer to conduct the study of speech acts in celebrity Instagram captions of health campaign in the time of Covid-19 pandemic.

## **B. The Problems of the Study**

Based on the background of the study, the problems of the study can be formulated as the following questions:

1. What types of speech acts are used in celebrity Instagram captions of health campaign in the time of covid-19 pandemic?
2. How are the speech acts realized in celebrity Instagram captions of health campaign in the time of covid-19 pandemic?

## **C. The Objectives of the Study**

With the problems of the study above, the objectives of this study are followings:

1. To find out the types of speech acts used in celebrity Instagram captions of health campaign in the time of covid-19 pandemic.
2. To describe the realization of speech acts in celebrity Instagram captions of health campaign in the time of covid-19 pandemic.

## **D. The Scope of the Study**

In the present study, the scope is focused on examining the illocutionary speech acts used in the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic. The captions of health campaign that ranging from 2020 until 2021. This study used Searle's (2005) theory of illocutionary speech acts, which divided speech acts into five categories namely; assertive, directive, commissive, expressive, and declarative acts.

### **E. The Significances of the Study**

The result of this study is expected to contribute some significances theoretically and practically, they are:

1. Theoretically, the result of this study is expected to deliver a worthy contribution and insight to students of English and Literature Department in terms of pragmatics and particularly speech acts on how to understand illocutionary speech acts in Instagram captions.
2. Practically, the findings of this study are expected to be useful for:

a) English Department student

This study can be used as a reference to improve the students' ability to understand speech act in written utterances such as in social media Instagram.

b) English Lecturer

This study is expected to benefit english Lecturers. The result of this study can be used as a teaching tool to teach linguistics, particularly pragmatic. It can help the lecturer to easier present the material about speech act because it includes examples of each speech act.

c) English Department

This study is expected to contribute to the field of pragmatics, especially in the context of speech acts.

d) Other researcher

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