

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSIONS

After analyzing the data and based on the research findings of this study, the writer concluded that speech acts in the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic can be studied based on the speech act theory by Searle (2005). The writer would like to draw some conclusions as the following points:

- 1) According to the Illocutionary act theory by Searle (2005), there are five categories of illocutionary speech acts; assertive acts, directive act, commissive acts, expressive acts, and declarative acts. After analyzing the data, speech acts in the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic, there were not all types of speech acts proposed by Searle contained in the captions of health campaigns, but only four types of speech acts, namely (1) assertive act with 35.9%, (2) directive act with 53.9%, (3) commissive act with 5.1%, and (4) expressive act with 5.1%. The dominant types that used by celebrities on their Instagram caption of health campaign was Directive, it implies that the health campaigns carried out by the celebrities were generally aimed to recommend and advise their followers to take all the necessary precautions regarding to the Covid-19 to stay safe and healthy during the pandemic. As part of the health campaign, celebrities often urged their followers to do self quarantine

and not leaving house unless it is urgent, to always use mask, practice proper social distancing, self sanitize oftenly and always maintain healthy lifestyle and good mindset to boost the immune system. Meanwhile, the types of declarative speech acts were not used in the Instagram captions. This was because, in the Instagram captions of health campaign, the celebrities don't have the authority to certify and change the status of something to something else through his/her utterance.

- 2) The speech act in the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic was realized for several reasons. The first is assertive used to provide and to assert some facts or information from the speaker to the speech partner which was done by each celebrity to his/her followers through the captions of health campaign. The second is directive used to recommend and to advise the followers that a particular action should be done. Third is commissive used to promise to do a future action and to intend to be a specified thing. And the last is expressive used to express psychological feeling which is to thanks to a certain group or people for something that they have done.

B. SUGGESTIONS

In relation to the research's conclusion, the writer would like to provide some suggestions. The suggestions are staged as the following:

1. For the student of English Department, particularly English Literature students, the writer suggests to learn more deeply into Speech Acts that

occured in daily activities such as doing social media. It can help us to enrich the linguistic knowledge.

2. For the reader, the writer hopes that this thesis can inspire the hearts of people to understand about the importance of taking care of own healthy and others safety during the Covid-19 pandemic. Each person should respect one and another and realize about the importance of preventing the virus transmission and following the guidelines given by government to ends the happening plague.
3. The last, hopefully this thesis is usefull to add insight of the reader's knowledge and reference for further research that deals into the speech act and social media.

