

ABSTRACT

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This study deal with speech acts in celebrity Instagram captions of health campaign in the time of Covid-19 pandemic. The objectives of this study was to find out the types of speech acts in celebrity Instagram captions and how the speech acts are realized from the celebrity Instagram captions. This study was analyzed using Searle's (2005) speech act theory and conducted by using descriptive qualitative method. The data of this study were taken from the celebrity Instagram captions of health campaign in the time of Covid-19 pandemic. The result of the analysis showed that there are 39 utterances contain illocutionary speech acts, which are categorized into 14 utterances (35.9%) assertive, 21 utterances (53.9%) directive, 2 utterances (5.1%) commissive, and 2 utterances (5.1%) expressive. Declarative acts were not used in the Instagram captions and directive is the most dominant type used in the Instagram captions. It implies that celebrities in their Instagram captions of health campaign oftenly used speech acts to recommend and advise their followers to follow the health protocol and maintain healthy lifestyle to avoid the virus.

Keywords: Speech act, Instagram, Caption, Covid-19

