SPEECH ACT ANALYSIS FOUND IN INSTAGRAM CAPTIONS OF "WHO INDONESIA"

Tira Nur Fitria
Institut Teknologi Bisnis AAS Indonesia, Surakarta
Email: tiranurfitria@gmail.com

Abstract

Speech acts are utterances that contain action as a function of communication that considers aspects of the speech situation. The objective of this research is to analyze the type of speech act found in Instagram Captions of 'WHO Indonesia". This research uses descriptive qualitative research. There are 332 pieces of data which contain the speech act in Instagram Captions of 'WHO Indonesia". There are some types of speech acts found in Instagram captions in 'WHO Indonesia", they are directive, representative and expressive speech acts. 1) Directive speech act is a speech act that is performed so that the speaker does what the speaker says. The directive speech act shows 204 data or 61.45 % consist of positive forms, such as the use of base form or verb 1 and the use "let's", and the negative form such as the use verb "Don't". 2) Representative speech acts are speech acts that bind the speaker to the truth or fact. The representative speech act shows 120 data or 36.14 % which show opinion, assumption, stating, and informing. While Expressive speech acts are actions that are carried out to assess or evaluate what is mentioned in the speech. In an expressive speech, the act shows 8 data or 2.44 % which consists of the act of thanking, condolences, and congratulating.
Keywords: *pragmatic, speech act, Instagram, WHO Indonesia*

Abstrak

Tindak tutur merupakan ujaran yang memuat perbuatan sebagai fungsi komunikasi yang memperhatikan aspek situasi tuturan. Tujuan dari penelitian ini adalah menganalisis jenis tindak tutur yang terdapat pada Caption Instagram 'WHO Indonesia'. Penelitian ini menggunakan penelitian kualitatif deskriptif. Ada 332 data yang berisi tindak tutur di Instagram Caption 'WHO Indonesia". Ada beberapa jenis tindak tutur yang terdapat pada caption Instagram di 'WHO Indonesia', yaitu tindak tutur direktif, representatif dan ekspresif. 1) Tindak tutur direktif adalah tindak tutur yang dilakukan agar pembicara melakukan apa yang dikatakan pembicara. Dalam tindak tutur direktif menunjukkan 204 data atau 61,45% terdiri dari bentuk-bentuk positif, seperti penggunaan bentuk dasar atau verba 1 dan penggunaan "mari", dan bentuk negatif seperti penggunaan verba "Jangan". 2) Tindak tutur representatif adalah tindak tutur yang mengikat penutur dengan kebenaran atau fakta. Pada tindak tutur representatif terdapat 120 data atau 36,14% yang menunjukkan pendapat, asumsi, pernyataan, dan informasi. Sedangkan tindak tutur Ekspresif merupakan tindakan yang dilakukan untuk menilai atau mengevaluasi apa yang disebutkan dalam tuturan tersebut. Dalam tuturan ekspresif, babak menampilkan 8 data atau 2,44% yang terdiri dari ucapan terima kasih, belasungkawa, dan ucapan selamat.
Kata kunci: pragmatis, tindak tutur, Instagram, WHO Indonesia

Corresponding Author:
Tira Nur Fitria, Institut Teknologi Bisnis AAS Indonesia, Surakarta
Email: tiranurfitria@gmail.com

1. Introduction

Speech activity is a form of oral discourse in which there are speech acts. In other words, speaking activities are a concrete form of the implementation of speech acts. Discourse or discourse is the largest language unit in communication, both spoken and written. In written discourse, the communication process between speakers and speakers (speech partners) does not occur directly. Unlike the case with an oral discourse that involves speakers and speakers directly. In oral discourse, speech is highly influenced by context. Therefore, oral discourse is more of a temporary, transitory nature, meaning that after being spoken it immediately disappears so that the interpretation must involve the context when the speech is spoken.

In everyday life, speech acts can be displayed in various ways. In other words, discourse is not only formed by one speech act but can be varied with other speech acts. Speech act can be stated as the smallest unit of language communication which has a function by showing individual symptoms, is psychological, and its continuity depends on the speaker's ability to produce a sentence according to his conditions. The speech act in a discourse determines the meaning of the discourse itself. However, the meaning of discourse is not determined by the only speech act.

A speech act is part of a pragmatic analysis analyzing utterances (Fitria, 2019). According to (Borchers, 2012, p. 79) speech act is a statement that accomplishes something or does something. A speech act is the interpretation of an utterance in action terms (Burkhardt, 2010, p. 118). (Kaburise, 2011, p. 69) states that a speech act is an act performed through speech. According to (Searle, 1969), in speech, five basic acts may be carried out in the following forms of utterances, they are representative (committing the speaker to the reality of the statement), directives (making the listener do something), commissive (the speaker commits himself to a certain course of action to be taken in the future), expressive (expressing the emotions of the speaker, and declarative (by utterances, carrying out a difference in the world's external situation.

There are several previous studies regarding this research, First, a research entitled "A Study of Speech Acts Used in Maher Zain's Selected Song Lyrics" which is written by (Habibah, 2019). This study analyzed the kinds of speech acts used in the chosen song lyrics of Maher Zain and to describe the situation that affects speech acts to be acceptable. Several observations were noticed by the writer. First, seven kinds of speech acts were contained in 40 data taken from seven songs. Second, the most widely used lyrics in Maher Zain's songs are performative. Third, the state of honesty is the prevailing condition that affects certain acts of speech to be acceptable. Second, a research entitled "An Analysis of Speech Act Used in Harry Potter and The Goblet of Fire Movie"

is written by (Putri et al., 2019). This study analyzed the speech act used in the film Harry Potter and the Goblet of Fire. The findings of the study revealed that the utterances were locutionary or in the form of declarative, interrogative, imperative, and exclamation and were used to express the declarative, representative, expressive, directive, and commissive direct/indirect illocutionary act. Besides, the use of the forms and their illocutionary actions resulted from the perlocutionary acts of confidence, annoyance, surprise, illumination, affirmation, denial, compliance, understanding, happiness/satisfaction, and action. Third, research entitled "Speech Act Analysis on Facebook Statuses Used by Students of the Muhammadiyah University of Surakarta" is written by (Wulandari, 2014). This study classified the categories of speech acts and to explain the roles of each form of speech act on the students' Facebook status. The study findings indicate 160 data with five forms of speech act. There are 53 data or 33.13 % of representatives, 34 data or 21.25 % of directives, 8 data or 5 %, of commissive, 64 data or 40, 00 % of expressive, and 1 data or 0 % of declarative. Fourth, a research entitled "Speech Act Analysis of Teacher's Talk in EFL Classroom" is written by (Santosa & Kurniadi, 2020). This study to decide the classification of the speech act often used by an EFL instructor while teaching, the explanation why such classifications were favored, and the implication of the chosen classification of the speech act in the teaching and learning phase. The study showed that the frequency of each classification was as follows: 57% for assertive, 25% for expressive, 40% for the directive, and 1% for commissive. Assertive speech acts were mostly used by the instructor when the teacher gave the student's test rehearsal and then explained it. The fifth research is entitled "Speech Acts Analysis of Donald Trump's Speech" which is written by (Mufiah & Rahman, 2019). The goal of this analysis was to examine the forms of illocutionary acts that were primarily used in that speech. There were 63 data: Representative as 46%, Expressive as 11%, Directive as 16%, Commissive as 12.7%, and Declarative as 14.3%. The result showed Donald Trump asserting the country to the public. Trump's speech activities are discovered to be meant as a declaration of the fact and assertion of his speech. The sixth research entitled "Speech Acts Analysis in WhatsApp Status Updates" is written by (Faizin et al., 2018). This research examines the use of speech acts in the WhatsApp status message. The study considers the uniqueness of WhatsApp status changes that have different outcomes in terms of the frequency of speech act occurrences among participants from different social and educational contexts from previous research.

Six researches above have similarities and differences with this research. In the similarity aspect, all previous studies and this research discusses speech act. While, in difference, all previous studies have a different object of research. The first research discusses directive speech acts in song. Second research discusses directive speech act in a movie, third research discusses directive speech act in Facebook status, fourth research discusses directive speech act in teacher's

utterances, fifth research discusses directive speech act in speech, and sixth research discusses directive speech act in WhatsApp status. This research object focuses on speech acts used in Instagram captions. Therefore, the objective of this research is to analyze the type of speech act found in Instagram Captions of 'WHO Indonesia".

2. Method

Qualitative research assumes that the researcher gathers, organizes, and interprets information (usually in words or in pictures) with his/her eyes and ears as filters. (Lichtman, 2006, p. 22). Qualitative research is descriptive research and tends to use analysis in this research. Process and meaning are sometimes based on subject perspective which is emphasized more in qualitative research. The theoretical basis is used as a guide so that the research focus is following the facts in the field. Merriam (2009, p. 23) states that data are collected through interviews, observations, or document analysis. In this research, the collecting data by using document analysis. A document can be managed in any number of sets for access or scoping and conducting searches (Richards, 1999, p. 28). The document here is taken from Instagram captions 'WHO Indonesia" at https://www.instagram.com/whoindonesia/, while the data here is in the form of sentences. Data analysis in qualitative research can be from general to more specific for certain types of data (Gibbs, 2018). This study carried out several stages in examining the data that had been obtained, including 1) Data identification stage, namely data collection based on a determined study. 2) The data classification stage, namely data that has been collected, is grouped based on predetermined classifications. 3) The data description stage, namely data that has been well described is given a deep understanding.

3. Result and Discussion

3.1 Findings

Based on the findings of Instagram captions in 'WHO Indonesia", it can be found some findings, they are as follow:

Table 1 Directive Speech Act in Instagram captions in 'WHO Indonesia"

NO	DATA
1.	*Luangkan waktu untuk mendampingi anak-anak Anda selama pandemi #COVID19. Weekend ini yuk ajak mereka mempraktikkan beberapa kebiasaan yang sehat melalui cara-cara yang kreatif dan menyenangkan! (January 16, 2021)*

2. *Jika Anda harus berbelanja kebutuhan pokok, pastikan Anda tetap menerapkan tindakan-tindakan pencegahan #COVID19 ya. Hindari keramaian dan jika memungkinkan manfaatkan fitur berbelanja secara online saja. (January 10, 2021)*

3. *Pandemi #COVID19 dapat mengganggu jadwal imunisasi anak Anda. Namun tetap pastikan untuk mengejar imunisasi yang tertinggal, sesegera dan seaman mungkin ya! Hubungi klinik atau fasilitas pelayanan kesehatan setempat untuk mengetahui waktu dan tempat pemberian imunisasi. (January 7, 2021)*

4. *Pilih masker yang pas dan #pakai masker Anda dengan tepat ya! Dan jangan lupa untuk tetap menerapkan tindakan-tindakan pencegahan lainnya untuk melindungi diri Anda dan orang lain dari #COVID19 (January 2, 2021)*

5. *Jangan lupa pakai masker dengan tepat ya! Ikuti petunjuk di atas dan tetap terapkan tindakan-tindakan pencegahan lainnya (December 27, 2021)*

6. *Selalu jaga kebersihan tangan dan terapkan etika batuk dan bersin, terutama selama pandemi #COVID19. Batuk atau bersin pada siku yang terlipat atau gunakan tisu. Lalu segera buang tisu bekas ke dalam tempat sampah tertutup. Jangan lupa untuk langsung membersihkan tangan Anda dengan air bersih mengalir dan sabun ya! (December 26, 2021)*

7. *Dukung teman-teman tenaga kesehatan dan pekerja esensial selama pandemi #COVID19 ini. Tetaplah berkomunikasi dengan mereka secara virtual. Mari saling mendukung, menghargai, dan memberikan semangat. Stop stigma dan diskriminasi! (December 21, 2021)*

8. *Yuk mengingat kembali hal-hal penting yang perlu kita ketahui mengenai #COVID19! Bagaimana cara penularannya, siapa saja orang-orang yang paling rentan terjangkit penyakit ini, dan apa yang dapat kita lakukan untuk mempersiapkan diri. Tetap waspada dan pantau kesehatan Anda. Ikuti anjuran-anjuran kesehatan dan terapkan semua tindakan pencegahan. (November 12, 2020)*

9. *Memasuki musim hujan, ini saatnya untuk ekstra hati-hati dan berusaha menjaga kondisi kesehatan kita. Terutama karena kali ini kita menghadapi dua penyakit sekaligus: #influenza dan #COVID19. Selain #imunisasi influenza, kami juga menyarankan Anda untuk menyediakan berbagai benda-benda esensial berikut ini di rumah. (November 21, 2020)*

10. *Meskipun #dirumahaja, bukan berarti kita nggak bisa mengecek keadaan orang-orang terdekat, ya. Selama wabah #coronavirus #COVID19 ini, pastikan untuk tetap saling berkomunikasi dan mendukung satu sama lain. Kirim pesan, bicara lewat telepon, atau lakukan konferensi video saja (March 25, 2020)*

Based on the table above shows several examples of directive speech acts. In data number 1 is written, "Take time to support your children during the #COVID19 pandemic. This weekend, let's invite them to practice some healthy habits in creative and fun ways!". The direct utterances are "take time" and "let's invite". In data number 2 is written, "If you have to shop for necessities,

make sure you stick to the # COVID19 precautions, OK. Avoid crowds and if possible, take advantage of online shopping features only". The imperative utterances are "make sure", and "take". In data number 3 is written Pandemic # COVID19 could disrupt your child's immunization schedule. But still make sure to catch up on the immunizations that are left behind, as soon and as safely as possible! Contact your local clinic or health service facility to find out when and where to administer immunizations". The directive utterances are "make sure" and "contact". In data number 4 is written "Choose the right mask and your #pakaimasker right! And don't forget to keep implementing other precautions to protect yourself and others from # COVID19". The directive utterances are "choose", and "don't forget". In data number 5 is written "Don't forget to wear the mask properly! Follow the instructions above and keep other precautions". The imperative utterances are "don't forget", "follow" and "keep".

In data number 6 is written "Always keep your hands clean and use coughing and sneezing etiquette, especially during the pandemic #COVID19. Cough or sneeze at the folded elbow or use a tissue. Then immediately throw the used tissue into a closed trash can. Don't forget to immediately clean your hands with clean running water and soap!". directive utterances are "keep", "use" and "don't forget". In data number 7 is written "Support friends of health workers and essential workers during this #COVID19 pandemic. Stay in touch with them virtually. Let's support, appreciate and encourage each other. Stop stigma and discrimination!". The directive utterances are "support", "stay", and "stop". In data number 8 is written "Let's recall the important things we need to know about # COVID19! How it is transmitted, who are the people most susceptible to it, and what we can do to prepare for it. Stay alert and monitor your health. Follow health advice and take all precautions". The directive utterances are "let's", "stay", and "follow". In data number 9 is written "Entering the rainy season, be careful and try to maintain our health condition. Especially since this time we are facing two diseases at once: #influenza and # COVID19. Apart from #influenza immunization, we also recommend that you provide the following essential items at home". The directive utterances are "be careful", "try", and "recommend". In data number 10 is written "Even though its #dirumahaja, that doesn't mean we can't check the condition of those closest to you, huh. During this #coronavirus # COVID19 outbreak, make sure to stay in touch and support one another. Send messages, talk on the phone, or just videoconference". The directive utterances are "make sure", "support", "send", and "talk".

Table 2 Representative Speech Act in Instagram captions in 'WHO Indonesia"

NO	DATA
1.	*Membantu sesama saat dibutuhkan tak hanya bermanfaat bagi orang yang menerima melainkan juga yang memberikan bantuan. Penelitian menunjukkan bahwa jika Anda menolong orang lain, Anda akan merasa lebih sehat dan bahagia.*

	#InThisTogether (January 15, 2021)
2.	*Penyebab stres yang dialami oleh kelompok remaja dan dewasa muda selama pandemi #COVID19 dapat memengaruhi kesehatan jiwa mereka. Selain menimbulkan depresi dan kegelisahan, juga dapat meningkatkan risiko penyalahgunaan zat-zat terlarang. @KemenkesRI dan #WHOIndonesia menghadirkan 2 video animasi mengenai keterampilan kecakapan hidup (life skills) untuk membantu remaja dan dewasa muda meningkatkan kepercayaan diri, mengelola emosi dan stres, dan merespons tekanan dari teman-teman sebaya. (January 11, 2021)*
3.	*Jika Anda terus melakukan semua tindakan pencegahan untuk melindungi dari #COVID19 seperti mencuci tangan, mengenakan masker, dan menjaga jarak fisik maka Anda memberikan contoh yang baik. Anda telah membantu melindungi teman-teman, keluarga, dan orang-orang di sekitar Anda! (January 3, 2021)*
4.	*Siapa ya pemenang Kompetisi Komik dan Ilustrasi bertema "Perempuan dan COVID-19"? Nama-nama pemenangnya akan kami umumkan besok di Virtual Award Ceremony & Talkshow, pukul 10.00-11.30 WIB!*
5.	*Setiap karya yang masuk telah dinilai oleh para juri berdasarkan tiga kriteria berikut ini: Relevansi terhadap tema, kreativitas dan orisinalitas, serta komposisi. Daftar finalisnya sudah dapat dilihat di Facebook page UN Women Indonesia ya! (December 15, 2021)*
6.	*Tekanan darah tinggi merupakan salah satu penyakit tidak menular atau noncommunicable diseases (#NCDs), dan dapat dicegah dengan beberapa langkah berikut ini. (December 8, 2021)*
7.	*International Day for the Elimination of Violence Against #Women (#IDEVAW) - 16 Hari Anti Kekerasan terhadap Perempuan (#HAKTP) Kekerasan terhadap perempuan dalam rumah tangga dilaporkan meningkat selama pandemi #COVID19. Berikut adalah beberapa cara yang dapat dilakukan oleh teman-teman tenaga kesehatan untuk membantu para penyintas kekerasan. (November 26, 2020).*
8.	*World Antimicrobial Awareness Week (#WAAW) 2020. Antimicrobial resistance atau resistansi antimikroba (#AMR) memberikan dampak yang signifikan terhadap kesehatan manusia, hewan, dan ekosistem. Pendekatan #OneHealth dibutuhkan untuk mengatasi masalah yang kompleks ini. Apakah yang dimaksud dengan pendekatan One Health? (November 24, 2020)*
9.	*Penggunaan antimikroba secara berlebihan dan tidak berdasarkan anjuran dokter dapat menyebabkan resistansi antimikroba/obat atau antimicrobial resistance (#AMR). (November 20, 2020)*
10.	*Penyalahgunaan antibiotik dapat menimbulkan resistansi antimikroba/obat atau antimicrobial resistance (#AMR). Dengan kata lain bakteri, virus, jamur, dan parasit tidak lagi bereaksi terhadap obat-obatan yang biasa kita minum. (November 19, 2020)*
11.	*Setiap perempuan memiliki kebutuhan kesehatan yang berbeda satu sama lain. Dan sayangnya masih banyak perempuan di #Indonesia yang harus menghadapi banyak tantangan dalam mengakses fasilitas pelayanan kesehatan (fasyankes). (March 8, 2020)*

Based on the table above shows several examples of expressive speech acts. In data number 1 is written, "Helping others when needed is not only beneficial for those who receive it but also those who assist. Research shows that if you help others, you will feel healthier and happier". This representative speech act shows the assumption, belief, and proof from research's result. In data number 2 is written "The causes of stress experienced by youth and youth during the pandemic # COVID19 can affect their mental health. Apart from causing depression and anxiety, it can also increase the risk of substance abuse. @KemenkesRI and #WHOIndonesia presented 2 animated videos on life skills to help adolescents and young adults increase self-confidence, manage emotions and stress, and respond to pressure from peers." This representative speech act shows the facts and proof. In data number 3 is written "If you continue to take all precautions to protect against #COVID19 such as washing your hands, wearing a mask and maintaining physical distance then you are setting a good example. You've helped protect your friends, family and those around you!". This representative speech act shows the belief and assumption. In data number 4 is written "Who are the winners of the Comic and Illustration Competition with the theme "Women and COVID-19"? We will announce the names of the winners tomorrow at the Virtual Award Ceremony & Talkshow, at 10.00-11.30 WIB!". This representative speech act shows stating and informing. In data number 5 is written "Each entry has been assessed by the judges based on the following three criteria: Relevance to a theme, creativity, and originality, and composition. The list of finalists can be seen on the UN Women Indonesia Facebook page!". This representative speech act shows stating and informing.

In data number 6 is written, "High blood pressure is one of the non-communicable diseases (#NCDs), and can be prevented by the following steps". This representative speech act shows the proof and facts of research. In data number 7 is written "International Day for the Elimination of Violence Against Women16 Days Against Violence Against Women (#HAKTP). Domestic violence has reportedly increased during the #COVID19 pandemic. Here are some ways that fellow health workers can help survivors of violence. This representative speech act shows the proof and facts of research. In data number 8 is written "Antimicrobial resistance (#AMR) has a significant impact on human, animal and ecosystem health. A #OneHealth approach is needed to address this complex problem" This representative speech act shows the proof and fact of research. In data number 9 is written "Antibiotic abuse can lead to antimicrobial/drug resistance or antimicrobial resistance (#AMR). In other words, bacteria, viruses, fungi, and parasites no longer react to the drugs we are used to taking. This representative speech act shows the proof and facts of research. In data number 10 is written, "Every woman has different health needs from one another. And unfortunately, there are still many women in #Indonesia who have to face many challenges in

accessing health service facilities". This representative speech act shows the opinion and assumption.

Table 3 Expressive Speech Act in Instagram captions in 'WHO Indonesia"

NO	DATA
1.	*Selamat kepada para pemenang Kompetisi Komik & Ilustrasi "Perempuan & COVID-19"! 🖐 www.who.int/indonesia (December 19, 2021)*
2.	*Terima kasih atas partisipasi Anda dalam Kompetisi Komik dan Ilustrasi bertema "Perempuan dan COVID-19"! 🙌☺(December 15, 2021)*
3.	*Kepada para keluarga yang kehilangan anggota keluarga mereka karena #coronavirus #COVID19, kami mengucapkan turut berduka cita. Semoga Anda mendapatkan ketenangan, harapan, dan kasih sayang selama masa sulit ini 🙌 (July 3, 2020)*
4.	*Tenaga kesehatan yang berjuang melawan #coronavirus #COVID19 dan para pekerja esensial lainnya menghadapi banyak tantangan untuk menjaga agar kita tetap aman dan menjamin kelangsungan pelayanan. Kami mendukung dan berterima kasih atas segala jasa mereka 🙌(June 10, 2020)*
5.	*Terima kasih kepada tukang sayur, karyawan supermarket atau pasar tradisional, kasir toko, produsen, dan para pekerja rantai pasokan pangan lainnya yang membantu kita mendapatkan makanan yang sehat dan aman selama pandemi #COVID19. (May 27, 2020)*
6.	*Terima kasih kepada para tenaga kesehatan di #Indonesia dan seluruh dunia yg telah bekerja nonstop selama pandemi #coronavirus #COVID19 🙌🖐 (May 7, 2020)*
7.	*Selain memberikan informasi ttg #imunisasi, para perawat dan bidan pun membantu menjangkau anak-anak di semua negara dengan vaksin yang dapat menyelamatkan hidup. Terima kasih ya, perawat dan bidan 🙌(April 30 , 2020)*
8.	*Happy New Year, #Indonesia! We wish you a happier and healthier #2020. (January 1, 2020)*

Based on the table above shows several examples of expressive speech acts. In data numbers, 1 and 7 show an expressive speech act of congratulation. In data number 1 is written "Congratulations to the winners of the "Women & COVID-19" Comic & Illustration Competition!". In number 8 is written, "Happy New Year, Indonesia! We wish you a happier and healthier". In number 1, this congratulation is part of an effort to reward the competition's victory. While, in number 8, this congratulation is part of an effort to welcome the new year. In data number 3 shows expressive speech acts of condolences. In data number 3 is written, "To the families who lost their family members to #coronavirus #COVID19, we wish to express our condolences. May you find peace, hope, and compassion during this difficult time". It shows the expression of condolences for the situation that happened.

In data numbers, 2, 4, 5, 6, and 7 shows expressive speech acts of thanking. In number 2 is written "Thank you for participating in the Comic and Illustration Competition themed "Women and COVID-19"!". It shows the expression of thanks for participating. In number 4 is written, "We support and thank them for all their services". It shows the expression of thanks for service. In number 5 is written "Thank you to vegetable handlers, employees of supermarkets or traditional markets, store cashiers, producers, and other food supply chain workers who helped us find safe and healthy food during the pandemic". It shows the expression of thanks for helping. In number 6 is written "Thank you to the health workers in Indonesia and around the world who have worked non-stop during the pandemic". It shows the expression of thanks for good work. In number 7 is written "Besides providing information about #immunization, nurses and midwives are helping reach children in all countries with the life-saving vaccine. Thank you, nurses and midwives!". It shows the expression of thanks for helping. Expressions of thanks are used for making people feel appreciated. It also will motivate someone to do good.

3.2 Discussion

This research object focuses on speech acts used in Instagram captions. Therefore, the objective of this research is to analyze the type of speech act found in Instagram Captions of 'WHO Indonesia". Based on the findings in this research are formulated in the table below:

Table 4 The Percentage of Speech Act in Instagram captions in 'WHO Indonesia"

Aspect	Speech Act		
	Directive	**Representative**	**Expressive**
Total	204 data	120 data	8 data
Percentage	61.45 %	36.14 %	2.41 %

Based on table 4 above, shows that 332 data contains speech acts. Some types of speech act found in Instagram captions in 'WHO Indonesia", are directive, representative and expressive speech acts. The directive speech act shows 204 data or 61.45 %, the representative speech act shows 120 data or 36.14 %, and the expressive speech act shows 8 data or 2.44 %. It shows that the most frequent type of speech act found in Instagram 'WHO Indonesia' is in the directive speech act.

Directive speech act shows 204 data or 61.45 %. Directive speech acts have an internal purpose in order. It is to oblige someone else to perform some acts (Pauwelyn et al., 2012, p. 168). The directive speech act usually is signed by the verb in the beginning (for example imperative) used in the sentence (Fitria, 2015). Instagram Captions of 'WHO Indonesia", it finds a directive speech act of positive and negative imperative. The positive form shows the base form of verb 1

and the use of "let's" and "let us". Imperative sentences are a type of sentence or statement to express commands, warnings, instructions, advice, directions, suggestions, or requests. It is also known as the Directive, which is giving instructions or directions to someone. Directives are used to give direct orders/commands. Orders are usually given by people who have authority over someone. Directives are used to provide a warning/prohibition which is usually to warn someone of danger such as the use of "Don't" or "Do not". Directive sentences can be in the form of simple and short sentences or complex and long sentences. Directive sentences usually end with a period (.) Or an exclamation point (!). You can choose one of them depending on the emphasis and context of the sentence. Sentences with an exclamation mark are more empathic than those ending in a period. Directive sentences do not have the subject and are preceded by a verb. The goal is to give orders to someone who is spoken to directly or indirectly without having to mention their names.

Representative speech act shows 120 data or 36.14 %. Representative speech acts have an internal purpose in asserting. It is to provide a faithful life of a part of reality (Pauwelyn et al., 2012, p. 168). Instagram Captions of 'WHO Indonesia", it finds representative speech acts of opinion, assumption, stating and informing. The representative speech also is known as assertive. Assertive speech acts are speech acts that involve the speaker on the truth of the proposition being expressed. Functions of this type of speech act are utterances stating, demanding, confessing, showing, reporting, giving testimony, mentioning, speculating. This speech contains information that the speakers are bound by the truth of the content of the speech. The speakers are responsible that the utterances that are spoken are indeed fact or research and can be proven in the field.

Expressive speech act shows 8 data or 2.44 %. Expressive speech acts have an internal purpose in congratulating. It is to communicate one's pleasure in the success, achievement, or good fortune of another (Pauwelyn et al., 2012, p. 168). Instagram Captions of 'WHO Indonesia", it finds expressive speech acts of thanking, condolences, and congratulating. Expressive speech acts are speech acts intended by the speaker so that the speech is interpreted as an evaluation of the things mentioned in the speech, including utterances of saying thank you, complaining, congratulating, flattering, praising, blaming, and criticizing.

4. Conclusion

From the pragmatic literature, speech acts are utterances from a person that is psychological and seen from the meaning of the action in his speech. A series of speech acts will form a speech. So, it can be concluded that speech acts are utterances that contain action as a function of

communication that considers aspects of the speech situation. There are 332 data which contains speech acts in Instagram Captions of 'WHO Indonesia". There are some types of speech acts found in Instagram captions in 'WHO Indonesia", they are directive, representative, and expressive speech acts. The directive speech act shows 204 data or 61.45 %, the representative speech act shows 120 data or 36.14 %, and in expressive speech, the act shows 8 data or 2.44 %. Representative speech acts are speech acts that bind the speaker to the truth he tells. A directive speech act is a speech act that is performed so that the speaker does what the speaker says. While Expressive speech acts are actions that are carried out to assess or evaluate what is mentioned in the speech.

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