

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Research

Speech act is a production of language which is categorized into three basic types. They are locutionary act, illocutionary act, and perlocutionary act. Locutionary act is the performance of an act when saying something. Illocutionary is the intention of the speaker regarding what action is intended. Perlocutionary act is an action as the response of the utterance delivered by the hearer. Among the three types, Searle (1969, p. 406) states that the illocutionary act is the basic core an unit of the speech act. Speech act is a production of language related to context.

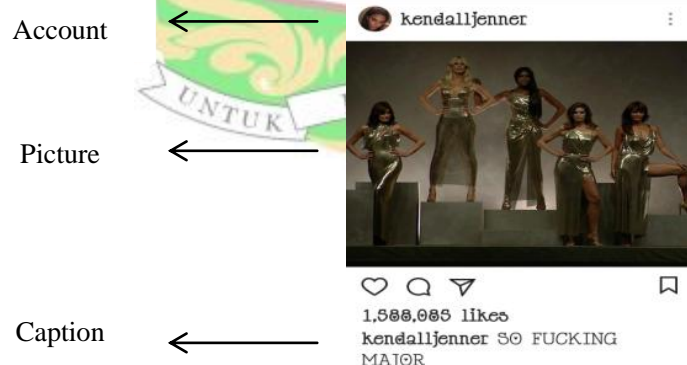
Context is a knowledge that is shared by the speaker and the hearer. Context is used to interpret utterances. For instance, when someone says, "You will never see me again." The hearers do not understand what the speaker's intention without context. The context can be seen from the aspect of speech situations between the speaker and the hearer. The speaker can give the utterance as a promise, a threat, a simple statement of a fact, or a prediction depend on the context between the speaker and the hearer. In the context, the speaker is intended to threaten the hearers to leave him/her. It has performed an act of threatening. The context can be seen from the post of the social media like Instagram.

Instagram is a kind of social media which is widely used in the world; Instagram is available for users to share photos, videos, caption, hashtag (#), emoticon, etc. It eases people to show their posts to their followers. Instagram is connected to various social networking platforms such as Facebook, Twitter,

Tumblr, and Flickr. The existence of Instagram attracts people to share information, ideas, business, activity, etc. The people that use Instagram as their social media are called Instagram users.

Instagram users are from different professions, including models. One of the famous models on Instagram, namely Kendall Jenner, is a popular model from California, USA. In 2017, Jenner became phenomenal with the highest income for her job in modeling (Robehmed, 2017) and the most popular model on Instagram (Segal & Blair, 2017). Jenner's followers increased significantly which reached 12,7 million followers in 2017. It means that her phenomenon attracts people to follow her account and observes her caption through Instagram.

The caption observed by Jenner's followers will be analyzed in order to know Jenner's intention. She posts a caption with a photo or video on it. The photo and video help her followers to understand her caption. One of Jenner's caption to be analyzed is



@kendalljenner: **SO FUCKING MAJOR.**

In this caption, Jenner as the speaker told about a fashion show by five top models in 1990's era. In Versace Spring/Summer 2018 fashion show in Milan,

Donatella Versace as a designer gave a surprise to the audience at the end of the fashion show. The fashion show was closed with five top models performance. In the picture, there are five top models, Cindy Crawford, Claudia Schiffer, Carla Bruni, Helena Christensen, and Naomi Campbell. Jenner gave an appreciation for their performance by expressing her feeling. “So fucking major” meant that she was very happy to look their performance in fashion Versace show.

The illocutionary act implied in this caption is expressive. Jenner expresses her feeling toward her post. She watches five top models runaway performance in Versace fashion show. “So Fucking Major” is an utterance of her feeling how she is amazed by their performance. She gives a praise to five top models but she says something different with her intention. “So Fucking major” is a swearing phrase how a great five top models performance in Versace show. The aim of illocutionary is conflictive. Conflictive causes the hearer or the society to give reaction to the speaker. Her caption causes her followers to give an applause for their performance.

Based on the previously example, illocutionary act can be understood depend on the context. From the context, the types of illocutionary act and the function of illocutionary can be identified. Analysis of illocutionary act is a research that interesting to conduct. In this case, the caption written by Kendall Jenner has been the focus of this research.

## **1.2. Research Questions**

Based on the background of the research, two research questions are appeared in this research. The research questions appropriate with the illocutionary act as

follows:

1. What are the types of illocutionary act found in Jenner's captions on Instagram?
2. What are the functions of illocutionary act found in Jenner's captions on Instagram?

### **1.3. Objectives of the Study**

This research is aimed to analyze the illocutionary act found in Jenner's captions on Instagram. Based on the research questions mentioned above, two purposes to conduct the research are:

1. to determine the types of the illocutionary act are found in Jenner's captions on Instagram
2. to identify the functions of the illocutionary act are found in Jenner's captions on Instagram

### **1.4. Scope of the Study**

Speech act has three basic types. the illocutionary act is focused on this research. The type and the function of the illocutionary act are the focus of the research. There are two theories that are used in this research. They are Searle's theory to identify the types of illocutionary act and Leech's theory to determine the functions of the illocutionary act and the context. In this case, Kendall Jenner is chosen because she is the most popular model in Instagram (Blair & Segal, 2017). Jenner's captions posted in January until December 2017 is focused on this research.

### **1.5. Methods of the Study**

Method is the way to accomplish the research. Method is every step a researcher who taken in conducting the research. In this research, non-participant observation method from Sudaryanto is used in analyzing Jenner's captions on Instagram. There are three types of method of research according to Sudaryanto (1993, p. 5) collecting data, analyzing data, and presenting the result of an analysis.

#### 1.5.1 Collecting the Data

In collecting data, the data were taken from account Jenner's Instagram. Observation method is used to observe the posts in 2017 as a source of data from Jenner's captions on Instagram. There are two steps to collect the data. First, the writer signs in an account on Instagram and follows Jenner's account to see her captions. In this research, the data were taken from her captions on Instagram from January until December 2017. Her caption is observed without participating in the process of her caption. The non-participant technique is used for collecting the data. The writer is only as an observer to Jenner's Instagram. Furthermore, a note is taken for observing the data.

#### 1.5.2 Analyzing the Data

Context is important in analyzing the illocutionary act because the context can explain the speaker's intention. In analyzing the context, Leech's theory is used in this research. After that, type of illocutionary act is determined to depend on context. Afterward, the function of illocutionary is identified based on the illocutionary goal with the social goal. Furthermore, Searle's theory is used to determine the types of illocutionary act and Leech theory is used to identify the

functions. Pragmatic (identity) method is applied in this research. Identity method is a method of analyzing data which the determiner comes from other aspects besides the language involved (Sudaryanto, 1999, p. 13). In this research, the determiner is found from Jenner's captions (as a speech act). Pragmatics competence-in-dividing is used as the technique to analyze the data (Sudaryanto, 1993, p. 25).

### 1.5.3 Presenting the Result of Analysis

In presenting the result of this analysis, two types of method is used as the result of the analysis. They are the informal and formal method (Sudaryanto, 1993, p. 145). Technically, the informal method is presented in form of description. Equally important, a table is provided to include all the data for the formal method.

