Directive Speech Act of Influencers in Endorse on Instagram Social Media

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Article Info

Abstract

Influencers in supporting a product (endorse) on Instagram, of course, make various utterances to attract other Instagram users to buy the product being promoted. In promoting or supporting their products, Influencer speech can be in the form of words in photos or videos uploaded on grid profiles or on Instagram stories. The purpose of this study is to find and describe the types of Influencer directive speech acts contained in Endorse on Instagram social media, find, and describe the pragmatic function of directive speech acts contained in Endorse on Instagram social media, and describe the effect of Influencer directive speech acts on Endorse on Instagram. Instagram social media. This study uses two approaches, namely a theoretical approach and a methodological approach. The methodological approach in this study is a qualitative descriptive approach because the research data is not in the form of numbers, but in the form of words or utterances made by Influencers contained in Endorse on Instagram social media. So the research that will be achieved is to describe the types, functions and effects of Influencer directive speech acts in Endorse on Instagram social media. The results of the study show that in Influencers' directive speech acts in Endorse on Instagram social media, there are various types of directive speech acts such as: (1) types of directive speech acts requests with functions of asking, inviting; (2) questioning with the function of giving question; (3) requiring with the function of require directly; (4) prohibition with the function of prohibiting; (5) granting permissions with the function of conferring; (6) advising with the function of giving advice, suggesting. In the Influencer's directive speech acts in Endorse on Instagram social media, two effects were found: (1) positive effects: attracted, relieved, encouraged, and made grateful; (2) negative effects: frightening, jealousy, mistrust.

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INTRODUCTION

Pragmatics is related to how a person communicates or speech functions which are called speech acts (Rahmawati, 2021). Speech act theory deals with the idea that "words" have meaning. It is used extensively in linguistics, to refer to any theory that analyzes the role of speech in relation to the behavior of speakers and listeners in interpersonal communication. The term speech act comes from the work of the Cambridge philosopher J. L. Austin in a series of lectures by William James which he delivered at Harvard in 1955. This theory does not only consider the language used by the speaker, but studies change in the state of the speaker's and listener's behavior during communication (Kiuk, Paswasari Yuani and Ghozali, Imam, 2018).

Yule cited in (Tutuarima, Z., Nuraeningsih., Rusiana, 2018) states that a speech act is attention to the speaker's communicative intent in producing an utterance, and it is determined by the purpose of the speaker using the language, for example to ask, apologize, and report. (Chaer, Abdul and Agustina, Leonie, 2004) defines speech acts as individual symptoms that are psychological in nature and their continuity is determined by the speaker's language ability in dealing with certain situations. This speech act is more focused on the meaning or meaning of language in an utterance. Speech acts can be in the form of a question, command, or statement (Chaer, Abdul and Agustina, Leonie, 2004).

With language we know the world, through various media. Among them are social media such as: Facebook, Instagram, Twitter, YouTube, WhatsApp, and others, which are a reflection of the public's need to be able to obtain various kinds of information quickly and precisely and establish remote or virtual communication. These characteristics show the transactional and interactional functions of language. The characteristics of virtual communication that make speech participants unable to meet face to face directly have an impact on how utterances are produced and interpreted. One of the media that is still effectively used by millions of people in the world is social media Instagram. Every day people talk about different things according to the situation, background, topic of conversation on Instagram social media. The things discussed range from life, social, law, politics, education, entertainment, to daily activities or often known as daily vlogs. In terms of its function, Instagram represents communication in the form of words to fellow users, but Instagram places more emphasis on representing words through pictures, photos and videos. Instagram gives freedom to its users to express what their users think to capture moments on Instagram social media, usually users upload photos and videos that have aesthetic value (beauty) such as vacation photos with views, or anything else. trending on social networks. Instagram also has a feature that is often used, namely Instagram Stories, its function is to encourage users to create and share more content on the platform, Instagram Stories is a feature that allows users to send photos and videos that disappear after 24 hours. Content shared to stories also won't appear on your grid profile or in the Instagram feed.

The communication process on Instagram social media will also have a special conversational style, because the speech participant or speech partner is not present directly to communicate, but through remote (virtual) communication. In contrast to the face-to-face conversational style, this media provides more freedom to express ideas, opinions and feelings of the speech participants. As with face-to-face communication, virtual communication also involves verbal (such as: jokes, empathy, suggestions, etc.) and visual media (such as: smiles) (Yus, 2011). The absence of face-to-face media can reduce the speaker's efforts to pay attention to the faces of each interlocutor. The physical absence of the speech participant causes the emergence of free conversational strategies. Not infrequently conversations in social media generate a lot of debate. For example, the loss of the effective value of language, in other words the literacy skills of social media users, which are usually ignored by social media users generally

lead to misunderstandings and disputes (Yus, 2011).

This study focuses on Influencers' directive speech acts in Endorsement on Instagram Social Media. The reasons why Influencers are used by companies are to increase awareness, educate target consumers, increase followers and of course to increase sales. And generally use a classification of three general objectives, namely to inform , to persuade, to entertain (Sugiharto, S. A., Ramadhana, M. R., Psi, S., & Psi, M, 2018).

Social media influencers can also act as third parties who recommend and describe products through social media content, which can influence consumer opinion, behavior, and attitudes towards a product (Uzunoglu & Klip, 2014) in (Hermanda, A., Sumarwan, U., & Tinaprillia, N, 2019). Thus, influencers now play an important role in shaping consumer opinion towards a brand's product or service (Chopra, A., Avhad, V., & Jaju, and S.). When supported by influencers with high sincerity, the attitude towards the brand for the product will be more positive, compared to influencers with low sincerity (Zhafira, A. K., Purba, C. A. F., Asteriani, D., & Soesilo, P. K., 2022). Keller in (Poghosyan, 2015) states that Endorsement is a kind of marketing in which famous people or public figures are used in marketing campaigns to advertise products or services by using their fame and place in society.

Endorsement has been defined as: "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with him in an advertisement" (McCracken, 1989) in (Farhat, R., & Khan, B. M, 2011). Moreover, the Influencer is a celebrity because celebrity endorsements bring higher attention to the product, and many are willing to buy because they believe that the quality of the product is good because it is used and endorsed by the celebrity (Wei & Lu, 2013) in (Afifah, 2022).

The endorsement promoted by this influencer attracts researchers to conduct research because there is a lot of use of language (speech acts), especially directive speech acts

from virtual conversations between influencers and other Instagram users in their endorsed posts. The categories of directive speech act verbs are asking, asking very much, begging very much, giving orders, demanding, forbidding, recommending, and begging (Leech, 2011). Regarding the function of directive speech acts, Finocchinario in (Lubis, 2011) states that the directive function allows us to submit requests, suggestions, persuade, convince, and so on. This is interesting, because the speech of someone who has a lot of followers can influence Instagram social media users and is often used as a venue for product promotion. This speech can be in the form of words in photos or videos uploaded by Influencers, or from conversations between Influencers and other users in the comment's column. Based on the above background, the purpose of this research is to find and describe the types of Influencer directive speech acts contained in Endorse on Instagram social media, find, and describe the pragmatic function of directive speech acts contained in Endorse on Instagram social media, and describe the form effect of Influencer directive speech acts in Endorse on Instagram social media

METHODOLOGY

This study uses two approaches, namely a theoretical approach and a methodological approach. The theoretical approach used in this study is a pragmatic approach. The pragmatic point of view reveals the intent of a speech in a communication event, pragmatic analysis seeks to find the intent of the speaker, both expressed expressly and implicitly expressed behind the utterance (Rustono, 1999). A pragmatic approach to analyzing speech intent, whether expressed explicitly or implicitly behind the utterances contained in Influencer and Endorse posts on Instagram social media. Meanwhile, the methodological approach in this study is a qualitative descriptive approach. According to (Sudaryanto, 2015) descriptive method is research that is carried out solely based on existing linguistic facts or phenomena that empirically live in speakers. The researcher uses

a qualitative approach because the research data is not in the form of numbers, but in the form of words or utterances made by the influencers contained in endorsements on Instagram social media. So the research that will be achieved is to describe the types, functions and effects of Influencer directive speech acts in Endorse on Instagram social media.

The data used in this study are Influencer utterances in Endorsements on Instagram social media. So, not all of these utterances are used as data, but only those utterances that contain directive speech acts are also used.

Arikunto in (Sugiyono, 2010) argues that data sources are anything that can provide information about research data. Sources of data in this study were obtained from television and recorded. In this study, only a few episodes of data were collected because the data collected was sufficient and varied. Data taken on social media Instagram in the last two years 2020-2022.

The data used in this study comes from Influencer Instagram accounts by taking pictures (screenshots) of Influencer posts that are promoting products (endorses), apart from Influencer Instagram accounts also sourced from book literature, and so on which are called data sources. This study uses data in the form of sentences containing Influencer directive utterances in Endorse on Instagram social media.

The data collection method used in this research is listening method with the basic technique, namely tapping technique, then followed by an advanced technique, namely free-involvement speaking technique (SBLC), which is then followed by recording techniques and note-taking techniques. The listening method is a method that is carried out by listening, namely listening to the use of language (Sudaryanto, 2015). Researchers listened to the utterances (posts) of Influencers in Endorse on Instagram social media. In addition to the researcher as a research instrument, there are also notes, writing instruments, and smartphones (mobile phones) used in listening to speech in Influencer posts in endorsements on Instagram social media, Influencer posts in endorsements on Instagram social media as research objects by listening and

recording sentences related to research. The instrument or research tool helps to analyze Influencers' directive speech act analysis in Endorsement on Instagram social media.

The listening method uses a basic technique, namely tapping techniques and an advanced technique, namely free-lance listening. The tapping technique is the implementation of the listening method by tapping the use of the language of a person or several people (Kesuma, 2011). The tapping technique is used by researchers to examine Influencer directive utterances in endorsements on Instagram social media. As an advanced technique, the researcher uses the Involved-Free Listening Technique (SBLC), the Involved-free Listening technique is a technique in which the researcher is not directly involved in determining the formation and emergence of candidate data except as observers of the prospective data that is formed and emerges from events. language that is outside of himself (Sudaryanto, 2015). So, it can be concluded that this technique is carried out by listening to the use of language without participating when doing listening. Researchers examine Influencer utterances in endorsements on Instagram social media, without participating in the conversation or dialogue process.

The note-taking technique is a technique for capturing data by recording the results of storing data on a data card (Kesuma, 2011). Recording activities are carried out as a continuation of data recording activities. In this study, the researcher recorded data in the form of utterances containing directive speech acts into data cards. Furthermore, the recorded utterances were analyzed for their directive utterances based on the type, function, and effect of the utterance.

Data analysis in this study uses the heuristic method, namely the types of problem-solving tasks faced by speakers in interpreting an utterance or utterance (Leech, 2011). This method seeks to identify utterances that contain types, functions, and effects of directive speech acts by formulating hypotheses and then testing them based on available data. If in the process of analysis, the hypothesis is not tested, a new hypothesis is created. All these processes are

repeated until a solution to the problem is reached in the form of a tested hypothesis, namely a hypothesis that does not conflict with existing evidence.

To see the effect of Influencer speech acts in Endorse on social media Instagram uses sentiment analysis techniques, which is a method used to extract opinion data, understand and process textual data automatically to see the sentiment contained in an opinion (Sari, F. V., & Wibowo, A, 2019). After finding the types and functions of Influencer speech acts in endorsements on Instagram social media, then extracting followers' comments and understanding and processing the textual in these comments to see the effects contained in the Influencer's post comments on his Instagram account.

According to (Sudaryanto, 2015) there are two methods of presenting the results of data analysis, namely informal and formal. Presentation of the results of this data analysis using informal methods. The informal presentation method is formulation with ordinary words even with terminology that is technical in nature (Sudaryanto, 2015)

RESULTS AND DISCUSSION

In this study, data analysis was carried out using filtered data cards, only taking Influencer directive speech acts in endorsements on social media, then analyzing according to the form of speech (type and function of directive speech acts) and knowing the effects arising from these utterances. . The following is a presentation of the results of the analysis of Influencer directive types of speech acts in endorsements on Instagram social media.

Types of Influencer Directive Speech Actions in Endorsements on Instagram social media

Based on the Influencer's utterances in endorsement on Instagram social media, various types of directive speech acts were found as follows:

(1) Context: **Andre Feel Happy Wearing Koko Clothes From @Alimran.Co. Id**
"***Who*** *said koko clothes are only worn to go to the mosque!!. Who says koko clothes can't be worn every day?"*

In quote (1), the speech was spoken by @andreastaulany (Andre Taulany) in his Instagram post. in the word "***Who***" indicates the type of question speech act, in which Andre also endorses a *koko* shirt product @alimran.co.id and the speech partner responds via the Instagram comment column "Great *pak haji* @andreastaulany wants to join the shirt."

(2) Context: **Rans Holds A Rans Logo Competition**
"MILLIONS OF RUPIAH FOR RANS NEIGHBORS!!
Those who are good at making logos, immediately GASSS! #SayembaransLogo"

In quote (2) the speech comes from the Instagram video @rans.entertainment and is promoted through the personal account @raffinagita1717, commented on by 817 comments. The word "***immediately GASSS!***" is an invitation for his followers to take part in a contest to make the RANS logo. The utterance is a type of directive speech act request.

(3) Context: **Shekh Ali Jaber Prohibited Blown On Food And Drink**
"*The perfection of the Islamic religion which has regulated how humans live the life of the world, including in manners when eating and drinking. Rasulullah Shallallahu 'alaihi wasallam forbids us to blow on food and drink as in the hadith from Ibn Abbas in Musnad Ahmad*"

In quote (3) in the speech of @syekh.alijaber in his post, the sentence "forbids us to blow" indicates a prohibition for his followers to blow on food and drink as in the hadith of the Prophet, this utterance is a type of prohibitive directive speech act.

(4) Context: **Raditya Advises You Should Eat Better and Join the Challenge Rather Than Scolded For Nothing**
"*Instead of being scolded for nothing, **I'd better eat** Better and take part in Better's #BetterMoodExpression Challenge!*"

In quote (4), @raditya. dika's speech shows a video of a food advertisement endorsed by better, the sentence "*I'd better eat*" is advice, and includes the type of directive speech act of advice (advisories). And the word "follow-up" is a type of directive speech act request (requstives).

(5) Context: **Raditya Dika Recommends to Use The Royal Canin Id Application**
"*From this application I can find tips on caring for pet health, the latest promos and collecting points at the Royal Canin Club*"

In quote (5) the story of @raditya.dika in a post on his Instagram, the sentence "I can know tips on caring for ...". giving advice to use the royal canin application to find out tips on caring for the health of maintenance animals for their followers. This speech act is a type of directive speech act of advice.

(6) Context: **Jeromepolin Asks About Using *Bibit* Application**
"***Has anyone started investing**? tell me in the comments! let's start investing together yuk 😆🙌*"

In quote (6) @jeromepolin's speech in a post on his Instagram, the sentence "**Has anyone started investing**?" shows questions, and is a type of speech act of questions, apart from that in the sentence "Tell me please!" shows an order and is a directive speech act of request.

(7) Context: **Shabiraalula Invits To Watch The Fun Of Treating And Take Care Of Early Deeth With *Kodomo***
"***Who** here is as diligent as Lala to brush her teeth twice a day using Kodomo? Lala and @temankodomo **want to invite** Lala's favorite*

friends to watch "The Excitement of Taking Care of & Protecting Your Teeth From an Early Age" you know!"

In quote (7) @shabiraalula's speech in his post, the word "who" shows a question, and is a type of directive speech act of questions (questions), and in the sentence "**want to invite**..." shows an invitation and is a type of directive speech act of requests.

(8) Context: **Tasyafarasya Recommend Using *Biolage* Indonesia For Hair Problems**
"*For those who have problems with frizzy and dry hair, **let's try Deep Smoothing Serum + Deep Treatment Pack Smoothproof** from #BiolageIndonesia, this is really light + really good for frizzy hair, makes hair feel softer, softer & definitely makes hair.*"

In quote (8) @tasyafarasya's story in his post, the sentence let's try Deep Smoothing" shows that there is advice for those who have problems with frizzy and dry hair to use Biolage Indonesia. This utterance is a type of directive speech act of advice.

(9) Context: **Uya Kuya Suggests Those Who Want One Year Free Magnateg Oil Can Join The Give Away**
"***Do** you want FREE Castrol MAGNATEC oil for 1 year or not? You definitely want it, that's why you're joining #CastrolMAGNATECGiveaway!*"
shows that there is a speech act of requesting to take part in the Castrol Magnetic oil give away.
"It's really easy! All that's left is to go to the @CastrolCarsID IG Feed post and tell them how you love and care for your favourite car in their posts."

In quote (9) In the Instagram speech of @king_uyakuya the word "want" indicates a speech act of a request to take part in the Castrol Magnetic oil give away, and is a type of directive speech act request. Apart from that, in the next speech "Just go to the post..." shows a speech act of an order to visit the Castrol oil Instagram

account to follow the instructions to get free oil for one year, this speech is a type of speech act of a requirements.

Based on the results of the analysis of the types of Influencer's directive speech acts in Endorse on Instagram social media above, various types of directive speech acts were found such as: types of directive speech acts of requests, questions, requirements, prohibitions, granting of permits, advice from various kinds of Influencer utterances that support or promote goods/services/policies.

The Influencer's Directive Speech Action Function in Endorse on Instagram Social Media

The function analysis of speech acts in this study was taken from data analysis of the types of directive speech acts of Influencers in endorsements on Instagram social media, after determining the types of directive speech acts, then the function of directive speech acts was analyzed. The following is a presentation of the results:

(10) Context: Raffi Invites Their Followers to Come to The Festival Range

"**Come on guys**, come and have a snack with me at the *Jajarans* Festival! 😊 It's still available until October 9, 2022😆"

In quote (10) @raffinagita1717's speech the word "**come on**" is a directive speech act of request with an inviting function.

(11) Context: **Syekh Ali Jaber Invits to Read Alfatihah**

*"It doesn't feel so fast that time has passed and the loss of my beloved and noble teacher, KH. A Hasyim Muzadi, we **read** the Alfatihah, hopefully he will be placed in a noble place with the Prophet Muhammad, peace be upon him, alaihi wasallam aamiin "*

In quote (11) in the speech of @syekh.alijaber there is a flyer containing information on recitations in memory of K.H. A Hasyim Muzadi organized by Tv One, then Syekh Alijaber made a statement in the post inviting his followers to read the Alfatihah. The word "read out" is a type of directive speech act request with the function of inviting.

(12) Context: **Zakia Invites His Followers To Give Us Biostime Milk**

"***Come on*** *moms give Biostime milk like ukkasya for your little ones so we can prepare them to become Advanced Generation. Moms can buy at Alfamart, Alfamidi, Lotte Mart, Farmers, Ranch Market, Naga, Hari Hari, Yogya, and other shops and also at the Tempo Official store, your favourite e-commerce! Also follow @biostimeid for complete information!*

In quote (12) the utterance in @zaskiasungkar's Instagram post says "**come on**" indicates a directive speech act of request with an inviting function.

(13) Context: **Jokowi Guarantees No Tolerance Against Corruption**

"My fellow countrymen, the government's commitment to eradicating corruption has never subsided. In terms of ***prosecution***, the government has confiscated the assets of the uncooperative BLBI obligor.

In quote (13) the speech in the video in @jokowi's post the sentence "***prosecution***" is an order for zero tolerance for corruption. The utterance is a type of command directive speech act and functions to regulate.

(14) Context: **Sarwendah Advises Its Followers for Healthy Skin**

*"**Healthy skin tips like me**! Scarlett's new product that can help you 3x brighten and 4x moisturize your skin, you know ♡"*

In quote (14) the speech in the post @sarwendah sentence "**Healthy skin tips like me**!.." gives advice to his followers to use *Scarlett* to look like her. This utterance is a type of directive advising speech act with the function of suggesting.

(15) Context: **Ria Ricis Gives Thanks To Its Followers**

"*Once again, thanks to* #TheRicis,
subscribers and followers, thank you for
respecting each other. YOU ARE NOT JUST
A NUMBERS 🌙💬 *we are 1, we are family,*
we are forever!"

In quote (15) the speech in the post @riaricis1795, the sentence "*once again, thank you for* ..." gives thanks to his followers who have made riaricis1795 get *YoutubeGold*. This utterance is a type of directive speech act of granting permission with the function of conferring.

(16) Context: **Ashanti Directed Its Followers To Get Nutamins Royal 500**
"Hurry up and get it, guys!!"
In quote (16) the speech in the Instagram post @ashanty, the word "**Hurry up**" indicates a command speech act with the function of directing to immediately get vitamins that are currently viral Nutamins Royal 500.

(17) Context: **Nex Carlos Orders Its Followers To Wholesale Richeese Mi**
"*For you, guys who want to buy Richeese Noodles, **hurry up and buy it because** it's now available at the nearest supermarket, eDOT Shop and Richeese Factory outlets! What are you waiting for*"

In quote (17) the speech in the @nex_carlos Instagram post, the sentence "hurry up and buy it because" shows a directive command speech act with a governing function.

(18) Context: **Dian Sastro Invites To Use Brimo To Facilitate Transfer Abroad**
"**Come on**, use BRImo right away so that our lives will be more comfortable and less complicated. Download the BRImo application via Google Play and other application stores on smartphones."

In quote (18) the speech in the Instagram post @therealdisastr the word "**Come on**" shows a directive request speech act with the function of

inviting to download the *BRImo* application to facilitate transactions abroad.

(19) Context: **Maudy Recommends Using Philips Smart Led High Lumen Bulb For Work And Study**
"*This lamp is suitable for work or study because the light is brighter with a higher wattage of up to 50% and their CRI 90 feature*"

In quote (19) the speech in the Instagram post @maudyayunda the sentence "***This lamp is really suitable for work…***" shows a directive advice speech act with the function of suggesting choosing a suitable lamp for study and work.

(20) Context: **Denny Sumargo Asks Who Want Scarlet?**
"I want to give you scarlet, so that it still glows until it's old. Who do you want???"

In quote (20) the speech of the Instagram post @sumargodenny the word "Who" shows a directive questioning speech act with the function of asking who wants to have Scarlet products.

Based on the results of the analysis of quotations (1) to (20), various directive speech act functions were found, such as: (1) types of directive requests with the functions of asking, inviting; (2) questions with the function of questioning; (3) requirements with the function of directing, requiring; (4) prohibition with the function of prohibiting; (5) granting permissions with the function of conferring; (6) advice with the function of advising, suggesting.

Effects of Influencer Directive Speech Actions in Endorse on Instagram Social Media

Analysis of the effects of directive speech acts in this study was carried out after knowing the types and functions of directive speech acts that had been analyzed from quotations (1) to (20), after knowing the types and functions, the researcher determined the effects of these speech acts, which could be positive effects. or negative. The effect is in the form of the meaning or meaning of the effect or influence, the impression that arises in the minds of the audience, listeners, readers, and so on after hearing or seeing

something. Based on the results of the analysis of the effect of Influencer directive speech acts in Endorse on Instagram social media, two effects were found, namely positive effects and negative effects. (1) positive effects in Influencer speech such as: making interested, positive effects make relieved and encourage, create gratitude; (2) negative effects such as: frightening, jealousy, mistrust.

CONCLUSION

In a study entitled "Influencer Directive Speech Actions in Endorsement on Instagram Social Media" an analysis was carried out in terms of the types, functions and effects that occur in the Influencer's speech. Based on the formulation of the problem, the researcher can present the results of the research and conclude that there are various types of directive speech acts of Influencers in Endorsements on Instagram social media, such as types of directive speech acts such as: (1) types of directive speech acts of requests; (2) questions; (3) requirements; (4) prohibition; (5) permissive; (6) advice, after classifying the types of directive speech acts, found various functions of Influencer directive speech acts in Endorse on Instagram social media, such as: (1) types of directive speech acts requests with functions of asking, inviting; (2) question with the function of asking; (3) requirements with the function of directing, requiring; (4) prohibition with the function of prohibiting; (5) granting permissions with the function of conferring; (6) advice with the function of advising, suggesting.

From the results of the analysis of the types and functions of these speech acts, there are impacts or effects for the speech partners, namely positive and negative effects. (1) positive effects in Influencer speech such as: making interested, positive effects make relieved and encourage, create gratitude; (2) Negative effects such as: frightening, envy, distrust.

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