

# Analysis of Locutionary Speech Acts in the Comment Column of Olshop Accounts on Instagram

*by* Yusni Khairul Amri

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**Submission date:** 27-Mar-2023 02:18PM (UTC+0700)

**Submission ID:** 2047825264

**File name:** n\_Jurnal\_Analysis\_of\_Locutionary\_Speech\_Acts\_in\_the\_Comment.pdf (473.66K)

**Word count:** 4923

**Character count:** 26021

## 1 Analysis of Locutionary Speech Acts in the Comment Column of Olshop Accounts on Instagram

1 Windy<sup>1</sup>, Yusni Khairul Amri<sup>2</sup>, Dian Marisha Putri<sup>3</sup>

<sup>1,2,3</sup>Faculty of Teacher Training and Education, Muhammadiyah University of North Sumatra, Indonesia

Email: nurwindy403@gmail.com, yusnikhairulamri@umsu.ac.id, dianmarishaputri@yahoo.com

**Abstract:** Instagram has expanded into a business area which is a way to promote and sell products or goods to other Instagram users which is commonly called an online shop. This analysis aims to describe the locutionary speech acts contained in the comments column of the olshop account on Instagram. The data sources in this analysis are several olshop accounts on Instagram. In this analysis, data were analyzed using locutionary speech acts, namely speech acts that state something. According to Chaer and Agustina, locutionary speech acts are divided into three, namely locutionary speech acts in the form of questions, locutionary speech acts in the form of statements, and locutionary speech acts in the form of orders. From the results of the analysis of the twenty data collected, there were 13 data included in the three locutionary speech acts, namely 9 data including locutionary speech acts in the form of questions, 2 data including locutionary speech acts in the form of statements, and 2 data which includes locutionary speech acts in the form of commands.

**Keywords:** speech act, locutionary, instagram

### I. Introduction

Language is one of communication, through language humans can relate to each other (communicate), share experiences, and so on. In communication, it can be assumed that a speaker articulates an utterance with the intention of informing something to their speech partner, and hopes that their speech partner can understand what they want to communicate.

Pragmatics is a branch of linguistics that analyzes language by looking at its context. Language and pragmatics are closely related because pragmatics is a branch of linguistics that examines the structure of language externally (Agustina & Wulansari, 2020). Interpreting a sentence or utterance cannot only see its meaning based on what is written but also must look at the context of the speech. Tarigan (2016: 32) states that pragmatics is closely related to speech acts.

According to Arifiany (2016: 2), speech acts are someone's language behavior in the form of utterances in a speech event. Searle in Wijana (2018: 17) reveals that there are three types of language acts or speech acts that can be realized by a speaker pragmatically, namely locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. In this analysis, the writer focuses only on locutionary speech acts. Locutionary speech acts are actions used to express something (Tarigan, 2009:35). According to Rahardi (2009:17), a locutionary speech act is an act of saying something that prioritizes the content of the utterance conveyed by the speaker. So, the act of locution is the delivery of information conveyed by the speaker. Locutionary acts can be said to be the easiest speech acts to identify, because they can be done without including the speech context in the speech situation (Wijana and Rohmasi, 2011:22). From this explanation, it can be concluded that a locutionary speech act is an action that has a clear intention. The act of locutionary speech does not pay

attention to the involvement of the context in it, but pays attention to the adjustment of meaning or content according to the speech of the speaker.

The concept of locutionary acts looks at the form of an utterance or sentence. The form of locutionary action is divided into three, namely: (a) statement/declarative function is only to inform, so that it can give attention, (b) question/interrogative function is to ask something to the listener and is expected to provide an answer about the question expressed by the speaker, (c) command/imperative intends for the listener to provide a response in the form of the desired action or action.

Today, various information, ideas, and works can be found on social media. Social media is an effective and efficient communication medium and has important roles as agents of change and renewal (Rahadi, 2017). Instagram is one of the social media that is widely used to communicate in cyberspace, by sharing photos or videos Instagram recommends various features such as Direct Messages (DM), comment fields and likes which can be used in carrying out communication by acting speech between speakers and partners. said. The existence of Instagram is not wasted by some of its active users. Instagram has penetrated into a business area which is a way to promote and sell products or goods to other Instagram users which is commonly called an online shop.

Maharani (2020) in her research journal entitled "Analysis of Locutionary Speech Acts in Fiersa Besari's Twitter Account" explains the forms of locutionary speech acts in Fiersa Besari's Twitter account using a qualitative descriptive method. Found 23 data in Fiersa Besari's Twitter account which are locutionary speech acts, the speech acts found are stating or saying something. The locutionary speech act is used as a forum to show what the speaker wants to share with his followers on Twitter, starting from gratitude, joy, sadness, complaints, and affirmations.

Lismayanti (2018) in her research journal entitled "Speech Acts of Locutions of Traders and Buyers at Pasar Sudi Mampir Banjarmasin" explains the relationship between language and society which is one of the interesting things to study using locutionary speech acts. The subjects used in this research are the speech community, namely sellers and buyers at Pasar Sudi Mampir Banjarmasin. The results of his research found types of locutionary speech acts, namely question, statements, and commands. Agustina (2022) in her research journal entitled "Locutionary Speech Acts in the Novel About You by Tere Liye" describes locutionary speech acts in the novel About You by Tere Liye. The results of the research contained in Tere Liye's novel About You consist of 255 data of locutionary speech acts in the form of statements (declarative), 50 data of imperative speech acts, and 224 data of questioning speech acts (interrogative). Amri (2021: 100-111) in his research journal entitled "Politeness in Language in Online Media During the Covid-19 Period Indonesian Language is Upheld" describes politeness in online media and violation of maxims. Data sources were obtained from primary data in the form of online media: cnbcindonesia.com, Kompas.tv, Kompas.com, detik.com, Republika.co.id, and social media. As well as secondary data in the form of books, journals, and several previous studies. The results of the study, online media fulfill the politeness principles (maxims), namely: maxims of wisdom, simplicity, agreement, appreciation, and sympathy. In addition, violations of maxims were also found, namely: maxim of wisdom, modesty, praise or appreciation, and agreement.

Based on these three studies, there are similarities and differences that were carried out. The similarities can be seen from the form of analysis used, namely the use of locutionary speech acts. While the similarities in the research journals made by Yusni Khairul Amri are both studying pragmatic studies. While the difference can be seen from the media used to obtain data sources, some use Twitter, novels, and speech communities, namely between sellers and buyers in the market. The author is interested in analyzing aspects of locutionary speech acts in the comments column of the *olshop* account on Instagram with the title

<sup>1</sup>"Analysis of Locutionary Speech Acts in the Comment Column of Olshop Accounts on Instagram". Because the analysis that the author did uses Instagram media which is very much used by the public at this time. So that the author can find more data from the sources found. The purpose of this task is to analyze the form of locutionary speech acts in the comments column of the Olshop account on Instagram. The benefit of this assignment is to contribute to developing knowledge in the field of pragmatics, especially in the field of locutionary speech acts, so that the science of pragmatics continues to develop. In addition, so that people can understand locutionary speech acts in the comments column on Instagram.

## II. Review of Literature

Tarigan (2016: 32) states that pragmatics is closely related to speech acts. In line with Tarigan's opinion, Ibrahim (2015: 255) reveals that speech acts are one of the most prominent concepts in linguistics today. This concept is expected to be able to bring human scientific efforts towards the function of language in human communication, so that understanding the basis of a speech communication understanding a context is needed.

Hardiati (2018) says that speech acts are a pragmatic analysis, namely a branch of linguistics that examines language from the aspects of its actual users. Aslinda (2010) said that speech acts are individual symptoms that are psychological in nature and are determined by the speaker's language ability in dealing with speech events. Austin in Suandi <sup>3</sup> Windy (2022)

divides three types of speech acts <sup>3</sup> namely: (1) locutionary acts that link a topic with one statement in an expression, similar to a predicate or topic and an explanation in semantics. (2) illocutionary acts, namely the utterance of a statement, offer, promise, and so on. (3) perlocutionary acts, namely the results or effects caused by the speech listener after hearing the sentence heard. Furthermore, locutionary speech acts are speech acts that express something in the sense of "saying" or speech acts in the form of meaningful and understandable sentences (Hanifah, Wendra, and Merdhana, 2014). Locutionary speech obeys the conditions of truth and requires sense and reference to be understood.

Chaer and Agustina (2010) state that based on grammatical categories, locutionary speech acts are divided into three, namely: (1) The form of a statement (declarative) is a form of statement that functions only to tell something to someone else so that listeners are expected to pay attention. (2) The form of the question (interrogative) is a form of question that functions to ask something so that the listener is expected to provide answers to the questions posed by the speaker. (3) The form of the command (imperative) is a form of command that has the intention that the listener gives a response in the form of the requested action.

## III. Results and Discussion

<sup>18</sup> Based on the results of the analysis of the twenty data collected, there were 13 data included in the three locutionary speech acts, namely 9 data including locutionary speech acts in the form of questions, 2 data including locutionary speech acts in the form of statements, and 2 data which includes locutionary speech acts in the form of commands. From the data obtained, it can be seen that the analysis of locutionary speech acts contained in the comments column of the olshop account on Instagram is as follows:

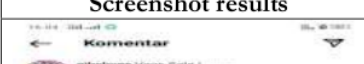
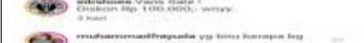




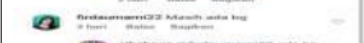

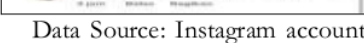
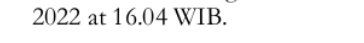
### a. Locutionary Speech <sup>3</sup>acts in the Form of Questions

A locutionary speech act in the form of a question is a speech act spoken by a speaker to his speech partner in the form of a question that functions to ask something with the aim that the speech partner can provide answers to the questions posed by the speaker. From the

results of data analysis, the author gets several comments that have locutionary speech acts in the form of questions as follows:

### Data 1

Data in the Instagram account comment column @eibshoes

Screenshot results	Account name	Comment
	@eibshoes	: "Vans Sale! Diskon Rp.100.000, woy"
	@muhammadfrayuda	: "yg biru berapa bg"
	@eibshoes	: "180 rb bg"
	@arysyahputra28	: "Masih ada bg"
	@eibshoes	: "ada bg"
	@teguh_vikriandi	: "Masih ada bg yg sk 8 hijau"
	@eibshoes	: "ada bg"
	@firdaumami2	: "Masih ada bg"
	@eibshoes	: "ada ka"
	@_wny_1508	: "Bg untuk anak usia 3thn gk tu?"

Data Source: Instagram account @eibshoes in the comments column taken on 20 October 2022 at 16.04 WIB.

The comments above show that there are several words that contain locutionary speech acts in the form of questions. This question form indicates that the speech act is inseparable from a communication that contains a question. This question is used to find out more about objects that are unknown to potential buyers. The answer to a question will give satisfaction to prospective buyers so that buyers feel happy and feel served by the seller.

- @eibshoes : "Vans Sale! Diskon Rp.100.000, woy"
- @muhammadfrayuda : "yg biru berapa bg" (D1/K1/ALO/KIN)
- @eibshoes : "180 rb bg"
- @arysyahputra28 : "Masih ada bg" (D1/K2/ALO/KIN)
- @eibshoes : "ada bg"
- @teguh\_vikriandi : "Masih ada bg yg sk 8 hijau" (D1/K3/ALO/KIN)
- @eibshoes : "ada bg"
- @firdaumami2 : "Masih ada bg" (D1/K4/ALO/KIN)
- @eibshoes : "ada ka"
- @\_wny\_1508 : "Bg untuk anak usia 3thn gk tu?" (D1/K5/ALO/KIN)

In the comment "yang biru berapa bang?" which was expressed by the account @muhammadfrayuda shows that the comment stated a question addressed to the seller, namely the @eibshoes account. Then the seller replied "180rb bang". Apart from that, there was also a comment from the account @arysyahputra28 who asked "masih ada bang?", then the seller replied "there is a lot". Question from the account @teguh\_vikriandi "Masih ada bg yg sk 8 hijau", then the seller answered "ada bg". And the last question from the account @\_wny\_1508 "Bg untuk anak usia 3thn gk tu?" it also shows a speech act in the form of a question. From one product sold by the @eibshoes account, there are 4 comments from potential buyers which are included in the locutionary speech act of asking questions.

### Data 2

Data in the comments column on the Instagram account @dimsum.snackinaian

Screenshot results	Account name	Comment
	@dimsum. snackiaan @dianinst	: "Durpas Nias 50k" : <b>"Masih ada durpas niasnya kak?"</b>
	@dimsum. snackiaan @dianinst	: "ada kakk besok ready kembali" : "Mau kak 1"
	@dimsum. Snackiaan	: "oke kak siap besok dikabarin yaa"

Data Source: Instagram account @dimsum.snackinaian in the comments column taken on October 20, 2022 at 16.02 WIB.

The above comments include speech acts in the form of questions. This question is asked by prospective buyers to find out whether the product being sold by the seller is still available or not.

- @dimsum.snackinaian : "Durpas Nias 50k"
- @dianinst : **"Masih ada durpas niasnya kak?" (D2/K1/ALO/KIN)**
- @dimsum.snackinaian : "ada kakk besok ready kembali"
- @dianinst : "Mau kak 1"
- @dimsum.snackinaian : "oke kak siap besok dikabarin yaa"





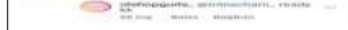
In the comments from the @dianinst account, namely **"Masih ada durpas niasnya kak?"**, where the question intends to find out whether the durpas nias sold by the account @dimsum.snackinaian are still available or not. Then the seller replied that the nias dupas he was selling were still available and ready to return tomorrow. The @dianinst account as a potential buyer wants to buy the durpas. So, these comments include locutionary speech acts in the form of questions to get information that is not yet known.

The comments below are included in the locutionary speech act in the form of a question, which aims to find out information about a product being sold by the seller.

- @olshopgurls\_ : "Totebag 35k/pcs"
- @annariagintiinganna54 : **"msh ready kk?" (D3/K1/ALO/KIN)**
- @olshopgurls\_ : "ready kk"
- @intnscham\_ : **"Ready kak ?" (D3/K2/ALO/KIN)**
- @olshopgurls\_ : "ready kk"

### Data 3

Data in the comments column on the Instagram account @olshopgurls

Screenshot results	Account name	Comment
	@olshopgurls_	: "Totebag 35k/pcs"
	@annariagintiinganna54	: <b>"msh ready kk?"</b>
	@olshopgurls_	: "ready kk"
	@intnscham_	: <b>"Ready kak ?"</b>
	@olshopgurls_	: "ready kk"

Data Source: Instagram account @olshopgurls in the comments column taken on October 20, 2022 at 15.56 WIB.

Comments from the account @annariagintiinganna54 raised the question **“Msh ready kk?”** asking whether the totebag sold by the @olshopgurls\_ account is still ready or not. Apart from that, there were also comments from the account @intnscham\_ who asked the question **“Ready kak ?”** to the seller. The seller answered these questions with the answer "ready kk".

#### Data 4

Data in the comments column on the Instagram account @shoes2nd.id

Screenshot results	Account name	transcript
	@shoes2nd.id	: “Nike aimax 97. Size 39/25. Condition : 9/10 mulus. Foto 100% asli.”
	@farhanabdillah_18	: <b>“Brp min?”</b>
	@shoes2nd.id	: “419.000 bg”

Data Source: Instagram account @shoes2nd.id in the comments column taken on 21 October 2022 at 11.52 WIB.

The comments above include locutionary speech acts in the form of questions, where the purpose of the question is to find out the price of the product being sold by the seller.

@shoes2nd.id : “Nike aimax 97. Size 39/25. Condition : 9/10 mulus. Foto 100% asli.”  
 @farhanabdillah\_18 : **“Brp min?” (D4/K1/ALO/KIN)**  
 @shoes2nd.id : “419.000 bg”


Comments from the @shoes2nd.id account asking questions **“Brp min?”** to the @shoes2nd.id account to find out how much the product costs. Then the @shoes2nd.id account as the seller answered **“419,000 bg”**. Questions from prospective buyers have been answered by the seller so that the seller can find out the price of the shoe product he wants to buy.

The comments below include locutionary speech acts in the form of questions, shown from several comments by prospective buyers who ask the seller's account with the aim of wanting to know information about the product.

@eibshoes : “More Stylish, more Safety Ventela Reborn White Reflective Size 40 = 26,1 cm. Harga 380k. COD Sekota Medan & Sekitarnya Free Ongkir. Wa 0899171 6666”  
 @rena\_ss16 : **“Size 37 ada ?” (D5/K1/ALO/KIN)**  
 @mubammadisali76 : **“Bg size 37 ada bg” (D5/K2/ALO/KIN)**  
 @nauffalmbd\_ : **“Size 42 ada min” (D5/K3/ALO/KIN)**  
 @julianefendi : **“Size 39 ada min?” (D5/K4/ALO/KIN)**  
 @eibshoes : “kosong bg”

### Data 5

Data in the comments column on the Instagram account @eibshoes

Screenshot results	Account name	Comment
	@eibshoes	: “More Stylish, more Safety Ventela Reborn White Reflective Size 40 = 26,1 cm. Harga 380k. COD Sekota Medan & Sekitarnya Free Ongkir. Wa 0899171 6666”
	@rena_ss16	: “Size 37 ada ?”
	@muhammadsali76	: “Bg size 37 ada bg.”
	@nauffalmhd_	: “Size 42 ada min?”
	@julianefendi	: “Size 39 ada min?”
	@eibshoes	: “kosong bg”

Data Source: Instagram account @eibshoes in the comments column taken on 20 October 2022 at 16.05 WIB.

Comment from account @rena\_ss16 who asked *Size 37 ada ?*”, then from account @muhammadsali76 who asked *“Bg size 37 ada bg”*”, then comment from account @nauffalmhd\_ who asked *“Size 42 ada min”*”, and lastly there was a comment from account @julianefendi who asked *“Size 39 ada min?”*”. These questions aim to find out whether there is a shoe size that the prospective buyer wants to buy from the seller. However, the seller answered *“kosong bg”* which means the size desired by the prospective buyer is not available.

### Data 6

Data in the comments column on the Instagram account @olshopgurls

Screenshot results	Account name	Comment
	@olshopgurls_	: “Parfum Zara (free paper bag) 40.000”
	@bebysuryani07.	: “Ukuran brapa ml ni dek?”
	@olshopgurls_	: “30 kak”

Data Source: Instagram account @olshopgurls\_ in the comments column taken on 21 October 2022 at 06.04 WIB.

The comments above include locutionary speech acts in the form of questions asked by prospective buyers to find out information about the product.

@olshopgurls\_ : “Parfum Zara (free paper bag) 40.000”

@bebysuryani07.: “Ukuran brapa ml ni dek?” (D6/K1/ALO/KIN)

@olshopgurls\_ : “30 kak”

Comment from the account @bebysuryani07 who asked *“Ukuran brapa ml ni dek?”* to the seller with the aim of wanting to know the size of the perfume being sold by the seller. Then the question was answered by the seller with the sentence “30 kak” which means that the perfume is 30 ml in size.

### Data 7

Data in the comment column on the Instagram account @olshopgurls\_

Screenshot results	Account name	Comment
	@olshopgurls_	: "Kacamata ready stock"
	@andri1609_	: "Alamat lengkap dmanaa kak"
	@olshopgurls_	: "Jl cemara lorong II timur no 16a"
	@mida_nur15	: "Brpaan kak?"
	@olshopgurls_	: "15k-25k kak"

Data Source: Instagram account @olshopgurls\_ in the comments column taken on 21 October 2022 at 06.05 WIB.




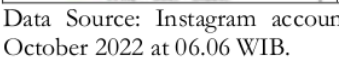
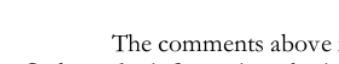
The comments above include locutionary speech acts in the form of questions asked by prospective buyers to sellers with the aim of obtaining clearer information from the seller.

- @olshopgurls\_ : "Kacamata ready stock"
- @andri1609\_ : "Alamat lengkap dmanaa kak" (D7/K1/ALO/KIN)
- @olshopgurls\_ : "Jl cemara lorong II timur no 16a"
- @mida\_nur15 : "Brpaan kak?" (D7/K2/ALO/KIN)
- @olshopgurls\_ : "15k-25k kak"

Comment from the account @andri1609 who asked the seller with the question "Alamat lengkap dmanaa kak." aims to find out the address of the glasses seller. Then the seller with the account @olshopgurls\_ answered, "Jl cemara lorong II timur no 16a" There was also a question from the account @mida\_nur15 who asked, "Brpaan kak?" to the seller with the aim of knowing how much the price of these glasses. Then the seller with the @olshopgurls account answered "15k-25k kak." So, from the answers given by the seller, the prospective buyer can find out information that he did not know before.

### Data 8

Data in the comment column on the Instagram account @olshopgurls\_

Screenshot results	Account name	Comment
	@olshopgurls_	: "Boci mini"
	@maulida164	: "ongkir ke medan selayang brp kk"
	@olshopgurls_	: "5rb syg"
	@maulida164	: "Masih ada kk?"
	@olshopgurls_	: "bnyk syg"

Data Source: Instagram account @olshopgurls\_ in the comments column taken on 21 October 2022 at 06.06 WIB.

The comments above include followlocutionary speech in the form of a question to find out the information obtained from the seller regarding the product being sold, namely a mini pot.

- @olshopgurls\_ : "Boci mini"
- @maulida164 : "ongkir ke medan selayang brp kk" (D8/K1/ALO/KIN)
- @olshopgurls\_ : "5rb syg"
- @maulida164 : "Masih ada kk?" (D8/K2/ALO/KIN)
- @olshopgurls\_ : "bnyk syg"

Comment from the account @maulida164 who asked the seller a question **“Ongkir ke medan selayang brp kk.”** then the seller with the account @olshopgurls\_ replied **“5rb sgg”**. Then the account @maulida164 asked another question, **“Masih ada kk?”** which aims to find out whether the mini Boci sold by the @olshopgurls\_ account still exist or not. Then the question was answered by the seller with the answer **“Bnyk sgg.”** which means Boci mini is still available in large quantities.

#### Data 9

Data in the comment column on the Instagram account @olshopgurls\_

Screenshot results	Account name	Comment
	@olshopgurls_	: “Kacamata ready 20k/pcs”
	@buybe_mine	: <b>“Kk kacamata nya ready?”</b>
	@olshopgurls_	: “ada sist klau mau yg ready”

Data Source: Instagram account @olshopgurls\_ in the comments column taken on 21 October 2022 at 06.08 WIB.

The comments above include locutionary speech acts in the form of questions with the aim of finding out some information about the product that the prospective buyer wants to buy.

@olshopgurls\_ : “Kacamata ready 20k/pcs”

@buybe\_mine : **“Kk kacamata nya ready?” (D9/K1/ALO/KIN)**

@olshopgurls\_ : “ada sist klau mau yg ready”

Comments from the account @buybe\_mine who asked the seller the question **“Kk kacamata nya ready?”** aims to find out whether the glasses sold by sellers with the account @olshopgurls\_ are available or not. Then the seller answered **“Ada sist klau mau yg ready.”** which means the glasses are available should the buyer wish to purchase.

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#### b. Locutionary Speech Act in the Form of Statement

Locutionary in the form of statement is a speech act that implies a proposition that states something. There is something that one party wants to emphasize to another party with a purpose

#### Data 1

Data in the comments column on the Instagram account @nur\_anugrah2203

Screenshot results	Account name	Comment
	@nur_anugrah2203	: <b>“Sumpah bnr2 bagu krudungnya”</b>
	@nafisahfz_	: <b>“Pilihan warnanya cantik semua”</b>
	@ricisbykhayra	: “banyak pilihan warna, tapi jangan bingung milih ya kak, ntar keburu kehabisan lho”
	@hestiislamiaaa	: “Happy shopping”

Data Source: Instagram account @ricisbykhayra in the comments column taken on 21 October 2022 at 06.07 WIB.


The comments above show that there are several sentences stating statements stating the quality of hijab products sold by the @ricisbykhayra account.

- @nur\_anugrah2203 : **“Sumpah bnr2 bagus krudungnya” (D1/K1/ALO/KDEK)**  
 @nafisahfz\_ : **“Pilihan warnanya cantik semua” (D1/K2/ALO/KDEK)**  
 @ricisbykbayra : *“banyak pilihan warna, tapi jangan bingung milih ya kak, ntar keburu kehabisan lho”*  
 @bestiislamiaaa : *“Happy shopping”*

Comment from the account @nur\_anugrah2203 which gave a comment in the form of a statement, *“Sumpah benar benar bagus kerudungnya”*, this sentence states a statement that the veil sold by the seller is good. In addition, there is another comment from the @nafisahfz\_ account, namely, *“Pilihan warnanya cantik semua”*, this sentence states that the veils sold by the seller have many beautiful color choices.

#### Data 2

Data in the comments column on the Instagram account @syh.putrii\_

Screenshot results	Account name	Comment
	@syh.putrii_	: <b>“ya ampun cantik bangett”</b>
	@atikawafaa	: <b>“cakeeeeppp kaleee”</b>
	@nia_syafitriani08	: <b>“keren kak”</b>
	@mybouquetmedan	: <i>“thx kak”</i>

Data Source: Instagram account @mybouquetmedan in the comments column taken at October 20, 2022 at 15.42 WIB.

The comments above also include locutionary speech acts in the form of statements, where the statement aims to state that the products sold by the @mybouquetmedan account are of good quality.

- @syh.putrii\_ : **“ya ampun cantik bangett” (D2/K1/ALO/KDEK)**  
 @atikawafaa : **“cakeeeeppp kaleee” (D2/K2/ALO/KDEK)**  
 @nia\_syafitriani08 : **“keren kak” (D2/K3/ALO/KDEK)**  
 @mybouquetmedan : *“thx kak”*

Comment from account @syh.putrii\_ gave a statement with the sentence **“ya ampun cantik bangett”** which states the statement that the goods sold by the seller are really beautiful. Apart from that, there is also a statement from the account @atikawafaa which commented **“cakeeeeppp kaleee”** stating that the products being sold are cute. There is also a comment from the account @nia\_syafitriani08 with the statement **“keren kak”** stating the statement that the goods being sold by the seller are cool. From these comments, it can be concluded that the products sold by the seller are of good quality and attractive.

#### c. Locutionary Speech Act in the Form of Command

This command **speech act is a speech act that** expresses something **the** will of the interlocutor by ordering, ordering, or asking for help from both the seller and the buyer.

### Data 1

Data in the comments column on the Instagram account @nur\_anugrah2203

Screenshot results	Account name	transcript
	@nur_anugrah2203	: "Hijab langsung pkk gk pkk ribet"
	@nafisahfz_	: "wahhh jadi mau coba"
	@ricisbykhayra	: <b>"yuhuu, yuk order sekarang juga"</b>
	@yeni_cahayani	: "Hijab tersimple"

Data Source: Instagram account @ricisbykhayra in the comments column taken on 20 October 2022 at 16.08 WIB.

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The comment above is an example of a speech act in the form of an order which is marked by the presence of an invitation word in the form of the word "yuk".

- @nur\_anugrah2203 : "Hijab langsung pkk gk pkk ribet"
- @nafisahfz\_ : "wahhh jadi mau coba"
- @ricisbykhayra : **"yuhuu, yuk order sekarang juga"** (D1/K1/ALO/KIM)
- @yeni\_cahayani : "Hijab tersimple"

Comments from accounts @nafisahfz\_ "wahhh jadi mau coba". Then the @ricisbykhayra account replied **"yuhuuu, yuk order sekarang juga"**, the sentence from the @ricisbykhayra account is a locutionary speech act in the form of a statement, where the sentence states that the seller, namely account @ricisbykhayra, orders prospective buyers to immediately order the goods he is selling right now.

### Data 2

Data in the comments column on the Instagram account @nur\_anugrah2203

Screenshot results	Account name	transcript
	@silshop.official_	: "Kulot rawis bahan softjeans size 27-30 harga 100k"
	@ismisubagio. tarigan	: <b>"Tolong ada yg big size bebb kalo bisa"</b>
	@silshop.official_	: hahaaa nanti kita adakan ya beb"

Data Source: Instagram account @silshop.official\_ in the comments column taken at October 20, 2022 at 15.39 WIB.

The comments above include speech acts in the form of orders expressed by prospective buyers from the @ismisubagio.tarigan account asking the seller to provide the right size for him.

- @silshop.official\_ : "Kulot rawis bahan softjeans size 27-30 harga 100k"
- @ismisubagio. tarigan: **"Tolong ada yg big size bebb kalo bisa"** (D1/K1/ALO/KIM)
- @silshop.official\_ : hahaaa nanti kita adakan ya beb"

Comments from the account @ismisubagio.tarigan namely **"tolong ada yg big size bebb kalo bisa"**, where the prospective buyer asks the seller to provide a size that suits him. We can see the speech act of this form of command from the word **"tolong"** which includes sentences that express orders.

#### IV. Conclusion

Based on the results of the analysis above, it can be concluded that from the data obtained in the comments column of the olshop account on Instagram, locutionary speech acts were found which were divided into three parts, namely: locutionary speech acts in the form of questions, locutionary speech acts in the form of statements, and locutionary speech acts in the form of an order. From the results of the analysis of the twenty data collected, there were 13 data included in the three locutionary speech acts, namely 9 data including locutionary speech acts in the form of questions, 2 data including locutionary speech acts in the form of statements, and 2 data which includes locutionary speech acts in the form of commands.

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