



The Expressive Speech Act Analysis on the Comments of @infopadang_id in Instagram Posting about Rising Oil Prices

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Abstrak: Naiknya harga minyak menjadi isu yang populer di Indonesia akhir-akhir ini. Situasi tersebut menuai banyak tanggapan, terutama di media sosial. Penelitian ini bertujuan untuk mengetahui tindak tutur ekspresif yang dilakukan netizen dalam menanggapi postingan tentang kenaikan harga minyak di Instagram @infopadang_id. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Instrumen yang digunakan adalah observasi dan dokumen. Pengumpulan data dilakukan dengan teknik purposive sampling. Sumber data adalah komentar pada @infopadang_id dari tanggal 16 Maret sampai dengan 22 Maret. Data dianalisis secara kualitatif dengan menggunakan teori Speech Act dari Searle, Yule, dan Levinson. Hasil penelitian ditemukan 10 tindak ekspresif yang terdapat pada komentar naik minyak goreng yaitu mengekspresikan kemarahan, mengungkapkan kejengkelan, pasrah, mengejek, terkejut, sedih, kecewa, ketidaktahuan, curiga, dan sindiran. Jenis tindak tutur ekspresif ini juga mewakili identitas sosial netizen dan tanggapan sosial utama terhadap situasi saat ini.

Kata Kunci: kenaikan harga minyak, tindak tutur, tindak ekspresif, netizen, instagram..

Abstract: Rising oil prices have become a popular issue in Indonesia recently. The situation has provoked many responses, especially on social media. This study aims at investigating expressive speech acts by netizens in responding to the posts about rising oil prices on Instagram @infopadang_id. The research used a descriptive qualitative approach. The instruments used are observation and documents. Data are collected by the purposive sampling technique. The source of data was the comments on @infopadang_id from March 16 until March 22. The data were analyzed qualitatively by using the Speech Act theory by Searle, Yule, and Levinson. The result found there are 10 expressive acts found in the comments on rising cooking oil, they are expressing anger, expressing irritation, resignation, mocking, surprise, sadness, disappointment, ignorance, suspiciousness, and satire. These types of expressive speech acts also represent the netizen's social identity and major social responses toward the current situation.

Keywords: Rising oil prices, speech act, expressive acts, netizen, instagram.

1. BACKGROUND

Language is an element that cannot be separated from human life. The phenomenon of language always emerges in social phenomenon. Recently, Indonesian people were shocked by the

disappearance of cooking oil from the market and the soaring price of cooking oil. This incident provoked various public reactions. The emergence of this reaction can be seen clearly on every social media

through comments of each post about the increase of cooking oil prices.

The people's comments of any rising cooking oil are very interesting to be read and studied from linguistics point of view. From these comments, it is not only possible to see the most public reactions to the existing problem generally, but it also shows how Indonesian people expressed their feeling through utterances on social media. This is in accordance with the verse of the Qur'an Surah Al-Humazah: 2-3.

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 (2) الَّذِي جَمَعَ مَالًا وَعَدَّدَهُ

 (3) يَحْسَبُ أَنَّ مَالَهُ أَخْلَدَهُ

 (الهُمَزَة: 2-3)

“Who collects wealth and [continuously] counts it (2). He thinks that his wealth will make him immortal (3)”

The study of utterances is explained in pragmatics. Pragmatics studies utterances based on the purpose and the meaning of the utterance itself apart from the lexical construction and its literal meaning. In pragmatics, the study to discuss the meaning of the utterances based on the actions is called speech acts. Yule (2006) stated that speech acts are actions performed through utterances. That is to say, speech acts are the relation between what the speaker wants to say with his/her

utterances, and what is understood by the listeners.

Searle (1976) stated that speech acts consist of three aspects: locutionary acts, illocutionary acts, and perlocutionary acts. The locutionary act is the act of saying something literally. For example. When the speaker says “the baby is fat”, it genuinely relates to the baby physical condition. The illocutionary act is the act of doing something. For example. When the speaker says “The baby is hungry” it reflects an instruction to feed the baby. While, the perlocutionary act is the act of influencing someone or as the consequence of saying something. For example. Someone fed the baby after hearing the speaker said “The baby is hungry”

In illocutionary act, there are five basic types of actions that a person can perform in speaking through his/her utterances: representative, commissive, directive, expressive, and declarative (Searle, 1969). Declarative is the speech act which is declared to change something. For example: The Russian president, Putin, declared “War” over Ukraine. Representative is the speech act which represents the speaker believes or thought. For example: The group said the earth is flat. Expressive is the speech act which expresses the speaker feeling or emotion. For example: Expressing gratitude, anger, etc. Directive is the speech act which

contains instruction. For example: *Could you close the door?* Commissive is the speech act which is used to owe something to do in the future. For example: I promise I will return your money.

The speech acts that are commonly shown in the comments of rising oil posts are declarative, representative, expressive, and commissive. As we might guess that most society were surprised with the condition and inevitably blamed the government to be responsible. The comments on social media might reflect the people reactions in the real life. Internet users have long become the form of global communication and socialization. (Al-Saleem, 2011)

Online media is a kind of communication improvement used by most people to connect with each other around the world. Thus, this opens up opportunities for sharing any information and news to be public consumption. @infopadang_id is one of Instagram account which shares news and information to public, especially to the people who live in Padang, West Sumatera.

In this research, the social media chosen was Instagram. Carlsson (2017) stated that visual and textual aspects in Instagram were the most prominent among the other social media platform which was used widely by the users (netizens). Aslam (2018) stated that there are over 800

million active Instagram users each month. He also explained that 59% of the users are among the age of 18 to 29 years old, and 33% of the users are among the age of 30 to 49 years old. These percentage shows that most Instagram netizens are adults. Adults was categorized into the state of responsibility to what they said and done. It also represents the state of mental maturity and way of thinking. Therefore, the comments they posted in Instagram can be considered the representation of their truly reactions of the rising cooking oil prices. People express what they mean in different ways (Santoso & Sapuri, 2020). The comments are also the speech acts which will expose the speakers' state of mind. This research investigated the speech acts on the netizens comments of @infopadang_id in Instagram posting about rising oil prices. The expressive speech act became the main focus for this discussion since it provides more data and more values to be explored. As Yule (2006) said that expressive acts types of speech acts that state what the speaker feels, thinks, and believes. It conveys information in the communication. It requires extra effort to understand what the speaker means behind his/her speech acts. The result of this research is expected to be the frame of how the society reflects toward the rising cooking oil through their utterances.

2. REVIEW

Research on speech acts have been done in any aspects of social life especially in every social phenomenon that happens. Pebrianto et al., (2019) discussed types of speech act used on Instagram comments of Ellen Degeneres's Account. This research pointed out society's opinion toward homosexuality through language in representative and expressive speech acts Dewi (2021) analyzed about illocutionary and perlocutionary acts of an Instagram online shopping account. She found that the speech acts were commonly found in ordering and demanding. Meanwhile, Anggraeni et al., (2020) investigated on the expressive speech act on Ridwan Kamil's comments in Instagram posting about first Covid-19 case in Indonesia. Their research found the responses given by the netizens are expressed in wishing, complaining and protest.

Some researches focusing on expressive speech act also has been carried out. Royanti, (2019) has analyzed expressive speech act in Lala Land movie. She found that expressive acts may also represent speakers' social function. In Instagram, both Septianasari and Fauzi et.al have analyzed netizen comments. Septianasari, (2018) described expressive speech act of Instagram users and

politeness strategies in reacting to e-KTP corruption phenomenon in Indonesia. The research found that netizens used creative expressive acts both in spoken and written in order to show their emotion. Fauzi et al., (2020) investigated about expressive acts on meme in Instagram towards the election of President and Vice President 2019. His research came with the form of expressive speech acts in giving love, insulting, praising, blaming and mocking.

After all, those researches investigated the language use in responding to social phenomena. In this research, the expressive speech act in the comments of Instagram account @infopadang_id posting about the rising cooking oil has never been done before.

3. METHODS

This research used descriptive qualitative research (Creswell, 2012) and used an Instagram account @infopadang_id as data source. Scrutinizing method which introduced by Mahsun (2012) was used to collect the data.

In collecting the sample of the data, the research used purposive sampling, that is, the technique used with a certain consideration. In this case, the samples are taken from the people comments about the rising cooking oil which posted in @infopadang_id from March 16 until March 20.

The comments of the netizens are significantly taken in the category of expressive speech acts which can represent the diversity of data population to be analyzed and enrich the discussion on expressive speech act. In addition, comments that are too harsh judging on politics and racial aspects were ignored to keep the objectivity of data analysis.

Some speech act theories introduced by (Searle, 1976), (Yule, 2006) and (Hagoort & Levinson, 2014) were used to analyzed the data.

4. RESULT AND DISCUSSION

The first news about rising oil prices by @infopadang.id was posted on March 16. The post shared that the price of oil is significantly raised on March 16 after having supply shortage in the last few months ago. The price of cooking oil has become twenty thousand per liter. This post gained 95 comments from the netizens. The second post was on March 17. It was responded by 58 netizens. The third post was about Megawati suggestions on how to find alternative food to cook without oil on March 18. The fourth and the fifth were on 20 and 22 March consecutively.

People use language to express their social identity (Al-Saleem, 2011). Accordingly, utterances are used to express their thoughts and opinion about everything they get through in their life.

Based on Raising cooking oil news which are posted in @infopadang_id in March, we got Expressive Speech act classification found in the comments as follow:

1. Expressing anger

In expressing anger, the people used utterances in both direct and indirect speech acts. Some of them expressed their anger openly, while many others chose indirectness to show theirs.

Direct expressive act of expressing anger was “Karambia” this was a swear word uttered by adults who live in Sumatera Province, especially in Padang. These words not only reflected the anger but also told about the netizen social background.

Moreover, Expressive speech act was also expressed with joke:

(a) *Nampak bana permainannya...*

kasa bana mah 😊 😊

(We can see the game you play, it was too obvious)

(b) *Itu yang nimbun modal murah
dijual harga 40 siap-siap aja
Dpt Azab*

😊😊😊😊😊😊😊😊

(Those who hoard cheap capital are sold for 40, get ready to get doomed)

The first statement closed the comment with emoticon. It showed how the netizen tried to show that he/she wanted to make

fun of the condition even he felt so angry about it. In (b), the netizen showed his/her religious background in his comment.

2. Expressing irritation

Expressive speech act of expression irritating shows how the netizens felt annoyed with the conditions.

(c) *Baranti se ngecek lai buk, maleh mandanga nyo.*
(Stop talking, I do not want to hear it)

(d) *Apaan sihh...?*
(What is it about?)

In (c) the netizen felt uneasy listening and watching the video of Megawati speech on how to find alternative ways to cook food without oil. In (d) the netizen showed his/her irritation by asking question. The question did not require to be answered. It just the way people show his irritation of something.

3. Expressing resignation

Expressive speech acts in expressing resignation showed by some netizens. They showed hopelessness in facing the rising cooking oil.

(e) *Asam Padeh jo cangkuak se lai*
(Just cook Asam Padeh with Cangkuak – an oil free Minangkabau traditional food)

(f) *Ndak ush d bli mnyk lai... d bae c manggulai*
(Do not buy the oil anymore, just make curry)

In (e), netizen referred to some food to cook without oil which indicated the resignation on disability to purchase the expensive cooking oil. In (f), netizen urged people not to buy cooking oil any more since the price is too high. He alternated his comment with other kinds of food without oil.

4. Mocking

The term of mocking has been widely used in the research of expressive speech acts. This act was commonly used by people who make fun of such a situation. In this case, some netizens chose to mock instead of angry toward the rising cooking oil price.

(g) *Sudah kuduga ☺*
(I knew it)

(h) *Pedagang bingung Pembeli heran ☺ ☺ ☺*
(both seller and buyer are confused)

(i) *Baa asoee bingung kan... Itu.... Kanai fraenk... Namonyo mah.. Ha.. Haa haaaaa*
(How does it feel to be confused of the situation? You got prank!)

- (j) *Jawaban andalan di Negara Wakanda “bingung, terkejut, tidak tahu, dll 😊😊*
(The ultimate answer in Wakanda country)
- (k) *Hahahaha raso2 jadi penonton sulap wak, tiba2 hilang tiba2 muncul, yup tepuk tangan 🖐🖐🖐🖐 pura2 bingung juga qitahhhhh*
(It was like watching a magic show, suddenly disappearing and suddenly appearing. Clap our hands. Just pretend to be confused too.)
- (l) *Kura kura dalam perahu*
(Turtle in the boat)

In (g), netizen said that he/she already guessed of what will happen. It referred to the condition where the price of oil cooking is high after the shortage of the supply. (h) talked about the confusing situation which happened due to the high cooking oil. However, the three emoticon of laugh in the end of the statements showed the mocking purpose. In (i), the netizen said that the minister might get prank by the situation. The laugh in the end of the sentence showed the purpose of mocking. In (j) the use of “Wakanda” represent young generation. “Wakanda” was a country in a movie produced by Marvel. This movie was generally watched by young people. Therefore, in responding the current situation, the netizen in his/her comment did not only use mocking expressive act but also used his/her identity

as a young generation. Comment (k) showed another form of mocking by equating the situation of disappearing and the appearing of cooking oil just like a magic show. Comment (l) was a half part of Indonesia poem. But the meaning of the comment was actually delivered in the other part of the poem which was sounded as: “*pura-pura tidak tahu*” (you just pretend not to know).

5. Expressing Surprise

In this research, the surprised speech act was found in two kind of expressive acts, these are surprise and expressing sadness, and surprised and mocking.

- (m) *Bimoli 2 liter tembus 50rb... Astagfirullah... 😞*
(Bimoli 2 litre reach 50 million rupiah...forgive me Allah)
- (n) 😊😊😊yo aneh
(how weird)

In comment (m), the netizen expressed his/her surprise by saying “Astagfirullah” in Arabic. This arabic expression is commonly found in netizen comment which shows that most netizens of @infopadang_id are moslem people. The use of arabic expression shows his surprise while the emoticon used clearly showed his sadness. In (n) the netizen showed his surprise, in addition, the use of three laughing emoticons showed something

opposite. It meant that the netizen felt surprise yet make fun of the situation.

6. Expressing Sadness

Expressive speech act of sadness was found as follow:

- (o) Makin susah 😞
(it's getting worse)
- (p) Makkkkkkkkkkkkkk
(Mother)
- (q) Negri tipu tipu 😞
(What a deceiving country)

In the comment (o) expressed the sadness caused by the raising cooking oil. The sad emoticon used also emphasized the expression. In (p) netizen did not mean to call his/her mother. The expression was used simply to express his sadness. Also in (q), the netizen has claimed his county as a deceiving country due to the uncertain situation. This language of "tipu-tipu" was not only used in Indonesian but also in Malaysian. It was a "Jargon" used in Malay movie serials "Upin-ipin" which is very popular in Indonesia.

7. Expressing disappointment

The expressive speech acts of disappointment are also found in both direct and indirect speech act.

- (r) *Itulah keajaiban negeri ini*
(That is the miracle of this country)

- (s) *Ibu memang ga pernah ngerti kami, dah lah*
(You never understood us, forget it)

In comment (r), the netizen used the word miracle to express disappointment in indirect speech act. While in (s), the netizen expressed his/her disappointment in direct speech act to one person which he claimed never understood the condition of poor people in facing the rising of cooking oil.

8. Expressing ignorance

Expressive speech act of ignorance was found as follow:

- (t) *Ado pitih d bali.. ndak ado pitih ndak d bali... hbs crto...*
(If we have money, we buy it. If we don't have money, we don't. End of story.)
- (u) *Au ah gelap*
(It's dark)

In (t), the netizen was simply accepting the current situation by showing choice of buying or not buying the cooking oil. Also in (u), the expression was commonly used when the speaker do not care of something. Both comments expressed the ignorance toward the rising cooking oil.

9. Expressing suspiciousness

The expressing of suspiciousness was uttered in these comments:

(v) *Ada mafia dibalik sadonyo* 😏
(There is a mafia di balik semua ini)

(w) *Ndak aneh tudoh.. emang sangajo!!*
(That's not strange... It was intentional)

In (v), the netizen use the term of “mafia” to reflect a “bad party” who caused the raising cooking oil. While in (w), the netizen also showed his/her suspiciousness by saying the situational was something intentional.

10. Expressing satire

Expressing satire was commonly used in expressive speech acts. People used satire to mock something but using indirect speech act.

(x) *Kami kan bodoh ma*
(We are stupid, indeed)

(y) *Mentri lo... yg ngomong ni*
(this is the minister, who said something like this)

(z) *Waaachh lucuuu* 😄 😄 😄 😄 😄
(How funny)

(aa) *Terima kasih pak @mendaglutfi*
(Thank you)

The satire used in (x), (y), (z) and (aa) were contradicted with the actual meaning that the netizen wanted to say in their comments. In (x), the netizen did not mean

to say that they were stupid, but it was possibly the way people think about most of the society when they try to deceive them. In (y), the netizen simply said that the minister was not supposed to be confused with the rising cooking oil. He suspected the minister statements were not right. In (z), the netizen found it was funny to find out that even the minister did not how the cooking oil price was getting more expensive. After all in (aa), the gratitude expression was not literally meant as it is written since the minister did not seem to try to give any assistance or solution.

5. CONCLUSION

Social phenomenon was very interesting to be investigated especially when it was reflected in a language. Pragmatics is a study to discuss how speakers use their language in responding to the social situation. In case of raising the cooking oil price, many netizens expressed their responses in varied way. Based on Searle's opinion, Expressive are those kinds of speech acts that state and can be in the form of statements of pleasure, pain, likes, joy, or sorrow, offering thanks and compliments. However, in this research, there are 10 expressive acts found, they are expressing anger, expressing irritation, resignation, mocking, surprise, sadness, disappointment, ignorance, suspiciousness and satire.

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