

TABLE OF CONTENTS

APPROVAL PAGE	ii
LEGALIZATION	iii
DECLARATION OF OWNERSHIP	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
MOTTO.....	viii
ABSTRACT.....	ix
ABSTRAK.....	x
TABLE OF CONTENTS	xi
LIST OF APPENDICES	xiii
CHAPTER I	1
1.1 Research Background.....	1
1.2 Statement of Problem	5
1.3 Research Objective.....	5
1.4 Research Significance	6
1.5 Definition of Key Terms.....	6
CHAPTER II.....	8
2.1 Pragmatics	8
2.2 Speech Acts	9
2.2.1 Locutionary Act	10
2.2.2 Illocutionary Act	11
2.2.3 Perlocutionary Act	19
2.3 Social Media.....	19
2.4 Instagram	21
2.5 Caption	22
CHAPTER III	23
3.1 Research Design	23
3.2 Sample of Data	24
3.3 Source of Data	27
3.4 Technique of Collecting Data	27
3.5 Technique of Analysing Data	28

CHAPTER IV	29
4.1 Type of Illocutionary Acts on Samsung Indonesia’s Instagram Captions in Releasing its New Products	29
4.1.1 Assertive.....	31
4.1.2 Directive.....	51
4.1.3 Expressive.....	66
4.1.4 Commissive	68
4.2 How are Those Illocutionary Act on Samsung Indonesia’s Instagram Captions Used in Releasing its New Products.	78
4.2.1 Assertive.....	79
4.2.1.1 Stating	79
4.2.1.2 Suggesting.....	85
4.2.1.3 Informing	85
4.2.2 Directive.....	98
4.2.2.1 Requesting.....	98
4.2.2.2 Questioning	100
4.2.2.3 Ordering	103
4.2.2.4 Inviting	111
4.2.2.5 Suggesting.....	113
4.2.2.6 Advising	113
4.2.3 Expressive.....	114
4.2.3.1 Praising.....	114
4.2.3.2 Welcoming	115
4.2.4 Commissive	115
4.2.4.1 Offering	116
4.2.4.2 Guaranteeing	124
4.2.4.3 Expecting.....	125
CHAPTER V	126
5.1 Conclusion.....	126
5.2 Suggestion	127
REFERENCES.....	128
APPENDICES	132