CHAPTER I
INTRODUCTION

This chapter presents research background, statement of problems, research objectives, research significance, and definition of key terms. They will be explained below.

1.1 Research Background

Humans are social creatures who cannot live alone and need other people (Subekti et al., 2013). In essence, humans need a communication tool to interact with others to fulfil their nature as social beings and the tool to communicate is language. Language is an arbitrary sound symbol used by humans to cooperate, communicate, and identify themselves. Language can be conveyed spoken or written (Subekti et al., 2013). The use of language today can be in various forms. It can be used in various media such as newspapers, magazines, the internet, advertisements, television programs, films, and various social media (Sari, 2021).

Social media is a media used by users to share text, images, sounds, videos, and other information (Azizah et al., 2020). With the advancement of technology, there are now many social media applications commonly used for communication, such as Facebook, Twitter, and Instagram. Nowadays, social media is not only used to communicate between individuals, but social media has also become a place to promote and increase engagement. Among the various platforms, Instagram has emerged as one of the destinations for these purpose in social media era. Instagram is a photo sharing application and takes pictures or photos that apply digital filters to change the effect of photos, and share them to various social media services including Instagram's itself. Over time, Instagram has been widely used as a media for advertising for individuals or small and large companies.

One way to advertise through Instagram is by creating photos or videos of your products as attractive as possible for consumers to see. Additionally, another way to attract consumers is to create product promotion language by creating interesting captions for the advertised products, so that consumers will be more

interested in what have been offered. Caption itself is a form of written language which is one part of linguistic studies.

Instagram caption can be analysed from various linguistic theory. One of which is discussed in pragmatics theory. According to Slotta (2020) pragmatics is a branch of linguistics that investigates the way language is used and how context is influences meaning in communication. It focuses not only on what it said but also how, why, and in what situation something said. As it enables to accurately interpret intended meaning of communication. Context includes various factors, such as the relationship between the speaker and the listener, the social situation, the communicative goal, and shared assumption serves as key bridge between pragmatics and one of its key concepts that is speech acts.

Speech acts is a statement that accomplishes something or does something. According to Searle (1969) Speech act theory is the main foundation for understanding linguistic communication as the performance of different types of actions. Searle classifies speech acts into five main categories: assertive (committing the speaker to the truth of a proposition), directive (attempting to get the hearer to do something), commissive (committing the speaker to a future action), expressive (expressing the speaker's psychological state), and declaratory (bringing about a change in the world through an utterance). Searle argues that for a speech act to be successful, it must fulfil certain conditions, including having appropriate propositional content, preparatory conditions, sincerity conditions, and essential conditions. In the case of Instagram captions, speech act theory can be used to convey something without having to say it directly, this theory can help us to engage the customers, convey meaning, and achieve certain communication goals.

Nowadays, many companies are starting to advertise their products through Instagram and use captions to express their products in the most interesting way possible. One of the big companies that use Instagram social media to advertise their products is Samsung. Samsung was chosen as an object of study due to its prominent and innovative use of digital marketing strategies, particularly on social

media platforms like Instagram. As one of the leading technology companies globally, Samsung's marketing campaigns offer valuable insights into effective online communication and engagement techniques.

Samsung's Instagram presence is marked by millions of followers and a highly engaging customer. Moreover, it was reported that in 2021 Samsung stood among the top ten most valuable brands globally as indicated by a survey conducted by Statista (2021) which underscores its power in the market and reach to its customers. According to Investopedia, Samsung has overtaken Apple as the world's top smartphone provider in the first quarter of 2024 supported by promotions on social media, especially Instagram. Thus, Samsung is an appropriate case study for examining how giant companies employ social platforms to engage their target customers, advertise their products and retain customer loyalty.

Moreover, Samsung uses advanced types of speech acts in their marketing techniques on Instagram to attract a wide international market. Consequently, scholars can examine the captions used by Samsung that reveal how the company employs language to achieve different illocutionary acts such as informing, inviting, and stimulating the interest of its followers.

Samsung's ability to continuously innovate and adapt to changing market trends also makes it a compelling subject for studying digital marketing practices. The company's use of hashtags, interactive content, and visually appealing posts exemplifies how businesses can effectively utilize Instagram to foster community and drive consumer action. This combination of extensive reach, innovative marketing, and strategic communication underscores why Samsung serves as a valuable object of study in the context of speech acts.

There are many studies previously undertaken that uses speech act. Researchers discovered several similar studies that will be used as references throughout this research procedure. The first was conducted by Fitria (2021). The objective of this research is to analyse the type of speech act found in Instagram Captions of "WHO Indonesia." This research uses descriptive qualitative research.

There are 332 pieces of data which contain the speech act in Instagram Captions of "WHO Indonesia". There are some types of speech acts found in Instagram captions in "WHO Indonesia," they are directive, representative and expressive speech acts. 1) Directive speech act is a speech act that is performed so that the speaker does what the speaker says. The directive speech act shows 204 data or 61.45 % consist of positive forms, such as the use of base form or verb 1 and the use "let's", and the negative form such as the use verb "Don't". 2) Representative speech acts are speech acts that bind the speaker to the truth or fact. The representative speech act shows 120 data or 36.14 % which show opinion, assumption, stating, and informing. While Expressive speech acts are actions that are carried out to assess or evaluate what is mentioned in the speech. In an expressive speech, the act shows 8 data or 2.44 % which consists of the act of thanking, condolences, and congratulating.

The second research is from Azizah et al. (2020). This article aims is to examine or formulate speech caption contained in the Instagram Ridwan Kamil. As this study aims to determine the type of speech act the caption contained in the account Instagram Ridwan Kamil. Type-the type of speech act is described by the researchers. In addition, the researcher also aims to describe the intention of illocutionary speech acts which include the assertive, directive, expressive, commissive and declarative. The results of the study concluded that in the caption accounts Instagram Ridwan Kamil, there are speech acts of directive (commanding), illocutionary expressive (thank you), the illocutionary directive (giving advice), the illocutionary assertive (shows), and the illocutionary commissive (offer).

The difference from previous research is in the object being analysed. And this research aims to analyse how those illocutionary acts found used to release new products. In Fitria's research, the object taken is Instagram caption, but the account taken is different from this research and do not analyse how the illocutionary act is used in the context of new products. The difference in the second study lies in the object taken. Azizah took the object, that is Ridwan Kamil's account.

1.2 Statement of Problem

In the highly competitive consumer electronics market, companies like Samsung must constantly innovate not only in their product offerings but also in their marketing strategies. Social media platforms, particularly Instagram, have become an important platform for interacting with consumers and promoting new products. However, the effectiveness of these promotions relies heavily on the language used in the captions that accompany product posts.

Despite the importance of this aspect of marketing, there is a lack of comprehensive analysis of how speech acts are used in social media texts to achieve various communicative goals. There is limited understanding of the types of speech acts Samsung uses in Instagram captions for new product launches and how those illocutionary acts are used.

Based on background of problem, it can be formulated into this following question:

1. What types of illocutionary acts are found on Samsung's Instagram captions in releasing its new products?
2. How are those illocutionary acts in the Samsung's Instagram captions used?

1.3 Research Objective

Based on the formulation of the research question above, the researcher is intended:

1. To find out which illocutionary acts can be found on Samsung Indonesia's Instagram captions in releasing its new products.
2. To analyse how those illocutionary acts on Samsung Indonesia's Instagram captions used in releasing its new products.

1.4 Research Significance

The researcher hopes that the outcome of this research will provide the theoretical and practical benefits that are expected to be obtained from this analysis.

1. Theoretical Significance

The researcher hopes that this research will contribute to linguistic studies in the significance both in theoretical and practical contexts. This research contributes to the advancement of linguistic theory, particularly in the areas of speech acts. By applying John Searle's Illocutionary act theory to real-world data, this study tests and potentially extends these theoretical frameworks. The research provides empirical evidence of how these theories operate in the context of Instagram captions, offering refinements or modifications to existing theoretical frameworks.

2. Practical Significance

Improving marketing effectiveness, optimizing social media strategies are the practical significance of analysing illocutionary act in Samsung Indonesia's Instagram caption. By applying the insights from this research, hopefully businesses can achieve greater success in their digital marketing efforts and build stronger relationships with their customers.

1.5 Definition of Key Terms

There are some key terms used in this research. The purpose of writing definition of key terms is to give a clear definition and as a guidance for the readers to understand the whole study, the key terms are defined as listed below:

1. Pragmatics

Pragmatics is a branch of linguistics that investigates the ways language is tied to the contexts in which it is used.

2. Speech Acts

Speech acts are statements made by speakers that have a purpose and encourage listeners to take an action.

3. Illocutionary Act

Illocutionary act refers to the communicative intentions or functions behind an utterance (Yule, 1996). In other words, it represents what the speaker is trying to achieve through their speech, such as making a request, giving an order, asking a question, making a statement, or expressing an emotion.

4. Instagram

Instagram is a well-known social networking site for sharing multimedia material, including images and videos. Mike Krieger and Kevin Systrom established it in October 2010, and Meta Platforms, Inc. (previously Facebook, Inc.) currently owns it.

5. Caption

A caption is a brief text accompanying an image, video, or other visual content that provides context, explanation, or commentary.