

CHAPTER I

INTRODUCTION

This chapter provides the introduction of this research. It contains the background of the study, identifies the research questions, outlines the research purposes, explains the research significance, and defines the key terms related to the analysis.

1.1 Research Background

Language is the primary tool of communication used by humans to convey thoughts, feelings, and information. According to Crystal (2018), language is not simply a collection of words and grammatical rules, but rather a living and dynamic tool that continues to evolve according to the social and cultural needs of its speakers. Therefore, language as a system of signs and formal structures is not enough to understand meaning in its entirety without paying attention to the context of its use; this is where pragmatics plays a role by examining the relationship between language form and the social situations in which the language is used (Yule, 1996).

Pragmatics is the study of meaning communicated by speakers and interpreted by listeners or readers (Yule, 1996). Pragmatics examines how meaning is constructed through social interaction, taking into account factors such as the situation, the social relationship between speaker and listener, and the purpose of communication. Therefore, pragmatics plays an important role in explaining how context influences the interpretation of meaning so that communication can take place effectively and on target (Leech, 1983).

One of the main concepts in pragmatics is speech acts. Speech act refers to the action carried out by the speaker through speech. Speech act highlights that every utterance not only conveys literal meaning, but also contains a certain intention or action. Speech acts show that the use of language is not only to convey information, but also to carry out social actions, such as giving orders, making promises, or stating requests. Speech acts are divided into three types, namely locutionary, illocutionary, and perlocutionary acts (Austin, 1962).

Illocutionary act as one types of speech act is carried out through speech, which highlights the speaker's intention or purpose in speaking. Illocutionary speech act becomes important because it determines how a message is understood and responded to by the listener. Yule (1996) classifies illocutionary speech acts into five categories: declaration, representational, directive, commissive, and expressive.

Expressive as one classification of illocutionary speech act is a speech act that aims to express the speaker's attitudes, feelings or emotions towards a thing or event. According to Searle (1969), an expressive speech act entails conveying the psychological state associated with the sincerity condition in relation to a circumstance given in propositional content for example apologizing, complimenting, and thanking.

Thanking as part of expressive illocutionary speech act, according to Searle (1969), is an act of expressing thanks or appreciation for particular activities taken that benefit the speaker. The existence of thanking expression is a phenomenon that can reflect the attitudes, culture, and values adopted by the society. Thanking expression are not merely formalities, but also reflect interpersonal relationships between speakers and recipients and it can be used in various communication contexts, both oral and written, formal and informal, like on Instagram account.

One of the Instagram accounts that provide comments in the form of thanking expression is the account of Motaz Azaiza, a Palestinian journalist who actively shares information and documentation related to the situation in Palestine. Many Instagram users from various countries provide comments in the form of thanking expressions in the comments column of Motaz Azaiza's uploads as a form of support, appreciation, and solidarity for his struggle. The thanking expression reflects the audience's feelings of appreciation for the content presented. Therefore, this study is important to examine the strategy of thanking expressions in the comments column on Motaz Azaiza's Instagram account.

Previous studies have explored expressive speech acts of thanking. The first research was conducted by Agustina & Fauziati (2021) entitled “Thanking Expression in The Pursuit of Happyness Movie: A Pragmatics Analysis”. The findings showed that the characters in The Pursuit of Happyness used a diverse range of thanking strategies. The characters were native speakers and express thanking effectively.

The second research was done by Erippudin et. al (2022) entitled “Thanking Expressions in Teaching and Learning Process at English Department of Pasir Pengaraian University”. The findings revealed there were diverse meanings and styles between the lecture and the students. The multicultural environment could lead to diverse responses to gratitude during the teaching and learning process.

The third research was written by Fanida & Ratih (2023) entitled “Thanking Expression Used By The Characters In The Luca Movie (A Pragmatic Analysis)” analyzed the types and the strategies of thanking expressions in “Luca” movie. The findings revealed expressing gratitude not only evaluated something but also conveyed a different meaning. Thanking expression could be used for a variety of purposes, including accepting an offer, making a negative request, expressing appreciation for an act, and expressing emotion.

The last research was employed by Fahrunnisa (2024) entitled “Thanking expression in Hollywood creative alliance Youtube channel entitled “2023 Hca Film Awards Full Ceremony””. The result discovered that during an award ceremony, numerous parties offered speeches that included expressive speech actions with the specification of thanking expression, to enlighten the audience about various ways to demonstrate gratitude. Thanking expression encourage individuals or groups to express gratitude for compassion, help, or assistance in different context.

From the previous study above, the similarity with this study is discussing expressive speech act, especially thanking expression. However, most of them are still limited to the context of face-to-face conversations or formal communication and the use of thanking expressions in the context of social media, especially on the

Instagram platform is still relatively limited and has not been explored in depth. Moreover, the difference lies in the use of theory and object.

Meanwhile, the phenomenon of thanking expression in Motaz Azaiza's Instagram comment column is interesting to study because the comments not only function as ordinary expressions of gratitude, but also as a form of solidarity and support for humanitarian issues raised by the journalist. This opens up opportunities to understand how social and cultural contexts influence the form and function of thanking expressions in online communication. Thus, this study fills the gap in studies on the dynamics of thanking expressions on social media with a focus on social interactions.

1.2 Research Questions

Based on the background of the problem above, the research questions can be formulated as follows.

1. What are the types of thanking expressions used by the user in the comment column of Motaz Azaiza's Instagram posts?
2. How are the strategies of thanking expressions used by the user in the comment column of Motaz Azaiza's Instagram posts?

1.3 Research Purposes

Based on the research question above, the following research purposes can be described as follows.

1. To analyze the types of thanking expression used by the user in the comment column of Motaz Azaiza's Instagram posts.
2. To analyze the strategies of thanking expression used by the user in the comment column of Motaz Azaiza's Instagram posts.

1.4 Research Significance

This study may be useful to people who are interested in pragmatics, particularly expressive speech act, which focuses on thanking expression. The significance of this study can be divided into the following categories.

1. Theoretically, this study can enrich understanding of pragmatic theory, especially in the context of expressive speech act of thanking. By analyzing how Instagram users express their feelings and attitudes in the comment column, this research can provide insight into identifying different types of emotional expressions that appear in social media, such as thanking or appreciating.
2. Practically, this research can help academics and teachers as a learning source in the learning process of pragmatics course, especially discussing expressive speech acts. For students majoring in English Literature, this research can be used as a reference in pragmatics course, especially expressive speech act of thanking and as a reference for future research. Additionally, the researcher expects that this research can increase readers' interest in expressive speech act of thanking.

1.5 Definition of Key Terms

The researcher provides the following terms to clarify the research purposes.

1. Pragmatics

Pragmatics is a branch of linguistics that studies the relationship between language and context which is the basis for understanding language (Levinson, 1983)

2. Speech act

Speech act is a concept in pragmatics that refers to the actions that speakers perform when they say something (Horn & Ward, 2004).

3. Illocutionary act

Illocutionary act refers to actions taken by speakers through their speech, which reflect the intention behind the words spoken (Yule, 1996).

4. Expressive illocutionary act

Expressive speech act is a type of speech act used to express the speaker's feelings, emotions, or attitudes towards a situation or event (Yule, 1996).

5. Thanking expression

Thanking expression is a form of communication used to convey gratitude or appreciation towards someone for the help, support, or good deeds they have done (Searle & Vanderken, 1985).

