

AN ANALYSIS OF THE EXPRESSIVE SPEECH ACTS ON JUSTIN BIEBER INSTAGRAM POSTS AND COMMENTS DURING *JUSTICE WORLD TOUR*

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ABSTRACT

Justin Drew Bieber is a famous Canadian singer-songwriter, who has many achievements and love from all people who like him and he has achieved many awards. Because of that, he has many fans worldwide who are looking forward to updates on his concert tour. This research is qualitative because it does not use numbers as material for analysis but words. The results of this study indicate there are 5 types of expressive speech acts namely thanking, apologizing, greeting, wishing, and praising. It is also found two strategies in delivering expressive speech acts such as direct and indirect strategies. After all, it can be indicated that each expressive speech act functions to express gratitude, regret, interrupt, address, asking someone's condition, welcome, desire, wish, admire, and praise.

Keywords: *Expressive Speech Acts, Strategy, Function, Justin Bieber's Instagram*

INTRODUCTION

Justin Drew Bieber is a famous Canadian singer-songwriter, which has many achievements and love from all people who like him and he has achieved many awards. Because of that, he has many fans around the world who are really looking forward to updates on his concert tour, and from the comments of his followers, it can be found many expressions related to the concert. By these, this research aims to classify the types, strategies, and functions of expressive speech acts.

Speech acts are a part of pragmatics that refers to a scientific study of meaning based on contexts. Pragmatics is the study of how speakers or writers communicate meaning and how listeners or readers understand the speaker's meaning based on contexts [1].

Studying the expressive speech act of expression pragmatically gives valuable things to understand the meaning and contextual meaning. Speech acts relate to the description of actions such as 'asking', 'ordering', 'questioning', or 'informing' [2]. Austin distinguishes speech acts into three types, namely locutionary acts, illocutionary acts, and perlocutionary acts. Then, Searle (1976) developed Austin's theory into a certain type of

illocutionary action. Searle divides the illocutionary acts into five types namely directive, representative, commissive, expressive, and declarative. Speech acts that are more frequently found in daily life are expressive speech acts because they relate to the words used to express feelings. Expressive is a speech act that means the speaker's feelings are expressed in the words toward a specific action or situation [3].

In this study, on Justin Bieber's Instagram, three posts have the most likes, comments, and views from Justin Bieber's followers. In these posts, the writer observes the expressive speech acts of thanking, apologizing, greeting, wishing, and praising. And analyze the strategy to deliver speech acts also a function of each type of expressive speech act used by Justin Bieber's followers on Instagram. In analyzing this, the writer refers to the theory of the strategies to deliver speech acts by Cutting 2002 [4], and language functions by Leech (1974) developed by Holmes (2013) namely expressive function which purpose to express the feeling of speakers [5][6].

This study also makes reference to Siregar's theory of speech act functions. It is impossible to separate the elements of language

sensitivity and context sensitivity from the function of a speech act [7]. The fundamental components of learning a language are language and context sensitivity. To evaluate the context in this study, context theory was used, which consists of three different sorts of contexts: situational context, background knowledge context, and co-textual context [8].

This paper explores the types of expressive speech act, the strategy to deliver, and the various function of each type of expressive speech act expressed by Justin Bieber's followers on Instagram.

METHODOLOGY

In this study, the writer uses qualitative methods. Qualitative research is used to explore the potential antecedents and factors about which little has been known and explored [9]. Qualitative research means a method that uses words as material for analysis, not numbers.

The source of data was taken from Justin Bieber's Instagram account. Justin Bieber has 251 million followers, 713 followings, and 7.311 posts on his Instagram. The writer found 168 data showing expressive speech acts. The comments from Justin Bieber's Instagram followers is what researcher analyze to find out the type of expressive speech acts, the strategies to deliver, and analyze the functions.

The technique of analyzing the data is the collection of information regarding cases or variables from sources such as notes, transcripts, books, periodicals, journals, and other sources [10]. To analyze the data in this study, the writer observed the posts uploaded by Justin Bieber, then the writer classifies and coded the data by using color to distinguish expressive speech acts. After that, the data were put into a table to make it tidier, according to the speech acts, context, strategies, and functions.

RESULTS AND DISCUSSION

The results from the data analysis show 168 data in form of expressive speech acts of thanking, apologizing, greeting, wishing, and praising. Each of these types has been analyzed to find its strategies and it is conducted with the aims based on its context to express gratitude,

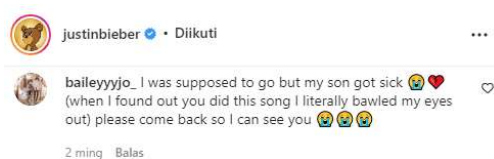
regret, interrupt, address, asking someone's condition, welcome, desire, wish, admire, and praise. Behind those illocutionary speech acts, it is found the most common type is the expressive speech act of praising and most frequently used by the followers is to praise Justin Bieber's performance on stage because it can be seen in the number of how many comments are found.

However, the writer found two types of strategies for delivering expressive speech act, there are direct and indirect strategies. In the direct strategy, the writer found 29 for thanking, 3 for apologizing, 25 for greeting, 18 for wishing, and 78 for praising. However, in indirect strategy, there is none of thanking, apologizing, or greeting, but five for wishing, and ten for praising. Look at the example of pictures 1 and 2.



Picture 1: The strategies of expressive speech act praising in Justin Bieber's follower comment

The comment in picture 1, shows the word praise in direct strategy because it directly uses the word praise *amazing* in the video posted the comment 'what do you mean' and it contains the fire emoji in the comment from username blythesusan. Based on the situational context the praise word refers to the concert tour in Pittsburgh.



Picture 2: The strategies of expressive speech act praising in Justin Bieber's follower comment

In picture 2, this follower with username baileyyyjo_ expresses her admiration for Justin Bieber's performances on stage by using figurative language, namely hyperbole with the sentence *I literally bawled my eyes out* which means the follower is very impressed and amazed with Justin Bieber's performance and it also contains with the red heart emoticons in the comment. It can be seen in the

situational context, that is why it is classified as an indirect speech act strategy because it indirectly used the word praise or admire but the figurative language in the video posted with the caption 'hold tight'.

It can be concluded that there are five types of expressive speech acts found in this research, namely: thanking, apologizing, greeting, wishing, and praising. And each of the types of expressive speech acts has functions according to its context.

CONCLUSION AND SUGGESTION

After observing and analyzing the data, it is confirmed that expressive speech acts are found. There are 168 utterances classified as part of the expressive speech act. Each of them belongs to the expressive speech act of 29 thanking, 3 apologizing, 25 greetings, 23 wishings, and 88 praisings. Each of these types has been analyzed to find its strategies and functions based on its context. The strategies found are direct and indirect. Meanwhile, the functions found are to express gratitude, regret, interrupt, address, ask about someone's condition, welcome, desire, wish, admire, and praise. And the most frequently function used is to praise. So, it can be concluded that some of the video posts during the *Justice World Tour* were enjoyed, looked forward to, and enthusiastic by Justin Bieber's followers in case this concert tour will be the last concert world tour of Justin Bieber before he hiatus from the entertainment world and focus on his personal life.

After all, this research is complemented by several suggestions to other researchers who want to analyze expressive speech acts on Justin Bieber's Instagram comments during the *Justice World Tour* as follows:

1. The existence the multifunctional findings on expressive speech act type of functions can be developed by future researchers for comparison with other linguistic fields such as sociolinguistics.
2. The researcher can find mixed expressive speech acts in comments by a follower on Justin Bieber's Instagram account.

3. The researcher can also find slang words used by Justin Bieber's Instagram followers, as well as the use of emoticons, which are classified as semiotic.

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