An Analysis of Assertive Illocutionary Acts on Social Media

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ABSTRACT

This study aims to determine the use of assertive illocutionary act. The focus of this research is writing in the form of status that contains different topics in several social media today such as Instagram and Twitter. The data are taken randomly from different accounts in Instagram and Twitter. This research is a qualitative descriptive study in which the data in this study were collected through documentation and note-taking techniques. The results of data analysis reveal that the use of assertive illocutionary act is widely available and used in social media such as Instagram and Twitter. There are three kinds of assertive illocutionary act that are found in this research they are reporting, stating/telling, and suggesting. The use of assertive illocutionary act that appear the most is reporting. The second one that has many assertive illocutionary acts is stating/telling. The fewest assertive illocutionary acts are suggesting. In the usage of assertive illocutionary act, the meaning of the implicature appeared, among others, expressed opinions, express thoughts, express wishes, etc. There is always interesting to read Instagram and Twitter from different accounts and get different good things or aspects on different kinds of assertive illocutionary acts.

Keywords: illocutionary act, Twitter, Instagram, reporting, telling, suggesting

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1. INTRODUCTION

Humans socialize with one another using language. Language functions as a tool of communication, P.W.J. Nababan (1991:38). Furthermore language functions are used also to express the purpose or aim in speaking by adapting the situation and place.

Some of our words convey meaning, some convey emotions, and some actually produce actions. Language also provides endless opportunities for fun because of its limitless, sometimes nonsensical, and always changing nature. In this section, we will learn about the five functions of language, which show us that language is expressive, language is powerful, language is fun, language is dynamic, and language is relational.

Social media has an important role in language communication. Everybody has a freedom to talk and write in social media. Social media is used as a place for sharing feelings, expressions, dreams, informing news, plans, educations, and showing jokes, entertainments, advertisements and many more things. All these activities can be happened by using a language as a tool of communication. In this era, many people are using social media. One person can have more than one account of social media. Communication activity through the social media is very easy and very widely used. Therefore, communication inseparable from speech acts and speech events.

Communication can be done not only by verbal interaction, but also through writing. No exception with the current technological developments, communication is not only can be done directly and face
to face, but also by using existing technological developments such as the use of social media. According to the Ministry Indonesian Trade (2014: 21), social media is growing rapidly.

Nasrullah (2015: 11) suggests that social media is a medium on the internet that allows users to present themselves as well as interact, cooperate, share, communicate with other users, and even form virtual social bonds. Through social media, everything can be done quickly and unlimitedly. So, social media is a means of communication in the form of writing that is used to communicate and interact with other people.

Verbal communication helps us meet various needs through our ability to express ourselves. In terms of instrumental needs, we use verbal communication to ask questions that provide us with specific information. We also use verbal communication to describe things, people, and ideas. Verbal communication helps us inform, persuade, and entertain others, which as we will learn later are the three general purposes of public speaking. It is also through our verbal expressions that our personal relationships are formed. At its essence, language is expressive. Verbal expressions help us communicate our observations, thoughts, feelings, and needs (McKay, Davis, & Fanning, 1995).

The contemporary American philosopher David Abram wrote, “Only if words are felt, bodily presences, like echoes or waterfalls, can we understand the power of spoken language to influence, alter, and transform the perceptual world” (Abram, 1997). This statement encapsulates many of the powerful features of language.

Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Logic and semantics traditionally deal with properties of types of expressions, and not with properties that differ from token to token, or use to use, or, as we shall say, from utterance to utterance, and vary with the particular properties that differentiate them. Pragmatics is sometimes characterized as dealing with the effects of context. This is equivalent to saying it deals with utterances, if one collectively refers to all the facts that can vary from utterance to utterance as ‘context.’ One must be careful, however, for the term is often used with more limited meanings.

The facts with which pragmatics deals are of various sorts, including:

- Facts about the objective facts of the utterance, including: who the speaker is, when the utterance occurred, and where;
- Facts about the speaker’s intentions. On the near side, what language the speaker intends to be using, what meaning she intends to be using, whom she intends to refer to with various shared names, whether a pronoun is used demonstratively or anaphorically, and the like. On the far side, what she intends to achieve by saying what she does.
- Facts about beliefs of the speaker and those to whom she speaks, and the conversation they are engaged in; what beliefs do they share; what is the focus of the conversation, what are they talking about, etc.
- Facts about relevant social institutions, such as promising, marriage ceremonies, courtroom procedures, and the like, which affect what a person accomplishes in or by saying what she does.

2. LITERATURE REVIEW

J. L. Austin and H. P. Grice. Both of these philosophers were interested in the area of pragmatics we call ‘beyond saying.’ In the classic period, these phenomena were studied on the premise — a premise increasingly undermined by developments in pragmatics itself — that a fairly clear distinction
could be made between what is said, the output of the realm of semantics, and what is conveyed or
accomplished in particular linguistic and social context in or by saying something, the realm of
pragmatics. What is said is sort of a boundary; semantics is on the near side, and those parts of
pragmatics that were the focus of the classic period are on the far side.

The British philosopher John Langshaw Austin (b. 1911–d. 1960) was intrigued by the way that we
can use words to do different things. Whether one asserts or merely suggests, promises or merely
indicates an intention, persuades or merely argues, depends not only on the literal meaning of one’s
words, but what one intends to do with them, and the institutional and social setting in which the
linguistic activity occurs. One thing a speaker might intend to do, and be taken to do, in saying “I’ll be
there to pick you up at six,” is to promise to pick her listener up at that time. The ability to promise and
to intend to promise arguably depends on the existence of a social practice or set of conventions about
what a promise is and what constitutes promising. Austin began by distinguishing between what he
called ‘constatives’ and ‘performatives.’ A constative is simply saying something true or false. A
performative is doing something by speaking; paradigmatically, one can get married by saying “I do”
(Austin 1961). Constatives are true or false, depending on their correspondence (or not) with the facts;
performatives are actions and, as such, are not true or false, but ‘felicitious’ or ‘infelicitous,’ depending
on whether or not they successfully perform the action in question. In particular, performative
utterances to be felicitous (i) must invoke an existing convention and (i) the convention must be
invoked in the right circumstances.

A clear delimitation between performatives and constatives proved to be difficult to establish,
however. There are explicit performatives; a verb used in a certain way makes explicit the action being
performed: “I bet that there is a dangerous animal there,” “I guarantee that there is a dangerous animal
there,” “I warn you that there is a dangerous animal there.” But the same action could be performed
implicitly: “There is a dangerous animal there,” where both issues of (in) felicities and issues of
truth/falsity are simultaneously present. Instead of pursuing the distinction between performatives and
constatives, Austin (1962a) proposed a new three-fold distinction.

Yule (1996:3) states that there are four areas which pragmatics is concerned with:
1. Pragmatics is the study of speaker meaning.
2. Pragmatics is the study of contextual meaning.
3. Pragmatics is the study of how to get more communicated than it is said.
4. Pragmatics is the study of the expression of relative distance.

According to this trichotomy, a speech act is, first of all, a locutionary act, that is, an act of saying
something. Saying something can also be viewed from three different perspectives: (i) as a phonetic
act: uttering certain noises; (ii) as a phatic act: uttering words “belonging to and as belonging to, a
certain vocabulary, conforming to and as conforming to a certain grammar”; and (iii) as a rhetoric act:
uttering words “with a certain more-or-less definite sense and reference” (Austin 1962a, 95). Now, to
perform a locutionary act is also in general to perform an illocutionary act: in performing a locutionary
act, we perform an act with a certain force: ordering, warning, assuring, promising, and expressing an
intention, and so on. And by doing that, we will normally produce “certain consequential effects upon
the feelings, thoughts or actions of the audience, or of the speaker, or of other persons” (ibidem, 101)
that Austin calls perlocutionary. At the point of his untimely death, Austin’s work on speech act theory
was far from complete. His main work, How to do things with words was published posthumously,
based on lecture notes of Austin and his students.

According to (Yule, 1996), “Speech act is a study of how the speakers and hearers use language.
Speech act is actions that performed via utterances”. In addition (Searle et al., 1980) said that “The
theory of speech acts starts with assumption that the minimal unit of human communication is not a
sentence or other expression, but rather the performance of certain kinds of acts, such as making
statements, asking questions, giving orders, describing, explaining, apologizing, thanking, congratulating, etc”.

From the definition above, we can conclude that speech act is a statement that contains action as a functional unity in communications considering situation aspect say. According to (Austin, 1955), speech act can be divided into three types:

a) Locutionary Act
The locutionary act is the utterance of a sentence with determinates sense and preference. For example: “It hot here”. This sentence is meant to inform addressee that the condition or the weather of a room is hot without any attention to perform an act or to influence the addressee. The point of the example above is “I” as subject, “hot” as predicate, and “here” as object. This speech act only expresses language, understanding the intention of the speaker is not needed.

b) Illocutionary Act
This act is the making of statement, offer, and promise, in uttering a sentence by virtue of the conventional force associated with it (or with its explicit performative paraphrase). This act is also called the act of doing something in saying something. For example: “It close to seven o’clock”. This sentence is utters by a husband to his wife in the morning, his doesn’t only say the words but also remembering his wife he have to go to his office right now. The Illocutionary Act is one of Speech Act which helps people do something not only saying it.

c) Perlocutionary Act
The perlocutionary act is the effect caused by some utterances that are uttered by the speaker to the hearer. It can be said that this act is the act of affecting someone. For example: “There is a snake next to you!”, if we say this utterance to someone, there will be some effects caused by that utterance. After the hearer heard that utterance he/she may run.

Based on their essential conditions, and attending to the minimal purpose or intention of the speaker in performing an illocutionary act, Searle (1975a) proposes a taxonomy of illocutionary acts into five mutually exclusive and jointly exhaustive classes:

- **Representative** or *assertive*. The speaker becomes committed to the truth of the propositional content; for example, asserting: “It’s raining.”
- **Directive**. The speaker tries to get the hearer to act in such a way as to fulfill what is represented by the propositional content; for example, commanding: “Close the door!”
- **Commissive**. The speaker becomes committed to act in the way represented by the propositional content; for example, promising: “I’ll finish the paper by tomorrow.”
- **Expressive**. The speaker simply expresses the sincerity condition of the illocutionary act: “I’m glad it’s raining!”
- **Declarative**. The speaker performs an action just representing herself as performing that action: “I name this ship the Queen Elizabeth.”

**Classification of Speech Act**

- **Representatives.**
  Representatives are those kinds of speech acts that state what the speaker believes to be the case or not (Yule: 53). Statements of fact, assertions, conclusions, and descriptions are all examples of the speaker representing the world as he or she believes it is. In using representatives, the speaker makes words fit the world (of belief).

- **Directives.**
  Directives are intended to produce some effect through action by the hearer: ordering, commanding, requesting, advising, and recommending are the examples of how the speaker expressing his or her wants (Leech: 106).

- **Commissive.**
Commisives are those kinds of speech act that the speaker uses to commit themselves to some future actions (Yule: 54). Commisives express what the speaker intends; e.g. promising, vowing, and offering. Commisives can be performed by the speaker alone, or by the speaker as a member of a group. In using commisives, the speaker undertakes to make the world fit the words (via the speaker).

- **Expressive.**
  Expressive have the function of expressing or making known the speaker’s psychological attitude towards a state of affairs; e.g. thanking, congratulating, pardoning, blaming, praising, condoling, etc (Leech: 106). In this type of speech acts, the speaker makes the words fit with the situation which his or her feeling also includes in it.

- **Declarations.**
  Declarations is a type of speech act that performing about correspondence between the prepositional content and reality; e.g. resigning, demising, christening, naming, excommunicating, appointing, sentencing, etc (Leech: 106). In this, these actions are performed normally speaking by someone who is especially authorized to do so within some instructional framework.

Human speech can be expressed through both oral and written media. In oral media, the party who performs the speech act is the speaker (speaker) and his partner (listener), while in written media; the speech is conveyed by the author (speaker) to his interlocutor, namely the reader. Tarigan (2015: 32-33) argues that pragmatics is not only limited to spoken language, but includes written language. Therefore, speech acts can occur in any medium that uses language.

In this study, the focus is on assertive illocutionary speech acts. Illocutionary speech acts are speech acts that are identified with explicit performative sentences. The illocutionary speech act is only related to the meaning, and then the meaning of the illocutionary speech act is related to the value conveyed by the preposition. Lubis (2015: 10) argues that illocutionary acts are the pronunciation of a statement, offer, promise, question and so on. This is closely related to the forms of sentences that embody an expression.

### 3. METHOD

The research in this article was conducted using a qualitative descriptive method. Descriptive methods are used to collect, classify and explain related information on ongoing conditions with media in the form of words or pictures and the information described is not in the form of numbers (Sudaryanto, Sumarwati, & Suryanto, 2014).

The research conducted by taking data randomly from Instagram and Twitter which obtained data that has been analyzed for assertive illocutionary acts.

In analyzing assertive illocutionary speech acts in social media, the researcher carried out the procedure as follows: 1) the researcher collects raw data in the form of writing or written speech through status and comments on different accounts randomly from social media such as instaram and twitter. by using documentation techniques in the form of screenshots/screen capture; 2) researcher identify what types of assertive speech acts are found in written or internal speech form of status and comments on this two kinds of social media; and 3) after identifying the researcher classify and describe the use of what types of assertive speech acts are most frequently used on social media.
4. RESULT AND DISCUSSION

Table 1. Assertive Illocutionary Acts: Reporting

<table>
<thead>
<tr>
<th>DATA NUMBER</th>
<th>ACCOUNT NAMES</th>
<th>MEDIA SOCIAL</th>
<th>Indonesian version</th>
<th>ENGLISH VERSION</th>
<th>TYPES OF ASSERTIVE ILOCUTIONARY ACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Sejumlah penelitian menunjukkan potensi dari ganja medis sebagai alternative dalam pengobatan.</td>
<td>A number of studies show the potential of medical marijuana as an alternative in medicine.</td>
<td>Reporting</td>
</tr>
<tr>
<td>2.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Desakan legalisasi ganja medis di Indonesia pun menguat. Meski begitu, sejumlah aspek harus dipertimbangkan.</td>
<td>The urge to legalize medical marijuana in Indonesia has also strengthened. However, a number of aspects must be considered.</td>
<td>Reporting</td>
</tr>
<tr>
<td>3.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Pendidikan nasional berperan untuk mendukung kemajuan bangsa. Untuk itu, arah pendidikan harus selaras dengan tujuan mendirikan bangsa agar dapat menyiapkan sumber daya manusia yang selaras.</td>
<td>National education plays a role in supporting the progress of the nation. For this reason, the direction of education must be in line with the goal of establishing a nation so that it can prepare human resources that are aligned.</td>
<td>Reporting</td>
</tr>
<tr>
<td>4.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Kemiskinan di Jakarta harus menjadi focus perhatian utama. Penyediaan lapangan kerja diyakini menjadi upaya meningkatkan kesejahteraan sebagai pintu untuk mengurangi angka kemiskinan.</td>
<td>Poverty in Jakarta should be the main focus of attention. The provision of employment opportunities is believed to be an effort to improve welfare as a door to reduce poverty.</td>
<td>Reporting</td>
</tr>
<tr>
<td>5.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Wabah penyakit mulut dan kuku (PMK) terus menjangkit hewan ternak sapi.</td>
<td>Outbreaks of mouth and hoof disease (PMK) continue to infect cattle.</td>
<td>Reporting</td>
</tr>
<tr>
<td>6.</td>
<td>@hariankompas</td>
<td>Twitter</td>
<td>Penjualan motor di Indonesia bulan Mei 2022 turun hingga 43%. Asosiasi industry</td>
<td>Motorcycle sales in Indonesia in May 2022 fell by 43%. The Indonesian Motorcycle Industry</td>
<td>Reporting</td>
</tr>
<tr>
<td>No.</td>
<td>Source</td>
<td>Platform</td>
<td>Text</td>
<td>Translation</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>7.</td>
<td>@harian kompas</td>
<td>Instagram</td>
<td>Jutaan hektar hutan tropis mengalami penurunan setiap tahun.</td>
<td>Millions of hectares of tropical forests are decreasing every year.</td>
<td>Reporting</td>
</tr>
<tr>
<td>8.</td>
<td>@metrotv</td>
<td>Instagram</td>
<td>Sedikitnya 13 orang tewas dan puluhan pengunjung terluka saat kebakaran terjadi di sebuah bar di Thailand timur.</td>
<td>At least 13 people were killed and dozens of diners injured when a fire broke out at a bar in eastern Thailand.</td>
<td>Reporting</td>
</tr>
<tr>
<td>9.</td>
<td>@metrotv</td>
<td>Instagram</td>
<td>Amerika serikat melaporkan hampir enam ribu kasus cacar monyet hingga 3 Agustus 2022. New York menjadi Negara bagian penularan tertinggi yakni mencapai 1390 kasus.</td>
<td>Armenia is conducting experiments in separate garbage collection. Some residents believe that this separate method of collecting waste can be a way out to deal with the problem of the location of the final disposal site.</td>
<td>Reporting</td>
</tr>
<tr>
<td>10.</td>
<td>@metrotv</td>
<td>Instagram</td>
<td>Armenia sedang melakukan percobaan dalam pengumpulan sampah terpisah. Beberapa warga percaya, dengan metode pengumpulan sampah dengan metode terpisah ini dapat menjadi jalan keluar untuk menghadapi masalah lokasi tempat pembuangan akhir.</td>
<td>Armenia is conducting experiments in separate garbage collection. Some residents believe that this separate method of collecting waste can be a way out to deal with the problem of the location of the final disposal site.</td>
<td>Reporting</td>
</tr>
<tr>
<td>11.</td>
<td>@info_ciledug</td>
<td>Instagram</td>
<td>Bus Putri Luragung tiba tiba mengeluarkan asap dari mesin saat melintas di kawasan Puribeta, Larangan, Tangerang, Sabtu.</td>
<td>Putri Luragung Bus suddenly emitted smoke from the engine as it passed through the Puribeta area, Larangan, Tangerang, on Saturday</td>
<td>Reporting</td>
</tr>
</tbody>
</table>
### Table 2. Assertive Illocutionary Acts: Telling

<table>
<thead>
<tr>
<th>DATA NUMBER</th>
<th>ACCOUNT NAMES</th>
<th>MEDIA SOCIAL</th>
<th>INDONESIAN VERSION</th>
<th>ENGLISH VERSION</th>
<th>TYPES OF ASSERTIVE ILOCUTIONARY ACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.</td>
<td>@faizalakew</td>
<td>Twitter</td>
<td>Gue sayang banget sama dia, tapi rasa sayang gue hilang seketika gue tahu, dia punya yang pertama dan gue dijadikan yang kedua.</td>
<td>I really love him, but my love disappeared as soon as I knew, he had the first one and I was made the second one.</td>
<td>Telling</td>
</tr>
<tr>
<td>13.</td>
<td>@5hania1602</td>
<td>Twitter</td>
<td>Sedang berada diposisi ini sekarang.</td>
<td>Being in this position now.</td>
<td>Telling</td>
</tr>
<tr>
<td>14.</td>
<td>@santtriwahyuni1</td>
<td>Twitter</td>
<td>Kukira aku yang diselingkuhi, eh ternyata aku selingkuhannya.</td>
<td>I thought I was being cheated on, uh, it turns out I'm his mistress.</td>
<td>Telling</td>
</tr>
<tr>
<td>15.</td>
<td>@rania_sayang</td>
<td>Twitter</td>
<td>Jadi ingat masa masa sulit itu.</td>
<td>So I am remembering those difficult times.</td>
<td>Telling</td>
</tr>
<tr>
<td>16.</td>
<td>@hambaallah44445</td>
<td>Twitter</td>
<td>Dan pada akhirnya tutup buku.</td>
<td>And at the end the book is closed.</td>
<td>Telling</td>
</tr>
<tr>
<td>17.</td>
<td>@q_noysweetzzz</td>
<td>Twitter</td>
<td>Pantesan gak pernah diprioritaskan.</td>
<td>No wonder it was never prioritized.</td>
<td>Telling</td>
</tr>
<tr>
<td>18.</td>
<td>@Ricky</td>
<td>Twitter</td>
<td>Wah dah 3 abad lebih juga ya kota medan.</td>
<td>Wow, it's been more than 3 centuries, the city of Medan.</td>
<td>Telling</td>
</tr>
<tr>
<td>19.</td>
<td>@Rain_shefaa</td>
<td>Twitter</td>
<td>Pendidikan setinggi apapun tidak menjamin punya adab.</td>
<td>No matter how high an education is, it doesn't guarantee that you have etiquette.</td>
<td>Telling</td>
</tr>
<tr>
<td>20.</td>
<td>@gemathebillionaire</td>
<td>Instagram</td>
<td>Resesi tidak akan selamanya setiap krisis selalu melahirkan miliarder baru.</td>
<td>Recession won't last forever; every crisis always gives birth to new billionaires.</td>
<td>Telling</td>
</tr>
<tr>
<td>21.</td>
<td>@komariyah0225</td>
<td>Twitter</td>
<td>Saya adalah pemain cadangan disaat pemain utama tidak bisa.</td>
<td>I am a substitute when the main player can’t be available.</td>
<td>Telling</td>
</tr>
</tbody>
</table>

### Table 3. Assertive Illocutionary Acts: Suggesting

<table>
<thead>
<tr>
<th>DATA NUMBER</th>
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</tr>
</thead>
<tbody>
<tr>
<td>22.</td>
<td>@OktermanLkmn</td>
<td>Twitter</td>
<td>Marilah kita memakai kepala</td>
<td>Let's use our heads, not our</td>
<td>Suggesting</td>
</tr>
</tbody>
</table>

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5. CONCLUSION

Based on the results of the analysis, it can be seen that there are 3 categories of assertive illocutionary speech acts which appears in the social media status of Instagram and Twitter. They are reporting, telling and suggesting.

Table one show that the accounts from Instagram and Twitter use reporting assertive illocutionary acts.

Here in table one, the category of assertive illocutionary speech act that is found the most in all accounts of Harian Kompas and Metro and Info Ciledug is reporting. There are 11 datas from media such as Harian Kompas and Metro and Info Ciledug here, and all of them are using reporting assertive illocutionary acts.

This case shows that media accounts such as harian Kompas and Metro and Info Ciledug as a media for reporting officially. Their status in Instagram and Twitter are always informing people about what is happening now and what is hot news at present.

Table two show that the accounts from Instagram and Twitter use stating/telling assertive illocutionary acts.

Here in table two, there are many different private accounts. The category of assertive illocutionary speech act that is found the most in these all different accounts are telling/stating. There are 10 datas from different accounts of people and all of them are using stating or telling assertive illocutionary acts.

This case shows that private accounts that belong to many different people usually like to share their status or comments by telling or stating something that happens to them through social media personally. Their comments in Instagram and Twitter are always telling people about something personally or generally.

Table three shows that the accounts from Instagram and Twitter use suggesting assertive illocutionary acts.
Here in table three, the category of assertive illocutionary speech act that is found the most in all accounts is suggesting. There are 4 datas from different accounts here, and all of them are using suggesting assertive illocutionary acts.

This case shows that these four accounts share their comments and knowledge as to suggest people for their goodness. Their status in Instagram and Twitter are always giving suggestions to people through their accounts.

REFERENCE


