

# ILLOCUTIONARY ACTS IN CAPTIONS USED BY TUNJUNGAN PLAZA'S OFFICIAL INSTAGRAM ACCOUNT IN END OF YEAR POSTS 2018

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## ABSTRACT

Social media nowadays have become a part of people's everyday lives. Its growth makes the great involvement of marketing business activities such as promoting brands/product which use Instagram as their social media platform. For many, the problem of using Instagram is about confusion of creating interesting caption to attract follower's attention and even their purchase intention. Therefore, this study aims to give the deep understanding related to advertising in the eye of speech acts' perspective especially the role of illocutionary acts in captions and its function in Instagram. The main object of analysis in this study was official instagram account of Tunjungan Plaza (@tunjungan\_plaza). Furthermore, this study applied the exploratory sequential design which shows sequential collection of qualitative and quantitative data. The results found that there were four types of illocutionary acts used by @tunjungan\_plaza in end year posts such as Representatives, Directives, Commissive, and Expressives. Among them, the most frequently used were Directives and Commissive and there was also the positive influence of them towards the Purchase Intention of @tunjungan\_plaza's follower. Thus, the result can be considered to apply in creating interesting caption related to the advertisement goals.

**Keywords:** Illocutionary Act, Instagram, Caption, Purchase Intention

## 1. INTRODUCTION

Communication is about exchanging data and information, as well as creating knowledge (Clarkson & Eckert, 2010, p.233). It means that communication can be associated with a process in which some kind of information or message is exchanged between communicators. In daily application of delivering the message, there would be some misunderstanding interpreted by the receiver. Therefore, pragmatics which is the study concerned with the study of meaning as communicated by a speaker and interpreted by a listener (Yule, 1996, p.3) can truly help to understand what the speaker purpose in contextual meaning.

In pragmatics, there is the specific study of speech act called illocutionary act which is about the acts performed through an utterance. The intention produced by illocutionary act provides to say or inform something and used to do something (Searle, 1979). Thus, the role of illocutionary act can carry the receiver's attention or action in the purpose of persuasion. Recognizing that purpose, illocutionary acts is nowadays used in marketing field such as promoting a product or any kinds of brand which use social media as the main platform.

One kind of social media that nowadays becomes popular is Instagram. However, in application of promoting product, or even certain event in Instagram posting, the problem is about creating interesting caption to attract follower's attention and even their intention to purchase the product. In this case, there are certain official accounts of Instagram which may lead to represent how to use interesting caption through instagram posts, but in this research Tunjungan Plaza's Official Instagram account considered as the main object which can be analyzed either captions created in their posts is interesting or even can attract the follower attention to purchase. Moreover, in order to make the analysis more reliable, the posts are taken from December 1-31, 2018 which is the month of full of end year events where every instagram users are mostly looking for the promotion through social media such as Instagram. In this case, the role of Tunjungan Plaza's Official Instagram account obviously using promotion advertisement as attractive as possible through their posts using the interesting captions.

The core of this phenomenon is about what the interesting captions included are and are those captions truly interesting and attract follower

intention to purchase or not. Thus, the objectives of this research were; (1) to identify and classify the types of illocutionary acts in captions used by Tunjungan Plaza's Official Instagram account in end year posts 2018; (2) to find out the type of illocutionary acts in captions frequently used by Tunjungan Plaza's Official Instagram account in end year posts 2018; (3) to find out the influence of captions frequently used towards the purchase intention of the follower of Tunjungan Plaza.

In order to fulfill those objectives, it needs to be proven with a several theories related to the literature view in the scope of pragmatics approach as following:

### 1.1 SPEECH ACT

Speech act is a part of Pragmatics that studies about utterances as action performed via utterances (Yule, 1996:47). The uttering of the sentence is or is part of doing of an action, which again would again would not normally be describe as or just saying something. In simple words, speech act is actions which are performed through utterance (Austin 1962:5).

In terms of speech acts, Searle in his book *Speech Acts: An Essay in The Philosophy of Language* (1969) suggest that there are three types of pragmatics forms of language action that can be demonstrated by a speaker, which are locutionary act, illocutionary act, and perlocutionary act.

Locutionary act is an act of saying something. It is the basic act of utterance or producing a meaningful expression (Yule, 1996). When the speakers produce the utterance, that utterance is called locutionary act.

Second act is illocutionary act. Illocutionary act is the performance of an act in saying something. It is performed via the communicative force of an utterance (Yule, 1996:48). The act is identified by an explicit performative. In other words, illocutionary act is the speech act which not only provides to say or inform something, but also used to do something (Searle, 1976). In this speech, it must be considered whether who is the addresser or even the addressee. It is also intended that through speech acts an action that contain the function of questions, requests, orders, agreements, alerts, reports, offers, and so on will occur. Furthermore, illocutionary forces are actions that occur in a speech (while saying

something, action is done). Moreover, the act of speaker in saying something performed with an appropriate intention and in an appropriate context. In this manner, the illocutionary act is a center to comprehend speech act.

Last act is perlocutionary act which is an act performed by saying something Leech (1983: 31). It means that perlocutionary act is the effect of the utterance which the speaker said to the hearer (Austin, 1969:108). The effect of the utterance to the addressee or the hearer can be fearful, sad, happy, anxious, disappointed, worried, and so on. It usually followed by the verbs which show perlocutionary acts such as shaming, calming, cheating, convincing, encouraging, impressing, coaxing, relieving, scaring, and so on.

### 1.2 TYPES OF ILLOCUTIONARY ACTS

According to Searle (1979), the basic unit of human communication is the illocutionary act. Searle found inspiration but also flaws in Austin's (1962) taxonomy of speech acts, so he decided to develop his own taxonomy. Searle (1979) classifies illocutionary acts into five types, namely representatives, directives, commissives, expressives, and declaratives as seen in table below

**Table 1.1 Searle's, (1979) Type of Illocutionary Acts by**

Types of Illocutionary Acts	FUNCTION
Representatives	Asserting, concluding, describing, reporting
Directives	Requesting, questioning, ordering, commanding, suggesting, inviting
Commissives	Promising, offering, guarantee, expecting
Expressives	Thanking, apologizing, welcoming, congratulating
Declaratives	Excommunicating, declaring war

### **1.3 SOCIAL MEDIA MARKETING**

Social Media Marketing is type of marketing that also focuses on people, instead of product (Chaudhry, 2014). What expected from the use of Social Media Marketing is usually positive feedback from customers, such as opinion, comment, and appreciation. As social media is a part of Internet development there exist advantages of Internet usage, notably in business sector.

In these recent years, consumers are expecting to gain 24-hour access to information

### **1.4 CONSUMER BEHAVIOR**

Consumer behavior is the keystone of marketing planning. In the late 1960s, consumer research was in its infancy. Many different, interdisciplinary perspectives have influenced the study of consumer behavior, and nowadays it is an essential part of business marketing.

The role of consumer behavior is to attempt the consumer decision making to buy the counterfeit product, how and why they buy it. Consumer behavior theory explained by Shiffman and Kanuk, (2000:86), is the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect they will satisfy needs.

### **1.5 PURCHASE INTENTION**

Purchase Intention is obtained from a process of learning and thinking processes that form a perception. Purchase Intention creates a motives which lead to the desire of customer to buy that product or service. Other words can be said that purchase intention itself is the trigger of buying decision.

According to Ferdinand (2006), there are 4 indicators available to measure purchase intention: (1) Transactional Interest: a person's tendency to buy a product; (2) Referential Interest: the tendency of someone to recommend the product to others; (3) Preferential Interest: the interest that describes the behavior of someone who has a primary preference for the product. This preference usually can be changed if there is

by Internet-based applications and many other digital channels, 24-hour of customer service and self-service option are also expected during online period. Social Media Marketing has been a pathway to realizing this demand.

Nowadays, social media is used as the needs of business which focused in the marketing field such as promoting product. In order to succeed the business growing faster, it needs the proper tools such as social media to implement the relationship marketing.

something happens to the product preference; (4) Explorative Interest: an interest that describes the behavior of a person who is always looking for information about the product he or she is interested in and seeking information to support the positive characteristics of the product.

Moreover, Chinomona et al (2013) exemplified that Purchase Intention is the possibility and willingness of consumer to purchase a particular good or service in future. In this research, among those indicators of purchase intention stated above were selected and combined in order to make the indicator more reliable after completely reading the captions in Instagram posting as seen in the table below.

**Table 1.2 Purchase Intention Indicators**

Purchase Intentions' Indicator	Theory Source	Formulated Statement
Explorative Interest	Ferdinand (2006)	I would be looking for information about the product and seeking information to support the positive characteristics of the product.
Transactional Interest	Ferdinand (2006)	I would buy this product/brand.
Referential Interest	Ferdinand (2006)	I would share the information about this product/brand to others.
Willingness in future	Chinomona et al (2013)	I intend to purchase this product/brand in the Future.

## 2. RESEARCH METHOD

This research applied the exploratory sequential design (Creswell, 2012) which belongs to mixed method design. In application, qualitative data collection and analysis builds quantitative data collection and analysis.

The primary data source of qualitative part in this research was taken from the captions used by @tunjungan\_plaza. The captions were collected on End Year Sale posts 2018 as a month full of

events, which held from December 1<sup>st</sup> until December 31<sup>st</sup>. The data is in the form of words, phrases, clauses, utterances or sentences denoting illocutionary acts in captions. Meanwhile, the data source of quantitative part in this research was from the follower of @tunjungan\_plaza. The data was taken from the response or the answer of questionnaire given through direct message.

In order to find out the types of illocutionary acts used in caption, the instrument used in this study is the table IAC (Illocutionary Acts Classification) adopted from Searle's (1979). Meanwhile, in order to find out the influence of caption containing illocutionary acts frequently used by Tunjungan Plaza Surabaya's Official Instagram account in End Year Posts towards the purchase intention of their follower, the researcher provide a formulated question in the form of questionnaire.

The size of sample is measured by Slovin's formula in Sugiyono, (2006:57) with at least 5% probability of error as follow:  $n = N / (1 + N(e)^2)$ .  $n$  = sample;  $N$ =population; and  $e$ =error probability (5%). Thus, the researcher rounded the total sample as 399 respondents. In the other hand, the variable of quantitative data analysis in this research is divided into two parts which are independent variables and dependent variable. The independent variables are Directives and Commissives while the dependent variable is Purchase intention.

The qualitative data analysis is conducted in several steps. First is collecting the captions which taken from Instagram posts of Tunjungan Plaza Surabaya's Official Instagram account on December 1<sup>st</sup> until December 31<sup>st</sup> in 2018. Second is finding and recognizing any kinds of words, sentences or utterances containing illocutionary act. Third is classifying and sorting them into the Table IAC (Illocutionary Acts Classification). Fourth is calculating the result of illocutionary act classification into Table of TTLAU (The Total Illocutionary Acts Usage). The final step is interpreting the final result.

The quantitative data analysis is conducted in several steps. First is conducting validity and reliability tests. Validity test is to make sure that the instrument which has been developed is truly accurate, while reliability test is to ensure the

consistency of the instrument in measuring the each variable. Second is conducting classical assumption tests which consist of normality test, heteroscedaticity test and multicollinearity test. Normality test is conducted to find out whether residual data are normally distributed or not. Then, heteroscedaticity test is conducted to find out the whether the variance of the error terms appears in a constant manner over the range of independent variable values or not. Meanwhile, the multicollinear test is conducted to find out whether there is a correlation among the independent variables or not. Last step is conducting multiple linear regression analysis which each independent variables can be

analyzed partialy and simultaneously towards the dependent variable.

### 3. RESULTS AND DISCUSSIONS

There are 5 types of Illocutionary Acts which are Representatives, Directives, Commissives, Expressives, and Declaratives. However, only 4 types of illocutionary acts used into certain sentences or utterances in 101 posts of @tunjungan\_plaza on December which are Representatives, Directives, Commissives, Expressives, while the rest Declaratives was not used.

The type of Representatives in utterances or sentences from the total 101 posts of @tunjungan\_plaza in December were containing the function of 'Describing' and 'Reporting'. There is only 1 sentence containing 'describing' and 19 sentences containing 'reporting'.

The type of Directives in utterances or sentences from the total 101 posts of @tunjungan\_plaza in December were containing the function of 'Questioning', 'Commanding', 'Suggesting', and 'Inviting'. There are 10 sentences containing 'Questioning', 14 sentences containing 'Commanding', 34 sentences containing 'Suggesting', and 45 sentences containing 'Inviting'.

The type of Commissives in utterances or sentences from the total 101 posts of @tunjungan\_plaza in December were containing the function of 'Promising', 'Offering', and 'Expecting. There are 11 sentences containing 'Promising', 76 sentences containing 'Offering', and 3 sentences containing 'Expecting'.

The results concluded that the type of Expressives in utterances or sentences from the total 101 posts of @tunjungan\_plaza in December were only 4 sentences containing the function of 'Welcoming.

In summary, the types of illocutionary acts found are listed in table below.

**Table 3.1 Illocutionary Acts Classification Found**

Type 1	Representative	Frequency
Function	Asserting	0
	Concluding	0
	Describing	1
	Reporting	19
<b>TOTAL</b>		<b>20</b>
Type 2	Directives	Frequency
Function	Requesting	0
	Questioning	10
	Ordering	0
	Commanding	14
	Suggesting	34
	Inviting	45
<b>TOTAL</b>		<b>103</b>
Type 3	Commissives	Frequency
Function	Promising	11
	Offering	76
	Guarantee	0
	Expecting	3
<b>TOTAL</b>		<b>90</b>
Type 4	Expressives	Frequency
Function	Thanking	0
	apologizing	0
	welcoming	4
	congratulating	0
<b>TOTAL</b>		<b>4</b>

The result showed that there were only 4 of 5 types of illocutionary acts used in 101 captions posted on December 1-30, 2018, which are Representatives, Directives, Commissives, and Expressives. Declarative was not used because it was not reliable and suitable in this case regarding creating caption in Instagram. From 101 captions in End year posts, there were 20 captions containing Representatives, 103 captions containing Directives, 90 captions containing commissives, and 4 captions containing Expressives.

In conclusion, the most illocutionary acts in caption frequently used by @tunjungan\_plaza in end year sale posts was Directives. However, the

type of Commissives was also considered as the top two because the result is not significantly different towards Directives. Thus the researcher considers Directives and Commissives as two variables which is interrelated in this case of promoting through instagram caption.

Meanwhile the influence of Commissives and Directives toward Purchase Intention is analyzed using IBM SPSS version 23 software. Researcher conducted validity and reliability test for all items of the independent and dependent variables. Moreover, after the data is valid and reliable, it will be processed using classic assumption test (normality, heteroscedasticity, and multicollinearity). Knowing that all measurement items are valid and reliable, classic assumption test and multiple regression test is being conducted for further analysis. The result of classic assumption test is summed up in the following table:

**Table 3.2 Classic Assumption test**

Test	Criteria	Result	Decision
Normality	Sig > 0.05	0.156	Pass
Heteroscedaticity	Sig > 0.05	Sig (X <sub>1</sub> )= 0.853 Sig (X <sub>2</sub> )= 0.810	Pass
Multicollinearity	VIF < 10	VIF (X <sub>1</sub> )= 1.739 VIF (X <sub>2</sub> )= 1.739	Pass

After all assumption completely fulfilled, the regression test can be conducted. Multiple linear regression analysis was applied in this research to find out the influence of illocutionary act typed Directives as X1 variable and Commissives as X2 variable towards the purchase intention of the @tunjungan\_plaza's followers as Y variable. The results of the regression testing are following determination coefficient, partial significance and simultaneous significance test.

The coefficient of determination is used to determine the magnitude of the diversity of the independent variables in explaining the diversity of the dependent variables, or in other words to determine the magnitude of the contribution of independent variables to the dependent variable. The *Determination Coefficient* in Regression analysis is done by using the Determination Coefficient ( $R^2$ ).

**Table 3.3 Table of Determination coefficients**

R	R Square	Adjusted R Square
0,688	0,473	0.470

The R-square on the model is 0.473 or 47.3%. This can show that the Y variable is able to be explained by Directives ( $X_1$ ) and Commissives ( $X_2$ ) of 47.3%, or in other words the contribution of the influence of Directives ( $X_1$ ) and Commissives ( $X_2$ ) to Y is 47.3%, while the rest 52.7% is the contribution of other variables not discussed in this research.

Then, Partial significance testing is used to test the hypothesis about whether there is an influence of the independent variables partially on the dependent variable. The testing criteria states that if the probability value is <level of significant ( $\alpha = \alpha$ ) so that means there is the influence of the independent variable towards the dependent variable. Partial significance testing can be seen through summary in the following table below.

**Table 3.4 T Test Result**

Variable	Coeffisient	T Statistics	Sig.
(Constant)	1.123	7.661	0.000
Directives ( $X_1$ )	0.270	6.924	0.000
Commisives ( $X_2$ )	0.450	8.774	0.000

The test of the influence of Directives ( $X_1$ ) towards *Purchase Intention* (Y) results in T statistics value of 6.924 with a probability of 0.000. The test results show that the probability <math>\alpha</math> (5%). This means that it can be stated that Directives ( $X_1$ ) has a significant influence on *Purchase Intention* (Y). Thus hypothesis 1 is fulfilled. The influence coefficient of Directives ( $X_1$ ) on Purchase Intention (Y) is 0.270 (positive). This shows that Directives ( $X_1$ ) has a positive and significant effect on *Purchase Intention* (Y). Thus it can be interpreted, the higher Directives ( $X_1$ ), the more likely it is to increase *Purchase Intention* (Y).

The test of the influence of Commissives ( $X_2$ ) towards Purchase Intention (Y) results in T statistic value of 8.774 with a probability of 0.000. The test results show that the probability <math>\alpha</math> (5%). This means that it can be stated that there is a significant effect Commissives ( $X_2$ ) on *Purchase Intention* (Y). Thus hypothesis 2 is fulfilled. The coefficient of commitment ( $X_2$ ) against Purchase Intention (Y) is 0.450 (positive). This shows that commitment ( $X_2$ ) has a positive

and significant effect on *Purchase Intention* (Y). Thus it can be interpreted, the higher Commissiveness ( $X_2$ ), the more likely it is to increase *Purchase Intention* (Y).

Last, simultaneous significance testing is used to test the hypothesis about whether or not the influence of independent variables is simultaneous or together on the dependent variable. The test criteria states that if the probability value is <level of significant ( $\alpha = \alpha$ ) then the effect of independent variables on the dependent variable is stated simultaneously or together. Simultaneous testing of significance can be found in summary in the following table:

**Table 3.5 F Test Results**

Testing the effect of simultaneous Directives ( $X_1$ ) and Commissions ( $X_2$ ) on Purchase

	Sum of Squares	df	Mean Square	F	Sig.
Regression	73.738	2	36.869	177.530	0.000
Residual	82.240	396	0.208		
TOTAL	155.977	398			

Intention (Y) produces a calculated F value of 177.530 with a probability of 0,000. The test results show the probability <math>\alpha</math> (5%). This means that there is a significant influence Directives ( $X_1$ ) and Commissions ( $X_2$ ) simultaneously on Purchase Intention (Y).

#### 4. CONCLUSIONS AND SUGGESTIONS

In conclusions; (1) There were only 4 types of illocutionary acts used in 101 posts of @tunjungan\_plaza on December 2018 which are Representatives, Directives, Commissives, and Expressives; (2) The most illocutionary acts in caption frequently used by @tunjungan\_plaza in end year sale posts were Directives and Commissives; (3) There were positive and significant influences on Directives and Commissives towards Purchase Intention in the Captions used by @tunjungan\_plaza in the year-end posts. This means that the higher usage of Directives and Commissives in caption posted in @tunjungan\_plaza will increase Purchase Intention at Tunjungan Plaza.

For the suggestions; (1) Based on the results of the research that has been done, it is known that the *Directives* and *Commissives* variables are

proven to have a significant influence towards Purchase Intention at Tunjungan Plaza. Thus, *Directives* and *Commissives* are suggested to apply in creating caption in Instagram in the aims of not only attracting the follower's attention but also increasing the *Purchase Intention* of the follower.

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