Expressive Speech in the Comment Column on the Instagram Account @infopku

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Abstract- The aim of this research is to find out and describe the expressive speech used by netizens in the comment's column of the Instagram account @infopku_. This research uses a qualitative descriptive methodology. The data source in this research is comments on the Instagram post @infopku_ on Wednesday 08 May 2024 regarding "Traditional Market Parking Fees in Pekanbaru Drop to Rp. 1000". The data collection technique is documentation, listening and taking notes. The data analysis used is content analysis. The results of the analysis show that in the Instagram comment column @infopku_ there are a number of expressive utterances consisting of thanking, praising, forgiving, blaming, congratulating, complaining, and hoping. Expressive speech acts of praise dominate more than other expressive speech acts. In this case, netizens praised the mayor's decision to reduce parking rates in traditional market areas, which greatly benefits the community.

Keywords: Expressive Speech, Speech Acts, Illocutionary, Instagram

I. INTRODUCTION

Expressive speech acts are speech acts in which the speaker intends for his words to be understood as an assessment or appraisal of the subject matter he is discussing. According to Afiif et al. (2021) that expressive speech acts are a type of speech act that expresses something an expression or something felt by the speaker. Furthermore Hedrianti (2024) that forms of expressive speech include (1) congratulating, (2) thanking, (3) criticizing, (4) complaining, (5) being surprised, (6) praising, and (7) apologizing.

In this era of increasingly rapid technology, of course there are many challenges, especially in social media. One of the challenges faced is related to politeness ethics in communication. Someone can easily express their expressions on social media pages, such as Facebook, Instagram,

Twitter, YouTube and other social media (Indrawan et al., 2020). Social media gives users the freedom to comment and convey opinions to each other which can influence the formation of opinions and attitudes, and even shape public opinion.

Instagram is a platform for sharing images and videos with other people. This application has a page with comments and likes. Accounts that have a large number of followers and comments are popular accounts. The advantage is that it makes it easier for users to communicate wherever they are, especially when reporting on social media. Furthermore, the downside of social media is impolite speech (Hamzah et al., 2022). This is known as the phenomenon of "netizen comments" (Saadillah et al., 2023). One of the Instagram accounts that has received

attention and comments from netizens is the Instagram account @infopku.

The Instagram account @infopku¬_ has an important role in providing information about Pekanbaru news, both in news media, education, culture, culinary and tourism. Instagram accounts have a very big interest or responsibility in conveying information or news to the people of Riau. Every photo and video upload on the infopku_ Instagram account is filled with various kinds of comments, both positive and negative comments.

In a Instagram often use descriptive expressions a certain aim and purpose that forms a speec in the comments column. Expressive speech acts are a pragmatic study. The study of pragmatics discusses meaning depending on the speaker's context in addition to the lexical meaning of words in the dictionary (Wardoyo, 2016). Rahardi in (Agustini, 2017) said that pragmatics is language research that examines the relationship between language and context. The circumstances of the utterance provide the intended context, so it is impossible to separate it from the structural framework of language. Rahardi (dalam Arfianti, 2020) claims that the study of pragmatics is language with context and meaning. Bala (2022) states that pragmatics is a branch of science that studies speaker meanings.

Akbar (2018) believes that speech acts are pragmatic elements that involve the topic being discussed, the writer and reader, and the speaker, while still paying attention to the surrounding conditions when the speech act occurs. Purba (2011) shows that speech acts are a person's ability to apply language in a certain context. This act of speaking is a single psychological symptom experienced by the speaker.

According to Searle in (Rizal et al., 2023) there are at least three different speech acts used in everyday language use in society, and all of them need to be understood simultaneously. In the real world of language use in society, speech acts can be divided into three categories: locutionary, illocutionary, and perlocutionary. A locutionary speech act is a speech act that depends on the meaning of the word, phrase or sentence itself, which can be in the form of words, sentences or other units of expression. According (Sari, 2012) that perlocutionary speech acts are speech acts that are communicated by someone and often have an impact on the listener. Illocutionary speech acts are difficult to differentiate from locutionary speech acts because they depend on who is speaking, when, and where (Mualimah et al., 2021).

Searle in (Anisa et al., 2023) classifies illocutionary behavior into five categories: declaration, expressive, directive, assertive, and commissive. The emphasis of this research is on expressive speech acts. According to Pangesti dan Rosita (2019), expressive speech is also called effluative speech, namely speech that expresses the speaker's feelings regarding a certain mood (for example saying "thank you", "congratulations", "praising", "expressing satisfaction", "complaining , " "blame", "small talk", "humor", and so on).

According to Searle (Anggraini, 2020), expressive speech is any communication that attempts to express or describe the speaker's psychological stance regarding a case. The speaker intends for the statement he makes to be seen as an assessment of the subject he is discussing with his interlocutor. A speaker's remarks to his interlocutor can have various purposes through expressive communication, including expressing gratitude, praising, criticizing, complaining, blaming, sarcasm, and offering apologies. This research will use expressive speech acts according to Searle in (Sukmawati, 2023), namely expressive speech of thanks, praise, forgiveness, blame, congratulations, complaining.

Research on expressive speech acts has been carried out by Helda & Fatmawati (2023) in the Instagram comments column @pkucity with the title "Jokowi Increases Pertalite to IDR 10,000, Pertamax IDR 14,500/L". The results of this research show that the expressive speech act of blaming is most often used because people feel disadvantaged. Next is research by Pangesti & Rosita (2019) with the findings that there are various kinds of expressive speech acts in Instagram media accounts in the form of complaints, enthusiasm, hope, sadness, boredom, gratitude, agreement and disagreement.

This research focuses on the comments column of the Instagram account @infopku_ on the topic of reducing parking prices. Previous research contained many expressive comments that were impolite and often contained hatred. Research on this post has never been conducted and discussed in detail from a pragmatic point of view. In this comment there are many expressive comments that support and praise and speak politely. Therefore, the author asked the question of how expressive speech is used by netizens in the comments column of the Instagram account

@infopku_. The aim of this research is to find out and clarify the use of expressive speech in netizen discourse as seen in the comments column of the Instagram account @infopku_.

II. METHODS

This study uses qualitative methods. Qualitative research is defined as research that produces descriptive data, namely, written or spoken words that reflect observed behavior (Moleong, 2017). The aim of using this method is to describe concepts related to expressive speech in the comments column using words or sentences. The data source in this research is comments on the Instagram post @infopku_ on Wednesday 08 May 2024 regarding "Traditional Market Parking Fees in Pekanbaru Drop to Rp. 1000" which contains 88 comments. 56 Comments were selected in this study because the other comments were only mentions and emoticons.

The data collection technique is documentation, listening and taking notes. The data analysis used is content analysis. According to Bungin (2017), a process that methodically looks at the content of communication in relation to the visible message is called content analysis. Content analysis techniques involve several steps, including identification, clarification, and interpretation of research findings. The author uses deep content analysis this research is because it will carry out the process identify types of expressive speech acts based on communication in the comments column

Instagram. In this study, to test the validity, triangulation was used, namely triangulation of data sources and theoretical triangulation. Until the data is complete it is then validated from various sources so that it can be a basis for drawing conclusions.

III. RESULT AND DISCUSSION

According to Searle in (Sukmawati, 2023) expressive speech is speech that is intended to express or show the speaker's psychological attitude towards a certain situation. The speaker intends for the statement he makes to be seen as an assessment of the subject he is discussing with his interlocutor. In the speech spoken by the speaker to the listener, there are several expressive speech functions that work, such as expressive speech of thanks, expressive speech of praise, expressive speech of forgiveness, expressive speech of blame, expressive speech of congratulations, expressive speech of complaining.

The data in this research are all utterances in the form of expressive speech acts spoken in the Instagram comment column @infopku_ entitled "Traditional Market Parking Rates Drop by Rp. 1000", posts taken by the researcher, namely only the main comments which were analyzed by the researcher.

Table 1. Forms of Expressive Speech Acts in The @infopku_ Instagram Comment Column entitled "Traditional Market Parking Rates Drop by IDR 1000".

No	Data	Speech Acts
1	@anakmajidan.official:*"Alhamdulillah ada peningkatan (emoticon api)*	Thank Speech
2	@may_regar : *"turun harga tu sejarah baru (emoticon ketawa) alhamdulillah"*	
3	@smilewithvegas: *"terimakasih (emoticon tangan diangkat) kita selalu mementingkan kenyamanan pembeli yaah, setiap sudut pandang juga terpasang cctv jangan lupa barang penting termasuk helm dibawa masuk ke store (emoticon api)"*	
4	@afrinasution :*"mantap..di medan malah naik seribu jadi 3000 thanks dek bobby"*	Speeches of praise
5	@febb.y2977:*"mantab min, pertahankan jangan sampe di area smilewithvegas, elweastore, barefacepekanbaru ada kang parkir yang memandai mandai"*	
6	@rosyannasiiagian:*"iya bagus itu*	
7	@afdel: mantap, ini baru memikirkan rakyat kecil"*	
8	@tukangkkomen:*"katanya jabatan PJ tidak punya kewenangan atas kebijakan dimasa sebelumnya khususnya soal parkir tp kenyataannya itu bisa menurunkan tarif parkir (emoticon*	Speech of Forgiveness

	ketawa)"	
9	@nscedwinnsc:*"disaat kota lain sudah jauh lebih membahas inflasi (misalnya), kota ini masih saja membahas masalah parkir…"*	Speech of Blame
10	@haris_uuk: *"Mending ngak ada kang perkir, helem atau motor hilang kang parkir dan pihak terkait ngak bakal tanggung jawab juga kok…"*	
11	@arifrafticsyahbani:*"langkah awal menuju pekanbaru bebas parkir"*	Speech of Greetings
12	@may_regar:*"Turun harga tu sejarah baru (emoticon senyum)"*	
13	@dini_oktaviani02:*"Ah aku tdi kepasar tetap 2k"*	Complaining Speech
14	@hartini654:*"Dipasar kaget tetap 2000 roda 2"*	
15	@jeju-saban:*"Semuanya lah kok pasar aja sih"*	
16	@imelresti:*"Kalo boleh nih, seharusnya kayak di Alfa dan Indo itu dihapuskan kang parkirnya, itu yg baru mantap…"*	Speech of Expectation
17	@widakusuma:*"Minimarket dan warung2 harian dihapuskan aja. Jangan cuman pasar tradisional"*	
18	@elfinaoktasri:*"Alhamdulillah semoga Alfamart dan Indomaret juga segera bebas parkir seperti kota lain*	

1. Thank Speech

This expressive speech act of gratitude aims to convey gratitude on behalf of the speaker, because the speaker may get something from the speech partner other than support or assistance, expressing gratitude (Sukmawati, 2023). An example of an expressive speech act of thank you in a comment on the Instagram account @infopku_ can be seen below:

@anakmasjidan.official:*"Alhamdulillah ada peningkatan (emoticon api)"*

@may_regar : *"turun harga tu sejarah baru (emoticon ketawa) alhamdulillah"*

@smilewithvegas: *"terimakasih (emoticon tangan diangkat) kita selalu mementingkan kenyamanan pembeli yaah, setiap sudut pandang juga terpasang cctv jangan lupa barang penting termasuk helm dibawa masuk ke store (emoticon api)"*

Based on some of the speech above, it is classified as an expressive speech. Thank you. According to (Tarigan, 1990) expressive speech of thanks is a speech act that usually occurs for several reasons, including expressing gratitude, giving praise, receiving very helpful advice, and receiving assistance.

The speech above is classified as a speech act of expressing thanks, characterized by the word 'alhamdulillah' which is an expression of thanks for gratitude and the word 'good' is a form of thanks for praise and advice given by other people. So this speech refers to expressive speech of thanks in the polite category. These words of thanks were expressed because netizens felt they had received or received something good and profitable from the mayor's decision to reduce parking prices. As expressed by @anakmasjidan.official, this expression showed gratitude for the government's improved performance and was continued by @may_regar who stated that there was a new history of paying attention to the people. This speech act is a form of gratitude for someone's good deeds

2. Speeches of Praise

Expressive speech of praise is a speech act that can be used for various purposes, such as flattering someone, wanting to say something good about them, or even seducing or pleasing them. Praiseworthy speech can also really inspire other people and increase self-esteem (Maharani, 2021). An example of an expressive speech act of praise in a comment on the Instagram account @infopku_ can be seen below:

@afrinasution :*"mantap..di medan malah naik seribu jadi 3000 thanks dek bobby"*

@febb.y2977:*"mantab min, pertahankan jangan sampe di area smilewithvegas, elweastore, barefacepekanbaru ada kang parkir yang memandai mandai"*

@rosyannasiiagian:*"iya bagus itu"*

Based on the speech above, it is classified as an expressive speech of praise characterized by the words 'great' and 'good'. This word in the comment means praise for government policies regarding policies. This expressive speech act of praise can be seen from the praise given by the speaker @afrinasution to the Pekanbaru city government with the word "steady" and comparing it with the city of Medan which, on

the other hand, has increased parking prices. And remarks from @rosyannasiiangian who stated that it was "good" for the policies that had been made and benefited the people. These words of praise also illustrate the feeling of pride and happiness with the mayor's decision to reduce parking prices.

So this speech refers to expressive speech of praise in the polite category. According to Tarigan (1990), the expressive speech act of praise refers to an act of praise that is characterized by the speaker's speech. As in the comments above, praising the implementation of reducing parking fees at the Pekanbaru traditional market.

3. Speech of Forgiveness

The expressive speech act of apologizing can occur for several reasons, such as when someone makes a mistake, when they feel annoyed with someone, when it makes someone wait, or when they want to hurt the other person's feelings (Maharani, 2021). An example of an expressive speech act of forgiveness in a comment on the Instagram account @infopku_ can be seen below:

@tukangkkomen:*"katanya jabatan PJ tidak punya kewenangan atas kebijakan dimasa sebelumnya khususnya soal parkir tp kenyataannya itu bisa menurunkan tarif parkir (emoticon ketawa)"*

Based on the speech above, it is classified as an expressive speech of forgiveness. According to Tarigan (1990) expressive speech acts are forgiving. refers to the response of the interlocutor to the interlocutor because basically the context of the conversation is about making someone wait. Based on @tukangkkomen's direct statement, he has no problem with the previous policy and agrees with the implementation of the reduction in parking rates. So based on the speech above, it is considered polite to express forgiveness. The expressive speech act of forgiveness refers to the response of the interlocutor to the interlocutor because basically the context of the conversation is about someone's sincerity in forgiving their mistakes.

4. Speech of Blame

This expressive speech of blame is usually found in everyday life. The act of blaming in expressive communication occurs when the speaker wants to blame something that he thinks is inappropriate or not good (Pratama & Utomo, 2020). An example of an expressive speech act of

blaming in a comment on the Instagram account @infopku_ can be seen below:

@nscedwinnsc:*"disaat kota lain sudah jauh lebih membahas inflasi (misalnya), kota ini masih saja membahas masalah parkir…"*

@haris_uuk: *"Mending ngak ada kang perkir, helem atau motor hilang kang parkir dan pihak terkait ngak bakal tanggung jawab juga kok…"*

Based on the speech above, give an expressive speech of blame. According to Tarigan (1990), expressive speech of blame is usually found in everyday life. Apart from that, this expressive speech act refers to the way someone communicates, but in this speech there is a criticism or opinion about something that is considered right or wrong.

Based on what @nscedwinnsc said, he directly blamed the government for still discussing the parking problem rather than inflation. Meanwhile, @haris_uuk's statement directly blamed the policy because there was parking, but no one was responsible for the loss. This blaming speech is a form of public protest against the situation or reality that occurs in the field. This statement is also a criticism of the policies that have been made.

5. Speech of Greetings

Expressive speech Congratulations can be said in response to a number of events, such as when someone wishes someone a happy birthday, receives an award, or experiences something positive. The word "congratulations" is also usually used in prayer, but can also be used as a polite and formal greeting (Helda & Fatmawati, 2023). An example of an expressive speech act of congratulations in comments on the Instagram account @infopku_ can be seen below:

@arifrafticsyahbani:*"langkah awal menuju pekanbaru bebas parkir"*

@may_regar:*"Turun harga tu sejarah baru (emoticon senyum)"*

Based on @arifrafticsyahbani's words, he indirectly said congratulations, where the word congratulations is usually used as a prayer so that in the future, Pekanbaru will be free of parking. Meanwhile, @may_regar's speech indirectly conveyed congratulations, which he said contained the meaning of congratulations for something new. This congratulation is seen as a success in the performance of the mayor of Pekanbaru regarding his new policy by reducing parking rates so that in the future Pekanbaru will become a parking-free city, and this will be a new

history because previously there was an increase in parking.

6. Complaining Speech

When someone wants to communicate the challenges they face, they use expressive communication, such as complaining. This may be caused by the sadness he experienced, the loss of hope, and prolonged suffering (Maharani, 2021). An example of an expressive speech act of complaining in a comment on the Instagram account @infopku_ can be seen below:

@dini_oktaviani02:*"Ah aku tdi kepasar tetap 2k"*
@hartini654:*"Dipasar kaget tetap 2000 roda 2"*
@jeju-saban:*"Semuanya lah kok pasar aja sih"*

Complaining is an expressive speech act where the speaker uses words to convey a psychological attitude that is intended to be seen as criticism of something. When someone feels difficult, like they are suffering from something heavy, painful, or something else that feels burdensome, they will convey this through complaints (Pratama & Utomo, 2020).

Based on the statements of @dini_oktaviani02 and @hartini654, they directly complained about the parking burden which still did not experience a reduction in prices as implemented by the Pekanbaru government. Meanwhile, @jeju-saban_'s statement directly complained because he felt disappointed with his hopes.

7. Speech of Expectation

Expressive speech of hope is a type of speech act that can be used for various purposes, for example looking for something, depending on other people, or anticipating a response (Maharani, 2021). Examples of expressive speech acts of hope in comments on the Instagram account @infopku_ can be seen below:

@imelresti:*"Kalo boleh nih, seharusnya kayak di Alfa dan Indo itu dihapuskan kang parkirnya, itu yg baru mantap…"*
@widakusuma:*"Minimarket dan warung2 harian dihapuskan aja. Jangan cuman pasar tradisional"*
@elfinaoktasri:*"Alhamdulillah semoga Alfamart dan Indomaret juga segera bebas parkir seperti kota lain"*

Based on the speech above, it is classified as expressive speech of hope. According to Tarigan (1990), one of the many reasons a person performs the expressive speech act of hope is when he has a wish. Based on the statement above, the direct hope for changes for the better in government policy is indicated by the words **'should',** 'just abolish it, not just traditional markets' and **'hopefully'.**

IV. CONCLUSION

Based on the research carried out above, regarding speech events contained in the comments column of the infopku_ Instagram account. obtained from a photo uploaded on Wednesday, May 8 2024. The speech was to inform you that "Traditional Market Parking Rates in Pekanbaru have Dropped to Rp. 1000". The researcher found that the form of expressive speech contained in the comments column of the infopku_ Instagram account was divided into expressive speech, thank you, praising, forgiving, blaming, congratulating, complaining, and expecting. Expressive speech acts of praise dominate more than other expressive speech acts. In this case, netizens praised the mayor's decision to reduce parking rates in traditional market areas, which greatly benefits the community. People communicate their psychological attitudes through expressive speech functions praising the consequences of the government's policy of reducing parking fees. This research is expected to contribute to the use of polite language in the Instagram comments column.

Because there are still many aspects of expressive speech acts that have not been studied in depth, the author is well aware that there is still a lot of research that has not been revealed in this study. It is recommended that this research be carried out further and studied in more depth using various theories and analytical studies. To increase the understanding of readers of this page about speech acts, especially expressive speech acts, it is necessary to carry out further research and explore the differences in expressive speech acts in various types of posts and various social media platforms. It is hoped that the findings of this research will help readers who want to find references and use them to learn more about pragmatics research, especially those that focus on expressive speech acts in future research.

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