COMPLIMENT AND COMPLIMENT RESPONSE IN *INSTAGRAM*

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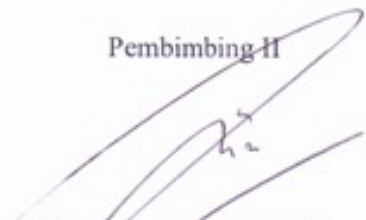Naskah artikel tersebut, layak dan dapat disetujui untuk dipublikasikan.

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Abstract

This study examines the using of compliment strategy and compliment response reveals in *Instagram*. The data were elicited by compeling the compliment comments used by the compliment giver in *Instagram*. It describes the categories of compliment in *Instagram*, the compliment response appears in *Instagram* and the intention behind the compliment. The compliment strategy mostly used in this research is possession compliment. The intention of the compliment in this research is to praise the data in *Instagram*. The compliment response strategy mostly used is appreciation token strategy. Some compliment and compliment responses are in non-linguistic form and some other are in both linguistic-non linguistic form. The non-linguistic form of compliment in this research is formed in emoticons.

Keywords: *compliment, linguistic-non linguistic form, emoticons*

A. Introduction

When people communicate with others, people produce an utterance as type of action. It means that people can do many things through language such as compliment, ordering, requesting, apologizing, asserting, commanding and thanking. To express the idea, people do not only produce utterances consisting grammatical structures, but also they do an action via their utterances (Yule, 1996: 47). People as human being always make a communication to other people in daily activities. By communicating ones have saved their business and their relationship. Besides, people

communicate each others to express their ideas, in order to harmonize among them.

People lately like taking pictures, then they post their pictures to their own photo social media. People have one of the most favourite photo social media, it is *Instagram. Instagram* is social media used for posting photos or pictures. *Instagram* has millions followers. This is new phenomena that even for just having breakfast, the *Instagram* users taking pictures then post their photos to their *Instagram* account.

Instragram is *afun and peculiar way to share your life with friends through a sequences of pictures.* With 40 million photos uploaded daily and 90 million monthly active users, *Instagram* is the firmest growing web property on the planet including the top 50 websites, growing from16 million to 22 million unique visitors in just one month, which is a growth rate of 38% in just 30 days. *Instagram*, the most well-known mobile photo-sharing app, recently released its video feature, which allows users to make 15-second videos to share with their followers.If you deliberate that photos are liked two times more than text updates and videos are shared twelve times more than links and text posts combined, it is for a reason businesses are jumping on the visual movement. In fact, 40% of the world's top 100 brands are using *Instagram.*

Instagram is similar to another social media. But it is more focused on photography and editing photos. The positife side of *Instagram* is able to help people capturing moments in their life. It help us in promoting products and sharing information as well. But we can't belie that *Instagram* sometimes addicting. *Instagram* is one of the most popular social media in the world. Many people love using *Instagram* since there are some features to help us editing photos so photos posted in *Instagram* must be much better. Due to this condition, there will be some expression in *Instgaram*, compliment, thanking, ridicule, requesting, ordering for instance.

Many people adore giving and receiving compliments. Our society hearten

people saying something positive and kind instead of negative. Americans often smile at complete unfamiliar person. The idea behind compliments is that every person likes to be praised and appreciated. Complimenting build self-confidence in children and raise self-awareness when other individuals give you attention. The idea that complimenting acts as positive feedback, and is useful in motivation, is commonly seen in education, athletic, parenting and business settings.

Compliment may be one of attratcive exspression in *Instagram*. In communication, ones have many ways to express their feeling. Usually they give praise to someone because there is a difference of them, and also they give appropriate response to make a harmony of relationship. They utter something deals with the topic, and complimenting is one of way to express it. Complimenting is a language function that is often used to encourage or reinforce one's desired behavior. It is often given to a person who has a pleasing appearance or performance or also even substitutes for them. Thus, a compliment is likely to be given to a person who is wearing a nice-looking dress or a person who has done a good job, for instance.

People often like being complimented, but there is a problem of model to pay an appropriate response by addresser. It happens because the recipient of the compliment may tend to minimize it or to show modesty. Compliments and its response are a kind of speech act that has main function to keep solidarity and harmony between the addresser and addressee. Because for some culture such west culture, people mostly accepting the compliment, people have made politeness for other people. Viewed from pragmatics, for compliment response a receiver has two options: accepting or rejecting compliment. When peole accept the compliment, it means they avoid arrogancy. In this condition, receiver with accepting compliment has a conflict. When accepting the compliment, supposed that they are arrogant, while if rejecting a compliment is a something seems impolite, because it doesn't respect with addresser. Ones can sustain this conflict and give response by saying "thanks" because addressee doesn't make ambiguity with a

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compliment response and also can be evaded from arrogant. The study of compliment is very decisive in order to make a good relation with people. So that's why the writer is interested in analyzing compliment theory occurs in *Instagram. Instagram* is a well-known social media for photography as well. There are many comments happen in *Instagram* and those made the writer curious to see the intention behind them.

Research in analysing compliment in *Instagram* is very limited. In this study, the writer presents ten of the previous studies that correlated with this study. Some of them are Tsai (1996) studied giving and receiving compliment by Chinese speakers. The study suggests that Chinese seldom use the 'I love/Like NP' pattern to avoid the compliment being interpredted as invasion of personal privacy or request for the object complimented; Al-Khateeb (2009) analysed compliment response between native and non-native. Ngoc (2011) the title of the research is*Gender-based differences in compliments and compliment responses in the American comedy TV-series "Ugly Betty".*The fourth is Chen (2003) the tittle of the research is *Compliment Response Strategies used by Mandarin Chinese Speakers.*Nonetheless, theses studies did not mainly observed compliment and compliment response in Media Social, *Instagram*. They mostly investigate compliment inthe daily interaction. Such as the previous studies this research also investigates the categories and the intention of the using of compliment strateg and compliment response. But it is different from the previous study that this research uses compliments comments appear in *Instagram* as the data source, it observes the compliment strategy categories and compliment response which are used by the compliment giver in *Instagram*.

B. Literary Review

People always communicate with another; they are making various kinds of social moves and saying compliment is one of the most obvious. Like all kinds of social moves, compliments have a lot of different social functions

and possible motivations. These functions and motivations may not always easily coexist and can often be interpreted quite differently by interactional participants. Compliments are also loaded with cultural values and associated with cultural norms.Wolfson maintain that the major function of a compliment is "to create or maintain solidarity between interlocutors" by expressing admiration or approval (1983:89).

Compliment is an expression of praise, congratulation or encouragement. It belongs to expressive speech act. To pay a compliment means to express a favorable opinion. Compliments occur in very wide variety of situation; it can be quite frequent and it can serve to produce or to reinforce a feeling solidarity between the speaker and hearer. Compliments also serve other function: they are used in greeting, thanking, and apologizing, or even as substituting for them.

People often like being complimented, but there is a problem of model to pay an appropriate response by addresser. It happens because the recipient of the compliment may tend to minimize it or to show modesty. Compliments and its response are a kind of speech act that has main function to keep solidarity and harmony between the addresser and addressee. Because for some culture such west culture, people mostly accepting the compliment, people have made politeness for other people. There are three stretegies related to the compliment they are; Possession Compliment, Performance Compliment and Personality Traits.

Related to the Compliment strategies above, viewed from pragmatics, for compliment response a receiver has two options: accepting or rejecting compliment. When peole accept the compliment, it means they avoid arrogancy. In this condition, receiver with accepting compliment has a conflict. When accepting the compliment, supposed that they are arrogant, while if rejecting a compliment is a something seems impolite, because it doesn't respect with addresser. There are twelve types of compliment reponse; Appreciation Token strategy, Comment Acceptance single, Praise Upgrade, Comment History, Reassignment, Return, Scale Down, Question,

Disagreement, Qualification, No Acknowledgement and Request Interpretation.

There have been some previous studies that analyze the compliment and compliment response. For instance, Tsai (1996) entitled *An Empirical Study on Compliments and Compliment Responses in Taiwan Mandarin Conversation.* The intention of his study is to show the giving and receiving compliment. the result of this study show both males and females most commonly compliment others on physical appearance and on abilities. The results show that the most commonly compliment response is the disagreement and question type of compliment response.

Al-Khateeb (2009), his study entitled *The Speech Act of Thanking as a Compliment Response as used by the Arab Speakers of English a Comparative Intercultural Study.* This is a comparative study of English as native speaker and Arabian that use compliment response as the way they response thanking. The result of this study is most non-native learners of Englis did not produce target like responses. They are capable in English linguistic competence but not in the pragmatic one.

Ngoc (2011), his research entitled *Gender-based differences in compliments and compliment responses in the American comedy TV-series "Ugly Betty".* This study shows the differences in compliment behaviour and compliment response strategies in American English between males and females. The result of this study is there are some significant dissimilarity between males and females in giving compliments and using the response strategies.

Bergvist (2009), the studied examined *Compliment responses among native and non-native English speakers.* The fiefl of this study is in second language learners. The intentention of this study is to examine whether there are some significant diffferences between compliment responses given in Swedish and those given in English by native swedish speakers.

Othman (2011). This research observed compliment response by Malay speaker which entitled *Pragmatic and Cultural Considerations of*

Compliment Responses among Malaysian-Malay Speakers. The intention of this study is to show that Malay speakers have begun incresingly adopt the Western ways of responding to compliments.

Yu (2005). The research is *Comparing Compliment in Chinese and Native America*. The intention of this study is paying compliments, by comparing and constrasting native Chinese and native American speaker's performance by examining speech acts in a cultural context, we are able to analyze cross-cultural patterns of social behavior.

Duan (2011), this research entitled *Pragmatic Research Report on Compliment Speech Act.* Like Al-Khateeb, the intention of the research focused on analysing pragmatic awareness of complimentng chinese EFL Learners.

Ruhi (2006). The research entitled *Politeness in Compliment Responses: A Perspective from Naturally Occuring Exchanges in Turkish.* The intention of this research reveals that there are some significance differences between two theories of maxim approach and implicature triggered by variety of compliment responses among Turkish.

Fukusawa (2011). The research entitled *Compliment Responses and Study Abroad.* This research focus on compliment response which used by the japanes learners that go abroad. This research show us the significance differences between students before and after going abroad.

Chen (2003). The research entitled *Compliment Response Strategies in Mandarin Chinese.* The intention of the research indicating Mandarin Chinese speakers in Taiwan tended to accepts rather than rejects compliments.

C. Research Method

This study is descriptive method of which purposes to describe the categories of compliment, the intentions of compliment, and the compliment responses used by the compliment receiver in *Instagram* by using Herbert and Yule theory. The data of this research are compliment and compliment

responses which are used by the compliment giver and the compliment receiver in *Instagram*, particularly, landscape pictures.

D. Result and Discussion

This subchapter discusses the findings of the analysis. It specifically relates to the research issues namely: the categories of compliment used by the compliment giver in *Instagram*, the intentions of compliment used by the compliment giver in *Instagram* and the types of compliment response strategy used by the the compliment receiver in *Instagram*.

From two hundred data of compliment in *Instagram*. There are some compliment categories of Herbert used by the compliment givers appear in *Instagram*. Mostly, the compliment givers use possession compliment category rather than another two categories; performance compliment and personality traits. The using of possession compliment is also emphasised in adjectival possession compliment. Most of adjectives emerge in this research are *nice* instead *amazing*, *wonderful*, *good* and *great*.

1)

    1. That's amazing

    2. Nice

    3. Wow.. great!

    4. Stunning ✨✨✨

The compliment giver mostly uses these adjectival possession above since mostly, the compliment givers are dominated by females. They love to give compliment in adjective word form. Some compliment giver show the compliment by using both linguistic and non linguistic form. The compliment giver uses adjectival possession strategy and it is added by emoticon.

Another possession compliment which appears is verb of compliment. The compliment giver uses this category by using *Love it* and *Like it* to show their compliment.

2)

    1. Like it!

2. Love this, the colours are awesome.

3. Absolutely love this shot!

The compliment giver mostly use the adjectival compliment and verb possession compliment since they need to make the compliment simple due the media that they use is computer mediated communication (CMC). So they are bordered by 160 characters of words. The doers of compliment use possession adjectival compliment are dominated by women. Women mostly use this category since they love to show their feeling softly. The compliment giver often use performance compliment category. It because men are more appreciated the way someone's do something rather than the picture itself

The strategies of compliment used by the compliment giver is divided into two strategies, they are; Linguistic strategy and Non linguistic strategy. Linguistic strategy is a word, phrase or sentence which has meaning or intention. Non Linguistic strategy is a symbol or we usually called as emoticon. Some emoticons or symbols which are used by the compliment giver have meaning or intention. Some compliment givers use non linguistic strategy of compliment, they give compliment uses emoticons and the compliment receiver responses the compliment by using emoticons as well.

3)

1. 👏🏻
2. 👏🏻👏🏻👏🏻
3. 💙💙💙👍🏻

The utilizing of more than one emoticons for showing compliment also has different interpretation. The employing of compliment giver uses double clap hands rather than one clap hand or the compliment giver which use triple emoticons have divergence meaning and or interpretations. When compliment giver uses double clap hand it may due the data is very good according to the compliment giver. Another interpretation of utilizing more than one emoticons, for instance the triple pictures of heart has a meaning of the

compliment giver really fond of the picture and the compliment giver appreciate it more by using triple hearts.

The using of emoticons in this data indicates many interpretations. The using of smile emoticons emerge often more than another emoticons. Some data use more than emoticons for one compliment. They do this to streghten their compliment. Then, the meaning of each emoticons are different. Punch emoticons may be stronger than smile emoticons. Some compliment given by compliment giver is answered by the compliment receiver by using emoticons as well. Another compliment in linguistic strategy sometimes is anwered by emoticons since the emoticons belongs to non linguistic strategy.

4)

    1. The picture is badass!!!!

    2. Holycow, stacey!

The chosen words for showing compliment has also changed. Some compliment givers in this research use swearwords to show their compliment. They don't compliment by using good words; nice or good anymore. It because they want to brace their compliment.

5)

    1. Thank you

    2. 😃😍🙌

    3. thanks vivian!👋

There are 12 compliment response strategies, they are; appreciation token, comment acceptance single, praise upgrade, comment history, reassignment, return, scale down, question, disagreement, qualification, no acknowledgement and request interpretation. The most compliment strategies mostly emerge is appreciation token strategy; thank you, thanks and thank you so much since this research uses Computer Mediated Communication (CMC), so the compliment receiver needs its response as simple as can be. The using of CMC is possible to compliment receiver to show the compliment is more expressive than words or sentences. Another form of compliment response reveal from this research is formed in the mix of

emoticons and appreciation strategy. They are in both lingsutic and non-linguistic form of compliment response. Non linguistic strategy also used by the compliment receivers as they want to make the response as simply as they can.

E. Conclusion

Possession compliment mostly used by the compliment giver in *Instagram*. Personality traits category of compliment doesn't appears in this research since this research was taken in CMC research, particularly in *Instagram* so that, the compliment giver here focus in the pictures as the data therefore they don't give compliment to the people or compliment receiver.

The compliment response mostly emerge in this research is appreciation token strategy since this research belongs to CMC research, therefore, the compliment receiver wants to make the response as simple as they can. Some compliment responses are also in Non linguistic strategy of compliment response which means agree with the compliment. Non linguistic strategy also used by the compliment receivers as they want to make the response as simply as they can.

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