

# CHAPTER I

## INTRODUCTION

### A. Background of Study

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, 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.

*Instagram* is a fun 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 from 16 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 positive 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 believe 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 *Instagram*, 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 attractive expression 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 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 people accept the compliment, it means they avoid arrogance. 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 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.

The writer is interested in conducting a further research about compliment response action in *Instagram* with the title "*Compliment and Compliment Response in Instagram*".

## **B. Limitation of the Study**

In order to have maximum results the writer limits the study on the use of compliment and its responses viewed from pragmatics as it occurs in *Instagram* for landscape pictures. This research uses pragmatic view since this field of the research is in pragmatic field.

## **C. Problem Statement**

Based on those phenomena, the writer elaborates the following problems:

1. What are the categories of compliments found in social media *Instagram*?
2. What are the types of compliment response found in *Instagram*? and,

3. What are the intentions of compliments found in social media *Instagram*?

#### **D. Objective of Study**

As the following problems above, then the writer has the objectives of the study as follows:

1. Describing the categories of compliment in *Instagram*
2. Clarifying the types of compliment response in *Instagram*, and
3. Describing the intentions of compliment in *Instagram*.

#### **E. Benefit of Study**

The writer hopes that the research would be useful for the reader and for himself, and hope that the research gives the following benefits:

1. Practical Benefit

The study is intended to help the readers to understand more about the compliment and its response and also give benefits for the readers and other researchers in understanding the intention of responding compliment when they use it.

2. Theoretical Benefit

Through this study, the writer wants to give a different perspective toward the compliments and its response for further knowledge. Besides, it also gives more understanding about the kinds of compliments response and the meaning beyond them.

## **F. Research Paper Organisation**

This research is divided into five chapters. Chapter I is introduction, which explains the background of the study, problem statement, limitation of the study, objective of the research, benefit of the study, and research paper organization. Chapter II is dealing with the literature review and theoretical review. It consists of notion of pragmatic, speech act, speech act of compliment, compliment strategy, compliment response strategy, context and speech situation and theoretical framework. Chapter III contains research method that consist of type of the research, the object of the research, data validity, method of collecting data, technique of analysing data, research paper organisation. Chapter IV contains data analysis, finding the data analysis and discussion of the findings. Chapter V contains conclusion and suggestion.