

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is utilized to express one's feelings, thoughts, and ideas in spoken or written form. Someone cannot live without language for communicating with each other. In the process of communication, the speakers (or writers) produce utterances in order to get a change or effect from the listener as the result of what they have uttered. But not all the listeners (or readers) can easily understand the purpose or intention of the utterances produced by the speakers (or writers). They have to learn about speaker's intention in producing utterances or sentence itself. Hence, pragmatics is needed to study what speaker means or 'speaker meaning'.

Pragmatics concentrates on the intended meaning or the goal of speakers' utterance. Yule (1996, p. 4) stated that "pragmatics is the study of the relation between linguistics forms and the users of the forms". It is the study that allows human, as the users of the form, into the analysis. Yule (1996) also explains some language aspects that are studied or investigated in pragmatics such as deixis and distance, presupposition and entailment, reference and inference, implicature, politeness, and speech act.

This study will be focused on speech act as one of the pragmatics language aspect. There are some linguists that defined the term of speech act. Yule (1996, p. 47) stated that speech act is actions performed via utterances. Beside, Searle (1969) explained that in producing a sentence, one is not only saying something but also doing something. Both Yule and Searle said that speech act is an action executed when speakers (or writers) saying something and doing something through language at the same time. The distinction of speech act is divided into three. Like what has explained by Austin in Levinson (1983:236), there are three branches of speech act: a) locutionary act, b) illocutionary act, and c) perlocutionary act.

Illocutionary act is the most discussed between those three branches mentioned. Indeed, the term ‘speech act’ is generally interpreted quite narrowly to mean only the illocutionary force of an utterance. The illocutionary force of an utterance is what it ‘counts as’ (Yule, 1996, p. 49). Searle (1969) gives five classifications of illocutionary acts, those are representatives or assertives, declaratives, commissives, directives, and expressives. According to Yule (1996), expressive is a kind of speech act that states speaker’s feeling, besides it also relates to psychological state. It means that expressives use language to express the feeling. Some expressions that can be categorized as expressive utterances are statements of pleasuring, apologizing, thanking, welcoming, and complimenting. One of the example is “You take a very beautiful picture, good job!”. The meaning is complimenting which is uttered by the speaker to someone. The speaker expresses his/her psychological state, because it did not change anything when it is uttered.

Compliment is one of the classification of expressive utterance. It is an interesting topic to be analyzed because it happens almost every day in daily life. Compliments also have become important topics as an object of research made by linguists. According to Hebert (1989) compliment is used to negotiate solidarity with an addressee or complimentee in order to make people addressed feel great and valuable. Besides, Holmes (1988, 446) has explained that compliment is one of a speech act that can make a closer relation with others as what he has defined that compliments as:

“A speech act which explicitly or implicitly attributes credit to someone other than the speakers, usually the person addressed, for some “good” (possession, characteristic, skill, etc.) which is positively valued by the speaker and the hearer” (Holmes, 1988, p. 446).

According to Herbert (1998), as cited in Wu (2008, p. 28), compliments are classified into four classifications: (1) Compliment on Appearances, (2) Compliment on Performances/Skills/Abilities, (3) Compliment on Possessions, and (4) Compliment on Personality Trait. First, Compliment on Appearance is uttered in order to express an admiration of one’s appearance. It is usually about the visible things or external packaging of the addressee that can be seen by the

addresser, such as apparel, hair/hairstyle, look, body shape, etc. For example, *“Your jumpsuit looks great, is it still in Zara?”*. Second, Compliment on Performances/Skills/Abilities is a topic of compliment uttered to praise something produced through the addressee’s skills or effort in getting an achievement. For example, *“It’s great cheese cake from you”*. Third, Compliment on Possessions is a compliment produced for praising someone’s belonging. For example, *“I really like your new sofa”*. Last, Compliment on Personality is a compliment produced for someone’s internal trait or emotion. For example, *“O, she is a strong girl”*.

Holmes (1988) also said that compliments are influenced greatly by the gender. It is important to know the meaning of the compliments produced by male or female ones. As what has stated by Coates (2015, p. 86) that both women’s and men’s behavior in conversation suggests that they have different understanding of how compliment or apology is produced. Females are frequent recipient especially those having to do with appearance or possession. On the other hand, males, especially who have higher status, rarely receive compliments related to ability or performance, and receive non on appearance (Herbert, 1990).

Herbert (1990) also conducted study about compliment responses. There are three basic categories of the compliment responses: (1) agreement, (2) non-agreement, and (3) request interpretation. The first classification, agreement, consists of acceptance and non-acceptance response. Further, acceptance is divided into some response like appreciation token, comment acceptance, and praise upgrade. Whereas non-acceptance is subcategorized into some kind of response such as return, comment history, and reassignment. The second category of response, non-agreement, comprised of questioning, scale down, and disagreement, qualification, disagreement, and no-acknowledgement. The last category, request interpretation, can be include a request.

In this modern era, the latest communication trend used to connect the people is social media platform. As what has said by Neti (2011), social media is referred to platforms used for communication/publication which are created for the interpersonal interaction of group or individual through the specific medium

or tool. The medium or tool means websites or applications that enable to share contents whether informations, advertisements, moments, career interests, and others in social networking.

Nowadays, instagram has become a popular social media that is used by the people wherever they are. It is because instagram is a simple photo-sharing application that can be used to share any moments in the form of video or photo either publicly or privately. The viewers that allowed to see someone's account will be able give the comment on the post automatically. What are commented by the viewers may be varied. One of them is compliment. The addressee, who is being complimented, has chances to respond the compliments gave by the addressor (viewer) by replying the comment given. There are many topics, types, and functions of compliments and its responses used by the user of instagram. In order to gain a clearer understanding, the sample is shown below:

Picture 1

Sunshine (@sunshinebiskaps) : You look beautiful! May you have many decades of happiness and love.

Nia (@nia21achdiat) : Thank you so much sunshine ☺

The utterances above are kinds of compliment and its response. it happened when she (Sunshine) saw the picture of Nia's engagement day. At that day, Nia wore *kebaya* and completed by a great touch of make-up-artist in her face. Sunshine, as the addresser, say to Nia "*You look beautiful...*". It seems like Sunshine wants to give compliment to Nia. Based on Herbert (1998) the topic compliment given by the addresser is a Compliment on Appearance. Besides, the utterance of compliment mentioned before has function to express admiration especially for someone's appearance (Wu, 2008). It also shows that her compliment is accepted because Nia gives feedback by saying "*Thank you so much sunshine*". If we relate this sample of response to Herbert's type of compliment response, it includes as a type of appreciation token.

Compliments and its responses have been extensively studied by many researchers. They are: Tiono and Nova's work (2008) which focused in analyzing compliments and its responses used by movie character, Yusof. S and M.

Placiencia's work (2013) which also conducted the analysis in social media platform, Astuti's work (2017) which analyze compliments and compliment responses in novel, Falasi's work (2007) focused on analyzing Emarati female NSs and NNSs in responding compliments, Fukasawa's work (2010) which studied about the strategy of responding compliment used by the students who have longer time staying with native, while the work of Shabeni and Zeinali (2015) and I. Istifci (2017) conducted comparative studies between two different languages. Hence, compliments and its responses are interesting topic to be studied.

The explanation above has inspired the present study to know whether the topics, functions, and types of the compliments and its responses used by instagram users based on pragmatics view. The researcher carries out the research entitled "*Compliments and Its Responses Used by the Users of Instagram*".

B. Limitation of the Study

For making the data workable, the researcher intends to limit the study into three limitations. First, the photos or videos being observed are those which contain English compliments and its responses during 2017. Because of the richness of data and researcher's limited time and energy, the researcher will only analyze 40 English compliments and its responses gained from random accounts. Second, the study is focused on analyzing the compliments and also its responses viewed only from what can be seen in the profile and what has been shown in the photos or videos comments column. Therefore, other social qualities that might influence the compliments like gender, age, race, ethnic, religion, or educational background will not be considered in the analysis. Last, the data will be analyzed by using pragmatic and context approach.

C. Problem Statements

Related to the background and limitation of the study, the researcher need to present some problems which are relevant to this present study. The problems of this research are defined as follows:

1. What are the topics of compliments used by the users of instagram?
2. What are the functions of the compliments used by the users of instagram?
3. What are the types of responses used by the users of instagram?

D. Objectives of the Study

In relation to the problem statements, the aims of the research are elaborated in the following list of objectives of the study:

1. To identify the topics of compliments used by the users of instagram.
2. To describe the functions of the compliments used by the users of instagram.
3. To classify the types of responses used by the users of instagram.

E. Benefits of the Study

This research is expected to provide benefits both theoretically and practically for the readers, next researchers, or even students of English department. The benefits are presented in the following numbers:

1. Theoretical Benefit
 - a. The result of this study can help the readers to gain more knowledge about compliments and its responses.
 - b. The study can be an option of resource for bibliography relating to the next relevant research.
2. Practical benefit
 - a. This present study can be an optional source for lecturer in giving materials about pragmatics study especially for English department students.
 - b. This research is expected to be beneficial for the students as a knowledge and also reference in understanding pragmatics and context, especially in the topic of compliments and its responses.

- c. This study will contribute additional informations for other researchers who are interested in analyzing expressive utterance, especially compliments and its responses.

F. Research Paper Organization

This study contains five chapters whose explanations are shown below:

Chapter I is the introduction of this research. it shows a background of study, limitation of the study, problem statements, objectives of the study, benefits of the study, and research paper organization.

Chapter II is the review of related literature which consists of underlying theory that clearly explains the theory about pragmatics, context, speech act, and compliments and its responses.

Chapter III is method of the research. It deals with the types of study, object of research, data and data source, technique of collecting data, data validity, and technique of analyzing data.

Chapter IV is analysis, findings and discussions of data.

Chapter V manages the conclusion and suggestion of the research.