

**SOCIOPRAGMATIC ANALYSIS ON EXPRESSIVE UTTERANCES
SHOWED BY SOCIAL MEDIA USERS IN RESPONDING
THE COLORBLIND MEN SEEING COLOR**



**Submitted as Partial Fulfillment of the Requirements for the Attainment of The Degree
of Education Bachelor in English Education School Teacher Training Education**

By:

AHIMSA MUSTIKAWATI

A 320 170 150

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
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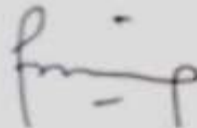
by:

AHIMSA MUSTIKAWATI

A 320 170 150

Approved to be examined by consultant
School of Teacher Training and Education
Muhammadiyah University of Surakarta

Consultant,



Dra. Siti Zuriyah Arvatmi, M.Hum

NIDN. 0608076001

ACCEPTANCE

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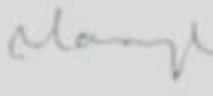
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()

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AHIMSA MUSTIKAWATI

A320170150

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Abstrak

Penelitian ini bertujuan untuk mengetahui maksud suatu ujaran ekspresif dan strategi kesopanan yang ditunjukkan oleh pengguna media sosial dalam merespon Colorblind Men seen Color. Penelitian ini merupakan deskriptif kualitatif. Data penelitian ini adalah 61 ujaran ekspresif di kolom komentar akun Facebook The Epoch Times Canada. Sumber data penelitian ini diambil dari kolom komentar akun Facebook The Epoch Times Canada dengan berita Colorblind Men seen Color. Dalam pengumpulan data, peneliti menggunakan dokumentasi dan observasi. Data tersebut dianalisis dengan menggunakan teori tentang ungkapan ekspresif yang dikemukakan oleh Yule (1996) dan teori strategi kesopanan yang dikemukakan oleh Brown dan Levinson (1987). Hasil penelitian menunjukkan bahwa ada terdapat 11 data (18,03%) ekspresi senang, 17 data (27,87%) ekspresi suka cita, 15 data (24,59%) ekspresi suka, 11 data (18,03). %) ekspresi tidak suka, 4 data (6,56%) ekspresi terluka, 3 data (4,92%) ekspresi sedih. Ekspresi kegembiraan merupakan intensi yang paling dominan dalam tuturan ekspresif yang digunakan oleh pengguna media sosial dalam menanggapi pria buta warna yang melihat warna. Hal ini terjadi karena pengguna media sosial Facebook suka menunjukkan ekspresi kegembiraan. Mereka sangat bahagia dengan acara ini. Selanjutnya peneliti menemukan 44 data (72,13%) strategi kesopanan positif, 10 data (16,39%) strategi kesopanan negatif, dan 7 data (11,48%) strategi bald-on record. Penelitian ini tidak menemukan strategi bald-off record yang diberikan oleh pengguna media sosial dalam menanggapi pria buta warna yang melihat warna. Kesantunan positif merupakan strategi kesopanan yang paling dominan digunakan oleh pengguna media sosial dalam menanggapi pria buta warna yang melihat warna. Dengan menggunakan kesopanan positif, pengguna melebih-lebihkan minat mereka dalam menanggapi orang buta warna yang melihat warna atas keajaiban kacamata dengan fenomena langka ini.

Kata Kunci: Ungkapan Ekspresif, Media Sosial, Pria Buta Warna Melihat Warna

Abstract

This study aims to analyze the intentions of expressive utterances and politeness strategy showed by social media users in responding the colorblind men seeing color. This study is descriptive qualitative study. The data of the study are 61 expressive utterances in the comment column of The Epoch Times Canada Facebook account. The data source of this study is taken from in the comment column of The Epoch Times Canada Facebook account with the video colorblind men seeing color. In collecting the data, the researcher uses documentation and observation. The data is analyzed by using the theory of expressive utterance by Yule (1996) and the theory of politeness strategy by Brown and Levinson (1987). The result shows that there are 11 data (18, 03%) of pleasure expression, 17 data (27,87%) of joy expression, 15 data (24,59%) of like expression, 11 data (18,03%) of dislike expression, 4 data (6,56%) of pain expression, 3 data (4,92%) of sorrow expression. Expression of joy is the most dominant intentions in expressive utterances used by social

media users in responding the colorblind men seeing color. This happened because the social media users liked to show joy expression. They have great happiness with this event. Next, the researcher finds that there are 44 data (72, 13%) of positive politeness strategy, 10 data (16, 39%) of negative politeness, and 7 data (11, 48%) of bald-on record strategy. The research does not find the bald-off record given by social media users in responding colorblind men seeing color. Positive politeness is the most dominant strategy of politeness used by social media users in responding the colorblind men seeing color. By using positive politeness, the users exaggerate their interest in responding the colorblind men seeing color for the miracle of the glasses with this rare phenomenon.

Key words: Expressive Utterance, Social Media, the Colorblind Men Seeing Color.

1. INTRODUCTION

One of the sectors that have progressed so rapidly is communication technology. This sector is able to produce various kinds of language activities through available social media. According to Rohmadi (2016), social media is a media that allows its users to socialize and interact with each other, and to share information or establish the cooperation as well. Social media exists to make it easier for users to communicate without time limits. All information in social media will get the response from society at large. There are many different types of social media in this world, one of which is Facebook.

Facebook is one of innovations in the sector of communication technology. Facebook is a social media which is still used today. Facebook access is very simple. By using email or mobile phone, everyone can use it anytime and anywhere. Facebook makes it easy for others to discover new things, such as watching news from around the world.

The interesting news contains in the account of "The Epoch Times Canada" is the news that color blind men seeing color. These people have been waiting their whole lives for this moment. This video attracts public's attention, because color blindness is a rare phenomenon. According to Geletu et al., (2018), color blindness is the inability or the less capability to distinguish different colors under normal lighting conditions. Most color-vision deficiency is inherited and irreversible without treatment to cure them so far.

This case shows men who suffer colour blind since birth. The precious gift helps the men to see colours for the first time. This is a moment that these men have been waiting for his whole life. Seeing the true beauty of colours for the first time is very excited. These are not just normal glasses; it will give a chance to see a whole new world. It is like a miracle. The color blind can

see color with the glasses. The video attract people's attention to give comment because social media is a place for people to express their feelings freely. That is, everyone can express what they feel or think through utterance which is an expressive utterance.

Yule (1996) explains that expressive utterance is a type of speech act that states something that is felt by the speaker. Searle (1979) also states that the functions of expressive utterances are to express or show a speaker's psychological attitude towards certain circumstances as can be stated below: thanking, congratulating, apologizing, deploring, welcoming, condoling, etc. Expressive can refer to listeners or other aspects of the world, but their focus is on how the speaker feels about it (Peccei, 1999: 52).

There are some studies conducted to investigate expressive utterance. Widyowati (2019) has investigated kinds and the function of the expressive speech acts used by the main characters of *Dear John* movie. The research of her study shows that there are six types of expressive speech act used by the main characters of *Dear John* movie, and thanking is the most utterances used by the main character. Furthermore, there are several studies have been conducted to analyze expressive utterance used by the characters in the movie, such as the studies conducted by Raharjo (2015), Sirwan and Yulia (2017), Royanti (2019), Nareswara and Suseno (2019), Sina and Bram (2020), and Siregar (2018). In addition, Mustofa, Nababan and Djatmika (2019) have observed expressive speech act used by male characters on romantic speech event *New Moon* novel. This research used theory by Yule (1996) to analyze expressive speech act. Their study found fifteen kinds of expressive speech act and the most kinds of expressive speech act that is used by male characters is showing dislike. Still focusing on the same field, Muliawati, I Nyoman Sedeng, and Ida Ayu Made Puspani (2020) have investigated expressive illocutionary acts found in webtoon *true beauty* and their translation into Indonesian. The study applied theory of illocutionary act by Leech (1993) and technique of translation by Hymes (2009). The research of their study shows that there are forty-seven expressive illocutionary acts found in the comic, thanking became the dominant of expressive illocutionary acts, and literal translation was the most technique of translation used in this research. Heriwati (2018) has analyzed the relevance of expressive speech act functions revealed in *Dewaruci* story. The research applied Kreidler (1998:183) theory of expressive illocutionary acts. The result found the functions of expressive utterances in this research ware to grow the character of education, aesthetic appreciation, and preservation of Javanese culture. Fitria, Revita, and Asri (2019) have investigated kinds of

expressive utterances and function of the expressive utterances found in the interview Zach Sang Show on YouTube. The research used expressive utterances theory by Ronan (2015) and function of expressive utterance theory by Searle and Vanderveken (1985). Their study found that agreement is the most dominant kinds of expressive utterances and to please is also the most dominant function of expressive utterances. Sulaiman (2020) has analyzed types of expressive utterance used in juries' comment on the USA X-Factor season 1. The research applied expressive utterance theory by Searle (1979). The research of the study showed that that there are 150 expressive utterance, and complimenting is the most dominant types of expressive utterance. Besides, there are some studies having analyzed expressive utterance used by social media users in Facebook, BBM and twitter, such as Syafitri (2020), Muharyanto (2017) and Srinawati (2020).

In this study, the researcher chooses to use comments from social media users on the Facebook account "The Epoch Times Canada" as data. The researcher chooses the video colorblind men seeing color because of a rare phenomenon and a miracle someone who is color blind can see colors with glasses. This event attracts people all over the world to comment which cause various kinds of response expressive utterances in it.

Then the researcher conducts the research entitles *Sociopragmatic Analysis on Expressive Utterances Showed by Social Media Users in Responding the Colorblind Men Seeing Color*.

2. METHOD

The type of this study is descriptive qualitative study. This study aims to find out the intentions of expressive utterances and politeness strategy used by social media users in responding *the Colorblind Men Seeing Color*. The object of this study is the expressive utterances found in the comment column of The Epoch Times Canada Facebook account which share the video entitled *Heartwarming Moments Men See Color for the First Time*. In collecting data, the writer uses documentation and observation. For data analysis, the writer uses the theory of expressive utterance proposed by Yule (1996) in finding the intentions of expressive utterances and uses the theory of politeness proposed by Brown and Levinson (1987) in describing the politeness strategy of expressive utterance by social media users in responding to *the Colorblind Men Seeing Color*.

3. FINDINGS AND DISCUSSION

From the data analysis, the researcher found that there were six types of the intentions of expressive utterances by social media users based on Yule theory (1996) and four strategies of politeness based on Brown and Levinson theory (1987) in responding to *the Colorblind Men Seeing Color*.

3.1 Finding

3.1.1 Intentions of Expressive Utterances

The researcher analyzes the intentions of expressive utterances based on the theory of expressive utterance proposed by Yule (1996). According to Yule theory, expressive utterance is divided into six types; pleasure, joy, like, dislike, pain, sorrow.

This study finds that there are six types of the intentions of expressive utterances proposed by Yule (1996) used by social media users. It is presented in the following table.

Table 1. the Intentions of Expressive Utterance

No	The Intentions of Expressive Utterance	Example	Σ	Percentage
1.	Pleasure	<i>I'm happy for all of them.</i>	11	18,03%
2.	Joy	<i>This video just made me cry with joy for that young man.</i>	17	27,87%
3.	Like	<i>I never get tired of seeing these videos.</i>	15	24,59%
4.	Dislike	<i>Those glasses don't work on all frequencies.</i>	11	18,03%
5.	Pain	<i>I see only golden colour everywhere.</i>	4	6,56%

6.	Sorrow	<i>My father was colour blind.</i>	3	4,92%
Total			61	100%

Based on the table above, the researcher finds 11 data (18, 03%) of pleasure expression, 17 data (27,87%) of joy expression, 15 data (24,59%) of like expression, 11 data (18,03%) of dislike expression, 4 data (6,56%) of pain expression, 3 data (4,92%) of sorrow expression.

3.1.2 Politeness Strategy

The researcher analyzes the strategies of politeness based on the theory of politeness proposed by Brown and Levinson (1987). There are four strategies of politeness such as positive politeness, negative politeness, bald-on record, and bald-off record.

This study finds that there are three strategies of politeness used by media social users. It is presented in the following table.

Table 2. Politeness Strategies of Expressive Utterance

No	Type of Politeness Strategy	Example	Σ	Percentage
1	Bald-on Record	<i>These glasses should be given to all color blind people at a young age.</i>	7	11,48%
2	Positive Politeness	<i>What a beautiful gift!</i>	44	72,13%
3	Negative politeness	<i>Why wait till they are grown up?</i>	10	16,39%
4	Bald-off Record	-	-	
Total			61	100%

Based on the table above, the researcher finds 44 data (72, 13%) of positive politeness strategy, 10 data (16, 39%) of negative politeness, and 7 data (11, 48%) of bald-on record strategy. The research does not find the bald-off record given by social media users in

responding colorblind men seeing color. It can be conclude that positive politeness is the most dominant strategy of positive politeness that social media users give to responding colorblind men seeing color.

3.2 Discussion

3.2.1 Intentions of Expressive Utterances

The finding showed that all the types of expressive utterance by Yule (1996) were used by social media users. In addition, expression of joy was the most dominant intentions of expressive utterances by social media users. This happened because the social media users of Facebook liked to show joy expression. They have great happiness with this event.

The finding of the study is in line with study conducted by Widyowati (2019) who has investigated expressive speech acts used by John and Savannah as the main characters in *Dear John Movie*. The aims of the study were to identify the kinds of expressive speech act and to find out the function of the expressive speech acts used by the main characters of Dear John Movie. This research used theory by Yule (1996) and Clark (1995) to analyze the data. The research found that there were 6 kinds out of 7 kinds of expressive speech act used by main characters of Dear John Movie. They were expressing pleasure, expressing linking, expressing dislike, expressing thank, expressing apologize, and expressing praise. Expressing congratulate was one of kind's speech acts that not found in the utterance of the main character. Thanking was the most common type that found in the utterances of the main character.

The similarity of those previous studies and the current study is theory of expressive utterance proposed by Yule (1996) used in analyzing the data. The differences of those studies and the current study are the data source of this study uses the comments by social media users and the intentions of expressive utterances used by social media users is dominated by expression of joy.

3.2.2 Politeness Strategy

The finding of politeness in the table 4.2 explains three strategies of politeness strategy found in this study. It is supported by the theory of Brown and Levinson (1987) that there are four strategies of politeness such as positive politeness, negative politeness, bald-on record, and

bald-off record. In this study, the researcher does not find the bald-off record strategy used by social media users in responding *the colorblind men seeing color*.

In the finding, the positive politeness strategy is the most dominant strategy given by social media users. By using positive politeness, the users exaggerate their interest in responding *the colorblind men seeing color* for the miracle of the glasses with this rare phenomenon.

4. CLOSING

After analyzing the data of expressive utterance, it can be concluded that the researcher finds 61 data of expressive utterance in responding *the Colorblind Men Seeing Color*. The result of the study shows that the most intentions of expressive utterance that is used by social media users in responding *the Colorblind Men Seeing Color* is expression of joy with 17 data (27, 87%). The next intentions of expressive utterance are expression of like with 15 data (24, 59%). Then, expression of pleasure is with 11 data (18, 03%). The other intentions of expressive utterance are dislike with 11 data (18, 03%) and expression of pain with 4 data (6, 56%). Last, the lowest frequency is expression of sorrow with 3 data (4, 92%). The social media users of Facebook in responding *the Colorblind Men Seeing Color* liked to show expression of joy because they have great happiness with this event. Moreover, the most strategy found in this research is positive politeness strategy with 44 data (72, 13%). The next is negative politeness with 10 data (16, 39%). Last, there is bald-on record strategy with 7 data (11, 48%). It can be concluded that positive politeness is the most dominant strategies of politeness used by social media users in responding *the colorblind men seeing color*. By using politeness strategy, the users exaggerate their interest in responding *the colorblind men seeing color* for the miracle of the glasses with this rare phenomenon.

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