

CHAPTER I

INTRODUCTION

This chapter delivers a brief explanation of the background of the study, limitation of the study, research question, objective of the study, and benefit of the study.

A. Background of the Study

Humans as social beings need to interact with other humans either orally or written. To communicate with others, people need an important tool named language. Language helps us to express ourselves quickly and effectively in almost all situations, and it has also offered us a well-developed means of the encoding process and conveying complex and subtle thoughts (Fauziati, 2016). Through language, a human can express feelings, ideas, opinions, and others. The way language is used is studied in linguistics. The speaker occasionally utilizes an utterance with implicit meanings. As a result, the hearer must be able to interpret the meaning of utterances made by the speaker to achieve the intended meaning. In order to understand the speaker's meaning to convey, it is studied in pragmatics.

Pragmatics is one of the branches of linguistics. It is involved with the inquiry of meaning as it is conveyed by the speaker and interpreted by the hearer. According to Yule (1996), the advantages of learning a language pragmatically are that people can intend their intention, meaning, assumption, goals or purposes, and the actions that they perform when they speak. Based on the preceding statement, it is clear that pragmatics is used to study speaker's meaning (Utami & Ariatmi, 2020). Yule (1996) mentioned some pragmatic language aspects that are studied, including deixis and distance, presupposition and entailment, reference and inference, implicature, politeness, and speech act.

The speech act is known as the study of how to perform something with words. The speech act is a communication act or an utterance that carry a function in communication. The utterance is created in such a way as to serve a specific function, such as informing, warning, ordering, or asking

the hearer about a fact (Fauziati, 2016). One of the most common speech acts used is a compliment. A compliment is the genuinely honest expression of something positive about another person. A compliment is a phrase that can make those who hear it feel flattered while also motivating the person who receives the compliment (Kholifah, 2021). This research is focused on analyzing compliment expression using the theory of Holmes (1988) and Wu (2008).

This research is significant to be conducted since maintaining interpersonal relationships is crucial and to maintain good relations in society, people must adhere to the norms by establishing a positive manner. Furthermore, it addresses language competence or the knowledge of a language and the ability to apply that knowledge to interpret and produce meaningful texts appropriate to the situation in which they are utilized. In other words, it leads to the implementation of communicative competence, or the ability to use correct and appropriate language to achieve communication goals (Fauziati, 2016). One of the communicative competence models based on Celce-Murcia as in Fauziati (2016) is actional competence. Actional competence refers to the ability to choose speech acts or knowledge of language functions (e.g. persuading, asking, complimenting, etc.) and knowledge of speech act sequences since an infinite number of sentences must be able to assign functions to speech. Hatch (in Fauziati, 2016) presents a system of functions including directive, commission, representative, declarative, and expressive, in which compliment is a part of expressive.

Nowadays, social media is widely used for communication around the world. Particularly, people use social media such as Tiktok, Twitter, YouTube, and Instagram. It enables people to share whatever they want and comment on each other. One of the most popular social media is Instagram created by Kevin Systrom. Instagram is an application to share photos and videos as well as social networking services that allow users to communicate. In addition, Instagram users also can interact with another via direct messages and photo comments (Indah & Rifana, 2017).

One of the Instagram accounts that contain lots of compliments is Ariana Grande. The compliments used in the Instagram comment of Ariana Grande also vary and tend to use a variety of casual language. So, the researcher attends to analyzing this phenomenon. The researcher chooses Ariana Grande's Instagram account to find out the compliment expressions in the comment section because she is an international artist and many people admire and compliment Ariana Grande. Ariana Grande is an American singer, songwriter, and actress. She has received numerous awards and nominations throughout her career, proving that she is an influential and inspiring figure. She often posts videos and photos related to her work as an artist. Many of her posts received a large number of compliments from Instagram users.

There have been many researchers who have conducted research regarding compliment expression. Such as Hudustiah (2016) and Puspitasari & Fauziati (2022) which research the topics and the functions of compliment in the movie. Jannah & Laila (2018), Putri & Ariatmi (2020), and Utami & Ariatmi (2020) research the topics and the functions of compliment in social media. Moreover, Indah & Rifana (2017), Fauzi Jamaluddin, Wijayanto & Hikmat (2018), and Lower (2020) research the topics of compliment in social media. Widyanita & Pasribu (2019) and Saraswati (2018) found out the functions of compliment in the movie. Wahyuningsih & Fauziati (2017) and Saerang, Jansen, Manes (2021) classified the topics of compliment in the movie. Hanifah (2019) found out the topics and the functions of compliment used the students as the subject, meanwhile, Keshavarz, Çetereisi, & Asit (2020) used the TV drama as a data source. Then, Sartika (2020) used the TV show as the data source to found out the topics of compliment. This current research is different from the previous studies because there is no researcher that analyzes compliment expression on Ariana Grande's Instagram account.

Meanwhile, in this research, the researcher employs Instagram, which has a large user base. As a result, this research is to expand and complete previous studies by combining the aspects studied, including the topics and

functions of compliments. In this research, the researcher will analyze the topics of compliment based on Holmes (1988) and the functions of compliment based on Wu (2008) expressed by Instagram users on Ariana Grande's Instagram comment section. So, the researcher conduct research entitled "COMPLIMENT EXPRESSION FOUND ON ARIANA GRANDE'S INSTAGRAM ACCOUNT".

B. Research Question

According to the background of the study above, the researcher can establish the problem statement regarding how compliments are expressed by Instagram users on Ariana Grande's Instagram comment sections. Based on the problem statement, the researcher posed the following research questions:

1. What are the topics of compliments expressed by Instagram users on Ariana Grande's Instagram comment section?
2. What are the functions of compliments expressed by Instagram users on Ariana Grande's Instagram comment section?

C. Objective of the Study

Based on the research questions, the objectives of the research are as follow:

1. To classify the topics of compliments expressed by Instagram users on Ariana Grande's Instagram comment section.
2. To identify the functions of compliments expressed by Instagram users on Ariana Grande's Instagram comment section.

D. Significant of the Study

In order to give a contribution, the researcher expects that the research can give theoretical and practical benefits.

1. Theoretical Benefit

This research is an attempt to enrich and complement the theory of speech acts, particularly in the expression of compliment. It can also

contribute to sustainable development by educating society about compliment expressions that are commonly used on social media. It is typically beneficial to social media users and society in the communication field. The researcher hopes that this research can add insight knowledge in linguistics and have a positive influence on the readers.

2. Practical Benefit

The practical benefits of this research can be able to give benefit to pragmatic lecturer, future researcher, and the Instagram users.

a. Pragmatic Lecturer

This research is expected to enhance the understanding of compliment expression competence in the teaching-learning process. Considering the findings this study can help teachers decide what materials to give to their students, especially when giving the materials about speech act or expression of compliment. This research may lead to developing the implementation dealing with actional competence especially the speech act of compliment. The lecturer can teach several topics and functions of compliment in daily activities.

b. Future Researchers

Future researchers will be able to expand their knowledge of compliment expression from this research. They can also use this research as a reference. The next researchers can use the findings of this study to map out or give a position for their research.

c. The Instagram Users

This study can provide examples of different types of compliment expressions that may be used on Instagram. Moreover, Instagram users can also learn more about the different types of compliment functions that are used in daily communication. This research universally assists Instagram users in conveying their ideas or positive thoughts on social media.