ANALYSIS SPEECH ACT OF COMPLIMENT EXPRESSION FOUND IN CINTA LAURA'S INSTAGRAM

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Abstrak

Pujian berarti ungkapan nasihat atau kekaguman. Itu selalu dianggap sebagai cara yang lebih baik bagi orang untuk mengekspresikan diri ketika berhadapan dengan masalah orang lain. Penelitian ini membahas tentang strategi dan fungsi yang terdapat pada Instagram Cinta Laura. Penelitian ini bertujuan untuk mengetahui strategi dan fungsi pujian. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data penelitian ini adalah ucapan pujian di Instagram Cinta Laura. Data dikumpulkan dengan menggunakan teknik dokumentasi dan dianalisis menggunakan model interaktif yang dikembangkan oleh Miles, Huberman & Saldana. Hasil penelitian menunjukkan bahwa terdapat tiga strategi pujian pada komentar di Instagram Cinta Laura: pujian eksplisit, pujian implisit, dan tidak pujian. Selain itu tujuh fungsi pujian yaitu mengungkapkan kekaguman spontan, mengungkapkan dorongan, mengungkapkan evaluasi positif, menciptakan dan memelihara hubungan baik, mengungkapkan kritik, mengubah sarkasme, dan meningkatkan konsolidasi solidaritas.

Kata Kunci: pragmatik, tindak tutur, pujian

Abstract

Compliment means expressions of advice or admiration. It has always been considered a better way for people to express themselves when dealing with other people's problems. This study discusses the strategies and functions found in Cinta Laura's Instagram. This study aims to find out the strategy and function of compliments. This research used a descriptive qualitative approach. The data were the compliment utterances in Cinta Laura's Instagram. The data were collected using the documentation technique and Analyzed using interactive model developed by Miles, Huberman & Saldana. The result of the study showed that three compliment strategies were found in the comments in Cinta Laura's Instagram: explicit compliment, implicit compliment, and non-compliment. In addition, seven functions of compliment, namely, to express spontaneous admiration, to express encouragement, to express positive evaluation, to create and maintain rapport, to express criticism, to modify sarcasm, and to increase consolidated solidarity.

Keywords: pragmatics, speech act, compliment

1. INTRODUCTION

Language is the primary means of communication between individuals. It is a uniquely human method of expressing ideas, emotions, and goals through deliberately created

symbols. Speech, produced by the vocal cords and transferred through the lips, is a systematic arrangement of words. Language plays a vital role in human life, with spoken and written forms crucial for communication. Beyond conveying ideas, language allows for various actions and moves, enabling participants in a conversation to understand the speaker's intentions. Additionally, language develops creative thinking, serving a purpose beyond mere information.

According to Yule (1996), pragmatics is the study of the relationships between linguistic forms and the users. By studying language via pragmatics, one can discuss about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions (for example, requests) performed when they speak. For instance, two friends having a conversation may imply some things and infer some others, while other people may perceive itexplicitly or plainly.

In pragmatics, speech act is a pragmatic element that encompasses all participants involved in communication, such as speaker, listener, or reader. Yule (1996) describes speech act as an activity that is executed through spoken or written utterances. Bach (in Hidayat, 2016) states that communication is not only about language but also action since every action in verbal communication has its own message. Based on Searle's taxonomy (1979), Yule (1996) divides speech acts into five types of: declarations, representatives, expressives, directives, and commissives.

As a type of speech act, expressive is most frequently used in daily conversation. Expressive concerns with the act of conveying emotions. One of the expressions of emotion is to compliment someone or something. Compliment represents admiration and gratitude for what is deemed admirable and lovely. Compliment is "the social lubricant that develops or maintains connections," which generally and positively impacts interpersonal interactions. However, compliment is not always a positive one, because it may imply negative motives and purposes, such as sarcasm. Such negativity may affect human interactions.

Nowadays, social media is an inseparable part of modern people's life. Among the most popular media platforms are *Instagram, Twitter, Facebook,* and *Youtube.* Instagram is unique because it has the most active users around the world. This platform allows users to post photos, video, or caption, while the followers can write comments and send private messages. Basically, it offers two-way communication. Therefore,

many artists use *Instagram* to communicate with their fans, including a young, talented artist, Cinta Laura. She has 8.9 milion followers (https://instagram.com/claurakiehl=) and updates her activity regularly on *Instagram*. Consequently, her followers can notice and write comments about her activities, including to give compliments.

Several studies have discussed the theme of compliment with different objects, including Culpeper & Pat (2021) on innovative WhatsApp application and Google Docs to find compliment in undergraduate students, Yang et al. (2022) on We-chat or QQ to find the role of spontaneous and function of teacher–student interactions in the Antarbudaya Senior High School, Al-Shboul et al. (2022) on DCT to investigate compliment responses of Jordanian adolescent students, Muji Agustiyani (2020) on Youtube accounts to explore the compliment strategies by the judges in two talent search reality shows, Natsir et al. (2021) on DCT, interviews, and follow-up observations to explore essay and to describe the objectives producers for the English language learning program on UIN Allaudin Makasar, Rahmayani (2020) on british talk show to find different response strategies to questions used by two different types of broadcast, Ariani et al. (2021) on DCT to investigate and provide an analysis for compliment produced by EFL students of the University of Riau, Zhu (2019) on DCT to investigate the impact of one macro-social regional factor, Thi (2020) on DCT to identify the social benefits of using compliment responses, Miranda & Hamzah (2018) on discussion transcript to find the type compliment, Dilek (2020) on open role play to find turkish EFL compliment responses, Hakim et al. (2019) on chatbot to describe the compliment strategies used by replica in dialogue, Shabani (2015) on ANOVA in two dimensions to find compliment response-concealment strategies as a sub-category of politenes strategies, and Al Fatah (2015) on role play to explore pragmatic study of strategies applied by the students of Semarang State University based on the type of compliment.

The present study is different from previous studies. This research concerns about the strategy of compliments and the function of compliment. The difference between this study and previous studis also lies in the theory to analyze the data. This research attempts to expand Ye's approach (1995) regarding the complement strategy. In addition, the function of compliment by Wolfson (1985) is also employed. This study used Cinta Laura's Instagram as a data source. Therefore, this study aims to identify the

strategies and functions of compliment in Cinta Laura's Instagram. The researcher is interested in investigating the use of compliment speech acts in *Instagram's* comments and determining the strategies of compliment speech acts and the functions of compliments that appear in Cinta Laura's Instagram comments.

2. METHOD

This research used a qualitative-descriptive approach. The source of the data was Cinta Laura's *Instagram*. The primary data was the comments containing compliments in Cinta Laura's *Instagram*. The data were analyzed using an interactive model developed by Miles, Huberman, and Saldana (2014). The put-forward interactive model is divided into four stages, namely data collection, data display, data condensation, and conclusion (drawing/verifying).

The data were analyzed as follows: 1) The researcher visited the official *Instagram* of Cintas Laura (https://instagram.com/claurakiehl), 2.) The researcher read and observe comments on *Instagram*. 3.) The researcher took screenshots of comments that contain compliments, 4) The researcher analyzed the expression of compliment to explain the strategy and function of compliment. The collected data were analyzed using Ye's theory (1995) on the strategies of compliment, and Wolfson's theory (1980) on the functions of compliment.

3. RESULT AND DISCUSSION

Strategies of compliment, the analysis was focused on the compliment found in the comments in Cinta Laura's Instagram. The researcher found 67 utterances of compliment. They can be divided into three strategies.

Explicit compliment is simple and direct occupation of respect, positive appreciation, or admiration for someone. There are four types of explicit compliment namely: (1) Explicit for Attractiveness, (2) Explicit for Achievements, (3) Explicit for Positive Appreciation, and (4) Explicit for Conduct.

Explicit compliment and implicit compliment are antonyms. The compliment provider who is unable to communicate appreciation or admiration to someone directly is referred to as an implied compliment. Furthermore, from 67 utterances, 6 of them are identified to the implicit compliment.

Non-compliment can be said as coercion which the compliment giver gives verbal responses to the given situations, but the rejoinders they give can hardly be regarded as compliments. Furthermore, from 67 utterances, 5 of them are identified as the non-compliment.

Table 1.The Strategies Of Compliment

Strategy of Compliment	Number of Case	Percentages
Explicit Compliment	67	52,26%
Implicit Compliment	6	4,68%
Non-Compliment	5	3,9%
Total	78	100%

The researcher identified the function of compliment based on the data and found seven functions of compliment. The researcher found 90 utterances of of compliment on Cinta Laura's Instagram. They can be divided into seven functions. (1) To increase and consolidate solidarity, (2) to create or maintain rapport, (3) as spontaneous expression of admiration, (4) to express positive evaluation, (5) as encouragment, (6) to soften criticsm, and (7) to modify the sarcash

Table 2. The function of Compliment

Function of Compliment	Number of case	Percentages
To express spontaneous admiration	76	84.4%
To express encouragment	5	5.5%
To express the positive evaluation	3	3.3%
To often criticsm	2	2.2%
To create or mantain rapport	2	2.2%
To increase and consolidate solidarity	1	1.1%
Total	90	100%

The findings of this study are elaborated in this section. They were discussed based on the strategies and functions of compliment. Subsequently, they will be compared to the previous studies. According to the findings of this study, the researchers identified three compliment strategies. These three types of compliment are explicit compliment, implicit compliment, and non-compliment. Meanwhile, after

further examination, these research findings are in line with Miranda & Hamzah (2018) who also identified the three strategies: explicit complement, implicit compliment, and non-compliment. This is most likely because both researchers used Ye's theory (1995) on the three strategies.

Nevertheless, the findings are not in line with the conclusions reported by Zhu (2019) , Ariani et al. (2021), Al-Shboul et al. (2022), and Muji Agustiyani (2020). The differences in the results of the study are related to the total number of compliment strategies found by the researchers, as well as the ability to use varied subjects. Zhu (2019) indicated two strategies of compliment: implicit compliment and explicit compliment. Furthermore, Ariani et al, (2021) identified two strategies of compliment: single unbound semantic formula and unbound-bound semantic formula combination. Based on Yu (2004), Al-Shboul et al. (2022) analyzed and identified two compliment strategies: growing sensitivity and awareness of the differed realizations of compliments. Furthermore, Muji Agustiyani (2020) suggested only one praising approach, which was vocal praises based on Ye's theory (1995).

Based on the comparison of the research findings, the researcher concludes that diverse research outcomes are related to different frameworks. It could be further related to the variation in the research subjects. Miranda & Hamzah (2018) involved Facebook users as research participants using varied tactics, resulting in a variety of compliment expressions. Zhu (2019), Al-Shboul et al. (2022), Ariani et al. (2021) involved EFL learners as study participants, resulting in the identification of fewer praising tactics. Muji Agustiyani (2020), involved the judges from Indonesian and American Idol 2019 as the participants, resulting in just two identified compliment strategies. The present study, involved Instagram users as research subjects, in which the findings demonstrate a wide variety of modification and the identification of additional compliment strategies.

The researcher identified seven functions of compliments in the data. They include: to increase and consolidate solidarity, to create or mantain rapport, to express spontaneus admiration, to express positive evaluation, to express encouragment, to soften criticsm, and to modify the sarcasm. The findings of this study are in line with Hudustiah (2016) who identified the similar seven functions of compliment: to increase and consolidate solidarity, to create or mantain rapport, to express spontaneus of

admiration, to express positive evaluation, to express encouragment, to soften criticsm, and to modify the sarcasm. It possibly occurred since both studies adopt the same theoretical framework by Wolfson (1983).

Meanwhile, the findings of this study are not in line with the findings reported by Arimbi (2022), Sartini (2019), Natsir et al. (2021), and Rahmayani (2020). The number of functions shows the difference in the findings. According to Arimbi (2022), compliments have five functions: to express admiration and approval, to maintain rapport, to modify saracsm, to encourage, and to give positive evaluation. Sartini (2019) and Natsir et al. (2021) discovered variations in the theoretical frameworks adopted by the researchers. In addition, Rahmayani (2020) observed discrepancies in the used objects. In the present study, the functions of compliment include: to increase and consolidate solidarity, to create and mantain rapport, to express spontaneous admiration, to express positive evaluation, to express encouragement, to often criticism, and to modify sarcasm.

4. CLOSING

This study focuses on the strategies and functions of compliment in Cinta Laura's Instagram. It attempts to find out the strategies and functions of compliment in the comments of Cinta Laura's Instagram. The result of this study reveals three strategies of compliment, namely explicit compliment, implicit compliment, and non-compliment. After analyzing the data, the findings of this study found 67 explicit compliments, 6 implicit compliments, and 5 non-compliments.

The findings indicate that explicit compliment is the most common expression used by Instagram users. In addition, seven functions of compliment are found, namely: 76 of spontaneous expression of admiration, 5 of encouragement, 3 expression of positive evaluation, 2 expression to create or maintain rapport, 2 expression to often criticism, one modified sarcasm, and one expression to increase and consolidate solidarity. The findings indicate that spontaneous expression of admiration is the most commonly type of compliments used by Instagram users. Based on the findings, it can be concluded that Instagram users commonly express compliments through explicit compliments. Moreover, Instagram users write compliments that apply to Cinta Laura, and the researcher hopes that this research can be used as a reference for teaching modules, especially in pragmatic speech acts in compliment expressions. For students,

researchers hope to convey a compliment with a good structure with the right property to comfort others.

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