

CHAPTER I

INTRODUCTION

This chapter consists of background of the research including review of the previous research, research questions, purpose and significance of the research, definition of key terms and organization of the writing.

1.1. Background

In this era, there are many kinds of social media, whether it is a chat application, an application to upload posts, share photos and so forth. The beginning of the formation of social media occurred in 1978 from the discovery of a bulletin board system that could allow us to upload, or download information, be able to communicate using electronic mail whose internet connection was still connected to a telephone line with a modem. This bulletin board system was found by Ward Christensen and Randy Suess who are both fellow computer lovers. The first development of social media was carried out by sending the first electronic mail by researchers ARPA (Advanced Research Project Agency) in 1971. The definition of social media itself is an online media with users who can easily participate, share and create content in the form of blogs, social networks, wikis, forums and the virtual world. Instagram, Facebook, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is an online media that supports social interaction and social media itself uses web-based technology that can turn communication into an interactive dialogue.

Social media itself plays a role as one of the effective promotional and communication tools because it can be accessed by anyone, so that the connection network becomes wider. Social media is an indispensable part of society, especially in promotion in a business or company and is one of the best ways to reach

customers and followers. Social media such as Instagram, Facebook, and YouTube have a number of benefits for companies and conventional media such as print and TV media, brochures and leaflets. Similarly, people who use social media are limited to communicating with relatives or making new friends.

As social media grows, negative and positive impacts will surely emerge. The positive impact generated by social media is to establish friendship with others and increase knowledge. Positive impact will also be born on language development. One of them is that we can easily learn languages and interact with foreign languages with fellow social media users. So will the negative impacts. The example of negative impact is children freely accessing something that do not feasible for their age. For the language, the negative impact also very influential. One of them is the emergence of utterances and speech acts that have negative forms and meanings. Even though the positives also exist. Finally, the cause of the increasingly growing interaction on social media are utterances and speech acts been born with various forms.

Utterance means a spoken word, statement, or vocal sound or the action of saying or expressing something aloud In English. while the utterance in Indonesian means the word spoken, pronounced, or mentioned. An utterance can take sentence form, but not every sentence is an utterance. An utterance is identifiable by a pause, a relinquishing of the floor, a change of speaker; that the first speaker stops indicates that the utterance is, temporarily, complete and awaits, invites a response.

In spoken language, an utterance is the smallest unit of speech. It is a continuous piece of speech beginning and ending with a clear pause. In the case of oral languages, it is generally but not always bounded by silence. Utterances do not exist in written language, only their representations do. They can be represented and delineated in written language in many ways. Utterances that are in writing are planned, in contrast to utterances in improvised spoken language. In written language there are frameworks that are used to portray this type of language. Discourse structure (which can also be found in spoken language) is how the conversation is organized, in which adjacency pairs. Discourse markers are used to organize conversation. Lexis denotes the words being used in a text or spoken; these

words can create a semantic field, for example, a semantic field of love can be created with lexical choices such as adore, admire, and care. Grammar or syntax is another feature of language in general but also utterances, and pragmatics means that when utterances are spoken or written the meaning is not literal, as in sarcasm. Therefore, it can be concluded that utterance is an uninterrupted chain of spoken or written language.

Based on the definition and explanation about utterance above, it cannot separate from speech act. Speech act in linguistics is something expressed by an individual who not only presents information, but also takes action. For example, the phrase “I want a glass of tea, can you give it to me?” is considered a speech act because it expresses the speaker's desire to get a glass of tea, and requests that someone give them a glass of tea. Kent Bach says, “almost all speech acts really are the performance of several actions at once, distinguished by various aspects of the speaker's intention: there is an act of saying something, what someone does in saying it, such as asking or promising, and how someone tries to influence their audience.”

The use of this term contemporary refers to the development of J. L. Austin's performative speech and his theory of locution, illocutionary, and perlocutionary actions. Speech acts serve their function after they have been said or communicated. This is usually taken to include actions such as apologizing, promising, ordering, answering, asking, complaining, warning, inviting, congratulating, and refusing.

Therefore, speech act divided into several forms. One of those forms is Expressive speech act. Expressive speech act expresses the speaker's attitudes and emotion towards the proposition. This category of speech acts explains what the speaker feels. Expressive speech act is used to express psychological state, such as: expressing praise, pleasure, pain, like, dislike, joy, sorrow, condolence, pardon, thanking, apologizing, congratulating, welcoming. In this research, the writer is interested in studying the Expressive speech act used by the Instagram users in the comment column and will focus on ‘Expressing Like and Dislike’.

The writer uses pragmatic theory to analyze the problem in this research. It is concerned on analyzing what speakers mean with their utterances and involves the interpretation of what people said in a particular context. Therefore, they can decide the appropriate way and language to convey messages.

Instagram is a photo and video sharing application that let users to take photos, take videos, apply digital filters, and share them with various social networking services, including the Instagram's users themselves. From users who are continuously communicating with each other, user relationships become even more intense, especially when they know they are in the same location. This is what initially became the beginning of Instagram communities or more commonly known as "iGers". Moreover, users are encouraged to take more photos and allow users to think that their photos are more artistic than ever. There are more than 100 "Instagramers" communities in the world. The community is not only categorized from countries, but big cities in a country. One of them is the Instagram account of famous football club from Germany, namely FC. Bayern München.

There are some reasons of the researcher in choosing FC. Bayern München's Instagram comment column as the media in this research. First, Bayern München's is one of the biggest communities on Instagram and also have a big follower and this makes the followers of Bayern München produce various forms of comments in each post. Second, there were many like and dislike speech found on the comment columns of Bayern München post and this appealing to be use for medium of research.

In this research, the researcher takes several previous studies that are relevant to what the researcher investigates. Previous study is an effort to reveal similar studies conducted by previous researcher. In relation to the topic of research to be studied, the literature review can be accountability effort of a study so that it can anticipate plagiarism. From literature search results, researcher have found several works that discuss Expressive speech act, including as follows.

The first previous study entitles *Thanking Strategies used In Margaret (2011) Movie Script* (Aulia, 2018). The problems of this research are what thanking strategies are elaborated by the characters in *Margaret* (2011) movie script, and

how are the expressions of thanking show their function. The result of Thanking Strategies used In *Margaret* (2011) Movie Script finds that there are seventy-six thanking expressions, nine functions why the characters used thanking strategies in the movie. The second previous study is *The Apology Strategies Used in Frozen Movie* (Yani, 2018). The problems of this research are how are the apology strategies used in *Frozen* movie, and how do the characters use the apology strategies relate with principle of politeness in *Frozen* movie. The last previous study is taken from *Speech Act Analysis of Dr. Zakir Naik's Speeches* (Hartini, 2016). The problems of this research are how are the speech act used and the function of speech act itself in Dr. Zakir Naik's Speeches.

The differences between the previous studies above and this research are the object and the question of the problem in this research which is used by the writer. All the previous studies talk about 'Politeness' and 'Apologies' but the writer will focus on 'Like and Dislike' utterances. The researcher will analyze the use of like and dislike expressive speech in the comment column of FC. Bayern München Instagram account. Thus, the researcher intends to conduct a research under the title "Expressing Like and Dislike in Comment Columns of FC. Bayern München's Instagram Account".

1.2. Research Questions

The questions for the present research are:

1. What are the functions of expressing like and dislike in the comment column of FC. Bayern München's Instagram account?
2. What are the purposes of expressing like and dislike in the comment column of FC. Bayern München's Instagram account?

1.3. Research Objective

Based on the research question above, the writer focuses on function, purpose and the cause of like and dislike speech acts that influence on the FC. Bayern München's Instagram account. The research is aimed:

1. To analyze the functions of like and dislike expressive speech found in the comment column of FC. Bayern München's Instagram account.
2. To identify the purposes of like and dislike expressive speech found in the comment column of FC. Bayern München's Instagram account.

1.4. Significance of The Research

The results of the research are expected to have contribution both theoretically and practically. Theoretically, the research findings are to enrich the comprehension and understanding of pragmatics learning, especially expressive speech act learning about like and dislike expression. Learning about the function of like and the function of dislike, also the purpose of like and dislike. Not only that, but also recognizing the function and purpose, and also how it is applied and classified in social media as the object of this research.

Practically the research findings will be useful to be done because it has some benefits for everyone who wants to study and read the analysis, especially about the problems and issues that researcher explained. Therefore, the researcher hopes the analysis would motivate individuals interested in linguistics to do analysis. Moreover this research could be applied in the daily activity; in the environment or on social media.

1.5. Definition of Key Terms

In order to avoid misconception while reading this research, the researcher explained the key terms of this research:

a. Pragmatics

Pragmatics is the study of meaning delivered by the speaker and interpreted by the hearer (Yule, 1996:3).

b. Speech Act

Speech acts are acts of communication to express a certain attitude and the type of speech act being performed corresponds to the type attitude being expressed (Yule, 1996:3).

c. Expressive

Expressive are used to express a psychological state (gratitude for thanks, sympathy for condolences, pleasure for congratulations, regret for apologies) about a presupposed proposition (Griffiths, 2006:152).

d. Social Media

A group of Internet-based applications that build on the ideological and technological foundations of Web.

e. Instagram

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app.

1.6. Organization of the Writing

This research is presented into five chapters as follow. Chapter I contains the introduction. It describes background, research questions, purpose and significance of research and definition of key terms. Chapter II presents some theories that are related to this study. The discussion consists of theory of pragmatics, speech acts, expressive speech act and theory about expressing like and dislike. Chapter III provides research methodology including research design, data source, technique of collecting data and technique of analyzing data. Chapter IV contains the full report of the study. It explains about finding and discussion. Chapter V contains the conclusion and suggestion. This last chapter of the paper

discuss about the conclusion from the researcher toward the result of the research and also the suggestion concerning the research.

