Expressive Speech Acts Function of Wise Quotes on @Boycandra's Instagram for the Millennial Generation's Self-Esteem Development

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ABSTRACT
Expressive speech is uttered with the intention that the speech partner can interpret the message delivered through Instagram becomes analysis in the speech. This study aims to describe types of expressive speech acts on @*Boycandra's Instagram*, which can develop self-esteem of the millennial generation. The study uses the qualitative method, which has the descriptive feature. Data collection technique uses a document of picture screenshots captured on @*Boycandra's Instagram*. Data analysis of this study uses pragmatic analysis method. Based on the result of data analysis, there are five expressive speech acts on @*Boycandra's Instagram* such as responsibility, cheering up, criticizing, forgiving, and appreciating. The five kinds of expressive speech acts can create the self-esteem of the millennial generation. Expressive speech acts play a role in the self-esteem of the millennial generation, when the speaker states the speech through quotes on his Instagram, expresses happiness self-esteem which speech partner gains will become positive. Otherwise, when the speech delivered through quotes of his Instagram gives badness, self-esteem gained by speech partner will become negative. Expressive speech acts of quotes on his account are wise expressive speech acts that will build a better self-esteem development for the millennial generation.

Keywords: *Expressive speech acts, self-esteem, Boycamdra's Instagram*

1. INTRODUCTION

Communication is a way to deliver a message through direct and indirect media to give others an opinion, behavior, and attitude. The social media which is mostly used is *Instagram.* Instagram is used to provide news in culture, teaching, gossip, economics, politic, etc. With a more comprehensive social media network, it can give netizens more opportunities to communicate. [1] But, the wider the internet becomes as communication media, the more the internet can negatively impact people. For example, saying a lousy speech, swearing, and demeaning others. [2] Some policies are obligated to notice in social media development. One of the policies consists of individual policy, which is called self-esteem.

Self-esteem is a decisive part of success in an individual's life, the cause of self-esteem change for teenagers can be a powerful part of their successful future. If the environment delivers happiness, self-esteem will become good, but self-esteem will become not good if the domain provides badness. Self-esteem level can be referred to various things which the person shows. In the study, it is demonstrated that society will have difficulty accepting teenagers with low self-esteem. [3]

Speech acts are classified into five categories based on their function. One of them is expressive speech act, which is a type of speech that expresses feelings and attitudes, such as thanking expressions, apologies, and so on. [4]

Studies that are related to speech acts have been done in social media. One of them was done by Olenti (2019), entitled *"Tindak Tutur Ekspresif dalam Twitter"* about forms and functions of expressive speech acts on Twitter. The researcher used the qualitative method with note-taking technique in collecting data. The similarity between this study and Naomy's is the analysis of the form and meaning of a speech. [5]

Indah & Yufarlina (2019) researched *"Tindak Tutur Ekspresif di Akun Instagram @kampuszone"* regarding the kinds of

expressive speech acts in the @kampuszone account. The researcher used the descriptive qualitative method. The similarity found with the present study is about the expressive speech acts on *Instagram.* [6]

Riky (2019) studied *"Tuturan Ekspresif Berupa Pujian dan Celaan terhadap Pejabat Negara Pada Media Sosial* (Speech Acts of Praise and Mockery Expressions Towards State Officials through Social Media)" about types and functions of expressive speech in social media. Riky used the descriptive qualitative method. The similarity with this study is about the kind and meaning of expressive speech. [3]

Rahmatika & Wahyudi (2020) examined *"TTE (Tindak Tutur Ekspresif) Warganet terhadap Peristiwa Banjir di Jakarta: Identitas Kultural Penutur Bahasa Indonesia"* towards the forms of expressive apeech acts through Instagram. They used descriptive qualitative method. There is a similarity in the types of expressive speech acts on *Instagram.* [7]

Rahmatika & Wahyudi (2020) conducted a study entitled *"Prespeltif Pragmatik terhadap Tuturan Warganet atas Peristiwa Musibah Banjir di Jakarta"* about expressive speech acts form on *Instagram.* They adopt descriptive qualitative methods. The similarity of this study is focusing on expressive speech acts on *Instagram.* [8]

Wahyu (2021) studied *"Tuturan Ekspresif pada Quotes Akun Instagram @Najwasihab Relevansinya pada Pembelajaran Bahasa Indonesia Di SMA"* towards the form of expressive speech on *Instagram.* She employed the descriptive qualitative method. The similarity with this study is in expressive speech form on *Instagram.* [9]

Speech acts in social media is an interesting discussion as a study topic because it consists of both lingual and social and cultural contexts. The communication process between the speaker and the speech partner can create a speech. [10]

Based on the explanation above, the reason that makes this topic, "Expressive Speech Acts of Wise Quotes on *@Boycandra's Instagram* to Develop Self-Esteem of the Millenial Generation", is interesting to study because the speech in social media have an enormous influence on the speech partners who read those quotes. Even though there have been some previous studies about expressive speech acts, there were no studies toward expressive speech acts of wise quotes *@Boycandra's Instagram*, who has a lot of followers that many of them are teenagers. It makes those quotes read and influence the speech partners' attitude. The study will discuss expressive speech act types and meanings, which play a role in developing the self-esteem process.

2. METHOD

This is a descriptive qualitative study, which seeks to describe and explain an event or phenomenon that occurs in the actual world. Data source were quotes from *@Boycandra's Instagram* which often uses expressive speech in expressing something within his quotes about wisdom to motivate and cheer up the teenagers' spirit.

Data collection is a document that is a screenshot captured from @Boycandra's *Instagram.* Data are reviewed for accuracy in line with the data source that has been determined, and the data processing is completed. This study uses Pragmatic analysis. Pragmatics studies a language user's ability to thoroughly combine and modify a sentence and situation. The first step in analyzing data is documenting data which is gained by screenshot captured from *@Boycandra's Instagram.* Then, reducing data is done by sampling the data to be synchronous and appropriate. After all the data is collected, data are grouped based on its characteristics. Analyzing data is done by noticing the authenticity of the speech. After that, measuring speech validity level and then presenting the data are done. Data presentation shows some wise quotes from *@Boycandra's Instagram* and then concludes.

3. RESULTS

Expressive speech acts types of quotes on *@Boycandra's Instagram* consist of cheering up, responsibility, criticizing, forgiving, and appreciating. Based on the study analysis, expressive speech acts types can be known on self-esteem development for teenagers. Speech acts types benefit from introducing pragmatics to the teenagers who read his quotes on *@Boycandra's Instagram*.

Expressive speech acts play a role in developing the millennial generation's self-esteem; when the speaker states through quotes of his Instagram gives happy self-esteem, which speech partner gains become positive. Otherwise, when the speech which is delivered through quotes of his Instagram account gives a bad speech, self-esteem which speech partner gains will become negative. Expressive speech of quotes on that account is wise expressive speech acts because this speech will build a better self-esteem development for the millennial generation.

Expressive responsibility speech is the speech from the speaker delivered to the speech partner based on responsibility. This type of expressive speech act plays a role in developing self-esteem, which creates a good attitude for speech partners to be responsible for every action they have done to build the responsibility self-esteem for the millennial generation.

An expressive criticizing speech is a speech delivered to a speech partner based on a problem or speech partners' act. This kind of expressive speech acts plays a role in developing self-esteem. The speaker's critical quotes make the speech partner self-evaluate, create a good attitude, and commit himself to do better things. It builds better self-esteem for the millennial generation.

An expressive cheering-up speech act is a speech that the speaker delivers to cheer up and motivate the speech partner struggling in life. This type of expressive speech plays a role in developing self-esteem. Cheating quotes makes the speech partner feel enthusiastic and motivated to keep working and creates enthusiastic self-esteem for the millennial generation.

An expressive forgiving speech is a speech given by the speaker to the speech partner as advice to be patient toward everything in life. The types of expressive speech act play a role in developing self-esteem from quotes from the speaker to forge each other. It makes speech partners think that forgiving each other can give peace in each other's lives, especially for themselves. It creates forgiving self-esteem for the millennial generation.

Expressive appreciating speech is a speech that the speaker delivers to the speech partner, which benefits as a reminder that society can appreciate each other. These types of speech acts play a role in developing self-esteem. With the existence of quotes from the speaker, the speech partner can think that the importance of giving mutual respect creates appreciating self-esteem for the millennial generation.

3.1 Types of Expressive Speech Acts

3.1.1 Expressive Responsibility Speech Act

There is data that includes an expressive responsibility speech act. It is proven in the following sentence.

(1) Explicature: *"Semua orang bisa bicara apa saja tentangmu. Bisa memberi stempel apa pun yang*
mereka mau. Tapi kamu juga tahu, kamu tetap bisa bodoamat dengan semua itu dan tetap melanjutkan hidup yang kamu pilih dan kamu mau." (Everyone can speak everything about you, can give a mark based on everything they want. But you also know that you can still not care for all of that and keep going on with the life you've chosen.)

Speaker: Boy Candra

Speech Partner: Teenager

That data is **an expressive responsibility speech act.** Through that speech, the speaker shows responsibility. It is proven with the speaker's expression "The life you've chosen" means that the speech partner can choose life regarding their choice and can be responsible for their choices.

This result is related to the previous study studied by Olenti (2019), entitled *"Tuturan Ekspresif dalam Twitter".* The study's result showed five data consisting of expressive responsibility speech act. [5]

3.1.2 Expressive Cheering-up Speech Act

Data 2 is an expressive cheering-up speech act proven by the following sentence.

(2) Explicature: *"Usahakan terus, mungkin jatah dikabulkan keinginan besuk, atau lusa, bulan depan, atau tahun depan. Jangan berhenti dulu. Tekun saja merawat impianmu."* (Keep trying; perhaps your wish will come true tomorrow, the day after tomorrow, next month, or next year. Don't stop. Keep your dreams alive.)

Speaker: Boy Candra
Speech partner: teenager

That data is **expressive cheering up speech act.** Through that speech, the speaker shows spirit. This is proven by the speaker's speech "don't stop" which means the speaker cheers up the speech partner.

This shows the similarity with the previous study written by Pangesti & Rosita (2019), which is entitled *"Tuturan Ekspresif di Akun Instagram @kampuszone."* The result showed expressive cheering-up speech act is the most dominant. [6]

3.1.3 Expressive Criticizing Speech Act

Data 3 is an expressive criticizing speech act. The following speech proves it.

(3) Explicature: *"Orang kalau diajak sesuatu, diajarin sesuatu, lebih duluan ngeluh nggak bisanya. Lebih duluan pesimisnya. Udah, tinggalin aja. Nggak usah dijelasin lagi. Yang begituan emang nggak mau belajar aja. Biarin. Fokus aja untuk dirimu dan orang-orang yang mau diajak bertumbuh aja."* (If a person is asked to do something and taught about something, he will come with a complaint first that he cannot do that. Feel pessimistic at first; well, leave him—no need for any more explanation. Thus people never want to learn. Let them go. Be focused on yourself and people who want to grow.)

Speaker: Boy Candra
Speech Partner: Teenager

That data is **an expressive criticizing speech act.** Through that speech, the speaker showed criticism for the speech partner. This is proven with the speaker's sentence, "he will come with the complaint first" which means that the speaker criticizes the speech partner who often complains about his life without trying to be better.

This is related to a previous study of Wahyu studied (2020) entitled "*Tuturan Ekspresif Pada Caption Akun Instagram @Najwashihab Relevansinya Dalam Pembelajaran Bahasa Indonesia Di SMA.*" This study shows the result of expressive speech act criticizing that it was found 12 speeches. [9]

3.1.4 Expressive Forgiving Speech Act

Data 4 is an expressive forgiving speech act; the following sentence proves this.

(4) Explicature: *"Saling memaafkan untuk dapat saling merasakan lega. Saling menjauhi semata agar tak terulang luka yang sama. Beberapa hal yang pernah terjadi dalam hidup, biarkan menjadi kenangan yang pelan redup. Tak perlu diulang, sebatas kenang sebelum hilang."* (That data is an expressive forgiving speech act. Through that speech, the speaker showed forgiveness. This is proven with the sentence "forgiving each other" which means the speaker offers to speech partner to forgive each other because it will not be

harmful. It will bring peace instead).

Speaker: Boy Candra
Speech Partner: Teenager

That data is **an expressive forgiving speech act.** Through that speech, the speaker showed forgiveness. This is proven with the sentence "forgiving each other" which means the speaker shows to speech partner to forgive each other because it will not be harmful. It will bring peace instead.

This result is related to a previous study studied by Wahyu (2020), entitled *Tuturan Ekspresif Pada Caption Akun Instagram @Najwashihab Relevansinya Dalam Pembelajaran Bahasa Indonesia Di SMA.* The result showed there are nine expressive forgiving speech acts that exist in that account. [9]

3.1.5 Expressive Speech Act of Appreciating

Data 5 is an expressive appreciating speech act; the following sentence proves this.

(5) Explicature: *"Menghargai diri sendiri itu penting karena tidak semua orang pandai menghargai dirimu. Mengapresiasi diri sendiri ittu penting karena tidak semua orang bisa melakukannya untukmu."* (Self-appreciation is essential because not everyone can appreciate themselves properly. Self-appreciation is crucial because not everyone can do it for you.)

Speaker: Boy Candra
Speech Partner: Teenager

That data is **an expressive appreciating speech act.** Through that speech, the speaker shows appreciation. This is proven in the speaker's statement "self-appreciation," which means the speaker tells the speech partner the importance of appreciating themselves.

This follows the result of a previous study done by Olenti (2019), entitled *"Tuturan Ekspresif dalam Twitter".* The study results show that data consists of expressive speech act functions as appreciating. [5]

Table 1. Types of Expressive Speech Acts

No	Types of Expressive Speech Acts	Result
1.	Expressive Responsibility Speech Act	Be responsible to themselves
2.	Expressive Cheering-up Speech Act	Cheer up to keep trying
3.	Expressive Criticizing Speech Act	Criticizing the speech partner who does not want to improve and develop.
4.	Expressive Forgiving Speech Act	Forgiving each other
5.	Expressive Appreciating Speech Act	Appreciating each other.

3.2 Self-Esteem

3.2.1 Responsibility Self-Esteem

Responsibility Self-Esteem means that a person is responsible for his life without relying on anyone else.

"Life you've chosen." Through that speech, the speaker aims to create and develop teenagers' self-esteem toward themselves. It is called self-esteem because the speaker explains that what everyone does can be choosen according to what is wanted, so that everyone will be responsible for what he had chosen.

3.2.2 Cheering-up self-esteem

Cheering-up self-esteem means someone who has a caring attitude or empathy for others by encouraging.

"Don't stop." Through that speech, the speaker aims to create and develop the self-esteem of teenagers' spirit to keep trying. This sentence cheers up self-esteem for teenagers because the speaker delivers his speech by encouraging the spirit to speech partner to keep struggling and reaching their dreams.

3.2.3 Criticizing self-esteem

Criticizing self-esteem means someone

who has the attitude can build themselves or others for the better.

"Complain first." The speaker aims to create and develop teenagers' self-esteem to be confident through that speech. This speech functions as self-esteem for teenagers, with the speaker giving critics to speech partner not to complain and always focusing on his goal of reaching all of his dreams in the future.

3.2.4 Forgiving self-esteem

Forgiving self-esteem means someone who has an attitude of forgiveness for others to create a sense of peace.

"Forgiving each other." The speaker aims to create and develop teenagers' self-esteem to forgive through that speech. This speech functions as self-esteem for teenagers because the speaker delivers to the speech partner to forgive each other and bring peace to themselves.

3.2.5 Appreciation self-esteem

Appreciation self-esteem means an excellent social attitude by respecting one another.

"Self-appreciation." The speaker aims to create and develop teenagers' appreciation self-esteem through this speech. This speech functions as self-esteem because the speaker delivers the importance of self-appreciation.

4. DISCUSSION

Olenti (2019) has done studies about expressive speech acts entitled *"Tindak Tutur Ekspresif dalam Twitter"* about types and functions of expressive speech acts on Twitter. This study used a qualitative method with a note-taking technique in collecting data. The similarity between this study and Naomy's is the analysis of the form and meaning of a speech. The difference is that the previous study took the data on Twitter while this study took on *Instagram*. [11]

Indah & Yufarlina (2019) researched *"Tindak Tutur Ekspresif* di *Akun Instagram @kampuszone"* regarding the types of expressive speech acts in @kampuszone account. The researcher used the descriptive qualitative method. The similarity found with the present study is about the expressive speech acts on *Instagram.* The difference is that the previous study studied the forms of expressive speech act only. At the same time, the current study also

examined the role of expressive speech acts in self-esteem development. [6]

Riky (2019) studied *"Tuturan Ekspresif Berupa Pujian dan Celaan terhadap Pejabat Negara pada Media Sosial* (SpeechActs of Praise and Mockery Expressions towards State Officials through Social Media)" about types and functions of expressive speech in social media. Riky used the descriptive qualitative method. The similarity with this study is about the kind and meaning of expressive speechs. The difference is that the previous study's data was about praise and mockery on three social media. While the data of the present study is expressive speech acts policy on *Instagram.* [7]

Rahmatika & Wahyudi (2020) examined *"TTE (Tindak Tutur Ekspresif) Warganet terhadap Peristiwa Banjir di Jakarta: Identitas Kultural Penutur Bahasa Indonesia"* towards the forms of expressive apeech acts through *Instagram*. They used the descriptive qualitative method. There is a similarity is the types of expressive speech acts on *Instagram*. The difference is that the previous study only studied forms of speech act, while the present study also examines the types of expressive speech acts in self-esteem development. [8]

Rahmatika & Wahyudi (2020) conducted a study entitled *"Prespeltif Pragmatik terhadap Tuturan Warganet atas Peristiwa Musibah Banjir di Jakarta"* about expressive speech acts form on Instagram. They adopt descriptive qualitative methods. The similarity of this study is focusing expressive speech acts on *Instagram.* The difference studied about the types expressive speech acts related to flood in Jakarta. In comparison, the present study is about types of expressive speech acts. [9]

Wahyu (2021) studied *"Tuturan Ekspresif pada Quotes Akun Instagram @Najwasihab Relevansinya pada Pembelajaran Bahasa Indonesia Di SMA"* towards the form of expressive speech on Instagram. She employed the descriptive qualitative method. The similarity with this study is in expressive speech form on Instagram. The difference studied about the forms and meanings of expressive speech acts related to the learning on senior high school. While the present study is about the forms and meanings of expressive speech acts, which play a role in self-esteem development. [10]

5. CONCLUSION

Based on the explanation of analysis results above, the expressive speech act function of wise quotes on *@Boycandra's Instagram* to

develop the millennial generation's self-esteem, it can be known that expressive action is a speech delivered will become evaluation for them. The result from this study is that there are five kinds of expressive speech on *@Boycandra*: expressive responsibility, cheering up, criticizing, forgiving, and appreciating.

The five kinds of expressive speech acts can build the millennial generation's self-esteem development becoming more. Expressive speech acts play a role in the self-esteem of the millennial generation. Suppose the speaker's speech through quotes of his Instagram gives a happy speech, self-esteem, which speech partner gains positive. Otherwise, if the speech delivered through quotes of his Instagram account gives a bad speech, so self-esteem which speech partner gains will become negative. Expressive speech in quotes of *@Boycandra's Instagram* is a wise expressive speech act that will build better self-esteem development for the millennial generation.

AUTHOR'S CONTRIBUTIONS

As the researchers of this study, the researchers are doing the study, collecting and analyzing the data, writing, and revising until it is finished.

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