

Netizens' Expressive Speech Actions in *BTS Meal* Promotion and Its Relevance in Indonesian Language Learning

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ABSTRACT

In the current development of this era, social media has become a place to communicate with each other, one of which is Instagram. The objectives of this study are as follows (1) to describe the form of expressive speech acts, (2) to describe the expressive speech act strategies of netizens' comments on BTS Meal product promotion posts on the @mcdonaldsindonesia Instagram account, and (3) to examine their relevance to Indonesian language learning. This study used descriptive qualitative method. The data collection technique used a note-taking and documentation technique. The data analysis used in the study applied the extra-lingual matching technique to connect the advanced comparative relationship technique equalizing the subject matter (HBSP) with triangulation theory to support the authenticity of the data. Based on the study results, there were 45 data of expressive speech acts including 7 data of disappointment, 11 data of sadness, 8 data of hope, 9 data of happiness, 6 data of gratitude, and 4 data of thankfulness. Meanwhile, the expressive speech act strategy has 22 data, including 12 data on strategies for speaking frankly without small talk, 2 data for speaking frankly with positive politeness, 1 datum for speaking with negative politeness, and 7 data for speaking vaguely. This data can be applied to Indonesian language learning at the 9th grade of the junior high school level of regarding the response text. A Text Response learning is included in Basic Competence 3.8, to examine the generic structure and language features of the text response (environment, social conditions, and/or cultural diversity, etc.) in the form of criticism, refutation, or praise that is heard and/or read and 4.8 to express criticism, refutation, or praise in the form of a text response verbally and/or in writing by considering generic structure and language features.

Keywords: *Instagram, Comment column, Text response, Expressive speech act.*

1. INTRODUCTION

Social media sites are a place for human-to-human communication that occurs both verbally and in writing without a face-to-face meeting. Forms of communication can be shared through social media, such as uploads, captions, or comments using language as a means of communication. Language is a powerful means that effectively express one's feeling so that others understand the meaning expressed. Kridalaksana [1] defines language as a system of sound symbols used by

individuals to exchange information, teamwork, and self-identification.

Social media lets users express various ideas, criticisms, suggestions, views, information on activities, and interests between individuals and groups more easily. The impact on economic, political, social, and community development can organize actions in forming speech, both oral and written, which are then informed through social media. Netizen is a term for social media users. The function of social media is to facilitate someone to communicate various information, socialize,

collaborate, and grow social bonds virtually with an internet base.

Instagram is one of the social media that has a role in communication. Kevin Systrom and Mike Krieger are students who graduated from Stanford University, United States of America, who think about the emergence of Instagram. Systrom and Krieger focused more on developing an application to store various photos, videos, and likes and comments features. Instagram is derived from a combination of the words "instant" and "gram" (telegram). With full hope, this application has progressed like a telegram that presents information quickly [2]. In the end, Instagram was released on October 6, 2010, and it has been almost eleven years since many people have used this application to communicate.

This Instagram user community group comes from teenagers as the majority of users, one of which is the @mcdonaldsindonesia Instagram account. In the account's upload, it is proven from the collaboration between Mc Donald's Indonesia and the Korean K-pop group, namely BTS, by producing the BTS Meal product. Because of his upload, many teenagers, especially BTS lovers, have expressed various feelings or conditions through the comments column. The forms of comments made by users include various forms of speech, one of which is impolite comments. In language, these forms are divided into several types, such as mockery, the use of harsh words, harsh criticism, hatred, and impolite language used mostly by students [3]. Society has a language as a form of speech act [4]. In expressing something, what must be realized is at the same meaning of messages transferred by the speaker to the speech partner. Language becomes a bridge for people to describe how the mood is felt, such as a sense of joy, sadness, disappointment, hope, gratitude, etc. Regarding the real act, the freedom to express various kinds of assumptions through technology development triggers both good and bad speech.

Pragmatics is a branch of linguistics that examines the field of language based on context, while the verbal relationships between languages that occur are called speech events [5]. Speech acts occur between speakers and speech partners who communicate with each other either directly or indirectly. A speech act can be identified by considering the context that contains various intentions [6]. Rohmadi [7] states that speech events are the level of speech acts that occur between two parties with one main subject, with the form of speech in certain situations, times, and places. Speech events differ from speech acts in which the expressions verbally mark someone by the language used. Speech act itself means an action that appears in the meaning or intent of the speech. In pragmatics, speech acts can be grouped by type, form, and function [8]. According to Searle, speech

acts are divided into five types: declaration, expressive, commissive, directive, and assertive [9].

Speech acts express the feelings of the speaker related to typical moods, such as satisfaction, complaining, congratulating, thanking, humor, small talk, and others are expressive speech acts. Yule [10] describes the benefits of expressive speech acts for the community to express the atmosphere felt by the speaker. By using this speech act, the speaker can change the feelings he experiences through the words spoken. Syahrul and Gunarwan [11] revealed that one form of speech act in which the speaker expresses something felt related to particular circumstances to the speech partner is called an expressive speech act.

Speech act strategy is the way of how speakers deliver speeches easily and interestingly to understand by others. Yule [12] states that speech act strategy can be applied in a group, whole speakers or individuals as an option in certain events. Brown and Levinson [13] divide the speaking strategy into five parts: speaking silently, speaking vaguely, speaking frankly without small talk, speaking by small talk with positive politeness, and speaking by small talk with negative politeness.

Previous research on expressive speech acts, for certain, has been widely studied, as was done by [14]; [15]; [16]; [17]. The research of Omenti, et al (2019) only presented the forms of expressive speech acts using Tarigan's theory (1986). Meanwhile, research by Lailiyah and Jihad, et al (2021); Anshori (2018) examined the form of expressive speech acts but focused on the expression of apologizing by applying Brown and Levinson's (1987) theory. Basically, this research compared to previous research has differences in the research subject and the focus of the study. The context that discusses the forms and strategies of expressive speech acts has similarities with the same theory.

In addition, other research that is relevant to this study is research [18] examining "Strategies, Types of Speech Acts and Speech Patterns of Defamation in Social Media (Case Study on Twitter Account @digeembok)," and it has a difference in the subject. The subjects in this study were netizens' comments on BTS Meal product promotional posts on the @mcdonaldsindonesia Instagram account, while Rosyida and Siroj's research was on tweets of the name SW on the @digeembok account on Twitter social media and it is about defamation of someone, using speech strategy theory of Brown and Levinson.

The focus of this research based on the background described is the expressed speech acts expressed by the citizens in the comments column in the Instagram account @mcdonaldsindonesia. This research was conducted using a pragmatic study. The problems that will be discussed in this study include (1) how the form of expressive speech acts in the comments column in the @mcdonaldsindonesia Instagram account on the BTS

Meal product captions and (2) how the expressive speech acts strategies in the comments column in the @mcdonaldsindonesia Instagram account on BTS product captions Meal and its relevance to Indonesian language learning at the junior high school level with the aim of (1) to describe the form of expressive speech acts in the comments column on the @mcdonaldsindonesia Instagram account for the BTS Meal product caption and (2) to describe expressive speech act strategies in the comments column on Instagram @mcdonaldsindonesia to the BTS Meal product caption.

2. METHOD

Qualitative research is research with a scientific background that intends to interpret the phenomena and is carried out by involving various existing methods, according to Denzin and Lincoln [19]. The author uses a qualitative descriptive method in this study. The data collected using this method are in the form of pictures, words, and not numbers with the way the research works to explain or describe a situation according to the situation and conditions during the research. The source of this research data is the upload of BTS Meal product promotions on the @mcdonaldsindonesia Instagram account in June 2021. The data obtained in this study is from the @mcdonaldsindonesia Instagram account in the form of netizens' comments containing expressive speech acts.

Note-taking and documentation techniques are used in research as data collection techniques. In finding the use of language in the comments column of netizens on the @mcdonaldsindonesia Instagram account. The researchers used the listening technique and note-taking technique as a follow-up when applying the listening method. The data collected using the documentation technique was achieved by taking pictures of netizens' comments on BTS Meal posts on the @mcdonaldsindonesia Instagram account. Then the data collected was analyzed using the extralingual matching technique to connect the advanced comparative relationship technique equalizing the subject matter (HBSP) and data triangulation as a test of the data validity [20]. The matching method is a method that uses referents, speech organs, other language determinants, writing, and speech partners [21]. The extralingual matching method is used for data analysis in expressive speech acts.

People use the triangulation theory if the analysis carried out can describe the patterns, explanations, and relationships that arise, it is essential to look for filter themes or comparisons [22]. Triangulation theory is used to analyze expressive speech act strategies.

3. RESULT AND DISCUSSION

This study discusses the form of expressive speech acts in the form of netizens' comments on BTS Meal posts on the @mcdonaldsindonesia Instagram account and the strategies used by speakers in providing comments and their relevance to Indonesian language learning at 9th grade of junior high school at text response. Learning text response found in Basic Competence 3.8, to examine the generic structure and language features of the text response (environment, social conditions, and/or cultural diversity, etc.) in the form of criticism, refutation, or praise that is heard and/or read and 4.8 expresses criticism, refutation, or praise in the form of a text response verbally and/or in writing by considering generic structure and language features.

The research result is six forms of expressive speech acts and four strategies used. It can be described in more detail as follows

3.1. Form of Expressive Speech Act

The results of data analysis in this study are divided into 6 forms of expressive speech acts, including feelings of disappointment, sadness, hope, happiness, gratitude, and thankfulness.

Table 1. Data of Speech Acts

No.	The form Speech Acts	coding	total
1.	expressive speech act of disappointment	TTEKC	7
2.	expressive speech act of sadness	TTEKS	11
3.	expressive speech act of hope	TTEP	8
4.	expressive speech act of happiness	TTEKG	9
5.	expressive speech act of gratitude	TTES	6
6.	expressive speech act of thankfulness	TTEUTK	4
Total			45

Based on the table, it shows the expressions of netizens in the comment column owned by the BTS Meal product promotion on the Instagram account @mcdonaldsindonesia, the data were 45, namely the expressive speech act of disappointment which were 7 data in total, the expressive speech acts of sadness were 11 data, the expressive speech acts of hope were 8 data, the speech acts containing happiness were nine data, those containing gratitude were six data, and the expressive speech acts of thankfulness were four data.

3.1.1. Expressive Speech Act of Disappointment

Disappointment is a person's reaction to a difference between expectations and reality. One form of speech that can cause anger in the speaker is called an expression of disappointment [23]. Disappointment can be characterized by the impression of feeling annoyed, irritated, and dissatisfied [24]. Expressive speech acts aim to describe the speaker's dissatisfaction with the speech partner because his wishes or expectations are not fulfilled. The following is an example of a netizens' expressive speech act towards the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 2. TTEKC

Speech	Coding
@rinnylenggo: "Udah habis hari ini BTS meals nya.. Ga ada info apa pun.. Kecewa "	P2/TTEKC/01
(@rinnylenggo: "The BTS meals are over today.. No info whatsoever.. Disappointed ")	
@khilesna: " Kecewa sama mcd sampe skrng. Belum kedapetan BTS meal trs gak sesuai dengan omongan berakhirnya kapan. Pdhl udah niat ga beli di hari pertama dan kedua krn tau lama promonya. Tp dipatahkan gitu aja"	P3/TTEKC/02
(@khilesna: " Disappointed with mcd until now. Haven't found a BTS meal yet, and it doesn't happen as planned about when it will end. I didn't intend to buy it on the first and second day because I knew the promo was long. But it ended up nonsense")	
@tiaraazhar6601: " Kecewa dengan McD indonesia. Kenapa diam diam memberhentikan BTS meal. Padahal masih ada tapi beberapa cabang sudah meniadakan."	P1/TTEKC/03
(@tiaraazhar6601: " Disappointed with McD Indonesia. Why quietly stop	

BTS meal. The stocks are available but there are some branches that stop serving them.")

@anandhajayanti: "Dsemarang udah ngantri mana promonya digabungin SM gojek kita mo beli susah best, mana semua online dtutup,..**percumah**"

(@anandhajayanti: "In semarang, I am already queuing, I don't know that the promo is combined with Gojek, it's hard to buy, even all online shops are closed,.. **useless**")

@clover_lovy: "@amandameistra iya nah...@mcdonaldsid lain kali klok ada event itu persiapin secara matang padahal ada banyak waktu untuk nyiapin event itu dan tolong buka mata event kali ini banyak yg ngehujat bts cuma gara2 BTS Meal. **Kecewa** banget asli"

(@clover_lovy: "@amandameistra yes nah...@mcdonaldsid when there is an event, next time prepare it carefully even though there is plenty of time to prepare for the event and please keep your eyes open for this event, many people are mocking bts just because of the BTS Meal. Really **disappointed**")

The meaning of the speeches (P2/TTEKC/01), (P3/TTEKC/02), and (P1/TTEKC/03) speakers express their disappointment with Mc Donald's because BTS fans have not had the opportunity to buy BTS Meal product which was promoted due to the promo event. It was cancelled without any information from Mc Donald's. Netizens expressed their dissatisfaction with Mc Donald's on the comment because it was not clear enough in providing information regarding the duration of the BTS Meal product that Mc Donald's Indonesia outlets sold. In the speech (P1/TTEKC/04), the expressiveness shown by the speaker has a sense of disappointment. It can be seen from the word "percuma". This shows that speakers feel in vain after struggling to order BTS Meal products through an application with an open and close system. In story (6) @clover_lovy was disappointed because not many Indonesian enthusiastically welcomed this BTS Meal event, causing BTS to be mocked by people who do not like K-Pop. Disappointment arises because something that is desired cannot be fulfilled [25].

3.1.2. Expressive Speech Acts of Sadness

Sadness can be characterized by feelings of unlucky or loss possessed by someone. Sadness is a feeling that arises from the speaker because others do not give

attention [26]. The purpose of expressive speech acts containing sadness is to show the speaker's sad feelings. The following is an example of a sad expressive speech act in a netizens' comment on the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 3. TTEKS

Speech	Coding
@winartimartin: “Ya saya kesal sekali kemaren datang ke MC Donald paket BTS hanya bisa di pesan melalui grab,, kenapa tidak bisa pesan langsung seperti biasanya kasian anak saya udah gembira jadi sedih lagi ”	P2/TTEKS/06
(@winartimartin: "Yes, I was very upset yesterday when I came to MC Donald, the BTS package can only be ordered via grab, why can't I order directly as usual, pity on my kid who is already happy, but turns to be so sad ")	
@fikanuril_: “ Sedih banget bts meal udah gada ya??”	P2/TTEKS/07
(@fikanuril_: “ So sad . the BTS meal is out of order, isn't it??”)	
@ikwsyj: “Min belum kebeli kemarin bts mealnya hari ini cek pada tidak tersedia sedih banget ”	P2/TTEKS/08
(@ikwsyj: “Min didn't buy yesterday's bts meal, I check it today, but it's not available, really sad ”)	
@vdilladwia: “Aku belum dapet padahal sengaja gak pesan hari pertama krna tau pasti rame tapi malah jadinya gak dapet. Sedih banget , ngederin kata orang nanti aja pesen ada sebulan juga jgn panic buying lah tapi malah akunya yg gak dapet ”	P2/TTEKS/09
(@vdilladwia: “I haven't got it yet, I'm planning not to order it on the first day because I knew it would be busy but I didn't get it in the end. It's really sad , I listen to people saying to order later, there's still a month, don't do panic buying, but I get nothing. ”)	

The speech (P2/TTEKS/06) contains feelings of sadness due to someone who could not get BTS Meal products. @winartimartin is a mother with a kid who is also a BTS fan. She went to McDonald's only to buy the BTS Meal package, but the package can only be bought through the Grab application. Her kid, who came with joy, was sad because she did not get the product she wanted.

The meaning of @winartimartin's speech is to express her despair because she could not fulfill his son's wish.

The speech (P2/TTEKS/07) shows sadness because the BTS Meal products were no longer available at McDonald's Indonesia outlets. The speech (P2/TTEKS/08) contains sadness because she did not have the opportunity to buy BTS Meal products on the first day, and on the next day, BTS Meal products were no longer available.

In the speech (P2/TTEKS/09), the speaker got information from other people that this BTS Meal would be available for one month. The speaker did not deliberately do panic buying, which means buying with panic or fear due to BTS Meal products many people desired.

Table 4. TTEKS

Speech	Coding
@shelanandaafi: “ Sedih gw sampe hari ke3 masih belum bisa mesen lewat aplikasi, tidak tersedia terus dong, mau dateng drive thru juga ngatrinya kek kereta api, sedih banget dahal dah nunggu lama buat event ini”	P3/TTEKS/10
(@shelanandaafi: "I'm sad that until the 3rd day I still can't order via the application, it's not available right away, I want to come to the drive-thru but it got a long line, too sad, I've been waiting a long time for this event")	

A person's psychology can show various feelings, such as sadness that occurs due to something that is not in accordance with the speaker's will [27]. The speech (P3/TTEKS/10) explains that the speaker struggled to get BTS Meal products from the first day to the third day via the Mc Donald's application, and they were still not available. Speakers planned to buy directly. However, many people who wanted BTS Meal products made a very long line. The speaker felt sad because he was unlucky to get BTS Meal products.3.1.3. Expressive Speech Acts of Hope.

3.1.4. Expressive Speech Act of Hope

Hope is a form of speech to express one's feelings to others, such as in the public community. Cruse [28] states that speech can be grouped into expressive speech acts based on the information of the psychological attitude of what the speaker felt. Speech of Hope has the intention to express something in order to achieve the desired goal. This speech is used to communicate hope/expectation for something. The following table describes the examples of

expressive speech act and analysis of netizens' comments on BTS Meal's posts on the Instagram account @mcdonaldsindonesia, which contains hope/ expectation.

Table 5. TTEP

Speech	Coding
@yuniemiyarigan: " Semoga pas mau beli masih bisa dapat BTS Meal"	P1/TTEP/11
@yuniemiyarigan: " Hopefully when buying it, I can still get a BTS Meal"	
@fikanuril_: " Berharap akan ada disemua kota yg ada MCD nya"	P1/TTEP/12
@fikanuril_: " Hopefully MCD will be in all cities"	

The speech (P1/TTEP/11) explained that the speaker hoped that he could still get the BTS Meal product because this product sold out so quickly on the first day of the product's release. In the speech (P1/TTEP/12), the speaker intends to express his hope for the BTS Meal product available at every McDonald's outlet in Indonesia.

Table 6. TTEP

Speech	Coding
@karinadwi.13: " Semoga ada di Semarang"	P1/TTEP/13
(@karinadwi.13: " Hopefully it is available in Semarang")	
@yvnlnvdr_van: "Min ini tersedia di mcd seluruh Indonesia kan? Pliss semoga ada di Surabaya "	P1/TTEP/14
(@yvnlnvdr_van: "Min, this is available on mcd all over Indonesia right? Plss hopefully it's in Surabaya ")	
@yellow_3otw3: "Bali semoga serentak ada di semua kota"	P1/TTEP/15
(@yellow_3otw3: " Hopefully available in all cities at the same time in bali")	

In the speech (P1/TTEP/13), (P1/TTEP/14), and (P1/TTEP/15) written by BTS fans who commented on @mcdonaldsindonesia's upload. Feelings with a high sense of desire can be expressed by an indirect speech by speakers [29]. The purpose of the speech is to express a

wish of hope to @mcdonaldsindonesia, promoting its newest product, which is BTS Meal. Hopefully, this product will be available at McDonald's outlets in Indonesia. Fans really want their expectations to come true and enjoy the latest products from Mc Donald's Indonesia in collaboration with a Korean boyband, BTS.

3.1.5. Expressive Speech Act of Happiness

Illocutionary speech act is a speech act that aims to express or describe the speaker's behavior in order to show psychology, for example, feeling happy [30]. The feeling of happiness that someone has is characterized by satisfaction, sufficient, and abundant favors. Expressive speech acts containing happiness aim to express the speaker towards things that satisfy him. The following is an example of an expressive speech act in a netizen's comment on the BTS Meal upload on the @mcdonaldsindonesia Instagram account.

Table 7. TTEKG

Speech	Coding
@shafira_artanti: "Udah gak sabar nunggu BTS meal nya"	P1/TTEKG/16
(@shafira_artanti: "Can't wait for the BTS meal")	
@mcdonaldsid langsung cuss ke McDonald gobel. Untung nya dekat"	
(@mcdonaldsid will directly to McDonald's gobel. Luckily it's close")	
@franzlim1103: "Kemarin antri aku dapet . Antrianya sedikit dan cepet"	P2/TTEKG/17
(@franzlim1103: "Yesterday I was in line and I got it . The line is short and fast")	
@lololoo1.2: "WIH GK SABAAARR"	P1/TTEKG/18
(@lololoo1.2: "WIH can't waiiiit")	

The speech aims to explain who ultimately got the BTS Meal products to the speaker. In the speeches (P1/TTEKG/16) and (P1/TTEKG/17), the speakers were

very enthusiastic about welcoming the presence of the BTS Meal products that BTS fans had been waiting for. While in the speech (P2/TTEKG/18), the speaker tells how he got the BTS Meal product with a short line and fast service.

Table 8. TTEKG

Speech	Coding
@chintya_nuru: "Woyyy perjuangan bgt akhirnya aku dapat 3"	P1/TTEKG/19
(@chintya_nuru: "Wow what a struggle I finally got 3")	
@yuanitamargo: "MCD...dpt BTS meal stlah prjuangan sampai malam menunggu"	P2/TTEKG/20
(@yuanitamargo: "MCD...gets BTS meal after struggling to wait until night")	

The speech (P1/TTEKG/19) and (P2/TTEKG/20) show how speakers struggled to get BTS Meal products. They were willing to wait up to the evening and struggled to queue to get more than one BTS Meal product. BTS fans will do anything to buy BTS Meal products, especially in sparing time although spending much energy. The speech data above contain happiness, indicating that speakers were satisfied because they succeeded in getting BTS Meal products with great effort.

3.1.6. Expressive Speech Acts of Gratitude

The speaker's expression containing gratitude aims to express the speaker's blessing to God Almighty. In Islam, gratitude is characterized by saying the word "Alhamdulillah". The following is an example of an expressive speech act in a netizen's comment on the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 9. TTES

Speech	Coding
@auliaworo: "Alhamdulillah kl drive thru sm online food. bener deh harus begini"	P1/TTES/21
(@auliaworo: "Alhamdulillah it was through drive thru and online food. it really should be like this")	
@nainggolan21_family: "Bersyukur di Balikpapan bisa. walaupun kemarin sempat ditutup but hari iniaku bisa	P2/TTES/22

dapat lagi BTS meals. Tadi drivethru lumayan antriannya. Dan satu, kusuka ketika paperbagnya dibungkus dong. Kwkkwkwkwk"

(@nainggolan21_family: "Grateful we can get it in Balikpapan, although yesterday it was closed but today I can get BTS meals again. There was quite a queue at the drivethru. And one thing, I like it when the paper bag is wrapped. kwkwkwkwk")

@difalee: "Alhamdulillah udah dapat " P1/TTES/23

(@difalee: "Alhamdulillah, I got it")

@amandaangel20: "Alhamdulillah aku dah dapat. Antri dari jam setengah 11" P2/TTES/24

(@amandaangel20: " Alhamdulillah I got it. Queueing from half past ten")

@ayu.iniaiyu: "Alhamdulillah td di Mcd Teuku Umar masuk drive thru gk nyampe 10 menit udh nenteng BTS Meal. Hr ini gk ada ojol sma skali, klo kmare emg full ojol ampe pintunya ditutup. Makasi @mcdonaldsid udah misahin paper bag BTS nya jd rapi masi wangi" P1/TTES/25

(@ayu.iniaiyu: "Alhamdulillah, I was in drivethru at Mcd Teuku Umar. I got a BTS meal in no later than 10 minutes. Today, there is no online delivery services at all, there were a lot of them yesterday until the store was full and the door was closed. Thank you @mcdonaldsid for separating the BTS paper bags so they are neat and smell good")

The speech (P1/TTES/21), (P2/TTES/22), and (P1/TTES/23), speakers expressed their gratitude through comments on the @mcdonaldsindonesia account. Expression of gratitude can be seen in the use of the words "alhamdulillah" and "bersyukur". In the speech (P1/TTES/21), they expressed their gratitude because BTS Meal products can be ordered in two ways, namely using an online delivery application and ordering directly at McDonald's Indonesia outlets. Speech (P2/TTES/22) showed his gratitude because McDonald's in Balikpapan, people could possibly order BTS Meal. People think that ordering BTS Meal can only be done for certain McDonald's outlets. Not only that, the speakers are also grateful that the paper bags are wrapped separately from other BTS Meal products, so they are not damaged. Speech

(P1/TTES/23) showed the speaker's gratitude for receiving the BTS Meal product without any obstacles.

In the speech (P2/TTES/24), she showed her gratitude for getting the BTS Meal product after waiting in line for several hours. While the speech (P1/TTES/25) contains more than one expression, namely gratitude, and thankfulness, gratitude is shown by the speaker who got the BTS Meal product on the second day without any obstacles in queuing or running out of the product. Accordingly, speakers show thanks because the desired paper bag is separated from other BTS Meal products.

3.1.7. Expressive Speech Act of Thankfulness

To be Thankful means to say and cultivate a sense of reciprocity after getting something good [31]. The speech aims to express the speaker's gratitude to others for assistance, help, or something done from the speech partner to the speaker. Thankfulness can also describe the speaker's mood when he gets something according to his wishes by the speech partner. The following is an example of an expressive speech act containing a thankfulness in the form of a netizen's comment on the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 10. TTEUTK

Derivation	Coding
@_annisajati: “ <i>Makasih MCD Indonesia udah nyediain bts meal...borahe</i> ”	P3/TTEUTK/26
(@_annisajati: “Thank you MCD Indonesia for providing bts meal...borahe”) @ekaaputri7: “@mcdonaldsid indo emaaang The Best, <i>makasih</i> yaaa sudah mengerti Paper bag nya dibungkus lagi”	P1/TTEUTK/27
(@ekaaputri7: “@mcdonaldsid indo indeed is the Best, thank you for understanding that the paper bag is wrapped again”)	

The speech (P3/TTEUTK/26) was written by the @_annisajati account who commented on one of the BTS Meal posts on the @mcdonaldsindonesia Instagram account on July 9, 2021. The comment intends to express gratitude to McDonald's Indonesia for having provided BTS Meal products like other countries. While in the speech (P1/TTEUTK/27), the speaker explained the feeling of salute and happiness as a BTS fan because the

speaker found that the place or wrapping paper of the product were separated from BTS Meal. It happens because BTS fans only want the place for wrapping BTS Meal products instead of the meal. This is shown because the paper bag has a limited edition with the BTS logo on it.

3.2. Expressive Speech Act Strategy

Table 11. Expressive Speech Act Strategy

No.	Speech Act Strategy	Coding	Total
1.	Speaking frankly without small talk	BTTB	12
2.	Speaking frankly by small talk with positive politeness	BTDKP	2
3.	Speaking by small talk of negative politeness	BTDKN	1
4.	Speaking Vaguely	BSS	7
Total			22

In discussing the expressive speech act strategy, the researcher uses the theory from Brown and Levinson, which states that there are five expressive speech act strategies. Based on the table of speech act strategies from netizens' comments on BTS Meal promotional posts in the @mcdonaldsindonesia Instagram account, there were 22 data, namely the strategies of speak frankly without small talk were 12 data, strategies of speaking frankly with positive politeness were 2 data, strategy of speaking by small talk with negative politeness was 1 datum, and strategies of speaking vaguely were 7 data.

3.2.1 Speak frankly without small talk

One type of speaking strategy aims to express the speech with clear intentions and does not seem like small talk. This strategy is usually used in urgency or danger, so the considered polite form does not need to use again. In addition, this strategy can be referred to as to-the-point speech in conversation because it does not need to use long sentences to express something. The following table is the speech of the netizens' comments on the BTS Meal upload on the @mcdonaldsindonesia Instagram account with a strategy of speaking frankly without small talk.

Table 12. BTTB

Speech	Coding
@buerieka: "Min kapan re-stock....kami belum kebagian.."	P2/BTTB/28
(@buerieka: "Min when will re-stock....we haven't got any..")	
@fadilaaolivia: "TOLONG STOCK BTS MEAL!!!"	RE- P3/BTTB/29
(@fadilaaolivia: "PLEASE STOCK BTS MEAL!!!")	
@urmoongitx_: "KU DAPETT!!!"	P1/BTTB/30
(@urmoongitx_: "I GOTTTT!!!")	
@yayusaskia: "aku udaah dapeett"	P1/BTTB/31
(@yayusaskia: "I'VE already got it")	
@wulands_09: "Sangat kecewa, padahal udh pesen eh malah kehabisan"	P1/BTTB/32
(@wulands_09: "Very disappointed, even though I ordered it, it ran out")	

In the speech (P2/BTTB/28) and (P3/BTTB/29), it meant that McDonald's restocked BTS Meal products because there were still BTS fans who had not got them. The speech is delivered clearly and does not seem small talk, characterized by the word "mohon" (please) seen in the speech (29). It is different if the sentence becomes "kalau tidak keberatan, Mc Donald's Indonesia segera restock kembali BTS Meal karena persediaan sudah habis dan masih ada yang belum mendapatkannya".

("if you do not mind, Mc Donald's Indonesia will immediately restock the BTS Meal because the supplies have run out, and there are many people who have not got it"). The speech (P1/BTTB/30) and (P1/BTTB/31) aim to express the speaker's pleasure in receiving the BTS Meal product. The speech was delivered clearly and did not seem like small talk. Meanwhile, the speech (P1/BTTB/32) clearly expresses the speaker's intentions, which seem serious. The speaker expresses his disappointment and sadness because he did not get the BTS Meal products. There was no information from McDonald's that the available stock had run out.

3.2.2. Speak by Small Talk with Negative Politeness

Delivering speech with negative politeness aims to show the existence of social boundaries between the speaker and the speech partner. One of these strategies is to use questions. The following table is an example of a

strategy for speaking with negative politeness comments from netizens on the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 13. BTDKN

Speech	Coding
@novieinstein: "McD Solo the park, kecewa bgt....kmrn masuk Drive thru jam 14.30 dibilang bts mealnya udh abis, dibelain muter lg masuk drive thru jam 15.45 katanya baru aja sold, pas ditanya... ini kpn mulai ready stok lg kok tau2 udh sold, katanya jam 15.00 ada 150paket dan udh sold. Logikanya dlm waktu kurang dari 60menit sdh bisa sold 150paket, pdhl tiap orang cuma boleh pesen 2 paket doank. Klo pun 1 org itu makan waktu 1 menit, paling maksimal cuma terjual 120paket doank... Lah....ini sisanya diumpetin ke mane aje bang..."	P2/BTDKN/33
(@novieinstein: "McD Solo the park, very disappointed.... when we entered the Drive thru at 14.30 it was said that the BTS meal had run out, instead of playing again, it entered the drive thru at 15.45. It said it had just sold out, when asked... when did it start to be ready stock How come you know that it's already sold out, it says at 15.00 there are 150 packages and they're already sold. Logically, in less than 60 minutes, 150 packages can be sold, even though each person can only order 2 packages. Even if 1 person takes 1 minute, a maximum of only 120 packages are sold... Well.... where are the rest, bro... ")	

The speech (P2/BTDKN/33) tells of the speaker's experience in getting the BTS Meal product, but he did not get the desired product after the struggle. The speaker assumes that McDonald's provides BTS Meal products that are not on target. This strategy is marked by the speaker's question to the speech partner, namely, "sisanya diumpetin ke mane aje bang..". It shows the distance between the speaker as a buyer and the speech partner as a seller.

3.2.3. Speak frankly by small talk with Positif Politeness

Speaking with positive politeness shows closeness and good relations between the speaker and the speech

partner. One of them is paying attention to the interests, desires, or everything that belongs to the speaker. The following is an example of netizens' comments on the BTS Meal post on the @mcdonaldsindonesia Instagram account.

Table 14. BTDKP

Speech	Coding
<p>@seawaterwitch: "Terima kasih ya McDonalds Indonesia. Aku dah dapat BTS Mealnya. Rasanya enak. Buat admin Mcdonalds Indonesia yang tabah ya. Soalnya BTS banyak hatersnya apalagi di Indonesia banyak yg julid. Semangaaaat. Berkat BTS Meal aku jadi tahu kalau Nugget McD itu enak. Alhirnya aku beli paket yg biasa. Soale kalau beli paket BTS pasti sayang buang tempatnya. Ungu ungu cantik. McD PH au ikut ikutan McD Indonesia, bungkusnya mau dipisah hihhi"</p> <p>(@seawaterwitch: "Thank you, McDonalds Indonesia. I've got the BTS Meal. It feels good. Make a steadfast Mcdonalds Indonesia admin, okay? The problem is that BTS has a lot of haters, especially in Indonesia, there are a lot of them. Cheers. Thanks to BTS Meal, I know that Nugget McD is delicious. In the end, I bought the regular package. The problem is that if you buy a BTS package, it's a shame to waste the place. Beautiful purple. McD PH I want to join McD Indonesia, the package wants to be separated, hihhi")</p>	P1/BTDKP/34

The speech (P1/BTDKP/34) contains expressions of praise. The speaker seems to enjoy the latest product from McDonald's, namely BTS Meal. Not only that, but the speaker also has an interest and desire to buy products from McDonald's besides the BTS Meal package. Speakers also encourage the admin of @mcdonaldsindonesia because many comments are not good, especially those who do not like BTS. The speech was delivered politely as an expression of pleasure and satisfaction towards Mc Donald's Indonesia, which served BTS fans well. This shows a good relationship between the speaker and the speech partner.

3.2.4 Speaks Vaguely

This strategy can be used to ask the speech partner who has a strange relationship. In this case, the

speaker is the netizen who comments, and the speech partner is the admin of the @mcdonaldsindonesia Instagram account. The following is an speech that uses a vague speech strategy.

Table 15. BSS

Speech	Coding
<p>@fitriadwa: "blm sempet beli uda abis??! pdahal pernah blg kalo masi ada sampe sebulan, ini blm sampe seminggu uda diberhentiin gimana si maksudnya? pdahal uda wanti2 bgt dr sebelumnya tp mulai tenang pas ada artikel yg blg kalo mcd sampe sebulan jd gap-erlu khawatir, eh taunya wkwk pdahal di negara lain masi ada lo?! yaudala bye mcd".</p> <p>(@fitriadwa: "Haven't you bought it yet? even though you have told me that you have been there for up to a month, it hasn't even been a week since it has been stopped, what do you mean? Even though I've been doubtful of it ever since, but I started to calm down when there was an article that said that McDonald's can take up to a month, so you don't have to worry, eh, you know, even though in other countries you still have it?! yaudala bye mcd".)</p>	P3/BSS/35

Speech (P3/BSS/35) contains expressive criticism. In the speech (P3/BSS/35), the speaker criticizes Mc Donald's regarding the information on the ending of the BTS Meal event without providing clear information. The criticism is marked with the word "yaudala". Because there is no relationship between the speaker and the speech partner, criticism is not a problem. The word "yaudala" seems to have a vague meaning because the speaker does not clearly express it.

3.3. The Relevance of Expressive Speech Acts to Indonesian Language Learning as Text Response as Teaching Materials in the 9th grade of Junior High School.

According to [32], learning is a teacher's hard work done consciously to form student attitudes by learning the results that cause behavioral changes obtained from new abilities in a long time and because there is effort. In the process of transferring information, language learning becomes very important. The process of Indonesian language learning includes four aspects, including listening, speaking, reading, and writing skills. The

learning process requires teaching materials as a supporting tool in learning devices.

Language influences people's lives to interact with each other share thoughts, ideas, and opinions. In addition, Indonesian language for students is a subject that must be studied, such as language and literature skills. One of the materials that can be used as learning materials for Indonesian is sentence development patterns.

That language learning is in accordance with KD 3.8, to examine the generic structure and language features of the text response (environment, social conditions, and/or cultural diversity, etc.) in the form of criticism, refutation, or praise that is heard and/or read and 4.8 to express criticism, refutation, or praise in the form of a text response verbally and/or in writing by considering generic structure and language features. Based on the results of this study, the language learning of text response for the 9th grade of Junior High School is found in the indicators of competency achievement as follows:

Table 16. Basic Competence

KD	IPK
3.8, to examine the generic structure and language features of the text response (environment, social conditions, and/or cultural diversity, etc.) in the form of criticism, refutation, or praise that is heard and/or read	3.8.1 to describe the generic structure and language features of the text response..
	3.8.2 to analyze the generic structure and language features of the text response.
4.8 to express criticism, refutation, or praise in the form of a text response verbally and/or in writing by considering generic structure and language features.	4.8.1 to show criticism, refutation, or praise sentences based on the generic structure and language features of the text. Response.
	4.8.2 to apply criticism, rebuttal, or praise sentences based on the generic structure and language features

of the text response.

From the explanation of the indicators of competency achievement above, teaching materials for Indonesian language learning in the 9th grade of Junior High School can be obtained, containing material on the structure and linguistic rules of the text response. The text contains responses in the form of support or rejection of an event by arguments in an objective, logical, polite, and clear manner. The information in the text response can be a means for students to communicate an speech. Expressive speech acts can be implicated in Indonesian language learning related to KD 3.8 regarding the generic structure and language features of the text response. The structure of the text response includes evaluation, text description, and reaffirmation. At the same time, the linguistic rules of the text response include complex sentences, conjunctions, references, and diction. While in KD 4.8, this research can be connected to show criticism, rebuttal, or praise sentences.

However, the learning objectives include the students' ability to describe, analyze, show, and apply sentences of criticism, refutation, or praise to respond to a text confidently based on the structure and linguistic rules of the text response.

Hamdani [33] states that teaching materials are information or media to support learning activities and the evaluation process by teachers. Meanwhile, according to Purwanto [34], the materials or subject matter are arranged systematically and can be used by teachers and students in the learning process.

From the study results, the speech acts of netizens' comments in Instagram posts can be relevant to Indonesian language learning about text response for the 9th grade of Junior High School, in which it is in the form of teaching materials that contain material about the structure and linguistics of text response.

4. CONCLUSION

Speech that contains various expressions which aim to communicate, express, or describe the feelings of the speaker's soul related to moods, such as happy, sad, thankfulness, gratitude, humor, satisfaction, and others. The identification of speech acts in BTS Meal product promotion posts on the @mcdonaldsindonesia Instagram account shows that the speech given by netizens in the form of comments contains various kinds of expressions (expressive speech acts)..

Based on the data collected from three BTS Meal product promotion posts in the @mcdonaldsindonesia Instagram account, there are 45 data, with four forms of expressive speech acts, 7 speeches of disappointment, 11 speeches of sadness, 8 speeches of hope, nine speech of happiness, 6 speech of gratitude, and 4 speech of thankfulness. Meanwhile, the speech act strategy are 22 data with four speech strategies, namely 12 speaking frankly without small talk, 2 speaking frankly with positive politeness, 1 speaking frankly with negative politeness, 7 speaking vaguely.

Expressive speech acts in the @mcdonaldsindonesia Instagram account can be used as teaching materials for the learning process with text response material referring to KD 3.8, to examine the generic structure and language features of the text response (environment, social conditions, and/or cultural diversity, etc.) in the form of criticism, refutation, or praise that is heard and/or read and 4.8 expresses criticism, refutation, or praise in the form of a text response verbally and/or in writing by considering generic structure and language features.

AUTHORS' CONTRIBUTIONS

The author contributes to his research writing by observing and recording each data from the netizen's comment column on the @mcdonaldsindonesia Instagram account. Data analysis used the methods and techniques; thus, the research results can be trustable. The author expects that this article can be useful to enhance the reader's insight.

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