



Directive Speech Acts in Instagram Posts and Their Implementation as Persuasive Text Teaching Materials

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Abstract. This study aims to analyze the forms of directive speech acts and their implementation as teaching materials for persuasive texts. This research utilized descriptive qualitative method. Directive speech acts were the object of this research and the subject of this research was the Instagram account @okiseti-
adewi. Data collection used observation and documentation techniques. The data analysis used pragmatic identity method. This study found 11 directive speech acts consisting of 3 commands, 3 advices, 3 invitation, and 2 requests. The findings of this study can be implemented as teaching materials in Indonesian language learning for base competency (KD) 3.14 and 4.14 class VIII Junior High School (SMP) persuasive text materials.

Keywords: Directive Speech Act · Instagram · Implementation

1 Introduction

Language is a conversational tool utilized to communicate in everyday life. Language is a form of communication from speech or sound to express meaning [1]. Language plays an important role in people's lives to maintain honor and harmony. The language used in society is generally easily accepted and understood by other people, thus causing smooth communication. One branch of linguistics that studies language is pragmatics.

There are four meanings of pragmatics, namely: (a) pragmatics is a field that examines the meaning of an utterance, (b) pragmatics is a field that examines intent according to its context, (c) pragmatics is a field that examines the meaning of an utterance communicated by the speaker, and (d) pragmatics is a field that examines expression in conversation [2].

One of the main topics in pragmatics is speech acts. A speech act is the delivery of a message or purpose from a speaker to an interlocutor through his communication skills [3]. Speech act is an act of communication to convey the message studied in pragmatics. In speech acts there is a relationship between language and context: place, time, circumstances of use and meaning [4]. So, pragmatics is the meaning of a language conveyed by the speaker to the interlocutor or speech partner. The occurrence of speech

acts form verbal exchanges or communicate. Speech acts are linguistic interactions that take place continuously in one or several types of utterances [5].

An utterance has a certain function in conversation or communication. One form of speech act is the speech act found on Instagram. Thus, speech acts on Instagram also have a certain function. On this occasion the author focuses on researching directive speech acts on Instagram posts @okisetiadewi.

Directive speech acts are a type of illocutionary speech act intended by the speaker to influence the speech partner to take action according to the speaker's intention [6]. Speeches that direct the interlocutor to act are called directive speech acts [7]. The form of directive speech acts is divided into six forms of speech, namely orders, prohibitions, advice, criticism, invitations, and requests.

Directive speech can be found in written or spoken form. In written language, directive utterances in the era of globalization can now be easily found on Instagram. Instagram is one of the most popular social media among the public. Almost all Indonesian people use social media. In social media, there is the latest information and past information.

There are several previous studies regarding directive speech acts [8–17], and [18]. The similarity between this research and them is both examined directive speech acts. The difference is that this research focused on directive speech acts in Instagram social media of @okisetiadewi posts and is implemented in persuasive text teaching materials. These studies do not apply research results as teaching materials in learning Indonesian.

Teaching materials are well-organized learning materials that are used by teachers or students in the learning process [19]. Teaching materials are a collection of written materials that are arranged systematically to create a learning environment for students [20]. The subject matter or teaching materials that will be taught need to pay attention to the characteristics of students.

The following are the research problems: (1) the form of directive speech acts in Instagram posts @okisetiadewi, (2) the function of directive speech acts in Instagram and (3) the implementation of research results as persuasive text teaching materials. Persuasive text material contains linguistic elements that are used to persuade or influence the reader to act. These linguistic characteristics are related to the form and function of directive speech acts in persuasive texts.

2 Method

This study is a descriptive research with qualitative approach. Presentation of research data is in the form of sentences and words. A qualitative approach is research by seeking a deep understanding of a phenomenon based on facts [21].

@okisetiadewi's Instagram posts are mainly related to directive speech acts as research subjects. This research was conducted from September 2022 to November 2022. The data collection for this research used observation and documentation techniques. The data collection instrument used in this study was the researcher himself. That is, the researcher with his linguistic intuition determines and identifies the type of directive speech acts in the object under study. The researcher made observations, namely observing directly about directive speech acts on Instagram social media.

The researcher utilized a pragmatic identity data analysis method. The method is carried out by means of examining posts on the Instagram to explore data from the perspective of pragmatic studies and to analyze it [22].

3 Result and Discussion

A speech act is an action uttered by a speaker to a speech partner [16]. One type of speech act that can be communicated either directly or indirectly is directive speech act. A directive speech act is a speech act in which the speaker tells someone to do something. By asking to do something, directive speech acts aim to direct the speaker's actions [23].

3.1 Forms of Directive Speech Acts in Instagram Posts @okisetiadewi

3.1.1 Directive Speech Act of Command

Directive command speech act is an utterance used by the speaker to instruct the listener to do something.

(1) *"Ruhai gamis series @merajutkisah yang jadi favorite saya untuk saya pakai dikegiatan sehari-hari. Bahannya nyaman, desainnya udah pasti cantik, modelnya sangat timeless, masya Allah. Yang mau samaan sama saya, **silakan chat admin @merajutkisah!**"* (23/09/2022).

*"Ruhai gamis series @merajutkisah is my favorite for me to wear in daily activities. The material is comfortable, the design is definitely beautiful, the model is very timeless, masha Allah. Who wants to wear the same as me, **please chat admin @merajutkisah!**"* (09/23/2022)

Oki Setia Dewi conveyed a speech which was a form of directive speech act that served to command listeners who saw her post to buy robes from the @mekartukisah account and order through the chat admin of that account. The robes are made of comfortable materials to wear, the patterns and models are attractive.

(2) *"**Jadilah wasilah** tersebarnya dakwah Al-Qur'an dengan menjadi salah satu orang tua asuh santri Maskanul Huffadz!"* (08/08/2022).

*"**Be a medium** for the spread of the Qur'an by becoming one of the foster parents of Maskanul Huffadz students!"* (08/08/2022)

The speech delivered by Oki Setia Dewi served to instruct the speech partners to take the role of developing the dawah of the Quran by becoming foster parents for memorizers of the Quran at the Maskanul Huffadz Islamic boarding school. The school is located in Bintaro and is a Social Foundation founded by Oki Setia Dewi which focus is to provide housing and education for orphaned Muslim girls, converts and the poor. Maskanul Huffadz Islamic Boarding School specifically fosters Quran memorization.

(3) *"Jika Anda ingin ketenangan pikiran, **datanglah ke Montreux!**"* (12/05/2022).

*"If you want peace of mind, **come to Montreux!**"* (05/12/2022)

Speech (3) served to instruct speech partners to go to Lake Geneva in Mountrreux, Switzerland. The scenery is very beautiful and the lake water is clear and flows so calmly, that it also makes the mind feel calm. The speaker asks the interlocutor to always feel calm in carrying out or doing everything by taking a vacation at one of the lakes in Montreux because the view of the lake is so beautiful.

3.1.2 Directive Speech Act of Advice

The directive speech act of advice expresses the partner's trust in the speaker's speech for the benefit of the partner.

- (4) "***Jangan pernah patah semangat. Ingat kita lagi melakukan ibadah.***" (19/09/2022).
 "***Never be discouraged. Remember we are doing worship.***" (09/19/2022)

The speaker conveys this speech to encourage speech partners, especially husbands, to be enthusiastic about working to support their families. The speaker stated that providing for a family is an act of worship and can even be called jihad in the way of Allah.

- (5) "***Rasululla Saw ingatkan kalau kita mau pilih pasangan sebaik-baiknya lihat dari agamanya.***" (22/09/2022).

"***Rasululla Saw reminded us that if we want to choose the best partner, look at his religion.***" (09/22/2022)

The speech conveyed by the speaker served to warn that one should choose a partner from the same faith. A person who is chosen because of the religion will glorify God. Conversely, someone who is not chosen on the basis of the goodness of the religion, may not glorify religion. So, someone who understands religion surely also has a good character.

- (6) "***Jadilah seorang bintang di bidangnya.***" (06/08/2022).
 "***Be a star in your field.***" (08/06/2022)

The speaker conveys the speech to the partner which function is to suggest focusing on strengths, not sinking into weaknesses. These advantages are developed in order to become a person who is talented in the field that is owned.

3.1.3 Directive Speech Act of Invitation

Tindak tutur direktif ajakan bertujuan untuk mengundang, yakni penutur meminta mitra tutur untuk ikut serta atau melakukan sesuatu yang diminta..

- (7) "***Yuk jadi wanita pengusaha!***" (13/09/2022).
 "***Let's become businesswomen!***" (09/13/2022)

This speech invites speech partners, especially women, to become entrepreneurs. The invitation was conveyed because women who are independent and work can help the family economy.

- (8) "***Yuk minum propolis 2 x sehari!***" (30/07/2022).
 "***Let's take propolis 2 x a day!***" (07/30/2022)

The speech delivered by the speaker invites the speech partners to take health supplements, propolis, twice a day. By taking it regularly, it can make the body healthy.

- (9) "***Mari kobarkan semangat untuk menjaga persatuan Indonesia dan semoga kita semua terus semangat untuk memperjuangkan nilai-nilai kebenaran dan kebaikan!***" (17/08/2022).

"***Let's rekindle the spirit to maintain the unity of Indonesia and may we all continue to fight for the values of truth and goodness!***" (08/17/2022)

The speaker in speech (9) invites the speech partner to commemorate the 77th Independence Day of the Republic of Indonesia. The speaker invites partners to raise the

Red and White flag with a strong spirit and soul to maintain the unity and integrity of Indonesia and fight for the values of justice so that Indonesia will progress.

In the speech acts containing invitations there are invitation markers, namely *yuk* and *mari*. The two markers are placed in front of the basic verb and the suffix *-kan* is added. That marker in Indonesian is used as a marker of invitation. When the marker is used in speech, the speech will mean an invitation.

3.1.4 Directive Speech Act of Request

The purpose of the directive speech act of request is to show that the speaker wants the interlocutor to do something similar to what the speaker wants. The directive speech act of request shows that in articulating an utterance the speaker asks the speech partner to do what is requested.

(10) “*Maryam dan mbah Yuni ke tanah Mesir untuk menuntut ilmu. Mohon doanya ya, teman-teman semua.*” (30/07/2022).

“*Maryam and mbah Yuni went to Egypt to study. Please pray, all of you.*” (07/30/2022)

The speech requests the speech partner to help pray for his son Maryam and his mother Yuni who will go to Egypt for study. The request to the interlocutor is that the interlocutor prays for them so that they are given fluency in studying in Egypt and safely reaches his destination.

(11) “*Semoga anak dan adik-adik kita tumbuh menjadi pribadi yang sholih dan sholihah, baik hatinya, santun perbuatannya, taat kepada Rabb-Nya, cinta pada keluarga, agama, dan bangsanya. Aamiin.*” (15/10/2022).

“*May our children and younger siblings grow up to be sholih and sholihah, kind at heart, polite in their actions, obedient to His Rabb, in love with their family, religion, and nation. Aamiin.*” (10/15/2022)

This speech is a request to The Creator so that children and younger siblings grow up with good and pious or sholihah personalities so that they are safe in the world and the hereafter.

This research on directive speech acts is in line with the findings of previous studies. The research shows the forms of directive speech acts. Almost all Indonesian teachers use directive utterances [6]. In learning, from the beginning to end of the learning process, directive speech acts of commands, requests, and invitations are the most widely used utterances. This study is in line with the findings of Pamungkas et al. who found directive speech acts of request and command. The difference is, in this study there were no speech act of questions, prohibitions, and suggestions. Meanwhile, the three types of acts were found in Pamungkas et al. [25]. The results of previous research that are in line with this research are studies that found speech acts of command and advice. However, previous research found speech act of begging and demanding which were not found in this study [16].

3.2 Implementation of Research Results as Persuasive Text Teaching Materials

The findings of the analysis can be implemented as material in learning Indonesian for persuasive text teaching materials in class VIII Junior High School (SMP). Based

on linguistic characteristics, directive speech act is related to persuasive text learning. Directive speech acts can be used to make the interlocutor do something or persuade the speech partner as intended by the writer or speaker [26].

The base competence (KD) that was achieved in the learning is KD 3.14: Examining the structure and language of persuasive texts in the form of suggestions, invitations, and considerations about various real issues (environment, social conditions, cultural diversity, etc.). From various reading and hearing sources. Indicators of achievement of competence (GPA) achieved was 3.14.1: Identifying the structure and language rules of persuasive texts that are read and 3.14.2: Correcting grammatical and structural errors in the text. Another competence that was achieved in the learning is KD 4.14: Presenting structure, language, or oral aspects to present persuasive texts (suggestions, invitations, directions, and considerations) in writing and orally. The relevant Competency achievement indicators (GPA) are determined, namely 4.14.1: Determining specific problems that will be a source for the creation of persuasive texts and 4.14.2: Creating persuasive texts that will be structured (suggestions, solicitations, directions and considerations). The results of this study can be designed into persuasion text teaching materials with indicators of achieving these competencies.

Briefly, the learning process is described below. Learning activities consisted of introduction, core and closing. Preliminary activities were in the form of opening greetings, the teacher making attendance and conditioning the atmosphere in the class and students, and then apperception. The core activities included: (1) students and teachers make observations on persuasive sentences on power point displays displayed on the projector, (2) students and teachers agree on group divisions, (3) students discuss and divide tasks among their group members, and (4) students identify and register persuasive text structures and linguistic rules. After that, students present their work in front of the class. Closing learning activities were filled with reflections by the teacher and students, prayers guided by the class leader, and greetings after the teacher delivers follow-up.

In persuasion text learning material, there are linguistic features, one of which is the invitation speech act. Persuasive text is a statement that encourages or invites the speech partner to do something. This is found in the speech in data analysis (7) “*Yuk jadi wanita pengusaha!*” (Let’s be business women!) In this speech, the speaker intends to invite speech partners, especially women, to become women entrepreneurs. The invitation was conveyed because women who are independent and work can help the family economy. The implementation of the research in the data on the material lies in the word “*Yuk*” (Let’s) because that word contains the intention of inviting.

This research is relevant to research discussing illocutionary speech acts [27]. To understand the research dialogue, it is necessary to study the theory of illocutionary speech acts because each utterance creates an intention and purpose in the form of an action directed at the other person. This research does not conflict with previous research which describes the forms of illocutionary speech acts in the negotiation process, which are used as teaching materials for negotiating texts [28].

This research found 11 utterances with directive speech acts, consisting of 3 commands, 3 advices, 3 invitations, and 2 requests. The results of this study were implemented as teaching materials for class VIII persuasive texts, with basic competence (KD)

3.14 and 4.14 for persuasive text material, especially language features. Language features of persuasive text are used to make the reader or listener do something like the writer or speaker does. The purpose of directive speech acts is to persuade the speech partner or listener to take action. This is related to the linguistic characteristics of persuasive texts, according to the intent of the narrative.

Acknowledgments. The author's gratitude goes to the Muhammadiyah University of Surakarta which has fully supported the writing of this article and provided funds in the publication process. Also to article reviewers who have edited and provided suggestions for improving articles and friends, especially comrades who provided input on this article.

Authors' Contributions. The author's contribution was to collect data, analyze, and write articles for this publication according to the techniques and systematics specified. Other authors corrected inaccurate analysis and corrected inaccurate article writing.

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