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Illocutionary speech acts in the Instagram account @Fadiljaidi

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ABSTRACT

An utterance does not only convey the true meaning, but there are other intentions or goals that the speaker wants to achieve when saying something. Therefore, there are utterances in the Instagram account @fadiljaidi which contain illocutionary speech acts. This study uses a qualitative descriptive method. This study uses John's theory. R.Searle. This study uses as many as 50 data. This research was conducted from February to March. Data collection techniques using note-taking techniques. This study uses Searle's theory regarding the types and functions of illocutionary speech. In this study, the types of illocutionary speech acts were: (1) 35 assertive data, (2) 7 directive data, (3) 7 commissive data, (4) 1 expressive data, (5) no declarative data. The function of illocutionary speech acts produces: (1) 26 function data stating, 1 function data showing, 8 function mentioning, (2) 3 data function ordering and 4 data function suggesting, (3) 6 function data praising and 1 function data thanking, (4) 1 data function promising, and (5) declarative function not found.

Keywords: *Functions of Speech Acts, Illocutionary speech acts, Instagram, Types of Speech Acts*

INTRODUCTION

Language also has a function as a liaison tool between people. The relationship between the community makes the pastime of interacting with every other. Today's languages are used in a variety of ways (Lewiński, 2021a; Tsoumou, 2020). In this case, the position of language is very necessary to turn out to be a communication device as

the purpose of conveying records to the public. Every language skill has a close relationship with thinking. The research research that discuss language are linguistic studies.Linguistics is the study of language. Siminto stated (Corredor, 2020) noted that linguistics is a science that studies the intricacies of language, or linguistics as the object of study. Thus, it can be concluded that linguistics is a science discussing, and analyzing language in prevalent and the object of linguistic find out about is language. One branch of linguistics that is pretty popular is pragmatics (John dkk., 2019; Jucker, 2019; Lewiński, 2021b). Pragmatics is the learn about of the that means of language used in communication. Pragmatics questions what anybody means by way of a speech act via associating meaning with who speaks to whom, where, when and how. In pragmatics, the which means of language that is studied is associated to word conditions that exist in speech act events.

A speech act is an motion that expects to get a response according to what he wants. Hermaji said (Tantucci & Wang, 2020), speech acts are section of language which explains how language is used to express an action. Austin argues (Sampietro, 2019), there are three kinds of actions that can be realized by means of speakers, namely, locutionary acts (acts of mentions or statements), illocutionary acts (acts of action), and perlocutionary acts (actions of results). Speech can also be conveyed via the media, both written or oral. In spoken media, audio system and listeners carry out the speech, whereas in writing, the speech is conveyed by using the author to the reader. In different words, it can be concluded that speech acts can appear in any media (Caponetto, 2020), one of which is social media. The era of globalization technology has penetrated the world and Indonesia so that this phenomenon demands that people are no longer limited in the use of their language (Recanati, 2019).

Instagram as one of the social media to recommend a product or service, is parallel to the improvement of marketing for advertisements on social media (Auliani dkk., 2023; Mustafiyanti dkk., 2023). The time period propose comes from the phrase endorsement which ability an act of guide for something. In other words, endorsement is promotion a product to a public parent to make a evaluation on a personal Instagram account. One of the Instagram bills that is currently famous is the Instagram account @fadiljaidi. Research on speech acts in the Instagram account @fadiljaidi has not been carried out (Mulyasari dkk., 2023; Noer dkk., 2023; Wanti dkk., 2023). In fact, the speech on the Instagram account @fadiljaidi is very special due to the fact the speech delivered does now not get straight to the point or the intention to be conveyed. However, the speech is pretty convenient to recognize honestly through the target audience or followers. The utterances conveyed on the @fadiljaidi account in his non-public Instagram account have a specific motive that the speaker wants when uttering them. Thus, uploads to the @fadiljaidi account can be studied from the pragmatics field, specially the find out about of speech acts (Al Maarif dkk., 2023). An utterance does now not solely bring the true meaning, but there are different intentions or dreams that the speaker wants to attain when pronouncing something. In the Instagram account

@fadiljaidi, many utterances in the shape of writing and video are discovered that are illocutionary (have different purposes).

It is important to conduct this research to find out the types and functions of illocutionary speech acts contained in speech delivered by the Instagram account @fadiljaidi by using the theory of types of speech acts initiated by Searle and Bowo Hermaji's theory regarding the function of illocutionary speech acts (Fiqih dkk., 2023; Pamuji & Limei, 2023; Utami dkk., 2023). Speeches in the Instagram account @fadiljaidi unique contains illocutionary speech acts. This research focuses on the types and functions of illocutionary speech acts contained in the Instagram account @fadiljaidi.

RESEARCH METHODOLOGY

One of the most essential matters in conducting research is finding out the approach used. Murdiyanto (Witek, 2021) mentions qualitative research which is an utility of a natural method to the find out about of a problem related to individuals, phenomena, and documents. This lookup is covered in the descriptive qualitative research because the data used is in the structure of speech delivered on the Instagram account @fadijaidi. The speech is described qualitatively to explain the intent of the utterance contained in the @fadiljaidi Instagram account. The source of the statistics in this learn about is in the structure of speech delivered in brief movies on the Instagram account @fadiljaidi. The source of the research records got here from the Instagram account @fadiljaidi which used to be posted from February to March 2023 (Fadiyah dkk., 2023; Hermansyah dkk., 2023; Ranal dkk., 2023). The main records acquired used to be 50 data. The speech delivered in the video (direct speech) contained in the Instagram account @fadiljaidi consists of illocutionary speech. the lookup used the listening approach followed by the note-taking technique, the researcher also used the listening-note method to transcribe the speech results contained in the Instagram account @fadiljaidi.

RESULT AND DISCUSSION

Based on the data analysis conducted, 50 data were found containing the types and functions of illocutionary speech acts. The following is a table regarding the types of illocutionary speech acts contained in the Instagram account @fadiljaidi.

Table 1. Types and Functions of Illocutionary Speech Acts

Types of Illocutionary Speech Acts	Amount	Functions of Illocutionary Speech Acts	Amount
Assertives	35 data	Acknowledge	26 data
		Showing	1 data
		Mention	8 data
Directives	7 data	Tell	3 data
		Plead	Not found

		Demand	Not found
		Recommend	4 data
		Against	Not found
Expressives	7 data	Praise	6 data
		Be Thankful	1 data
		Criticize	Not found
		Complain	Not found
Commissives	1 data	Promised	1 data
		Swear	Not found
		Threaten	Not found
Declarations	Not found	Decide	Not found
		Cancel	Not found
		Forbid	Not found
		Allow	Not found
		Forgiving	Not found
Amount	50 data		50 data

Based on the table above, it is known that the most dominant assertive speech act data is found in @fadiljaidi's utterances on his Instagram account. The focus of this research is the sentences spoken by Fadil Jaidi in uploading short videos on his Instagram account. As for the discussion of types (Azizah dkk., 2022; Nicholas dkk., 2023; Putri dkk., 2023). Illocutionary speech acts in the Instagram account @fadiljaidi will be explained in more depth in the sub-chapter below.

1. Assertive type with the functions of stating, showing, and mentioning.

In the Instagram account @fadiljaidi, there were 35 data of assertive illocutionary speech acts with 26 data stating the function, 1 data showing the function, and 8 data mentioning. The description is as follows.

Table 2. Assertive type with the functions of stating

Stating Function Data	Transcript
Speech data 01 Figure 4.1 Source: Instagram account @fadiljaidi (2023) Upload time: Wednesday, 22-February-2023; time: 16:00	*For what I'm using, **three tones, ladies, three colors, you want two colors too, this one is busui too, can you see it or not.***

Speech data 02

Figure 4.49 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 23-February-2023; time: 16:10

So these are the shoes from @nadilastuff.asli. Here, he has a large collection, you see, if for example you are looking for shoes, sandals, or sandals, check out his Instagram right here.

Speech data 03

Figure 4.3 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 29-February-2023; time: 18:57

*Okay, this is the first one, **the ovomaltine one, look at the chocolate, guys.***

Speech data 04

Figure 4.4 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-February-2023; time: 17:15

*Here, right? **If you want to make a selfie stick like this, you can make a tripod, right? If you want to make a selfie stick, you can close it.***

Speech data 05

*Actually, I totally forgot to use this, **the sunscreen is scarlett**, well, what's the problem? I was taught if you want the sun, if you don't want the sun, you have to keep using it. Hmmm, here we go.*
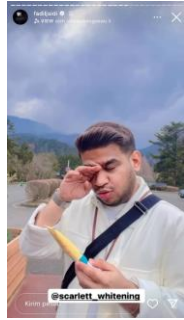
Figure 4.5 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 17-March-2023; time: 14:52

Speech data 06

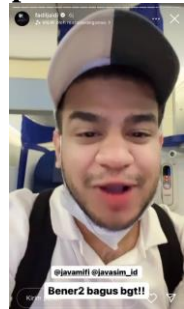Figure 4.49 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 18-March-2023; time: 20:44

*By The Way guys, this is a holiday like this so I remember that it's going to be Ramadhan soon, it's really coming soon, then after that it's going to be the fasting month, uh, after Ramadhan, after it's a holiday, so for all of you, **if you want to go on vacation, because it's a holiday It's not just going home, right? There's still a Traveloka discount promo, right? International tickets are up to 1.5 million.***

Speech data 07

Figure 4.8 Source: Instagram account @fadiljaidi (2023) Upload time: Wednesday, 22-March-2023; time: 01:39

Oh yeah, I forgot to tell you, guys, as usual I went while in Japan using @javamifi. At first, I was the only one using the sim because I knew the Japanese one yesterday, I already used the sim, *so at that time Keanu and Alshad didn't know, so I told him, Keanu immediately used it. really good right? Anyway, it's true that you have a sim, the sim number is like a foreign country but you don't need to buy a sim, you just activate it using a barcode while it's there, the signal doesn't get*

stuck, it doesn't break up, it's really @javamifi the best.

Speech data 08

Figure 4.8 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 29-March-2023; time: 14:21

***So, these are shoes from @disributorconv**, guys. These shoes are really comfortable to wear, and I really like the color, **and it's been six months since I didn't open PO. But finally now it's open PO,** you guys immediately check Instagram.*

Speech data 09

Figure 4.9 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 24-March-2023; time: 14:24

*Those who are looking for a dress can look for it at @niacollectionn, yeah, guys, there's a dress, there's a robe, here they all use premium materials but the prices are affordable, yeah, guys, the sizes range from small to 125 in chest circumference, I want to take a look Here are the collections behind there are many. **Here, here are the details that mama used from @niacollectionn, you can see for yourself, and on the back here, you can see her collection, there are lots of guys, so if you're looking for a robe this really suits you,** you can directly download it here.*

Speech data 10

*Oh My God! **This is a candle from @atriumprojections. It's been a long time since I last reviewed this and it turns out that now the fragrance that I like is different, guys, this is***

Figure 4.10 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 24-March-2023; time: 15:27

my favorite now.

Speech data 11

Figure 4.11 Source: Instagram account @fadiljaidi (2023) Upload time: Saturday, 25-March-2023; time: 22:10

*For all of you who are looking for mukenas, **especially those who want to have new mukenas, this is from @difscarves.id**, guys, the material is Armani Silk Premium, so it's really soft, they have this too, there's a bag too, and here's a model with a different color. viewers, for example **the top is red, the bottom is black, the bottom is green, the bottom is white, the bottom is white, the bottom is red,** so if you want to check Instagram right here.*

Speech data 12

Figure 4.12 Source: Instagram account @fadiljaidi (2023) Upload time: Saturday, 25-March-2023; time: 23:03

***The hampers season has started, here are hampers** like this, guys, the price starts from 100 thousand**, I got this from @boxtoboxid_.** If you are looking for hampers, this cheap one is perfect for you.*

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Speech data 13

Figure 4.13 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 14:57

Oh My God! **These sandals start at Rp. 40,000**, *for you girls, you will definitely like them. Because these sandals are soft,* **and they have cushions, I got them from @ranur.id**, *they're really soft and really comfortable, guys.*

Speech data 14

Figure 4.14 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 20:47

So, I'm wearing a batik twin with daddy, *and on daddy's big body, guys, it still fits because he's 6L in size.* **So, @batikarkanza.id has sizes up to 6L, right guys, and this is the handaru giri pattern I'm using, so it's like a light blue color.** *And he has a lot of choices, I see from close. Here, these are the choices. For example, if you see me going around wearing batik, mostly I use batik from here too guys @batikarkanza.id, I really like the black pattern.*

Speech data 15

Figure 4.15 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 28-March-2023; time: 13:20

So this is a t-shirt from @branche.official, yeah, guys, *I've already reviewed this shirt, and I like the name of this online shop because of that, yes, the t-shirt is simple but the cutting is oversized and the shoulders are cool and really soft guys,* **so what dad wears has a collar like that**, *what dad wears is relaxed too, here are the details, here are the buttons and then the long sleeve t-shirt,*

have a look at the back, can you see it or not? Kinda plain like that but in the form of a long-sleeved polo, for example the one I got was a t-shirt.

Speech data 16

Figure 4.16 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 28-March-2023; time: 14:35

This is for girls who don't want to wear a headscarf with pins, guys, here's an instant scarf from @ltruofficial, here's the pashmina one, here's the mini bergo one, and then there's the basic blues too. *Here, I'll try to watch it all over again, I'll ask mom for help first, this mom is already wearing the mini bergo from @ltruofficial, okay guys. And this is one of his best sellers, he has a lot of color choices and this really suits you mager, why? it doesn't wrinkle easily so you don't need to iron it and you don't need to use pins either.*

Speech data 17

Figure 4.17 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 28-March-2023; time: 14:52

*Look, here's a robe from @raneea.id, guys, can you see the cuttings? I'm sure **you girls will like it, because the cutting looks like it doesn't make you look fat, even though I'm bloated***, guys, ***can you see, this is the first time he's wudhu friendly, then he's breastfeeding*** *friendly too. This can be opened, it has doubles, that's it, guys, here it is, so it can be opened, can you see it or not, it has other motives and the price starts from 265 thousand, it can also be twinned, guys, can be twinned*

with family.

Speech data 18

Figure 4.18 Source: Instagram account @fadiljaidi (2023) Upload time: Wednesday, 24-March-2023; time: 19:06

Yes brother, what can I find? Oh koko, koko shirt? This is a koko shirt, this one is Eid clothes, do you want the koko shirt or Eid clothes? koko first? This koko one, the price is right, that's right, that's right, it's already a promo, we're already going to Eid, we're already having a promo, right, or do you want something even cheaper? On the 6th, I will be live on Tiktok, I will give references to all items from @matahari, guaranteed to be really cute. Starting from children to adults, wait a moment. Here, you see, all of them are there, I'm also going to hand out million rupiah vouchers. Come on! for all of you who don't want to lose, don't miss it, see you next time.
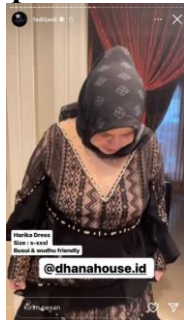
Speech data 19

Figure 4.19 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-March-2023; time: 16:00

So this mom is wearing clothes from @dhanahouse.id, guys, you have to see this, she's full furing, that's it, she has a brocade and there's a ceruty on the outside too, right, then two are also friendly, if for example you want her to there are full sequins too, look at this, it's really good, he has other options, I want to see it. So, this is what I said about another collection from @dhanahouse.id. For this

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one, the material is jet black mix ceruty, guys, here's the detail here, it has a zipper on the hand, so it's wudhu friendly, busui friendly too. And they have sizes from S to 3 XL, so if for example you are looking for patterned abayas, they have lots of sizes.

Speech data 20

Figure 4.20 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-March-2023; time: 16:10

So these are glasses from @kacamatavernesia, guys. Here's a photochromic one, so on this one I was exposed to the light on this one or not, so when the light hits it, the color becomes darker, guys. This one's called a photochromic lens, it has many choices, so I want to take a look at these glasses. this is such a cool time.

Speech data 21

Figure 4.21 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-March-2023; time: 22:31

Oh My God! **This is Scarlett, there's a new one, OK, guys, so now this is the handbody, the body serum, everything, the body scrub too, all of which already have ceramide 7** *times, see if it fixes you have to help me, remind me to always use Scarlett every night yes guys yes.*

Speech data 22

So this is a pant cover from @zhifaraculture, guys. It's really comfortable to wear, and it's loose here, guys, so it doesn't get stuck here. *It's really really delicious to use, and what's the name of the ingredients, it's also cool and*

Figure 4.22 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 31-March-2023; time: 14:49

it's perfect for us, for example, after the maghrib prayer, we're waiting for isya, right? So, for example, if I'm wearing a sarong, I like to open it first, but if I'm wearing this, it's all pants, so it's comfortable to wear, so I can wait and pray again.

Speech data 23

Figure 4.23 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 31-March-2023; time: 15:50

Genuine guys, these are the lightest sandals I've ever used, these are really really light, really, it feels like you're not wearing sandals, do you know that? So it's really easy to use, it's really comfortable and it's not slippery, well, it's not slippery, **I got this from @crabus.id. I want to see him there is another model, wait a minute***. Here's what I'm telling you, the base for this one really grips guys, so it sticks to the feet and doesn't make any blisters, can't you see, it really makes us really comfortable wearing it, it really fits.*

Speech data 24

Figure 4.24 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 31-March-2023; time: 16:01

Hello sister, for example, if you are looking for a tunic, you can search @cauty.oost, right*? Here it sells a lot of girls' outfits. This is what I'm wearing, this is a tunic, and this is combined with a skirt, viewers.* **This skirt looks like it has crinkles like that, guys, and she has lots of choices, I can see the pattern, now this is the skirt, for example, if**

you're looking for a cute skirt, yeah, and it has wide cuts, guys, so you can still do it. move freely. So, for this, here's a choice of motifs, so if for example you're looking for an Eid outfit for women here, it's perfect, I'll put the Instagram here right away.

Speech data 25

Figure 4.25 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 31-March-2023; time: 16:45

So for this Mama and Dila are wearing mukenas from @eleyya.official. And this is 100% Armani silk, guys, so it's cool to wear, huh, Mah? It's cool to wear, the material is slippery, right Dil? **and it can be worn in two ways, now the neck can be opened if for example you are already wearing a headscarf, you just have to open the neck, so it's like this so you can wear it like this in two ways and it's complete with a pouch too guys,** *there are color choices , if for example you want to be able to directly check here.*

Speech data 26

Figure 4.26 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 31-March-2023; time: 16:57

Now for older siblings, younger siblings who want to have twin clothes with their children or with their younger siblings. You can do this at @zayeda.id, look at this shirt, the material is jetblack, can you see it or not, then here's the model to make it slim. You can see, this is Sherly, she looks very slim, I want to look at it up close for a moment, here's the model from up close, OK, guys, @zayeda.id and the

clothes are not see-through, guys, the proof is that you can't tell who the person is behind this shirt, because the clothes are not see-through and not hot, guys, let's take a look here.

Based on the above analysis, data 01 to 26 are included in **assertive type illocutionary speech acts** with **the function of telling**. The express function is an utterance that has that meaning the speaker explains something so that the interlocutor is interested in the item being promoted. the speaker intends to tell the speech partner about the item being promoted. Speech data 01 to 26 occurs in a short video uploaded by the Instagram account @fadiljaidi. Products promoted and explained include clothing, shoes, food, photography tools, skincare, travel services, simcards, mukena, hijab, and accessories.
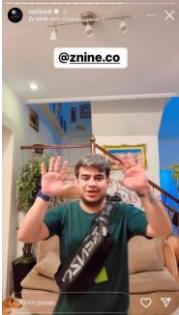
Table 3. Assertive type with functions of showing

Showing Function Data	Transcript
Speech data 27 Figure 4.27 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-February-2023; time: 17:20	*This is from @znine.co, **the one I'm using is a Kenzo bag, it fits a lot too, so if it fits a lot, it looks like Kenzo Paris, and he has a coach bag too.***

In data 27, in the video uploaded by the account @fadiljaidi, the speaker intends to show the interlocutor about the item being promoted, in the video, the speaker also utters the sentence *"..the one I'm using is a Kenzo bag, it fits a lot too, so if it fits a lot, it looks like Kenzo Paris, and he has a coach bag too."* The speech has a purpose, that the speaker shows the goods obtained from @znine.co. This is reinforced when the speaker (@fadiljaidi) shows the goods to the interlocutor (consumer). From the speech delivered on the Instagram account @fadiljaidi, **the speech is included in the show**

function. Showing is an utterance that has the intention that the speaker shows something so that the interlocutor is interested in the item being promoted.

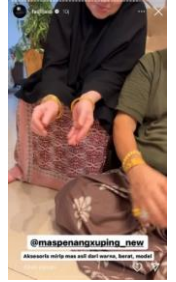Table 4. Assertive type with functions of mentioning

Mentioning Function Data	Transcript
Speech data 28 Figure 4.28 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 24-March-2023; time: 15:45	*Guys, take a look, **this is a storyberch bag. I got it from @nsnoutletindo**. So he lives in America in the US, right, if for example you want Jastip in him you can really do it, the price is probably cheaper than in Indonesia. This is original, OK, guys**, and that's it, the bag isn't just a Tory Burch bag, you can do it, eee... what's called Gucci, Balenciaga, Guess, basically everything he can.***
Speech data 29 Figure 4.29 Source: Instagram account @fadiljaidi (2023) Upload time: Saturday, 25-March-2023; time: 14:24	*So these are the accessories that mom and dad use, they're not gold, guys, but they look like gold. And there are a lot of them, there are bracelets, there are necklaces, everything is complete, I got it from @maspenangxuping_new, I want to take a closer look, guys, he sells this, there are many choices. **Here's the model, there's a ring, a bracelet, then a necklace that you can engrave your name on, then there's an office nip too.***
Speech data 30	*Guys, look at this, this is a coach bag I got from **@nwatchbag_authentic I really tried to fill in all of my stuff it really fits a lot right,***

Figure 4.30 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 14:58

powder, then here's scarlett sunscreen, wallet huh, liptint, cell phone, comb, this gears, fans, earpods, then inside there's still another zipper, oh there's also one in front, I'll fill it in front again, see if you see perfume this is really really useful, this can really fit a lot.

Speech data 31

Figure 4.31 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 14:24

So this is premium halal food, guys, for cats. I got it from @muezza.catfeed, it's Muezza fish, it's the prophet Muhammad's favorite cat. The Arabic language is muiz, **there are many variants, there is salmon, there is ocean fish, there is tuna, chicken tuna, mackerel. Here it is and there is this too, this creamy cat treat that I had earlier, what's the name I gave you earlier which is salmon and this is no pork.**

Speech data 32

Figure 4.32 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 21:03

This is before I release the contents, I want to tell you guys, I'm really curious about this pineapple, guys. Here are the cute hampers, I think this one, **I really like this one, it's like a simple padet. Then look at the contents, here, there are prayer beads, then there are places like this, I don't know what this place is for, I think it can be used for whatever it is for, then there is a spoon for it or not, and this has a prayer mat too,** so it's filled it's really

useful and to use this guys I got it from @kembangdesa_id.

Speech data 33

Figure 4.33 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 28-March-2023; time: 15:22

*So my outfit right now, I'm wearing from @lavenka.pgmta, yeah, guys. So, he is a wholesaler, a wholesale center in Metro Tanah Abang. So for example, if you're looking for an outift outfit, which in my opinion is stylish, you see, it's not that cool, the pants, I really like the details here. So, here's another option, guys. **There are cargo pants and tunics, and there's also a top. Look at the cargo pants at the back**. It's rubber, you see, so it can be stretched more stretchy so it doesn't feel as good, but it also fits the body. If, for example, you want, you can directly check Instagram here.*

Speech data 34

Figure 4.34 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-March-2023; time: 15:00

*Those who are looking for big size pajamas, guys, these are big size pajamas I got from @dariku.ind, yes, these can weigh up to 115 kg. **You guys want here, for example, long sleeves, trousers, short sleeves, short sleeves, shorts,** you can check Instagram, the price is under 150 thousand and there's a 5% discount again.*

Speech data 35

Oh My God! this is really funny, I got this Disney smigle Ariel, I got it from @collection_marchshop if for example you want this costume

Figure 4.35 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-March-2023; time: 15:20

*on her you can really do it or **if you want to buy branded items but cheap Swaroski, then there's Story Burch, there's kenzo sandals, there is a Coach bag, complete with a paper bag, and a dush bag too.** You can search for it at @collection_marchshop where the price is cheaper, if you want, check Instagram directly here.*

Based on the analysis above, speech data from 28 to 35 occur in short videos uploaded to the Instagram account @fadiljaidi. The speaker means to mention. Speech data 28 to 35 includes **illocutionary speech acts of assertive type with the function of mentioning**, mentioning is speech that has the intention of saying something of more than one kind to the interlocutor. In the short video story uploaded by @fadiljaidi, the mention function is used to mention the various collections available from the online shop that were obtained by @fadiljaidi. Products promoted and explained include bags, imitation gold, pet food, and clothing.

2. Directive types with the functions of ordering, requesting, demanding, suggesting, and opposing

In the @fadiljaidi Instagram account, seven data types of directive illocutionary acts were found, with 3 data for ordering, 4 data for suggesting, begging, demanding, and opposing functions not found. The description is as follows.

Table 5. Expressive type with functions of tell

Telling Function Data	Transcript
Speech data 36 Figure 4.36 Source: Instagram account @fadiljaidi (2023)	*So these are the big size pants from @misthetic_, yeah, guys, look at this, the one my dad is wearing is already three XL, but it still fits, you know, **have a look**, guys, it's still stretchy, what I'm wearing is XL, but he also has a size L, then there are 8 color choices, guys, here I have the blue one, then here's*

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Upload time: Monday, 27-March-2023; time: 16:14	*the detail on the back, it's rubber, guys, have you seen it, if you're looking for big size pants, **check out their Instagram right here.***

Speech data 37

Figure 4.37 Source: Instagram account @fadiljaidi (2023) Upload time: Friday, 24-March-2023; time: 14:23

*Assalamualaikum, WR. WB, for all of you, happy fasting, and for all of you who are looking for koko shirts, koko batik shirts, or other shirts, you can search @bossqu21official, you can see the options, how did you wear the shirt? How cool? Alhamdulillah, I want to see something else. **Yes, you should take a look at the options at @bossqu21official**, yeah, guys, here it costs under 150 thousand, the material is cotton linen, so it absorbs sweat and there are lots of choices, yes, there's batik, there's koko, and there's also a lot of size options*

Speech data 38

Figure 4.38 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-March-2023; time: 21:38

*Who else is wearing a new abaya, ladies and gentlemen? You can do this at @syaima.id, **listen, listen,** here are the details in the middle, there's a rope, it's up to you whether you want to make it rich or what your chest circumference can reach 120. But, for those of you who are small or petite like me, see. yes, when you put it on, it doesn't look too big, can you see it? stay just like that. Then, this is busui friendly, all you have to do is open it like this, then this is also wudhu friendly, and if for example you*

*want to use it for Umrah, this at @syeima.id is also suitable. Some of them are black in color, some are white, don't you see, **if you want, you can check Instagram right here.***

Based on the utterances above, speech data 36 to 38 are included in **the type of directive illocutionary speech act with the function of ordering**. Ordering is an utterance that has the intention of asking the interlocutor so that the said opponent is willing to do something for the speaker. Speech data 36 to 38 occur in short videos uploaded to the Instagram account @fadiljaidi. the speaker intends to order in the short video speech uploaded by @fadiljaidi, the function of ordering is used by @fadiljaidi to ask the interlocutor to listen to something to be conveyed by the speaker @fadiljaidi. Products that are promoted in the form of shirts and pants.

Table 6. Expressive type with functions of recommend

Recommend Function Data	Transcript
Speech data 39 Figure 4.39 Source: Instagram account @fadiljaidi (2023) Upload time: Wednesday, 22-March-2023; time: 16:00	*Mom, I'm really sorry, **you're super jumbo, right, mom, here we have the size for you for super jumbo, we have standard size, jumbo, and super jumbo, like mom, I'm sorry, mom,** I'm just speaking the truth, yes, this is right for you, mom. Yes, madam, look at this new model, this mother is from @putri_dania.id, yes, yes, yes, we have a lot of models, there are also places where you can buy it here, look at it, the choices, there are lots of colors, that's good Mom, I don't regret buying here, it's cheap, it's not expensive.*
Speech data 40	*I almost ran out of this, guys, this eatsambel, **please, if you are on vacation, bring this,***

Figure 4.40 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 21-Feb-2023; time: 09:47

this eatsambel, if for example you have food that doesn't suit you, this is really Indonesian food that's really easy to carry, this is the squid I don't like squid either, but this is the only squid that Keanu eats, for me it's skipjack tuna, it's the best.

Speech data 41

Figure 4.41 Source: Instagram account @fadiljaidi (2023) Upload time: Tuesday, 28-February-2023; time: 13:20

Asli, I swear by anything! it smells good, I got the brown one, it smells really, really, really brown. If it's sweeter than caramel popcorn, **I got this hanging perfume from @holigrelskincare. You have to try this, it smells really good.**

Speech data 42

Figure 4.42 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 30-Feb-2023; time: 21:58

Here, guys, what I like is that there are unit hampers like this, can't you see? So, for example, if you want something that's not too expensive, if you only want to give one, for certain people, this is perfect for @luve.cake. Now it's time for us to try it, in my opinion the best is this guys, the peanut cake, this peanut cake is really, really good. Here, it's crunchy, right when you bite it, it's like crunchy and then it's salty and sweet, this is really the best. **@luve.cake for the peanut cake, if you want to buy this you have to buy the peanut cake too** *if you want to check it*

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out here.

Based on the utterances above, data 39 to 42 are included in **the direct illocutionary speech act with the function of suggesting**. Suggesting is an utterance that has the intention of giving advice to the interlocutor. In the short video story uploaded by @fadiljaidi, the suggest function is used by @fadiljaidi to give suggestions to the interlocutor. Speech data 39 to 42 occur in short videos uploaded to the Instagram account @fadiljaidi. the speaker intends to suggest to the speech partner. The products promoted and suggested by speakers are in the form of food, perfume, and mukena.

3. Expressive type with functions of praising, be thankful, criticizing, and complaining.

In the Instagram account @fadiljaidi, seven data types of expressive illocutionary speech acts were found, with 6 data for the function of praising (Holly dkk., 2023; Vicky dkk., 2023), 1 data for the function of saying thank you, the function of criticizing, and the function of complaining not found. The description is as follows.

Table 7. Expressive type with functions of praising

Praising Function Data	Transcript
Speech data 43 Figure 4.43 Source: Instagram account @fadiljaidi (2023) Upload time: Monday, 27-Feb-2023; time: 20:47	*Thank God, I got an Eid envelope with a bracelet from @hilyaashop_, yes, I already used this bracelet, but I want to focus on the envelope first, because **I think this envelope is really nice, guys, have a look, this is a cute picture, happy Eid al-Fitr** , it's a happy holiday, so the picture shows that there are really a lot of choices and some are medium in size, and some are big.*
Speech data 44	*Finally! I've arrived, taraaa, this is the hotel, how come there aren't any lights, Nu? Well, wow, this is the bathroom, Oh My God! the bath is really funny, **the bath is***

Figure 4.44 Source: Instagram account *@fadiljaidi* (2023) Upload time : Wednesday, 15-March-2023; time : 19:57

really awesome guys, Andaz Hotel, ugh the view is Nu, really good guys, Oh my God.

Speech data 45

Figure 4.45 Source: Instagram account *@fadiljaidi* (2023) Upload time : Tuesday, 21-March-2023; time : 10:48

So, here I got the suitcase from @wellenprint. **I think this suitcase is really cute, right***, so it has stickers like that and you can customize it, you can request what stickers you want yourself, do you understand that or not? You can just print the stickers too, you can do it directly with the luggage too. Here, if for example you want me to put it here.*

Speech data 46

Figure 4.46 Source: Instagram account *@fadiljaidi* (2023) Upload time : Friday, 24-March-2023; time : 15:27

So the outfit that I'm wearing with my dad is from @glgsofficialstore, I've already reviewed this, and what makes me my favorite is look at it, the shirt is simple but **you can see the picture, the picture is cute, this is the hoodie,** *I'll see it later, but, The best, in my opinion, are the pants, guys, the pants. These are really pants, in my opinion they are really cool and they wear really well.*
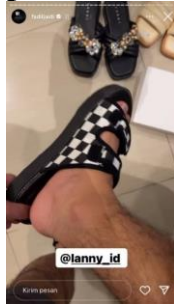
Speech data 47

Figure 4.47 Source: Instagram account @*fadiljaidi* (2023) Upload time : Friday, 24-March-2023; time : 15:30

*Oh My God! Look, guys, this is the first time **I got sandals with a pattern like this, I swear this is a boy's sandal, guys, because this is funny, then it's really soft**, really, I got it from @lanny_id, yeah, guys, and when he's live, all items cost 99,000.*

Speech data 48

Figure 4.48 Source: Instagram account @*fadiljaidi* (2023) Upload time : Monday, 27-March-2023; time : 15:58

*Oh My God! Look guys, here I got a bracelet, I think this blue one is really cool, then there's the one with F written on it. I got this from @ianda.id. Then, **he has funny rings too, I swear, this collection on him is really good.** And there are lots of collections in it and if for example you want twins you can do that too.*

Based on the utterances above, speech data 43 to 48 are included in **the type of expressive speech act with the function of praising**, expressive speech act is a speech that functions to show a reaction to something's actions (Levan's dkk., 2022; Saputra dkk., 2022). Praising is a speech that has the intention of expressing admiration for something that is being explained by the speaker, in a short video story uploaded by @fadiljaidi. The praising function is used by @fadiljaidi to praise products obtained from the online shop. Products promoted include envelopes, hotel amenities, suitcases, trousers, sandals, bracelets and food.

Table 8. Expressive type with functions of be thankful

Thanking Function Data	Transcript
Speech data 49	*I got a message from Ms. Felis and Mr. Hito and also Scarlett, thank you, Ms. Feli,*

Ms. Hito is pretty good for breaking fast, thank God.

Figure 4.49 Source: Instagram account @fadiljaidi (2023) Upload time: Wednesday, 29-March-2023; time: 18:42

The speaker means thank you. This story is marked with "I got a message from Felis and Hito and also Scarlett, thank you." Based on these utterances, speech data 49 is included in **the type of expressive speech act with the function of thanking**, thanking is an utterance that has the intention of expressing gratitude when receiving kindness or something from someone else. In the short video story uploaded by @fadiljaidi, the thank function is used to thank @felicyaangelista @hitocaesar for being given food to break the fast.

4. The commissive type with the function of promising, swearing, and threatening.

In the @fadiljaidi Instagram account, there is 1 data of commissive illocutionary speech acts with a promise function. However, the swearing function and threatening function were not found. The description is as follows.

Table 6. Commissive Type with The Function of Promising

Promised Function Data	Transcript
Speech data 50 Figure 4.50 Source: Instagram account @fadiljaidi (2023) Upload time: Thursday, 23-Feb-2023; time: 16:15	*Who wants to have twin clothes with their family? Just buy it at @celotehlittlegoods, here you can see how this new family looks like, and there is also for mothers who are breastfeeding so breastfeeding is easy, **there is also another collection behind, I'll take a look in a moment**. he has many motives, choices. Anyway, he's complete, you can immediately check his Instagram here.*

In data 50, in the video uploaded by the @fadiljaidi account, the speech is included in **the type of commissive speech act with a promise function**. In the video,

the speaker intends to promise the speech partner to show other items, in the video, the speaker also utters the sentence *"...there is also another collection behind, I'll take a look in a moment..."*. The purpose of this speech is to promise the said partner to show another collection of the items being promoted (Liam dkk., 2023; Saskia dkk., 2023). This is strengthened when the speaker (@fadiljaidi) promises to the interlocutor (consumer), from the speech delivered on the Instagram account @fadiljaidi, the utterance is included in the type of commissive speech act with a promise function. Promise is an utterance that has the intention of being willing to do something to the interlocutor.

5. Declarative type with functions decide, cancel, prohibit, allow, and forgive

In the Instagram account @fadiljaidi, **there are no declarative illocutionary speech acts**, such as the function of deciding, canceling, prohibiting, allowing, and apologizing functions.

CONCLUSION

Based on the consequences of the lookup and dialogue carried out regarding illocutionary speech acts on the Instagram account @fadiljaidi, there are illocutionary speech acts with more than a few kinds and functions. The utterances in the speech contained in the account comprise countless sorts and functions of illocutionary speech acts.

First, based totally on the kinds of illocutionary speech acts, there are 50 speech data. The information consisted of 35 data on assertive speech acts, 7 statistics on directive speech acts, 7 information on expressive speech acts, 1 statistics on commissive speech acts, and no statistics on declarative speech acts. Thus, the most dominant records is observed in the Instagram account @fadiljaidi, which is the kind of assertive speech act.

Second, primarily based on an analysis of the characteristic of illocutionary speech acts in the Instagram account @fadiljaidi, found 26 information of assertive speech acts for the characteristic of declaring, 1 statistics for assertive speech acts for the function of displaying and eight facts for assertive speech acts for the feature of mentioning. In addition, there are also 3 facts of directive speech acts of the function of ordering and four statistics of directive speech acts of the function of suggesting. On the other hand, there are additionally 6 data of expressive speech acts for the feature of praising and 1 data for expressive speech acts for the characteristic of saying thank you. Lastly, there is 1 commissive speech act facts with promise function, and declarative speech act records with the characteristic of deciding, canceling, prohibiting, permitting and apologizing were no longer found. In other words, the outcomes of this study can be concluded that the form of follow.

Assertive kind of illocutionary speech with the characteristic of mentioning on the Instagram account @fadiljaidi used to be found to be the most dominant.

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