CHAPTER I
INTRODUCTION

This part will deal with the research's identification, such as the background of the research, limitation of the problem, research questions, purpose of the research, and significance of the research.

1.1 Background of the Research

One of the most popular and used social networking apps is Instagram. Instagram is a social networking software that allows users to post photos and videos with their friends. And various ranges of ages are active on social media. Kevin Systrom and Mike Krieger were the founders of this app on October 6, 2020, and it today has over 200 million users. and Instagram users are not only ordinary people but also public figures, celebrities, politicians, singers, and many more. and one of the singers with the most followers on Instagram is Justin Bieber.

Who doesn't know Justin Bieber, Justin Drew Bieber is a famous Canadian singer-songwriter, he has many achievements and love from all people who like him and also he has achieves many awards like Grammy award, Billboard music award, American Music Award, and many more. Justin Bieber has 232 million followers, 690 followings, and 7.087 posts on his Instagram. and his fans as "Belieber" always leave comments on every video or photo post uploaded by Justin Bieber. And now he is traveling the world for his concert tour called Justice World Tour and it will be the last tour and now he is traveling around the world to hold a concert entitled Justice World Tour where his fans have been waiting for the concert. And it can be seen in followers' comments on his Instagram posts.

During the process of delivering information through the comment section that leaves by followers in Justin Bieber's Instagram posts, there is much information behind

the expert. Language allows people to communicate with each other in social life by allowing them to express their thoughts, ideas, opinions, and feelings. According to Austin (1962), people may act through language, do things through language, and get others to do things for them through language.

There are many kinds of language which we used to study the language. Pragmatics is one of them. Pragmatics is the study of the meaning of a speaker. To put it another way, pragmatics is the study of the meaning of the context between the speaker and the listener. The benefit of studying language through Pragmatics, according to Yule (1996), is that one may discuss people's intended meanings, assumptions, intentions, or aims, and the types of activity they are performing when they speak. In pragmatics, the hearer not only understands the content of the speaker's words but also the context in which they were said.

In addition, the Speech act is a part of the pragmatics study. According to Searle (1996), speech acts are the basic unit of linguistic communication. Pragmatics includes the study of speech acts. Then, Searle (1976) divided speech acts into five types: declaration, representatives, commissives, directives, and expressive. The study of the speech act is crucial for us. The sole purpose of studying speech acts is to help us understand the message contained in each utterance. The ability of the speaker to transmit the message in communication also influences the speech act. As a result, we can easily understand the meaning of the speech act.

Furthermore, based on the explanation above, speech acts can be found in many kinds of communication. One of them is on social media such as Instagram. In this research, the researcher tries to focus on analyzing the expressive speech acts uttered by the experts in Justin Bieber's Instagram comment section based on Searle's speech act

theory. According to Searle, they are certain types of expressive speech acts such as thanking, apologizing, greeting, wishing, and praising.

Moreover, there are 2 types strategy delivering expressive speech acts namely, direct and indirect strategies, according to Cutting (2002). Besides, the researcher can be found the functions of speech acts by Leech (1974) developed by Holmes (2013).

In addition, the researcher is interested to choose Justin Bieber's Instagram account because he is a famous singer and has many followers on Instagram also it contains too many expressive speech acts shown by followers on Justin Bieber's Instagram posts, especially during his last world tour concert *"Justice World Tour"*

1.2 Limitation of the Problem

The researcher focuses to analyze the types of expressive speech acts in Justin Bieber's Instagram posts and comments. The data is analyzed using Searle's theory to analyze the types, the strategies used to deliver the sentences, and also the functions found based on the context. The researcher also limits the data used. In this research, the researcher used comments from Justin Bieber's Instagram followers from 3 different video posts, they are "what do you mean" "yummy" and "hold tight" which got a lot of responses.

1.3 Research Question

Based on the Background of the Research, the problems are formulated as follows:

1. What are the types of expressive speech acts used in Justin Bieber's Instagram posts and comments during the *Justice World Tour*?

2. What are the strategies used in Justin Bieber's Instagram posts and comments during the *Justice World Tour*?

3. What are the functions of the expressive speech acts used in Justin Bieber's Instagram posts and comments during the *Justice World Tour*?

1.4 Purpose of the Research

Based on the research question above, can be known the purpose of the research is:

1. To find the kinds of expressive speech acts used in Justin Bieber's Instagram posts and comments during the *Justice World Tour*.

2. To describe the strategy of expressive speech acts used in Justin Bieber's Instagram posts and comments during the *Justice World Tour*.

3. To find the functions of each expressive speech act in Justin Bieber's Instagram posts and comments.

1.5 Significance of the Research

The research is expected to benefit society as well as the other researcher. The study's significance was divided into theoretical and practical significance, as follows:

1. Theoretical significance

    The results of this study that the researcher can contribute to existing linguistic theory, particularly pragmatics about expressive speech acts.

2. Practical significance

    a. For the students in the English department.

       The researcher hopes that this research will develop the reader's knowledge of linguistics, particularly the pragmatics types of speech acts as expressive speech acts in Justin Bieber's Instagram posts and comments during *Justice World Tour* as seen from a pragmatics perspective.

    b. For the future teacher

       The result of this research will be a reference of the pragmatic's lecturer in discussing and explaining especially the knowledge of expressive speech act in the classroom.

c. For the future researcher

The researcher hopes that this research will help the other researcher who is interested in the same topic, the pragmatics of expressive speech acts. This can be used as a bibliography resource or as a research writing guideline.