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THE SPEECH ACT ANALYSIS OF CYBERBULLYING ON INSTAGRAM

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Abstract. This study aimed to address two research questions concerning the frequency of illocution-related speech acts in connection with cyberbullying on Instagram. Data were collected from 100 comments on four Instagram accounts, and the analysis was done using the speech acts approach. The findings revealed that the speech act most frequently used in connection with cyberbullying on Instagram is the declarative type. Declarative speech acts are employed to create new names and terms, make official announcements, and follow ceremonial events. However, when used in the context of cyberbullying, these speech acts can have a detrimental impact on the victims. The study highlights the growing prevalence of cyberbullying on social media platforms like Instagram and its negative effects on victims. It also emphasizes the importance of understanding speech acts in the context of cyberbullying to improve communication and create a safer online environment.

Keywords: Speech Act, Cyberbullying, Social Media, Instagram

Abstrak. Penelitian ini bertujuan untuk menjawab dua pertanyaan penelitian mengenai frekuensi tindak tutur terkait ilokusi sehubungan dengan cyberbullying di Instagram. Data dikumpulkan dari 100 komentar di empat akun Instagram, dan analisisnya dilakukan dengan pendekatan tindak tutur. Temuan tersebut mengungkapkan bahwa tindak tutur yang paling sering digunakan sehubungan dengan cyberbullying di Instagram adalah tipe deklaratif. Tindak tutur deklaratif digunakan untuk membuat nama dan istilah baru, membuat pengumuman resmi, dan mengikuti acara seremonial. Namun, bila digunakan dalam konteks cyberbullying, tindak tutur tersebut dapat berdampak merugikan bagi para korbannya. Studi ini menyoroti semakin maraknya cyberbullying di platform media sosial seperti Instagram dan dampak negatifnya terhadap korban. Ini juga menekankan pentingnya memahami tindak tutur dalam konteks cyberbullying untuk meningkatkan komunikasi dan menciptakan lingkungan online yang lebih aman.

Kata Kunci: Tindak Tutur, Perundung Online, Media Sosial, Instagram

INTRODUCTION

Online social networking has become increasingly popular in recent years, leading to a rise in cyberbullying cases. Studies have linked cyberbullying to negative outcomes such as decreased school performance, absenteeism, skipping school, dropping out, violent behavior, and potentially damaging psychological effects. Cyberbullying incidents with extreme

consequences, such as suicide, are now more prevalent on social media. Cyberbullying is a more pervasive form of traditional bullying and has negative effects on victims. Researchers suggest automated monitoring of cyberbullying on social networking sites and successful follow-up tactics (Khrisna et al., 2021).

Cyberbullying is easier to detect than traditional violence, as victims can engage in or be the target of cyberbullying. Social media usage has a significant impact on language use, with misuse of mobile technology and social media networks being a problem worldwide (Hidajat et al., 2015). The ability to respond and offer advice on social media can result in cyberbullying, especially when combined with mobile technology. Social media usage unintentionally promotes the use of a language that everyone can understand, leading to a growing problem among junior high and high school students.

Speech acts refer to the notion that language has meaning based on how speech and the speaker's actions interact. It involves the speaker, listener, or writer and reader, along with the topic under discussion. Speech acts can be considered pragmatic components with goals and purposes. According to Loar & Searle (1982), speech acts can be categorized into three types: locutionary, illocutionary, and perlocutionary acts. Locutionary acts involve the transfer of information, illocutionary acts aim to achieve specific effects on the listener, and perlocutionary acts result in certain effects on the hearer and others.

Moreover, some professionals believe that Searle's notion of speech acts is more precise. Language communication units are not only supported by symbols, words, or sentences in the embodiment of speech acts. Producing sentences under certain conditions is a speech act, and speech is the smallest unit of language communication (Thamrin et al., 2019). Based on this view, initially divided speech acts into three types: locutionary, illocutionary, and perlocutionary (Nourdad et al., 2016). The gap that will be filled by the current study is that it will involve Instagram accounts exposed to cyberbullying as participants. This research will focus on speech acts and cyberbullying on Instagram social media in posts and comment posts.

METHOD
Research Design

The research design is descriptive qualitative research. According to Moleong (2007), the descriptive qualitative study means a type of research in which it does not include any calculation or enumerations. Then, the data of this study was illocutionary acts such as assertive, directive, expressive, commissary, and declaration. Instagram was used as one of the

research's data sources. The information used in this study was gathered from Instagram. Instagram was chosen because many of its users write their captions in English. Each user's captions contain the data that was collected for this study. And the method used to acquire the data for this study was a document, in which the researcher saw English captions on Instagram and then selected a few of them as samples of the data that might be gathered overall.

The research was carried out from March to April 2023 and the data source in this study is Instagram. Researchers will focus on the type of speech act and type of cyberbullying from the comments of four Instagram accounts. The analysis was carried out on 100 randomly selected comments posted on the Instagram accounts of four women in the study. The reason why the researcher only examined women's Instagram accounts is that the first woman is sometimes judged as weak when viewed from the side of gender and looks do not like to fight. Second, from physical attractiveness, the appearance of a different woman is sometimes used as material to intimidate (Poland, 2017). Thus, the Instagram account of the comments is collected. Researchers have selected accounts with various followers, from Kim Kardashian with 341 million followers, Miley Cyrus with 194 million followers, Winnie Harlow with 10.2 million followers, and Hailey Rhode Baldwin Bieber with 50 million followers. So, by the number of followers affects the number of comments. This study used documentation research instruments. This study obtained data and information using documentation instruments. Images and posts from posts and comments on Instagram accounts were used as reports and information to support this research study.

RESULTS

Speech Acts that Instagram Users Often use About Cyberbullying

Instagram is a social media where a lot of people use social media. The information conveyed through Instagram, makes it easy for users to find various kinds of speech acts, especially at this time many users use speech acts with cyberbullying. This can cause some users to be threatened, discouraged, panic, stress, and much more that will happen to someone affected by cyberbullying. Many public figures (such as artists, singers, etc.) often get cyberbullied. Therefore, Instagram researchers grouped speech acts on Instagram by looking for illocution speech acts in connection with cyberbullying that is often used on Instagram. After the researcher defines and classifies the speech acts before using the relative frequency distribution shown in the bar chart to review the data.
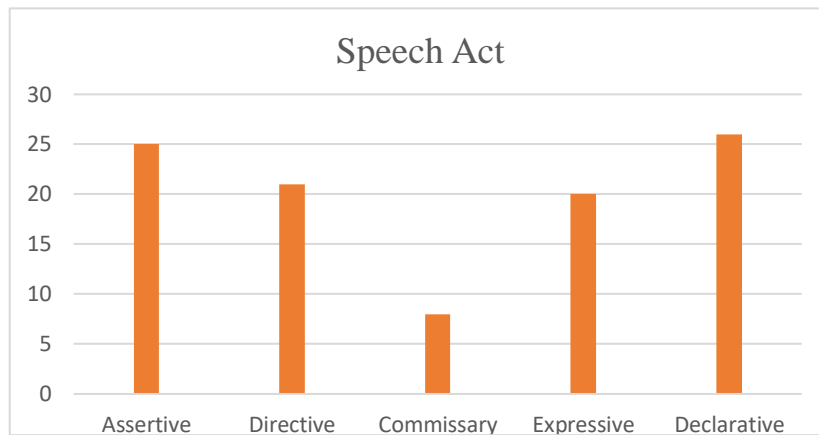
Chart 1. The number of each type of speech act

The chart above shows the number of speech acts found from four Instagram accounts. Researchers found 100 speech acts that used six speech acts, namely, assertive, directive, commissary, expressive, and declarative. The results showed that declarative is the highest Speech Act there are 26 speech acts found from four Instagram accounts, assertive there are 25 speech acts found, directive there are 21 speech acts found, expressive there are 20 Speech Acts found, and there are the lowest speech acts are commissary with 8 speech acts found.

Assertive

Based on the results of the chart presented earlier, Assertive speech acts as categorized by John Searle's Speech Act theory, are speech acts that describe or report a situation. The main purpose is to make a statement of fact or provide information. They can be used to state something that is believed to be true, to describe a situation, or to provide information about a particular subject. Instagram comments: there are 25 comments from 4 Instagram accounts. The comments included in the assertive speech Act are as follows:

Comments 1: skinny trousers on your legs look bad.
Comments 2: She looks like a creeper.
Comments 3: Your sense of style is awful!
Comments 4: She got thick but now she is Thin again.
Comments 5: That heart Shaped mark on the back of your upswept hand

On the other hand, assertive illocution is called assertive illocution. Comment 1, Comment 2, Comment 3, and comment 4 provide information about the appearance of a person's figure from an Instagram account that is not good and not suitable according to the comment. While Comment 5 provides information about something that is in the hands of someone from the Instagram account.

Directive

Based on the results of the chart presented earlier, directive speech acts are speech acts that are used to issue orders, requests, or invitations, and the main primary purpose of these Speech Acts is to influence the behavior or actions of the listener. The word on the directive contained 21 comments from 4 Instagram accounts. Comments are included in the speech act directive as follows:

Comments 1: Delete ur account.
Comments 2: I want to see a brutal man.
Comments 3: Uh oh turn the lights off.
Comments 4: Nice try, we ain't forgetting bout the Minecraft fit u had on.
Comments 5: Pls no more lip interfere.

In speech acts, it is said to be directive illocution. Comment 1, Comment 2, Comment 3, comment 4, and Comment 5 give an order to someone to act. Directive speech acts allow the speaker to influence the behavior or actions of others. Understanding the different types of directions and their purpose can help improve communication by allowing the speaker to choose the most appropriate one the right type of Speech Act for the intended purpose.

Commissary

Based on the results of the chart presented earlier, Commissary speech acts, as categorized by John Searle's theory of speech acts, are Speech Acts used to bind the speaker to a future action. The main purpose of the commissary is to make a promise, offer to do something or make a commitment. Commissary said the lowest of the other speech acts where there were 8 comments from 4 Instagram accounts. The comments included in the commissary's Speech Act are as follows:

Comments 1: nothing like a billionaire wearing a Minecraft suit to fashion week.
Comments 2: Why would she go without a pedicure.
Comments 3: No one likes you mean woman.
Comments 4: I'm still waiting for you to leave America and stay gone.
Comments 5: You are a hex and I wish that you go on with the wind.

In speech acts, it is said to be commissary illocution. Comment 1, Comment 2, Comment 3, comment 4, and Comment 5 providing promise and commitment plays an important role in communication, as it allows the speaker to build trust and build relationships with others. The promise and commitment can make the speaker hold his speech act.

Expressive

Based on the results of the chart presented earlier, that expressive speech acts as categorized by John Searle's Speech Act theory, are speech acts that are used to express the speaker's feelings, attitudes, or emotions towards a particular situation. The main purpose of expressiveness is to communicate the speaker's subjective states, such as feelings of pleasure, sadness, gratitude, or anger. The word expressive contained 20 comments from 4 Instagram accounts. The comments included in the expressive speech Act are as follows:

Comments 1: Wow so yummy I wish I could eat
Comments 2: Okay but your voice 🥴
Comments 3: wasting Justin's money to buy nice comments 😵‍💫 ☐
Comments 4: Not the lip filler lips 💀 💀 💀
Comments 5: I just realized my pimples are bigger than your flat front 😬

In speech acts, it is said to be directive illocution. Comment 1, Comment 2, Comment 3, comment 4, and comment 5 give an expression where comment 1 is expressing a delicious food but he did not have the food. Comment 2 expresses sadness, comment 3 and comment 4 express resentment, comment 5 expresses the advantages that the speaker has over the person he is addressing. Expressive plays an important role in communication, as it allows the speaker to convey their emotions and attitude to certain circumstances.

Declarative

Based on the results of the chart presented earlier, declarative speech acts dominate Speech Act comments in 4 Instagram accounts. Of the 100 comments, 26 were declarative. According to Loar & Searle (1982), declarative is an important type of Speech Act, since it allows the speaker to bring about changes in the world and establish new realities. Comments are included in the declarative speech act as follows:

Comments 1: she's serving "My house got exploded by a creeper."
Comments 2: she sounds like a grandma.
Comments 3: baddest woman alive 🌍
Comments 4: looks like a computer-generated character.
Comments 5: 0 beauty, 0 talent, she uses her husband's money and fame.

It is called declarative illocution. Comment 1, Comment 2, Comment 3, comment 4 and comment 5 naming someone from objects in a monotonous voice may not be as effective as naming the same object with enthusiasm. By using declarative speakers can create new names and Terms, make official announcements, and follow ceremonial events. It is important to understand the different types of declarations and their purpose, since declarative effectiveness

depends on the type of Speech Act used and the context in which it is used. Understanding the different types of declarations and their purpose can help improve communication by allowing the speaker to choose the type of Speech Act that is most appropriate for the intended purpose. After the researchers classified the types of speech acts. The Data will also classify cyberbullying that exists in speech acts on Instagram. Therefore, Cyberbullying also comes in several variations.

Cyberbullying expressed on Instagram

Cyberbullying is a behavior that is carried out intentionally and even repeatedly through the medium of smartphones to send or spread harmful messages to others constitutes cyberbullying, which can also refer to other forms of social violence. So, it can harm someone who is affected by cyberbullying. According to Willard's thesis, cyberbullying can take the following seven forms: flaming, harassment, denigration, impersonation, outing, trickery, and exclusion Willard (2007). There are 100 cyberbullying shown in the bar chart to review the data. Therefore, there are seven types of cyberbullying, which are presented as follows:
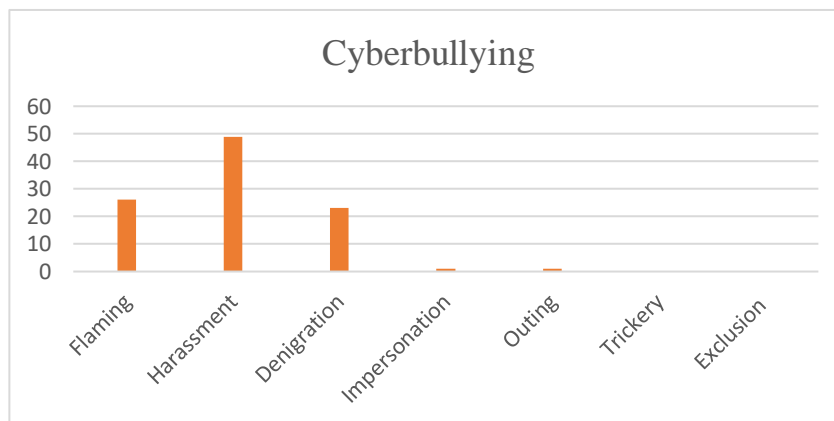
Chart 2. The number of each type of cyberbullying

Based on the chart above, cyberbullying on Instagram from the four Instagram accounts that use the most cyberbullying harassment there are 49 comments, examples of harassment sentences are:

"Pajamas with sunglasses are ridiculous",
"Is this a sponsorship for Minecraft."
There's nothing good about that"
"Your sense of style is terrible!"
"He's so ridiculous!!!"
"His voice is so manly."
"What happened to your skin?"
"He turned completely white"

"Why are your lips so big?"
"Filler?"
"Your nose ...... is so cute 😁😁😁😁😁"

The second most cyberbullying comments are flaming, with 26 cyberbullying comments. Examples of flaming sentences are:

"They are wearing Roblox suits 😁"
"Is this a sponsorship for Minecraft"
"Minecraft villains"
"That was the worst video of my life 😁"
"That description was horrible"
"You are a curse and I hope you go with the wind"
"I don't want to see you"
"Delete your account"
"insecure girl 😁"
"Hmmm I'm overreach"

The third most cyberbullying comment is denigration, there are 23 cyberbullying comments, example sentences are as follows:

"Yoh I can c the fakeness it's sick"
"oh... so that whole beef was just for the show now back to being"
"why would she go without a pedicure"
"Signal if you need rescue..."
"heh! Did you read the scenario"
"looks like a computer-generated character"
"looks like you stuck your finger in the socket"
"Queen R4cist 😺"
"Plastic lip filler and Photoshop"
"Please don't disturb her lips again"
"she needs a lot of attention"

The last comments are impersonation. An example sentence of impersonation is "There is nothing like a billionaire wearing a Minecraft suit to fashion week" and outing there is one cyberbullying comment, the example sentence is "Didn't your parents teach you people If you can't say something nice then don't say anything...". "She should turn off her comments like Britney Spears did People can be cruel". Yet, two types of cyberbullying are not found in these four accounts, namely trickery and exclusion.

DISCUSSION

Five components to analyze speech act illocution expert statements. According to Chaer (2010), the notion of speech acts, language has a meaning that depends on how the speech and actions of the speaker interact. Meanwhile, illocutionary acts are carried out through the

communicative power of a speech, such as promising, apologizing, and offering Yule (1996). The first question is how often frequently used speech acts relate to cyberbullying. Based on the data, documentation from Instagram comments that the speech acts that are often used related to cyberbullying are declarative speech acts, where declarative by using declarative speakers can create new names and Terms, make official announcements, and follow ceremonial events. It is important to understand the different types of declarations and their purpose, since declarative effectiveness depends on the type of Speech Act used and the context in which it is used.

> Comments are included in the declarative speech act as follows:
> Comments 1: she's serving "My house got exploded by a creeper"
> Comments 2: she sounds like a grandma
> Comments 3: baddest woman alive 🌏
> Comments 4: looks like a computer-generated character
> Comments 5: 0 beauty, 0 talent, she user her husband's money and fame 💩 💩

It is called declarative illocution. Comment 1, Comment 2, Comment 3, comment 4 and comment 5 naming someone from objects in a monotonous voice may not be as effective as naming the same object with enthusiasm. By using declarative speakers can create new names and Terms, make official announcements, and follow ceremonial events. It is important to understand the different types of declarations and their purpose, since declarative effectiveness depends on the type of Speech Act used and the context in which it is used. Understanding the different types of declarations and their purpose can help improve communication by allowing the speaker to choose the type of Speech Act that is most appropriate for the intended purpose.

The second question is how to deal with cyberbullying on Instagram. From the data, it was found that the number of comments on 4 Instagram accounts is a type of cyberbullying harassment, there are 49 comments from 100 comments. The use of type harassment on Instagram is very much because there are a lot of sending offensive or disrespectful messages to someone.

CONCLUSION

Based on the description and analysis of the data above, it can be concluded that the most used cyberbullying speech acts on Instagram are declarative. The results showed that the speech acts that are often used related to cyberbullying are declarative types. Declarative speech acts are used to create new names and Terms, make official announcements, and follow ceremonial events. The least found of speech is the commissary speech act. The main purpose of the commissary is to make a promise, offer to do something or make a commitment. Since the

promise and commitment can make the speaker hold his speech act, the commissary seldomly showed on those comments.

Moreover, when used in the context of cyberbullying, these speech acts can become destructive and negatively affect the victim. the type of cyberbullying that is often used in the results of data analysis is harassment, there are 49 comments from 100 comments, the least found in the type of impersonation and outing, there is only 1 comment on each type. Besides, there are two types of cyberbullying that were not found, they are trickery and exclusion. It means, people nowadays can harass people easily on the Internet.

RECOMMENDATION

The recommendation for further research is that researchers can develop further about the speech acts found in cyberbullying on Instagram or any other Social Media Platform. They can combine other problem variables in research like this one. Furthermore, the time spent on this research can be added because there are still many aspects that need to be studied more deeply.

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