

INVESTIGATING TYPES AND STRATEGIES OF EXPRESSIVE SPEECH ACT ON INSTAGRAM

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ABSTRACT

This study examines the types and the strategies of expressive speech acts employed on Agnes Monica's Instagram account. The method used for this research is qualitative research with a descriptive explanation. The results of the data that the researchers have collected and analyzed are from 140 data, there are 16 kinds of expressive speech acts with the most dominant function being "excited" with 18%, and it classified into 5 strategies of expressive speech acts with the dominant strategy being "implicit, direct, literal, and expressed" with 40%. The researcher also found some factors that influence English expressive speech acts on @agnezmo Instagram where Agnes Monica is described as a modern society with the characteristics of having a high level of mobility who pursuing her career internationally, tries to communicate globally by using a language that can be understood widely, and getting affected by the social culture surroundings. These factors influenced the lifestyle and language habits of Agnes Monica. Also, they became one of the strategies that Agnes used in branding and promoting her works through social media to be welcomed by the international market.

Keywords: English, Expressive Speech Act, Promotion, Sociopragmatic, Strategy

A. INTRODUCTION

In the era of globalization, we can find a lot of things that change, in those things automatically impact many of aspects our lives. Economically, technology, education, infrastructure, and many other sectors are affected and connected. This statement also supported by Kara (2019:1) states that globalization is one of the topics that dominate the whole world including economics, politic, religion, and the social elements sectors. Another research by Awosusi (2022:594) explain that globalization is one of a contemporary aspect where the nation become integrated through modal market, technology advanced, politic dimension and culture, and other factors. Technology sector is one of the sectors who get many changes and on of the output of the technology advanced is social media. With a globalization era and the advanced of technology, there are a lot of things that we can use to express ourselves. One of the things that we often do is by using social media, as we know social media give as a facility that could not be separated in our daily life now.

Social media is one of the media that is present and developing in the era of globalization and technological progress, and is one of the communication and information media that is developing in Indonesia because many people are interested in using it. Apart from being a media/tool for communication and information, social media is also often used as a medium for users to express themselves. This opinion is supported by Van Dijk and Poell (2013) that social media is a platform or forum that focuses on the existence of users, because of the facility of user-generated content. This is in line with by Wong et al (2021: 255) who state that social media describes computer-mediated interactive technology that facilitates the creation or sharing of information, ideas, career interests and other forms of expression through virtual communities and networks. Then what caused social media to become popular was revealed by Asur and Huberman (2010) who explained that because of its ease of use, speed and reach, social media quickly changed public discourse in society and set trends and agendas in various topics revolving around the environment. This phenomenon directly affects the use of language in daily life, where the language is affected by social factors. Besides, the context of the speech produced is also related to the context or pragmatically.

Wijana (1996:1) states that pragmatics is a branch of linguistics that studies the external structure of language, namely how language units are used in communication. The way people communicate through social media is by using language. The languages that enter are of course also more diverse. According to Iftitah et al (2022:103), language is a communication tool used to socialize, convey ideas, feelings and information. Thus, the use of language in any media certainly cannot be separated from these goals, the same is true with the language used on social media.

Nowadays, it cannot be denied that with the increasing number of social media and the increasing number of users, many people are also using it as a medium to support their work by branding themselves through social media. One aspect that influences the branding status of users is the tendency to use English. English is considered important and superior, because English is still the language used by superpowers and the incentives offered by English are still very numerous which ultimately influence the way users think and take advantage of existing opportunities to gain profits in the form of material and mental incentives. This is also supported by the opinion of Sujaya (2021) who shows the use of English in Bali as a source of search, by attracting tourists to come on tour so that in the end it will provide benefits for students who use English to get incentives or wages. Furthermore, Dwihartanti and Faizah (2018) claim the importance of an employee in a company being able to speak English to support their career and work became one of the studies that showed the use of English to get incentives.

The phenomenon of using English is also interesting to discuss in the final section, where the researcher wants to analyze what kind of speech acts appear, especially expressive speech acts in the account owner's caption when uploading a photo accompanied by a caption. Halid (2022:448) states that speech acts are pragmatic elements that involve speakers and speech partners. Expressive speech acts are part of illocutionary speech acts where the speech act focuses on the speech act of doing something. This is also based on the opinion of Wijana (1996:18) who says that illocutionary speech acts are also called "acts of doing something". One of the illocutionary speech acts is expressive speech. Expressive speech is speech that also involves the psychological state of the speaker. Then

expressive speech acts themselves have several types, including thanking, condolences, happiness, apologizing and others.

The language used on Instagram also dominantly use English which is relatable with the problem that the researcher tries to find. The use of Instagram to express themselves and will focus on the use of English in the captions that appear in the account owner's uploads. Ellison in Karimah (2021:117) Instagram, which first appeared in 2010, was launched as a photo sharing platform, and over time, other new features such as video, SMS and story sharing have been added which have contributed greatly to its growth. This opinion is also supported by Mahendra (2020: 152) who states that Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram itself. The choice of Instagram cannot be separated from the large number of users of this social media. As stated by Bestari et al (2020) who stated that Instagram is one of the social media with many or dominant active users compared to other social media. Apart from that, Instagram is also considered to have quite a strong influence in influencing society. It is in line with the statement of Lalancette & Reynauld (2019) that visual media such as Instagram has a strong influence in character formation in the world of politics or has the power to influence by carrying out campaigns.

Wijana (2021:21) explains that expressive speech acts are found in speech that is used to express the speaker's emotional state. This was also stated by Searle in Astawa et al (2017:396) who stated that expressive speech acts are speech acts that function to express or inform the speaker's psychological attitude. The types of expressive speech acts are as follows: thanking, congratulating, forgiving, blaming, praising, condolences, and so on. Thus, speech acts are speech acts that explain the speaker's feelings in conveying various feelings both through writing and orally. Research on expressive speech acts has developed and is quite widely carried out. Olenti et, al., (2019) focuses on the use of social media in which there are expressive speech acts from users that want to be conveyed and shared with other social media users. Furthermore, Karimah (2021) found the use of English by Indonesian netizens on their social media accounts and focuses more on differences in the use of English which are influenced by gender, age and sex. Furthermore, Rosyida & Syiroj (2021) investigate the strategy in defamation speech which focuses on implicit elements (in essence).

Then external factors influence language and indirectly also influence the speech acts of the speakers themselves. In speech act situations, of course, it is influenced by social relationships. Brown & Levinson (1987: 239) explain that the nature of social relationships between two people is related to the type and quality of what occurs between them. Then Iftitah (2020:104) explains that language and social interaction have a reciprocal relationship, language forms social interaction and social interaction forms language. What is meant here is the relationship that is built between Agnes Monica and fans or other Instagram users through language or speech expressed through captions, photos or videos uploaded to Instagram. This relationship was also ultimately influenced by Agnes Monica's work background, education, status and place of residence. These factors influence Agnes' psychological attitude which is ultimately expressed in the form of her speech. In addition, Gumper (1972) explained that eight components of speech are relevant and influential in communication, namely background or situation (scene or setting), speakers (participants, participate), purpose of speech (ends, reason), topic of speech (act sequence, acts), method

(keys), means/style of delivery (instrumentality), norms of interaction and interpretation (norms), and type (genre).

In this research, the researcher focuses on one Instagram account, namely @Agnemo, regarding expressive speech acts and the use of English, and its use on social media (Instagram). The use of English on Agnes Monica's Instagram also indirectly has another motivation, namely the desire to brand oneself where using English allows users to communicate more widely, especially as Agnes Monica's job is an entertainer and is trying to go international so it will make it easier for many people. Those who know her, Agnes Monica uses English on her Instagram social media account, in the hope that other users (outside Indonesia) can understand the contents of Agnes' uploads. This is the problem that researchers are trying to address in this research, so that later they can clearly describe the phenomenon and role of language in people's daily lives through Instagram as a media used in social life. Thus, this research aims to investigate the types and the strategy of expressive speech acts on Agnes Monica's Instagram account, in order to examine the phenomenon of the language used in social media.

B. METHOD

The approach that researchers used in analyzing the data in this research was a qualitative-quantitative method with descriptive explanations. Djajudarma in Cenderamata and Sofyan (2019:71) states that the qualitative method is a procedure that produces descriptive data, both oral and written, that develops or exists in society. Furthermore, Syahrudin and Salim (2012:40) also explained that quantitative is empirical research in which the data is explained in the form of numbers. This is also supported by Creswell (2014: 42) that mixed methods involve combining or integrating qualitative and quantitative research and data in a study. Qualitative data tends to be open-ended without predetermined responses, while quantitative data usually includes closed-ended responses such as those found in questionnaires or psychological instruments. This type of research is qualitative to explain the social factor on the use of English on expressive speech acts on @Agnemo's Instagram account, and quantitative research to show the percentage of English use to show the kinds/ function and the strategy used by @Agnemo on her Instagram account to express herself. A descriptive approach is used to explain in detail the results of the data studied and interpret the object according to what it is.

This research focuses on expressive speech acts in English as a sociopragmatic study. Mujib (2009:141) states that sociolinguistics is a study that emphasizes and bases its approach on things outside of language, namely relating to the use of language by speakers in social groups. Thus, sociolinguistics is a branch of linguistics that bases its approach on things outside of language and examines the relationship between language and the environment that speaks a language. The data source used in this research were taken from the use of English which contains expressive speech acts on the Instagram account @agnemo. These utterances are obtained from speech events that occur in the social realm which consists of six environments or domains, namely family environment, education, work networks, culture, government and religion. After the data is collected, the data in the form of captions/descriptions of expressive speech acts in English would be segmented, classified, and analyzed. After being classified, the existing data will be analyzed through form, function, and meaning analysis based on stylistic aspects, and then the data will be presented descriptively with narrative analysis. The results of data analysis are presented in descriptive form, namely in the form of formal sentences, tables, and codes consistently.

C. FINDINGS AND DISCUSSION

The results of the data that the researchers have collected and analyzed, there are 140 expressive speech acts that appear on Agnes Monica's social media in the period January 1st, 2021– August, 31st, 2023. From the data of expressive speech acts that the researcher collected as manyas 140 data, then classified there were 16 types of expressive speech acts found on Agnes Monica’s Instagram account they are congratulating, wondering, complacent, thanking, welcoming, bewildered, motivating, happy, commemorating, exhaustion, careness, excitement, appreciating, longing, and condolences, with the dominant function is “excitement”. Then, there are five strategies that found on Agnes Monica’s Instagram account namely (1) explicit, direct, literal and written speech; (2) implicit, indirect, literal and written speech; (3) implicit, direct, literal and unwritten speech; (4) implicit, direct, literal and written speech; and (5) implicit, direct, non-literal and written speech, with the dominant strategies are implicit, direct, literal, written. After that, described from a sociopragmatic perspective, based on the extrasystemically there are three factors that affect Agnes expressive speech acts such as systemic interaction between Agnes and her follower, Inferiority feeling that Agnes has in using Indonesia language, and Speaking of Agnes in the way of communication, and domicile in the United States and already go international. The percentage and explanation of the data can be seen on each level below:

Level I Function of Expressive Speech Acts on social media

Based on Wijana (2021) there are some functions found in English expressive speech acts on Agnes Monica’s Instagram, they are congratulating, wondering, complacent, thanking, welcoming, bewildered, motivating, happy, commemorating, exhaustion, careness, excitement, appreciating, longing, and condolences. The percentage of the data can be seen on the table below:

Table 1. Expressive Speech Act Function on Agnes Monica’s Instagram Account

No	Expressive Speech Acts Function	Total
1	Complacent	14
2	Bewildered	3
3	Thanking	24
4	Condolence	2
5	Excitement	25
6	Exhaustion	4
7	Welcoming	6
8	Appreciating	1
9	Commemorating	4
10	Motivating	10
11	Wondering	7
12	Confidence	1
13	Care	4
14	Longing	4
15	Happy	22
16	Congratulating	9
	Total	140

Here is the representation of the data for each function:

1. Complacent

The example is an expressive speech act of self-satisfaction which is characterized by Agnes' speech with the sentence "chillin. In all @dior". "**Chillin. In all @dior.** [#AGNEZMO](#) [#sounbothered](#) 🤔"

Dior is known as a brand that has quite high value and price. Because Agnes' speech above leads to the satisfaction felt by Agnes because she can use goods that are known to have quite high prices. The strategy of the speech above is EDLW (explicit, direct, literal and Written).

2. Bewildered

It can be seen in the following excerpt:

“ Why i gotta be one thing or the other. **Why can't I be both.** [#AGNEZMO](#) [#dimensions](#)”

This example is an expressive speech act of bewildered or confusion which is characterized by Agnes' speech with the sentence "why can't I be both". Agnes expressed her concern about people's expectations of her to be something they hope for. Agnes expresses her feelings of confusion through direct speech by using the word "why" which marks the expression of confusion that Agnes feels. The strategy of the speech above is EDLW (explicit, direct, literal and written).

3. Thanking

Expressive speech act of gratitude which is characterized by Agnes' speech with the sentence "*thanks Agnation ure the best*". "

“ We heard you! F Yo Love Song is finally out on itunes and apple music. There must have been a glitch or something. So sorry about that. BUT GUESS WHAT!! It's finally there, and it's already no 1 on R&B/soul chart 🤍 **thanks AGNATION ure the best.** [#AGNEZMO](#) [#FYoLoveSong](#)”

Agnation" is the nickname given to Agnes' fans, and in this upload, Agnes thanked her fans who had helped and appreciated the latest song that Agnes released, which managed to enter and occupy the R&B charts in the first place. As previously explained, Agnes Monica's background is an entertainer who has now gone international, to make it easier for Agnes to communicate or express her gratitude to her fans, she uses English which is also part of Agnes' self-branding strategy to be accepted internationally and can easily communicate and be understood by fans more widely. The strategy of the speech above is EDLW (explicit, direct, literal, and written). The function of the speech above also indirectly goes back to branding Agnes herself by winning an award and becoming one of the singers who can be reckoned with.

4. Condolence

Expressive speech act of condolence which is characterized by Agnes' speech with the sentence "This type of heartbreak and pain, no one should have to endure".

“ My heart hurts as a daughter, I couldn't stop crying reading this “love” letter she wrote. I can't even comprehend nor will I ever pretend to know what she must be feeling by now. **This type of heartbreak and pain, no one should have to endure.** And this is just ONE of MANY (TOO MANY) victims. Can we please stop... can we please do better? Repost @shaunking _ PLEASE SWIPE OVER. This is from the daughter of the 4th grade teacher who was murdered, Eva Mireles

Agnes expressed her condolences to one of the child victims who died at a young age. The strategy of the speech above is EDLW (explicit, direct, literal, and written).

5. Excitement

An enthusiastic expressive speech act which is characterized by Agnes' speech with the sentence "*Can't wait for NYE next year*".

“Can’t wait for NYE next year where we can actually go out of our living room 🥳🥳 to celebrate NYE! 2021 u gotta do better 🥳🥳
[#someshitihaventposted](#) [#AGNEZMO](#) [#DiamondsLaunchParty](#) [#singlereleaseparty](#)”

This example is In this speech, Agnes also hopes that in the new year, there will be good things marked by the sentence "*2021 you gotta do better*". Agnes Monica, whose background is an entertainer and is currently trying to change the world of international music, tends to use English to convey feelings or express herself through social media. This of course also aims and is a self-branding strategy for Agnes to be accepted internationally and to be able to easily communicate and be understood by her fans more widely. Then the strategies for the speech acts above are EDLW speech acts (explicit, direct, literal, and written). The function of this speech act is also indirectly a form of indirect promotion for Agnes by adding the hashtag #Diamond which is the title of Agnes' latest song which will soon be released in the new year.

6. Exhaustion

An expressive speech act that shows Agnes' state of feeling tired, which is marked by Agnes' speech with the sentence "*last rehearsal before tonight*", the reason for this sentence is included in the type of expressive speech of fatigue, namely it is based on a photo that was also uploaded by Agnes along with this information in the photo, you can see Agnes is tired while being on stage.

“Stage life. **Last Rehearsal before tonight** ❤️ [#AGNEZMO](#)”

The stage is also the place where Agnes will hold a performance which will be held soon and these preparations are Agnes' final preparations before performing. Indirectly, in this speech, Agnes tried to inform her fans that she would be performing and with her upload she could encourage her fans to come and watch the performance. English is also used in the upload because the performance will be held outside Indonesia so that fans can understand the meaning of the upload on their Instagram account. The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

7. Welcoming

This is an expressive speech act which shows the state of Agnes who feels welcomed which is marked by Agnes' speech with the sentence "Fuck Yo Love Song".

“👁️ **Fuck Yo Love Song** [#FYoLoveSong](#) [#AGNEZMO](#)”

This is the title of Agnes' song that has just been released, and through her upload, Agnes wants to invite her followers on Instagram to welcome her new song by simply uploading a photo teaser showing the title of her latest song accompanied by a caption below the photo in the form of the title of her new song. The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

8. Appreciating

This is an expressive speech act that shows the state of Agnes' feeling of praising, which is characterized by Agnes' speech with the sentence "get sick of it".

“**I finally get sick of it so....** F Yo Love Song 🙄
[#Fyolovesong](#) [#AGNEZMO](#) [#FYoLoveSongMusicVideo](#) [#Tampildireels](#)”

"get sick" in this sentence wants to show that Agnes has listened to the song many times, which is assumed to be because the song is too good to listen to over and over again, so the word "get sick" leads to a statement praising Agnes' song which is good to listen to over and over again. . The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written), with an indirect **function to convey that Agnes will be performing that evening.**

9. Commemorating

This is an expressive speech act that shows the state of Agnes who feels reminiscing which is marked by Agnes' speech with the sentence "still remember".

“**Still remember the day i had this design in my head** and I insisted that I NEED to have Batik patched sweatshirt n pants for my [#FYoLoveSongMusicVideo](#) . Who remembers which scene?? 😊”

The reason for this sentence is included in the type of expressive speech of praise, namely it is based on Agnes' speech which has a pragmatic meaning. "still remember" in this sentence wants to show that Agnes remembers what in this context is related to making the video clip. The strategy of the speech above is EDLW (Explicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

10. Motivating

This is an expressive speech act that shows Agnes' condition in wanting to provide motivation from her upload. which is characterized by Agnes' speech with the sentence "women have choices".

“❤️ **women having choices should be normalized.** Watch the full version on this link <https://youtu.be/Mnfyz4iIroc>. Subtitle: English & Bahasa Indonesia [#MOTivation](#) #MOndayMOTivation [#AGNEZMO](#)”

The reason this sentence is included in the type of motivational expressive speech is based on this sentence which gives a kind of strength to her followers to be more confident in being themselves. This is also related to the issue of gender equality where many women feel discriminated against in certain matters and in this case, Agnes highlights that women also have the right to choose and also indirectly supports emancipation. The strategy of the speech above is EDLW (Explicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

11. Wondering:

This is an expressive speech act that shows Agnes' condition in wanting to provide motivation from her upload. which is marked by Agnes' speech with the sentence "who remembered the lyrics already?"

"Who memorized the lyrics already?? ❤️ 😊 #FyolovesongLyricsVideo 7 PM
WIB 8 AM EST #AGNEZMO #DirectedbyAMo
Productions: @barde.tv"

The reason this sentence is included in the type of curious expressive speech is because it is marked with a question sentence which also expresses Agnes' curiosity about the new song that has been released and how enthusiastic her fans are. Apart from that, Agnes is also indirectly trying to promote her new song to her followers who may not know the song so they can listen to it. The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

12. Confidence

This is an expressive speech act that shows Agnes' condition of wanting to convey confidence from her upload

"❤️ short hair dont care #archieve #AGNEZMO"

It is marked by Agnes' speech with the sentence "short hair don't care" the reason for this sentence is included in the type of expressive speech that expresses her self-confidence is that Agnes without hesitation uploaded a photo of herself with her new cut and didn't care about the opinions of people who might think it was bad. the cut suits him. The strategy of the speech above is EDLW (Explicit, Direct, Literal, and Written), with an indirect function to convey that Agnes will be performing that evening.

13. Care

This example is an expressive speech act that shows Agnes' concern for the corona virus pandemic that is currently hitting the whole world.

"... Now that i got your attention, get yourself vaccinated, please check out our clinic to get your vaccine for free (we also provide some food incase you didnt have your breakfast before you come, and something to bring home as well). check my previous post for further info. Stay safe! ❤️ 🙏
#AGNEZMO #AGPEDULI #GetYourVaccine “

One concrete form that Agnes can take is to actively support the government's program to overcome its spread, namely by vaccinating. Apart from vaccinating, Agnes also invites her fans to support the government's program by taking part in vaccinations and it is hoped that

this can help suppress cases of the spread of the corona virus. Due to the corona virus having pandemic status and meaning it has hit the whole world, Agnes uses English with the aim of being understood by all Instagram users because English itself is an international language which is of course understood by the majority of people in the world. The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written). Its function is to encourage people to take care of themselves in order to avoid the spreading corona virus.

14. Longing

This is an expressive speech act that shows Agnes' longing for the corona virus pandemic that is currently hitting the whole world

“Miss ma friiiends.... cant wait til this Covid is over and we get to hang out again!
♡ 😍 🙌 [#AGNEZMO](#)”

Because of this condition, Agnes cannot meet her friends because of the rules that do not allow her to leave the house. The strategy of the speech above is IDLW (Implicit, Direct, Literal, and Written). Its function is to encourage people to take care of themselves in order to avoid the spreading corona virus.

15. Happy

This is an expressive speech act that shows Agnes's happiness with her latest purchase.

“Fresh kicks on my feet ♡ 😍 [#AGNEZ MO](#) [#AJ1](#)

The newest item is the latest series of shoes released by one of the famous shoe brands, therefore it is not surprising that Agnes expressed her joy through her upload accompanied by a photo of her new shoes. The strategy of the speech above is IDLW (Implicit, Direct, Literal and Written).

16. Congratulating

This example is an expressive speech act of giving congratulations which is marked by Agnes' speech with the sentence "Happy New Year 2021".

“Hmmm tryna text everybody Happy holidays but do i haaaave tooooooo??? Decided to just say happy Holidays here on IG. **HAPPY NEW YEAAAAAR 2021!!**
👉 👉 👉 “

As previously explained, Agnes Monica's background is an entertainer who has now gone international, to make it easier for Agnes to communicate or congratulate her fans, she uses English, which is also part of Agnes' self-branding strategy to be accepted internationally and be able to easily communicated and understood by wider fans. The strategy of the speech above is EDLW (explicit, direct, literal, and written). The function of this speech is to convey congratulations in welcoming the new year.

In the table 1, it can be seen that the expression “**excitement**” is the most dominant speech act among other speech acts proved by the percentage is 18% of the data. From the data above, there are 16 types of expressive speech acts found in Agnes Monica's caption on her personal Instagram account. Then 16 types of expressive speech act that appears are: congratulating, thanking, motivating, exhaustion, excitement, longing, wondering,

welcoming, happy, carness, appreciating, condolence, commemorating, bewildered, complacent, and confidence. After analyzing the types of expressive speech in English, the author concluded that Agnes is a positive figure and always shows her enthusiasm for her followers on Instagram. This of course cannot be separated from Agnes' work as an artist who often releases works and of course cannot wait to share the works she has created, especially with her supporters. The author also concludes that Agnes' use of English on her Instagram account is a form of promotion strategy for her works through uploads on Instagram so that they can be widely accepted. These functions are affected by social factors such as systemic interaction between Agnes and her followers, inferiority that Agnes has in using Bahasa Indonesia, and SPEAKING analysis (Setting/ scene, Participants, Ends, Acts of sequences, Keys, Instruments, Norms, and Genre).

Level II Strategy used on social media in expressive speech acts

Based on the research results, the researchers found at least five speech act strategies in expressive speech on the @Agnezmo Instagram account, namely (1) explicit, direct, literal and written speech; (2) implicit, indirect, literal and written speech; (3) implicit, direct, literal and unwritten speech; (4) implicit, direct, literal and written speech; and (5) implicit, direct, non-literal and written speech. The following is a comparison between speech act strategies in expressive speech on the Instagram account @Agnezmo.

Table 2. Speech Strategy on Agnes Monica’s Instagram Account

No	Speech Strategies	Total	Percentage
1	Explicit, Direct, Literal, and Written Speech	54	39%
2	Implicit, Direct, Literal, and Written Speech	56	40%
4	Implicit, Indirect, Literal, and Written Speech	20	14%
6	Implicit, Direct, Non-literal, and Written Speech	9	6%
8	Implicit, Direct, Literal, and Unwritten Speech	1	1%
Total		140	

These are the representation of each strategy:

1. Explicit, Direct, Literal, and Written Speech

The bewildered expressive speech acts above is including in strategies explicit, direct, literal and written speech acts. The speech written by Agnes contains a performative verb, namely "2021 has been amazing to me" so it is explicit. It can be seen in the following excerpt:

“2021 has been amazing to me 😊 Launching [@amolovepotion](#) was one of the most satisfying things ive done after a long process! My very first moscato wine. The fastest growing sparkling wine brand and has reached no 1 sales position online in all market place in Indonesia! With the holidays around the corner, don’t forget to get your own bottle. After all, why drink wine, when you can drink gold? 🍷 [#goldflakes](#) [#AMO](#) [#AGNEZMO](#)”

The sentence mode in this speech is an imperative statement which is used according to its function, namely, Agnes wants to show her satisfaction. Through this speech, Agnes shows that she is satisfied with herself. Agnes uses words that suit her aims and objectives to express this complacent expression and conveys it clearly.

2. Implicit, Indirect, Literal, and Written speech

The excitement expressive speech strategies can be seen in the following excerpt:

Say my name. **Whos ready for today? #AGNEZMO**

The speech written by Agnes contains a performative verb, namely "who's ready for today" so it is implicit. The indirect speech above is characterized by the use of a sentence mode in the speech that is not appropriate to its use, namely the use of an interrogative mode which implicitly shows her feelings. Agnes does not directly express her enthusiasm in the information she uploads. Through this speech, Agnes indirectly shows that she feels enthusiastic. Agnes uses words that are different from their actual function to express enthusiastic expressions by using these expressions and conveying them explicitly.

3. Implicit, Direct, Literal, and Unwritten speech

The expressive speech strategies of exhaustion in this data are implicit, direct, literal and written speech acts. This strategy can be seen in the following excerpt:

6 am is too early for a zoom meting.... #AGNEZMO

The speech written by Agnes contains a performative verb, namely "6 am is too early for a zoom meeting" so it is implicit. The indirect speech above is characterized by the use of a sentence mode in the speech which does not directly express the meaning of the statement, but Agnes literally uses words which indirectly express that the meeting held that morning was tiring because according to Agnes it was still too early. So, the expression of fatigue was conveyed explicitly through his uploads on Instagram.

4. Implicit, Direct, Literal, and Written speech

This strategy can be seen in the following excerpt:

It's that time again ❤️🤪 Can you guess which video i was workin on in all the slides? Which one is ur fave? **#AGNEZMO**

The data above shows enthusiastic expressions with implicit, direct, literal and written speech act strategies. The speech data is implicit because there are no performative verbs. The sentence mode in the speech is used according to its function, namely in the first sentence the declarative mode. Agnes uses the declarative mode to explain that she can't wait for the project she is working on. Agnes' intention and purpose in telling the story were stated directly and explicitly.

5. Implicit, Direct, Non-literal, and Written speech:

Implicit, direct, non-literal and written speech act strategies in the data are included in the expression of exhaustion. It can be seen in the following excerpt:

“Since many of u asked me to put this on my feed, there u go. **Midnight singin cuz i couldnt sleep after the show (well...more like 2AM vibin).** 🤪 **#AGNEZMO**”

This utterance is implicit because there is no performative verb in the utterance. The mode used in the sentence is in accordance with its usage, namely the declarative mode to inform that Agnes is feeling exhausted. The words that make up this sentence do not match their

function, namely that Agnes actually wants to convey that Agnes feels tired but still takes the time to provide or satisfy her followers by singing and uploading her songs on her Instagram. Agnes' intention in saying this statement was stated explicitly, that is, Agnes wanted to say that she was in a state of weakness to her followers.

The result showed that the most dominant speech act strategies found in the @Agnemo Instagram account were implicit, direct, literal, and written speech act strategies. Of the 140 expressive utterances, there were 56 or 40% utterances with implicit, direct, literal and explicit speech act strategies. This indicates that Agnes Monica tends to speak sentences directly and clearly even though the sentences are implicit. Agnes Monica chose implicit speech which was also indirectly influenced by Indonesian (Asian) culture, where Indonesia is included in the Anglo-Saxon environment, where the main characteristic of its society is its habit of not directly expressing its feelings, so it more often uses indirect strategies (indirectness). Then the second most common speech act strategy is explicit, direct, literal and explicit speech acts with data of 54 or 39%. Explicit speech in this strategy was chosen by Agnes Monica based on the function of the speech she wanted to express. The third speech act is implicit, indirect, literal and explicit speech acts, namely 20 data or 14%. In this strategy, Agnes Monica chose indirect speech based on the function of her speech. Next, the fourth speech strategy is implicit, direct, non-literal and explicit speech acts with data of 9 or 6%, and finally implicit, direct, literal and implied speech acts of 1 utterance or 1%. Both speech strategies are also based on function. words that Agnes Monica expressed through her Instagram account @Agnemo.

Level III The Use of English as Strategy of Promotion

Described from a sociopragmatic perspective, based on the extrasystemically there are three factors that affect Agnes expressive speech acts such as systemic interaction between Agnes and her follower, Inferiority feeling that Agnes has in using Indonesia language, and SPEAKING of Agnes in the way of communication. And domicile in the United States and already go international.

First systemic interaction between Agnes and her followers is affected by the purpose of Agnes in achieve something, in this case, Agnes who was trying to maintain her career internationally always make sure to communicate with her fans and follower on her Instagram, shealso always updates about her life, projects, and more in it. Mostly Agnes posts about her project which is it intentionally has a goal which is to promote her projects, etc. Next, the inferiority feeling that people tend to have when they use the Indonesian language on their social media. Theybelieve that using English can give more advantages in helping them brand themselves or promotesomething globally. And last is the SPEAKING aspects, where these aspects are affected by somefeatures such as the setting of the speech acts was produce, the participants of the speech acts, andthen how Agnes promotes her works through social media is dominantly indirectly, and the sequence of the post is right on the real-time, and the expressive speech acts are dominantly express informally, the instrument Agnes use is her social media and English used in express herself because she produces her speech acts through social media it doesn't have any norms and she canfreely express herself, and kind of media that she used is used for communication with her fans and followers through social media. Furthermore, it is based on an element of usage, Agnes Monica is an Indonesian citizen, and her main language is Indonesian but due to her work background and current domicile in Los Angeles, therefore Agnez Mo uses English more

often, and the last element is the facilities, Agnez Mo uses social media to support her in carrying out promotions or just sharing about her daily life on her social media accounts.

The use of English on social media is also indirectly affected by the desire of Instagram users to brand themselves to have a status to be accepted by people or to get an incentive by using it. The domination of English in social media of Indonesian netizens also indicates that English has a status higher than another language in this case Indonesia. Where Netizens tend to use on using English in their social media because they believe it will help in framing themselves in social media that they have a high status by maintaining and can use English. Besides, the post that Agnes did on her Instagram also has another purpose it is to help her in promoting her works to be known widely by the help of social media.

The results of the data analysis carried out by researchers, apart from knowing speech strategies, expressive speech functions, and social factors that influence Agnes in using English in expressive speech acts on her Instagram account. The author also found that there was a self-branding and promotion strategy by Agnes so that it could be accepted by her target market, namely international targets. Using English makes it easier for Agnes to provide information related to the works she produces and by using English, Agnes makes efforts to make it accepted by the wider community. Apart from that, another finding is that, even though Agnes uses English in her speech, the culture of Indonesian society cannot be separated from her speaking style. This is characterized by the dominance of implicit, direct, literal and explicit strategies. This is a characteristic of Asian societies, one of which is Indonesia, where Indonesia is an Anglo-Saxon society, in this case there is a habit of people not expressing their feelings directly and more often using indirect speech (indirectness) in their communication. Apart from Agnes' tendency to continue to be carried away by Asian culture, this is related to her strategy of conveying her feelings indirectly (indirectness), in this case, Agnes' efforts in promoting her works. Researchers also found that there was a feeling of inferiority from Agnes in using Indonesian, because it was influenced by Agnes' goal to carry out her personal branding, so Agnes preferred English to be used in her social media with the aim of building her personal branding which could later bring incentives.

D. CONCLUSION

Based on the results of the analysis, 140 expressive speech acts appeared on Agnes Monica's Instagram in the period January 1st, 2021 – August 31st, 2023. Then some of the expressive speech acts that appear in Agnes Monica's account used strategies such as explicit, direct, literal, expressed; implicit, indirect, literal, expressed; implicit, direct, literal, implied; implicit, direct, literal, expressed; and implicit, direct, nonliteral, expressed. The most used are implicit, direct, literal, and expressed strategies is 40%. Then the types of expressive speech acts that appear are congratulating, thanking, motivating, exhaustion, excitement, longing, wondering, welcoming, happy, caring, appreciating, condolence, commemorating, bewildered, complacent, and confidence, with the most dominant speech acts is excitement with 18% percentage from the data. Then, the researcher found several factors that influence the use of English in expressive speech acts on the @Agnezmo Instagram account, they are the speaker's familiarity with using English, occupation/job, speaker's age, social status, speech situation and culture. Agnes Monica with the Instagram account @agnezmo is described as a modern society that has the characteristics of having a high level of mobility, prioritizing social status, and not wanting to be bound by her previous culture, that her background is a singer who is pursuing her career abroad so that

it influences lifestyle and language habits of Agnez Monica. The implication that we found also, there are existence the tendency of the use English in @agnezmo's Instagram account which is affected by her conviction that using English will help her in pursuing her career by easily promoting and communicating wider with her fans or people through Instagram. It also becomes a strategy of @agnezmo in branding herself to be known as an international singer. In the end, the domination of English used in social media of Agnes Mo can conclude that Agnes believes that language is one of the important factors that help her in pursuing her career. She believes that using English will help her get incentives and support her career as an international singer. And it indirectly shows that English also can be used as a tool in promoting something.

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