

## EXPRESSIVE SPEECH ACTS OF INSTAGRAM INFLUENCERS IN PROMOTING GOODS AND SERVICES AND THEIR IMPLICATIONS FOR ADVERTISEMENT TEXT MATERIALS

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### Abstrak

*Penelitian ini dilatarbelakangi oleh penggunaan bahasa oleh para influencer (selebgram) dalam mempromosikan produk dan jasa, yang dinilai dapat membantu siswa dalam menulis teks iklan. Penelitian ini bertujuan untuk menjelaskan tindak tutur ekspresif para influencer dalam mempromosikan produk dan jasa serta implikasinya dalam materi teks iklan, dengan fokus pada: (1) bentuk tindak tutur ekspresif, (2) strategi bertutur, dan (3) implikasi penggunaannya dalam materi teks iklan. Penelitian ini menggunakan metode deskriptif kualitatif, dengan data yang berasal dari tindak tutur para influencer di akun Instagram pribadi DA, MI, dan RV selama periode Juli hingga November 2024. Pengumpulan data dilakukan melalui teknik telaah media dengan mengunduh rekaman unggahan promosi, yang kemudian diidentifikasi dan diklasifikasikan sesuai dengan tujuan penelitian. Analisis data dilakukan dalam tiga tahap: analisis, pembahasan, dan simpulan, sementara, validasi data menggunakan teknik triangulasi. Hasil penelitian mengungkapkan dua temuan utama Pertama, ditemukan empat jenis tindak tutur ekspresif: memuji, mengucapkan terima kasih, meminta maaf, dan mengucapkan selamat. Kedua, terdapat dua strategi bertutur yang digunakan: strategi kesantunan positif dan strategi kesantunan negatif. Temuan ini menunjukkan bahwa tindak tutur ekspresif berupa pujian dan strategi tutur langsung dengan kesantunan positif lebih dominan, sehingga menghasilkan ujaran yang sopan dan efektif untuk teks iklan. Ketiga, bentuk dan strategi tindak tutur ekspresif ini dapat dijadikan sebagai bahan ajar dalam menulis teks iklan.*

**Kata Kunci:** tindak tutur ekspresif; influencer; teks iklan

### Abstract

This research is motivated by the use of language by influencers (selebgram) in promoting products and services, which is considered to help students in writing advertisement texts. This study aims to explain the expressive speech acts of influencers in promoting products and services and their implications in advertisement text materials, focusing on: (1) the forms of expressive speech acts, (2) the strategies of speech, and (3) the implications of their use in advertisement text materials. This research uses a qualitative descriptive method, with data derived from the speech acts of influencers on the personal Instagram accounts of DA, MI, and RV from July to November 2024. Data collection was done through media review techniques by downloading promotional post recordings, which were then identified and classified according to the research objectives. Data validation used triangulation techniques, while data analysis was carried out in three stages: analysis, discussion, and conclusion. The results of the study revealed three main findings. First, four types of expressive speech acts were found: praising, thanking, apologizing, and congratulating. Second, two speech strategies were used: positive politeness and negative politeness strategies. These findings indicate that expressive speech acts of praising and the direct speech strategy with positive politeness were more dominant, creating polite and effective utterances for advertisement texts. Third, these forms and strategies of expressive speech acts can be used as teaching materials for writing advertisement texts.

**Keywords:** expressive speech acts ; influencers; advertisement text

## 1. INTRODUCTION

Humans as social beings cannot be separated from the use of language in daily life (Miona & Tressyalina, 2024; Nussbaum, 2019). Language serves as the main tool for interacting, exchanging ideas, conveying information, and shaping self-image in society (Jefiza & Tressyalina, 2023; Samuel, 2019)). Failure to use appropriate language may lead to communication breakdowns and social relationship disturbances. Beyond being a tool of communication, language also has a social function as a symbol of group identity and a means of maintaining harmony in social interaction (Marizal et al., 2021; Nurhamida & Tressyalina, 2019).

In the context of communication, the use of language is closely related to speech acts (Andriana & Tressyalina, 2022; Fatma et al., 2020; Firdaus et al., 2012). Speech acts are an integral part of conveying intentions and purposes during interaction. An utterance not only conveys information but also implies an action (Wijana, 2021). Expressive speech acts are one type of speech act widely used in communication because they aim to express the speaker's attitudes, feelings, or reactions to a particular situation (Azhari et al., 2018; Scarantino, 2017). Through expressive speech acts, individuals can convey compliments, criticism, gratitude, apologies, and more. The effectiveness of communication highly depends on the speaker's ability to use appropriate speech acts and suitable speaking strategies to maintain social relationships and convey meaning clearly (Altikriti, 2016; Pawlak, 2018; Taguchi et al., 2016).

In today's digital era, language strategies have become increasingly diverse, particularly in the context of product and service promotion on social media. One phenomenon that has gained attention is the involvement of Instagram influencers (selebgram) in promotional activities. Influencers leverage their popularity and large number of followers to advertise products

through engaging and persuasive posts. Their speech in videos or captions not only contains product information but is also rich in expressions, compliments, and speaking styles that influence the purchasing decisions of their followers. Therefore, it is important to examine the forms of expressive speech acts and speaking strategies used by influencers when promoting products.

This research raises the following questions: What are the forms of expressive speech acts and speaking strategies used by influencers in promoting goods and services, and what are their implications for advertisement text learning? These questions stem from the importance of effective communication strategies in advertising, particularly in the teaching of the Indonesian language. Advertisement text is a component of the Merdeka Curriculum for eighth-grade junior high school students. In learning about advertisement texts, students are required to be creative in producing engaging and persuasive texts (Mandagi et al., 2024; Nelson, 2016). Hence, the use of real-world models, such as product promotions by influencers, can serve as examples in teaching, enabling students to write advertisement texts effectively.

Several previous studies have examined expressive speech acts, such as those by (Fatma et al., 2020; Hellbernd & Sammler, 2016; Sampietro, 2019). These studies show that expressive speech acts are commonly found in various contexts, including netizen comments, court proceedings, social media, and television shows. However, most of these studies only focus on the forms of speech acts without linking them to education or teaching materials, particularly advertisement texts. Therefore, this study aims to fill that gap by specifically analyzing the expressive speech acts used by Instagram influencers in promoting goods and services and linking them to advertisement text materials taught in schools.

To examine this phenomenon, the researcher analyzed the speech of three influencers: Dwihanda Anda, Mega Iskanti, and Rachel Vennya. Their promotional speeches on Instagram videos serve as data sources analyzed based on speech act theory and speaking strategy. The analysis includes forms of expressive speech acts such as compliments and complaints, as well as speaking strategies such as positive politeness used to gain follower sympathy.

The objectives of this study are to: (1) describe the forms of expressive speech acts used by influencers in promoting goods and services; (2) identify the speaking strategies used by influencers in delivering such promotions; and (3) explain the implications of the findings for the teaching of advertisement texts in the Indonesian language subject. Thus, this research is expected to provide a theoretical contribution to the development of pragmatic studies and a practical contribution to the development of advertisement text learning models based on the analysis of expressive speech acts on social media

## 2. METHOD

This study employs a qualitative approach with a descriptive qualitative method. This approach was chosen because it allows the researcher to understand the underlying meanings behind utterances, trace social interactions in the digital media domain, and explore and interpret data in a deep and holistic manner. The researcher acts as the main instrument throughout the research process, from determining the research focus, selecting and collecting data, to analyzing and drawing conclusions. The objective of this study is to describe the expressive speech acts used by Instagram influencers (selebgram) in promoting goods and services and their implications for teaching advertisement texts.

The data analyzed in this study consist of spoken utterances by influencers taken from promotional videos of products and services posted on the Instagram accounts

@dwiandaanda, @megaiskanti, and @rachelvennya, during the period of July to November 2024. Data collection was conducted using observation and note-taking techniques. The researcher observed the influencers' speech in the videos, transcribed the utterances, selected relevant data, matched them with the theory of expressive speech acts (Searle, 1976) and speech strategy theory (Brown & Levinson, 1987), then inventoried and classified the data into an analytical format.

Data validity was ensured through triangulation techniques, namely by confirming the analyzed data based on the applied theories and re-validating them with linguistic or pragmatics experts. The data analysis followed the Miles and Huberman model, consisting of three stages: data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting and focusing on relevant data, then presented in tables and narrative descriptions before drawing conclusions based on the forms of expressive speech acts and speech strategies used by the influencers.

## 3. RESULT AND DISCUSSION

This study examines the expressive speech acts of DA, MI, and RV in promoting goods and services and their implications for advertisement text materials. The findings section consists of the following descriptions: (1) the forms of expressive speech acts used by DA, MI, and RV in promoting goods and services, (2) the speech strategies used by DA, MI, and RV in these promotions, and (3) the implications of the expressive speech acts employed by influencers DA, MI, and RV in promoting goods and services for teaching advertisement texts.

### **The Use of Expressive Speech Acts by Influencers DA, MI, and RV in Promoting Goods and Services**

## Complimenting Speech Acts

Complimenting is a type of expressive speech act that aims to show appreciation, praise, or positive acknowledgment of a person, object, or action. Based on the findings, influencers tend to use complimenting speech acts when promoting goods and services. This can be seen in the following example:

- (1) *"Our skin becomes soft and really clean, dude." (DA/3/6)"*

**Context:** This utterance was made by DA on her personal Instagram account, aimed at her Indonesian female followers to share her experience using a product, specifically the "feeling gel" from Beauty of Joseon. The purpose of the utterance was to express her personal satisfaction with the product and to recommend it to others. The speech was delivered in an orderly manner, beginning with the first impression of the product, previous skin condition, and the results after using it. Her tone was expressive, filled with admiration, and spontaneous, using a casual and non-formal language style with slang words such as "cuy," "grenyes-grenyes," and "satisfying." The medium used was informal Indonesian, slightly mixed with slang, and delivered via digital media. The norm of interaction in this context permits expressive and informal language, adjusted to the communication style on social media. This form of communication falls within the genre of product reviews or testimonials, aimed at creating a positive influence on the audience based on the speaker's personal experience.

Data (1) is an example of a complimenting speech act. DA compliments the product to persuade her female followers to try the Beauty of Joseon product. This is indicated by the utterance *"Kulit kita abis itu jadi lembut kek bersih banget cuy."* She indirectly highlights the product's advantages to encourage purchase, using a subtle praising strategy to avoid sounding forceful. This is a marketing strategy employed by DA to attract consumer interest.

## Thanking Speech Acts

A thanking speech act is an expressive utterance used to convey gratitude, appreciation, or acknowledgment to someone for their help, gift, or kind action. Based on the findings, influencers often use thanking speech acts when promoting products or services. This is illustrated in the following example:

- (2) *"Thank you loh Grace and Glow udah buat body serum kayak gini." (DA/1/2)*

**Context:** This utterance was delivered by DA on her personal Instagram account, in which she shared her experience using a body serum product from Grace and Glow. The purpose was to recommend the product by emphasizing its qualities, such as soft texture, easy application, natural tone-up effect, and a lasting moisturizing sensation that is non-sticky and cooling. The utterance followed a communicative structure, starting with grabbing the audience's attention, giving reasons to try the product, sharing a personal experience, and ending with a call to action and an expression of gratitude to the brand. The tone and style were informal, expressive, and familiar, featuring everyday language like "wajib sih," "buruan," "enak banget," and "ademnya tuh masih berasa." The language used was non-standard Indonesian, suited for casual speech on social media. The communication medium enables direct interaction with the audience, and norms allow spontaneous expression and promotional content through personal experiences. The genre is product review or testimonial, aiming to convince the audience through emotional and relatable approaches.

Data (2) exemplifies a thanking speech act, marked by the expression *"Thank you loh Grace and Glow."*

## Apologizing Speech Act

An apologizing speech act is an expression used to convey regret for a mistake or unintentional action. Based on the research findings, influencers utilize apologizing speech



acts when promoting goods and services. This speech act is illustrated in the following example:

- (3) *Sometimes, when going to a public toilet, sorry, it smells really bad.*" (DA/8/26)

**Context:** This utterance was made by DA on her personal Instagram account. She delivered this message to her followers, who are likely interested in perfumes, lifestyle, and product recommendations. The purpose of this statement was to answer frequently asked questions regarding her favorite perfume, while also recommending a specific product with engaging and relatable descriptions. The utterance flows naturally, beginning with acknowledgment of frequent questions, mentioning her favorite product, describing her personal experiences using it in various situations, and concluding with an invitation for followers with similar personalities to try the product.

The language used is highly expressive, informal, and enthusiastic, featuring phrases such as "catet," "maaf ya bau banget," "cui," and "wajib banget," which create a sense of closeness and friendliness. The language style is casual Indonesian, incorporating modern slang commonly used by teenagers or young adults. The speech norms in this context allow for spontaneous, personal, and expressive delivery, tailored to the communication style popular on social media. The speech genre falls under informal product reviews or testimonials, designed to build emotional connection with followers and influence them to try the recommended product.

Data (3) represents an expressive apologizing speech act, as indicated by the word "maaf" (sorry).

### **Expressive Speech Act of Offering Congratulations**

The expressive speech act of offering congratulations is an utterance used to express happiness or appreciation for someone else's

achievement or happiness. Based on the research findings, influencers use the speech act of offering congratulations when promoting products and services. This type of speech act can be explained through the following example:

- (4) *"Selamat makan siang." (Happy lunch.)* (RV/5/15)

**Context:** This utterance was spoken by RV on her personal Instagram account. The utterance was directed at her followers as a form of greeting or an expression of care toward those who are about to or currently enjoying their lunch. The purpose of this utterance is to recommend *Flimrice* as a healthy and practical rice alternative, emphasizing the product's advantages such as its rice-like shape and texture, its lack of additives and bleach, and its travel-friendly pouch packaging. The message was delivered in a structured manner, starting from the lunch context, product introduction, benefits, to the simple serving method.

The language used is very casual, personal, and communicative, using informal and expressive Indonesian such as "bener-bener mirip nasi" (really looks like rice), "tinggal tuang air panas aja" (just pour hot water), and "udah approved by Chef Juna" (already approved by Chef Juna). The communication norms in this context allow for spoken language, a friendly speech style, and an element of endorsement as a way to engage followers.

The genre of this utterance falls under a product review with a soft-selling tone, aiming to provide information and build interest in the product through a relatable, practical approach full of personal testimony.

Data (4) is an example of an expressive speech act of offering congratulations. This is marked by the utterance "Selamat makan siang" (Happy lunch).

## The Use of Speaking Strategies by Influencers DA, MI, and RV in Promoting Goods and Services

Based on the research data found in the appendix, four types of speaking strategies were identified as being used by influencers when promoting goods and services. Two of these speaking strategy types are described in detail as follows:

### *Direct Speaking Strategy with Positive Politeness Small Talk (DSSPPST)*

Positive politeness is a strategy used to perform face-threatening acts (FTA) by preserving or protecting the positive face of the interlocutor. This strategy is used to establish closeness with interlocutors who are not necessarily close to the speaker, thereby facilitating smoother interactions. It also functions to enhance social relationships. In promoting products and services, influencers DA, MI, and RV often employ direct speaking strategies combined with positive politeness small talk. However, out of 15 types of substrategies, only 10 were found, namely: showing attention, exaggerating sympathy toward the interlocutor, increasing interest in the interlocutor, using address terms, seeking agreement with the interlocutor, presupposing speaker understands the interlocutor's desires, making offers, and expressing optimism. Below is a detailed explanation of each substrategy as illustrated in selected utterances.

#### **Substrategy: Showing Attention to the Interlocutor**

(5) “*Terus kotoran di muka kayak langsung cepet banget keangkatnya cuy dan super gentle banget kalo abis dari luar naik motor banyak kotoran ini adalah solusi guys.*” (DA/3/4)

**Context:** This utterance was made by DA on her personal Instagram account. It was

directed at her female followers in Indonesia to share her experience using a cleansing gel product from Beauty of Joseon. The goal was to convey her personal satisfaction with the product while simultaneously recommending it to others. The utterance was delivered in an orderly manner, starting with her first impression of the product, the previous condition of her skin, and the results felt after using it. Her tone was expressive, full of admiration, and spontaneous, with a casual and informal language style using words like “*cuy*”, “*grenyes-grenyes*”, and “*satisfying*”. The medium was informal Indonesian mixed with slang, communicated through digital media. The norms of interaction in this context allow for expressive and casual speech due to the communication style typical of social media. This form of communication belongs to the *product review or testimonial* genre, aiming to positively influence the audience based on the speaker's personal experience.

Data (5) falls into the direct speaking strategy with positive politeness small talk. This is evidenced by the phrase “*ini adalah solusi guys*” (this is the solution, guys). It shows that DA is paying attention to her followers who may be experiencing facial skin issues. By showing this attention, DA hopes her followers will buy and use the cleansing gel she recommends. Therefore, data (5) uses the substrategy of *showing attention to the interlocutor*.

#### **Substrategy: Exaggerating Sympathy Toward the Interlocutor**

(6) “*This is the newest color from Sea Makeup and it's super easy to blend. The shade is really gorgeous, a kind of rose dusty pink, I like it so much. And the price is great and very affordable you can get a blush like this, isn't it pretty?*” (DA/6/15)

**Context:** This utterance was made by DA on her personal Instagram account. It is addressed to her followers who are interested in makeup and

are looking for high-quality, pigmented, and affordable blush products. The purpose of this utterance is to introduce the newest variant of “Vibrant Flushed Liquid Blush” by Sea Makeup, to give a positive review based on personal experience, and to encourage followers to try the product. The speech is delivered in a relaxed, expressive, and complimentary tone, using non-standard Indonesian typical of social media, with phrases like “*cakep banget bro*”, “*warna mantap banget*”, and “*super affordable banget*” to create a friendly and convincing impression. The communication norms in this context support a flexible, descriptive, and personal style as a strategy for delivering testimonials. This speech genre falls under *beauty product endorsement* with a soft-selling approach that combines product information and personal excitement to engage interest and build trust in the Sea Makeup brand.

Data (6) also uses the direct speaking strategy with positive politeness small talk. This is evident in the phrase “*harga yang sangat mantap dan affordable banget kalian bisa ngedapetin blush on kaya gini cakep ga sih*” (such a great and affordable price, you can get this kind of blush—pretty, right?). It implies that DA is expressing sympathy toward her followers who may have difficulty finding suitable makeup products. By exaggerating her sympathy, DA hopes her followers will buy and use the blush product she promotes. Therefore, data (6) applies the substrategy of *exaggerating sympathy toward the interlocutor*.

#### **Substrategy: Increasing Interest in the Interlocutor**

(7) “*So it can soothe the skin, and its texture really feels cooling on the skin because it’s like a gel sleeping mask. It instantly gives a very cooling sensation on our skin and can be used daily, both during the day and at night.*” (DA/4/9)

**Context:** This utterance was made by DA on her personal Instagram. It is addressed to her followers who are looking to maintain a daily skincare routine. The main purpose of the utterance is to offer advice and promote a product by highlighting its benefits, such as soothing the skin, moisturizing without stickiness, and helping fade acne scars. The language used is informal, communicative, and expressive with phrases like “*langsung cus buruan*”, “*adem banget*”, and “*nggak lengket gituloh*”, reflecting a close connection with her followers. The norms in this context allow the use of casual and testimonial-style speech as an approach to build emotional connection and trust. This communication genre falls under *beauty product recommendation* on social media, blending educational and promotional elements to encourage followers to try the recommended product.

Data (7) belongs to the direct speaking strategy with positive politeness small talk because DA focuses her message on her followers’ appearance. She gives advice to her interlocutors to use moisturizer. From the utterance, DA appears to be very interested in her followers’ appearance. This is shown in the phrase “*bener-bener bikin adem di kulit*” (really soothing on the skin). Thus, the substrategy used in data (7) is *increasing interest in the interlocutor*. DA also explains the product’s advantages as an appeal to encourage her followers to purchase the product. This is marked by the statement “*langsung adem banget ke kulit kita ini bisa dipakai daily, siang, dan juga malam*” (instantly cooling on the skin, and can be used daily, both day and night). DA hopes the highlighted product benefits will attract her followers to buy the item she is promoting.

#### **Using Markers in the Form of Address Terms**

(8) “*Nah, this is the best part guys — Medan’s clam satay is truly distinctive, like rendang-style clams. It’s already delicious with rice, just add some egg omelet,*

*especially when combined with that savory rice.” (DA/9/33)*

**Context:** This utterance was made by DA on her personal Instagram account. It was directed at her followers. The aim of this utterance is to inform and recommend a typical Medanese dish considered to be delicious and authentic. The sequence of statements is shown through the chronological description of the food items received and eaten, starting from *lontong sayur*, savory rice, to Medan-style clam satay. The tone is enthusiastic, expressive, and appetite-stimulating. The language used is informal spoken Indonesian with a mix of daily dialects and expressive words such as “beuh,” “mantap,” and “enak banget-banget.” The norm reflects an informal communication style that encourages casual interaction with her audience. This utterance falls into the *culinary vlog* or *food recommendation* genre, aimed at sharing eating experiences while promoting local products. Therefore, this utterance reflects how digital communication practices are used to express appreciation for local food.

Data (8) was spoken by DA while promoting food. This data uses a direct speaking strategy with positive politeness through the sub-strategy of using markers in the form of address terms. The term “guys” is used to create a sense of familiarity with the audience. This is intended to make the audience feel more comfortable and interested in the promoted product.

#### **Sub-strategy of Seeking Agreement with the Audience**

(9) *“After this I’ll wash my face and then I’ll show you guys how clean my face looks right away.” (DA/3/5)*

**Context:** This utterance was made by DA on her personal Instagram account. It was directed at her female followers in Indonesia,

aimed at sharing her experience using a peeling gel product from *Beauty of Joseon*. The goal of this utterance is to express her personal satisfaction with the product while recommending it to others. It is delivered in sequence, starting from her first impression of the product, the condition of her skin before, and the results after using it. The tone is highly expressive, full of awe, and spontaneous, with a casual, non-formal style using words such as “cuy,” “grenyes-grenyes,” and “satisfying.” The medium used is informal Indonesian with some slang vocabulary, delivered via digital media. The social norm here allows for expressive and colloquial language due to the social media setting. This type of communication belongs to the *review* or *testimonial* genre, aimed at positively influencing the audience's opinion based on the speaker's personal experience.

Data (9) was spoken by DA while promoting a skincare product. This data contains the sub-strategy of seeking agreement from the audience, as seen in the sentence *“I’ll show you how clean my face is.”* DA expects that by doing this, her followers will be convinced and interested in buying the promoted product.

#### **Sub-strategy of Presupposing The Speaker Understands the Audience’s Needs**

(10) *“Its ingredients are super safe for children. If it's safe for kids, of course it's great for adults too!” (DA/5/12)*

**Context:** This utterance was made by DA on her personal Instagram account. It was directed at her followers. The goal of this utterance is to inform them that the *Beeme* product has been verified by Alodokter and to communicate its benefits, especially for dry skin, irritation, and minor wounds, while also promoting its use. The utterance is structured from delivering good news, explaining product benefits and safety, sharing personal experience,



to inviting the audience to try the product. The tone is friendly, enthusiastic, and convincing, creating a sense of trust and closeness. The language used is informal and expressive spoken Indonesian typical of social media, including words like “cus,” “happy banget,” and “yeay.” The norm demonstrates a persuasive but educational personal interaction style. The genre falls under *product endorsement or testimonial review*, which aims to provide information and increase purchase interest.

Data (10) was spoken by DA while promoting a baby skincare product. This utterance is directed at followers who have young children. It contains the sub-strategy of presupposing the speaker understands the audience's needs, as seen in the sentence “*Its ingredients are super safe for children.*”

#### Sub-strategy of Making an Offer

(11) “*It’s so good! And they even have a denim bag — because, you know, sometimes you like wearing jeans, right? This also has a strap, a mirror — I didn’t expect it to be under 200 thousand rupiah, but the quality is this good.*” (DA/13/47)

**Context:** This utterance was made by DA on her personal Instagram account. It was directed at her followers interested in fashion, particularly accessories like bags and necklaces. The purpose is to give a testimonial and promote products from the brand @jimshoneyoffc, emphasizing quality, design, and affordability. The statement begins by describing the necklace accessories paired with a silver bag, then moves on to reviewing several bags, highlighting quality, visual appeal, and functionality. The tone is cheerful, impressed, and persuasive, reflecting a passionate sharing of recommendations with an informal and personal style. The language used is informal spoken Indonesian with spontaneous and slightly hyperbolic expressions like “jegerrr,” “cuy,” and “kokoh banget,” aimed at capturing

followers’ attention. The norm of this utterance reflects common digital marketing practices—sharing personal experiences to increase followers’ interest in the product. The genre is *personal testimonial and soft-selling advertisement*.

Uttered this while showcasing a bag and promoting it to attract buyers by making an offer. This is indicated by the sentence “*Under 200 thousand but the quality is this good.*” Therefore, Data (11) contains the sub-strategy of making an offer.

#### Sub-strategy of Showing Optimism

(12) “*The products from Beauty of Joseon are honestly so cool.*” (DA/3/8)

**Context:** This utterance was made by DA on her personal Instagram account. It was directed at her female followers in Indonesia, aiming to share her experience using a peeling gel product from *Beauty of Joseon*. The purpose is to convey her personal satisfaction with the product while recommending it to others. The statement is delivered sequentially, starting from her initial impression, the condition of her skin before, and the results afterward. The tone is expressive, full of admiration, and spontaneous, with a relaxed and informal language style using words like “cuy,” “grenyes-grenyes,” and “satisfying.” The medium is informal Indonesian with some slang vocabulary, presented through digital media. The social norm allows the use of expressive, slang-filled language because it suits social media communication styles. This form of communication belongs to the *review or product testimonial* genre, aimed at giving a positive impression of a product based on the speaker’s experience.

In this utterance, DA expresses her optimism about the product she is promoting. This is shown in the sentence “*The products from Beauty of Joseon are honestly so cool.*”

Therefore, **Data (12)** contains the sub-strategy of showing optimism.

*Direct Speaking Strategy with Negative Politeness Small Talk (BTTBBKN)*

The negative politeness strategy is a strategy used to save the hearer's negative face to maintain their freedom to act. The "negative face" here refers to the hearer's self-image related to their freedom to act without pressure from others. When using this strategy, the speaker acknowledges and respects the hearer's negative face. In promoting goods and services, the strategy of speaking directly with negative politeness small talk is often used. However, out of the ten sub-strategies, only one was found in the data. The only sub-strategy discovered was *apologizing*. Below is an explanation of the sub-strategy.

**Sub-strategy: Apologizing**

(13) *"Sometimes when going to public toilets, sorry yeah, it smells really bad."*  
(DA/8/26)

**Context:** This utterance was spoken by DA on her personal Instagram account. She conveyed this message to her followers, who are likely interested in perfume, lifestyle, and product recommendations. The purpose of this utterance is to respond to frequent questions about her favorite perfume, while also recommending a specific product using evocative and relatable descriptions. The utterance flows naturally, beginning with an acknowledgment of the many questions received, a mention of her favorite product, her experience using it in various situations, and an invitation to followers with similar personalities to try the product.

The language style used is very expressive, informal, and enthusiastic, with words like "note this down," "sorry yeah it smells really bad," "dude," and "must-have," creating a sense of

closeness and familiarity. The language is informal Indonesian with a conversational tone and a mix of contemporary vocabulary commonly used among youth.

The speech norm in this context allows for spontaneous, personal, and expressive speech due to the communication style popular on social media. The genre of this utterance is a form of product testimonial or review presented informally to build an emotional connection with the audience while influencing them to try the recommended product.

Data (13) represents a speech act using the strategy of speaking directly with negative politeness small talk through the sub-strategy of apologizing. This is evident from the speaker using the phrase "sorry yeah" toward the hearer.

**Implications of Expressive Speech Acts in Advertisement Text Material**

The implication of expressive speech acts by influencers DA, MI, and RV in advertisement texts is to use their promotional videos of goods and services as teaching materials. The teacher explains, using slides, the forms of expressive speech acts that can be used in writing advertisement texts. Then, the teacher plays the videos of DA, MI, and RV promoting goods and services during the learning process.

As shown in the table provided in the appendix, after the teacher shows the video, they explain the types of speech acts and speaking strategies used by influencers DA, MI, and RV in promoting the products and services. Through this, students are expected to be able to write engaging advertisement texts that follow the linguistic conventions of advertisement writing, which generally include expressive speech acts.

The videos are used as teaching materials to help students write advertisement texts.

## DISCUSSION

The research findings discussed in this section include: (1) the use of expressive speech act types, (2) the use of speech strategies, and (3) their implications in advertising text learning materials.

### The Use of Expressive Speech Act Types by Influencers DA, MI, and RV in Promoting Goods and Services

The most frequently used speech act by influencers is the act of praising. Praising speech acts are utterances used to commend or give compliments to someone or something. The purpose of such utterances is to express appreciation or admiration toward actions or behaviors deemed valuable or positive. According to Kampf & Danziger (2019), praising or flattering speech acts occur for various reasons, such as a desire to flatter, a response to praiseworthy actions, expressions of admiration, or to please the interlocutor, among others. Fundamentally, praising is a form of admiration and appreciation for something considered good (Zagzebski, 2015). Similarly, Eshreth (2022) state that praising speech acts involve giving pleasant utterances to someone, typically conveying the speaker's pride.

Praising speech acts are most commonly found when influencers promote products and services because they aim to attract consumer attention and build a positive image of the product or service being marketed. These utterances convey admiration and appreciation for something perceived as good. In this study, praising speech acts were marked by expressions such as “*banget*” and “*bener-bener*” (very/really).

The least frequently found expressive speech act is the act of congratulating. Expressive congratulatory utterances occur due to several factors, such as the speaker achieving something special, offering special greetings, or marking a specific occasion where the interlocutor

congratulates the speaker as an expression of happiness. Expressive congratulatory speech acts occur when a speaker acknowledges an achievement, such as a victory, success, or accomplishment made by the interlocutor (Chiluwa, 2025). According to Can & Hatipoğlu (2023), congratulatory expressions occur when celebrating a happy event, receiving recognition, discovering something new, or as a form of greeting.

Eshreth (2022) define congratulatory speech acts as utterances that express happiness from the speaker to the interlocutor for a notable achievement, typically delivered with a smile or sometimes with a handshake. In this study, congratulatory speech acts were marked with the word “*selamat*” (congratulations).

Additionally, thanking speech acts were also found in this research. Expressive thanking utterances are used by the speaker to express gratitude for a meaningful or positive experience.

Percival & Pulford (2020) explain that expressions of thanks are verbal utterances used to positively assess a situation and to show appreciation for another party's contribution. These utterances are often used in communication to create a friendly and respectful atmosphere.

Murti, in Mustapha (2024) notes that expressive thanking speech acts occur based on various considerations, especially when the interlocutor fulfills the speaker's request or offers something appreciated. Similarly, Mustaqim in the same source states that thanking speech acts are used to express gratitude as a form of reward or acknowledgment for someone's good deeds. In this study, thanking speech acts were marked by words such as “*thank you*” and “*makasih*” (thanks).

The final expressive speech act found in this research is **apologizing**. Expressive apologies occur due to several factors, such as responding to requests, feelings of guilt or discomfort toward the interlocutor, interrupting

their time, or having made a mistake. According Schumann (2018) apologizing is a way to express respect when one feels guilty, makes a mistake, or needs to ask for permission or help.

Apology speech acts occur when someone seeks forgiveness, usually due to a sense of guilt or discomfort with their actions, or based on the interlocutor's expectations (Almegren, 2018). According to Margerie & Muller (2019) expressive apologies reflect feelings of guilt and regret when the speaker's actions do not align with expected norms. These utterances often arise from embarrassment, discomfort, or guilt. In this study, apologies were marked by the use of the word "maaf" (sorry).

### **The Use of Speech Strategies by Instagram Influencers DA, MI, and RV in Promoting Goods and Services**

The speech strategies in this study are analyzed based on the theory developed by Bruschini et al. (2018) which categorizes speech strategies into five types. However, in this research, only two types of speech strategies were found, namely direct speech strategies with positive politeness and direct speech strategies with negative politeness.

The most dominant strategy used was the direct speech strategy with positive politeness, with a total of 178 occurrences. Positive politeness is a strategy of performing an FTA (Face-Threatening Act) by preserving or maintaining the interlocutor's positive face. This strategy is used to show familiarity with the interlocutor, even if they are not personally close to the speaker, thereby facilitating interaction. It also serves to improve social relationships with others.

Meanwhile, there was only 1 instance of the direct speech strategy with negative politeness. Negative politeness is a strategy to preserve the interlocutor's negative face, which refers to their desire for freedom of action without being pressured by others. In using this strategy,

the speaker acknowledges and respects the interlocutor's autonomy. In promoting goods and services, influencers sometimes employ this strategy to avoid sounding too forceful.

Based on these findings, it can be concluded that the most dominant speech strategy used by influencers in promoting goods and services is the direct speech strategy with positive politeness, while the least used is the direct speech strategy with negative politeness.

Nowadays, many well-known figures on Instagram use the platform to promote goods and services. Influencers such as DA, MI, and RV are actively engaged in product and service promotion. In doing so, these influencers tend to use direct speech strategies with positive politeness in order to attract customer interest.

### **The Implication of Expressive Speech Acts in Advertising Text Material**

The implication of speech acts and speech strategies in advertising text materials lies in the development of instructional materials related to writing advertising texts in Indonesian language learning. This is because the types and strategies of speech used by DA, MI, and RV fall under the category of polite communication.

The speech forms and strategies employed by DA, MI, and RV can serve as examples of how to write effective and engaging advertising texts. Students are not only presented with advertising clippings from newspapers or other outdated sources, but instead are provided with examples that are more relatable and contemporary. This approach is likely to increase students' enthusiasm in viewing and learning the texts. Indirectly, they may also be motivated to become like DA, MI, and RV, who are skilled at promoting products and services. As a result, their enthusiasm for participating in the learning process will likely increase.

Previous research has shown that the use of media and teaching materials can influence students' understanding of a subject matter



(Sudarmo et al., 2021). This aligns with Mustapha (2024) view that attractive media and instructional materials are essential in the learning process because they can enhance students' motivation and interest in learning. In Indonesian language classes, particularly in writing, teachers also use media and teaching materials as support tools to achieve learning objectives.

As a key factor supporting the success of learning, teaching media and materials must be aligned with students' needs (Anasti & Liusti, 2022). Teaching media refers to systematically designed materials that present a comprehensive picture of the competencies students must master and are used during the learning process to facilitate their understanding (Lubis et al., 2023).

Alekseeva et al. (2019) stated that educators must equip themselves according to the characteristics of the students and the subject matter being taught in order to meet the needs for instructional media and materials. These characteristics include available resources, facilities, and infrastructure that influence the learning process. Research on instructional media has been conducted by several scholars, including (Sudarmo et al., 2021). These studies confirm the importance of instructional media in education, especially for students.

#### 4. CONSLUSION

Based on the data analysis, this study concludes that expressive speech acts are present in the utterances of Instagram influencers DA, MI, and RV when promoting products and services. The most dominant expressive speech act used is praising, followed by thanking, apologizing, and congratulating. The most frequently used speech strategy is the direct strategy with positive politeness, followed by the direct strategy with negative politeness. These findings highlight that expressive speech acts, particularly praising, are effective in promoting products and services, making them suitable for

use in advertisement text materials. Theoretical implications of this study contribute to the development of pragmatic theories, especially in the realm of digital marketing, by illustrating how politeness strategies can enhance communication effectiveness in promotional contexts. Practically, the results offer valuable insights for educators in creating engaging teaching materials for writing advertisement texts, while also providing marketers with strategies to craft persuasive content. However, the study has limitations, such as the narrow sample of three influencers and a specific time frame. Future research could expand the sample size and explore cultural factors to further enrich the understanding of expressive speech acts in advertising across different social media platforms.

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