

**ILLOCUTIONARY SPEECH ACTS IN ARABIC QUOTES
ON INSTAGRAM: A PRAGMATIC ANALYSIS ON SHALNACK'S
ACCOUNT**

Muhamad Saiful Mukminin, Aninda Ayu Sitorismi
Universitas Gadjah Mada, Indonesia

muhamadsaifulmukminin@mail.ugm.ac.id, anindaayusitorismi@mail.ugm.ac.id

Abstract.

The language use in social media can be observed in quote posts on Instagram. Instagram serves as a platform for spreading quotes, which are often used as a medium to express ideas, views, or emotions. The present research focuses on the phenomenon of illocutionary speech acts in Arabic quotes posted on Instagram with a case study on the account @shalnack. A descriptive qualitative approach is employed to explore this phenomenon in depth aiming to obtain a more comprehensive understanding of how illocutionary speech acts function in communication through quote posts on Instagram. The data, consisting of Arabic quotes, was collected using the observation and note-taking techniques. This technique involves directly observing the posts on the @shalnack Instagram account, where the researcher carefully examines each speech act presented in the quotes. After the observation process, the researcher meticulously records relevant speech acts for further analysis. The data was then analyzed using the interactive analysis model, which consists of data reduction, data presentation, and conclusion drawing. The research's findings indicate that there are five types of illocutionary speech acts, i.e. directives, assertives, commissives, expressives, and declaratives. Among these types, directive speech acts were found to be the most dominant. The implications of the present research suggest that quotes on Instagram, particularly those in Arabic, are widely used to provide guidance or instructions to readers

Keywords: Quotes, Illocutionary Speech Acts, Instagram

INTRODUCTION

The development of information and communication technology has brought significant changes in the way humans interact. One of the currently popular social media platforms is Instagram, with over one billion active monthly users worldwide. Instagram is considered to meet the social communication needs of the Indonesian people because it has practical, unique, engaging, and communicative features (Pratamanti et al., 2021, p. 23). Instagram not only serves as a platform for sharing photos and videos but also as a complex communication space. Instagram users utilize their accounts to upload various content, such as daily activities and information sharing, making Instagram a medium for language use by many people around the world (Nurjanah et al., 2021, p. 383).

Through Instagram, users from various accounts upload a wide range of content, including posts, captions, stories, and even video reels, utilizing unique concepts and varied language. The purpose of these uploads is to invite the public to join, watch, and share information openly without time constraints

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



(Al Maarif & Saddhon, 2023, p. 198). One common type of upload is quotes. Quotes on Instagram are typically presented in visually appealing formats, featuring short yet meaningful text placed against an aesthetic background. This type of content not only captures attention but can also provoke reflection and interaction from followers, thereby strengthening community engagement on the platform.

Quotes, or inspirational and meaningful statements, have long been an important part of human life. They can serve as sources of motivation, self-reflection, or even powerful communication tools. Common characteristics of quotes include dense meaning, unique expressions, and their ability to resonate emotionally with readers. A good quote often conveys profound meaning in just a few words or sentences. With concise and impactful phrasing, quotes can capture the essence of an idea or experience in a way that is easy to remember and share. Additionally, quotes tend to feature unique expressions, using creative and engaging language that helps them stick in the minds of readers. Furthermore, in linguistic studies, quotes are not only seen as collections of inspirational words but also as forms of illocutionary acts. When someone shares a quote, they are not only conveying the message contained in the words but also performing an illocutionary action. For example, the quote "Nothing is impossible" can be viewed as an illocutionary act that serves to offer advice or motivation to the reader.

In this context, social media platforms like Instagram play a significant role, as most activities on this platform utilize language in the form of illocutionary acts, a phenomenon that can be observed through quote posts. Illocutionary acts in quotes are crucial for conveying the speaker's intentions and purposes to the reader. The illocutionary function of quotes goes beyond merely stating something; it aims to influence, inspire, or prompt the reader to take action or change their perspective. Through precise word choices and effective language structures, quotes can make the conveyed message more impactful and potentially alter the reader's outlook or behavior. One Instagram account that features interesting quotes for research is @shalnack. This account frequently shares meaningful quotes with thoughtful word choices and visually appealing designs that capture the reader's attention. In this way, quotes can perform illocutionary actions such as motivating, inspiring, criticizing, or even changing the reader's viewpoint.

The Instagram account @shalnack is a platform that shares a variety of content, including motivation, funny videos, and intriguing advice. The account owner, Shalnack, is a creative director and a former civil engineer, as noted in the account bio. With 582,000 followers and 444 diverse posts, this account actively uploads three to four pieces of content each day. The majority of the posts are in Fusha Arabic, although some also use 'Amiyah. The content shared by Shalnack is very engaging and unique, combining photos with text and captivating visual creations. Many of the quotes posted on this account discuss themes of happiness, self-motivation, advice from renowned scholars in the Arab world, religious obedience, and quotes from the Holy Qur'an. Below is one example of a quote shared on the Instagram account @shalnack.

الإسراف في الطعام, كثرة النوم, التعليق بغير الله, التمني, قال الإمام ابن القيم رحمه الله: مفسدات القلب خمسة: كثرة الخلطة

"Imam Ibn al-Qayyim said: The five corruptors of the heart are: excessive socializing, extravagance in food, excessive sleep, attachment to anything other than God, and wishful thinking."

Based on the research background described above, this study aims to describe the types and functions of illocutionary speech acts in Arabic quotes found on the Instagram account @shalnack. By using an Instagram account as a data source, this research utilizes a relatively new and increasingly popular platform. Additionally, the material object of this study focuses on the Instagram account @shalnack, which has unique characteristics that have not been studied before. It is hoped that the results of this research can provide deep insights into how language is used and meaning is conveyed in the context of communication on Instagram, while also increasing understanding of the application of pragmatic principles in digital communication, thus inspiring further research in this field.

LITERATURE REVIEW

Speech acts involve interaction between the speaker and the interlocutor. The speaker is the person who delivers the utterance, whether orally or in writing, while the interlocutor is the one who understands and engages with the speaker, which can also refer to the writer-reader or speaker-listener relationship (Nurjanah et al., 2021, p. 383). According to Yule (2018, p. 82), actions conveyed through utterances are referred to as speech acts. Auramäki et al. (cited from Malik et al., 2024, p. 534) state that speech acts are the basic units of communication and include several types of sub-acts: illocutionary acts, locutionary acts, and perlocutionary acts. Ramdhani and Aprilliani (cited from Malik et al., 2024, p. 534) explain that locutionary acts involve someone's effort to express a specific meaning through utterance or language. Meanwhile, illocutionary acts refer to the speaker's intent in speaking and how they use language to influence the hearer. Furthermore, according to Austin in Tarigan, illocutionary acts are those where the speaker uses utterances to accomplish something (the act of doing something) (cited from Ruwandani, 2021, p. 119). Perlocutionary acts encompass the effects or reactions that arise in the hearer after hearing the speaker's utterance or action, whether actively or passively. Of these three types of speech acts, Searle categorizes illocutionary acts into five types: assertive, directive, commissive, expressive, and declarative (Searle, 1969). Indirectly, these illocutionary acts are always employed in communication.

Research on illocutionary acts has been previously conducted by Husein et al. (2023), Khotimah (2023), dan Hidayati & Albab (2022). Husein et al. (2023) focused on examining the forms of illocutionary acts in tweets from the Twitter account @gbranit owned by Khalil Jibrán. Khotimah (2023) aimed to describe the criteria for illocutionary acts and their meanings, the types of sentences, and their classifications, including direct and indirect illocutionary acts as well as perlocutionary acts in the animated film *Fatātun Kasūlah Wa Fatātun Mujiddah*. Hidayati & Albab (2022) studied the types of illocutionary acts and the effects of illocutionary in the film *Wasaawas*. These three studies share a common theme with the current research, focusing on illocutionary acts in Arabic-language contexts. However, the difference lies in the chosen material object, which in this case is the Instagram social media platform, with a specific focus on the forms and functions of illocutionary acts according to Searle. Additionally, several studies on linguistic phenomena in Instagram have been conducted, including research by Firdaus et al. (2024), Fitriyah et al. (2022), and Febriyanti (2021). Firdaus et al. (2024) focused on analyzing linguistic phenomena based on interference elements and mixed codes in Arabic expressions used on social media. Meanwhile, Fitriyah et al. (2022) aimed to categorize and analyze expressive speech acts of praise and criticism in comments on BBC Arabic Instagram. Febriyanti's (2021) study highlighted the diversity of discourse markers (DMs) in Arabic through captions on the Instagram account @aljazeera. Although these three studies share similarities in analyzing linguistic phenomena on Instagram, the difference with this current research is that it focuses on examining illocutionary speech acts on the creator account @shalnack. This differs from previous studies that focused on investigating code-mixing interference, discourse markers, and expressive speech acts. Therefore, it can be concluded that the study of illocutionary acts, particularly regarding their forms and functions in the Instagram account @shalnack, has not been conducted before.

METHOD

The present research aims to analyze the types of illocutionary speech acts found in Arabic quotes posted on the Shalnack Instagram account. This study adopts a qualitative approach combined with a descriptive method. The qualitative approach is used to deepen the understanding of the implicit meanings and contexts in the quotes. Meanwhile, the descriptive method provides a detailed overview of the observed phenomena. Data is analyzed using the interactive analysis model developed by Miles and Huberman (1994). The data analysis includes data collection, data reduction, data presentation, and

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



conclusion drawing. The data used consists of transcriptions of Arabic quotes from the Shalnack Instagram account, obtained through listening and note-taking techniques. Data reduction specifically focuses on 52 posts collected from February to August. The data is classified based on the theory of illocutionary speech acts (Searle, 1969), which includes assertive, directive, expressive, commissive, and declarative speech acts. Conclusions are drawn based on the classification and analysis of the data.

RESULTS & DISCUSSION

The results of this study found various types of illocutionary speech acts on the Shalnack Instagram account and their respective functions. The table below displays the findings of this research.

No	Illocutionary	Function	Amount	Percentage
1	Directive	Commanding	18	26,86%
		Advising	9	13,43%
		Questioning	6	8,96%
		Prohibiting	2	2,99%
		Recommending	2	2,99%
		Inviting	1	1,49%
2	Assertive	Explaining	13	19,4%
		Informing	11	16,42%
3	Commissive	Expecting	1	1,49%
		Promising	1	1,49%
4	Expressive	Congratulating	2	2,99%
5	Declarative	Exclusioning	1	1,49%

<Table 1> Results of Research Findings
Source: Data Processing by Researchers

The table presents research findings on various types of illocutionary speech acts found on the Shalnack Instagram account along with their functions. There are five main categories of illocutionary speech acts: Directive, Assertive, Commissive, Expressive, and Declarative. In the Directive category, the most frequently found function is commanding, with a total of 18 occurrences (26.86%), followed by advising, questioning, prohibiting, recommending, and inviting. The Assertive category has the explaining function appearing 13 times (19.4%) and informing 11 times (16.42%). Meanwhile, the Commissive category contains only two functions: expecting and promising, each occurring once (1.49%). In the Expressive category, the congratulating function appears twice (2.99%), while in the Declarative category, only one function is identified: excluding, with a total of one occurrence (1.49%). This data illustrates how various types of speech acts are utilized in the context of social media, particularly on the Shalnack account, with a primary focus on commands and explanations.

4.1 Directive Speech Acts

Directive speech acts are a type of utterance used by speakers with the intention of influencing or requesting their conversation partner (listener) to perform a specific action. In simple terms, this is how we use language to ask, command, or suggest to others. The following are examples of directive speech acts found in the quote posts of the Shalnack Instagram account.



<Figure 1> Example Data of Directive Speech Acts with the Commanding Function
Source: <https://www.instagram.com/p/C8Xsx4cNaSn/?igsh=MTNzcWUya2lwdmZkeQ==>

اعمل على تحسين أخلاقك أكثر من مظهرك فالأنبياء ذكروا ووصفوا بأفعالهم وأخلاقهم ولم نرى لهم صورة
Work on improving your character more than your appearance, for the prophets were mentioned and described by their actions and morals, and we have not seen their images
(Data: 033)

The data represents a type of directive speech act with the function of commanding, where the speaker gives a clear and firm command to the interlocutor. This utterance has a commanding function, as seen in the verb “اعمل” (work), which is a direct command to perform a specific action, namely to strive to improve “أخلاقك” (your character) rather than “مظهرك” (your appearance). The use of the imperative verb “اعمل” strongly signals that Shalnack is giving instructions to the listener to focus on moral and ethical aspects rather than physical or outward appearance. After giving the command, the speaker reinforces it by using supporting arguments through the example of the prophets. This shows the reasoning behind why the command should be followed. The speaker emphasizes that respected figures, in this case, the prophets, are recognized not for their physical appearance but for their noble deeds and character. Therefore, the listener is expected to do the same, prioritizing morality over appearance.



<Figure 2> Example Data of Directive Speech Acts with the Advising Function
Source: <https://www.instagram.com/p/C9phdsbt4Ru/?igsh=anFqbW42Z28zOTNj>

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



إذا وضعت أحداً فوق قدره، فتوقع منه أن يضعك دون قدرك
علي بن أبي طالب

If you place someone above their worth, expect them to place you below your worth
Ali ibn Abi Talib
(Data: 009)

The data represents a type of directive speech act with the function of advising, attributed to Ali bin Abi Talib. From the data, it can be seen that this speech act serves as advice aimed at warning the listener or reader. In this context, Shalnack indirectly advises those who tend to judge or place someone above their actual capacity, to be cautious, as such behavior could diminish the self-worth of the evaluator. The advisory function in this speech act is evident from the use of speech that implies logical consequences. This speech contains a deep moral message, advising us not to overestimate others, especially when the judgment does not align with the reality or abilities of that person. This advice teaches balance and fairness in how we evaluate others and warns that excessive idealization can lead to disappointment or unexpected treatment. Linguistically, the phrase “توقع منه” (expect from him/them) implies that there is an expectation that should be considered. This expression is important in the advice, as it indicates a cause-and-effect relationship that the speaker wants to convey to the listener. In other words, Shalnack seeks to make the listener more realistic and wiser in their interactions with others.



<Figure 3> Example Data of Directive Speech Acts with the Questioning Function
Source: <https://www.instagram.com/p/C4iYd9MNDHz/?igsh=MWtjMHFsbjZwMHBJYw==>

أتدري ما هي أخطر حقيقة تدركها في رمضان؟

Do you know what the most dangerous truth you realize during Ramadan is?
(Data: 045)

The data represents a type of directive speech act with the function of questioning. In this data, the speaker poses a direct question to the listener with the aim of encouraging them to think or consider the answer regarding the most dangerous truth realized during Ramadan. The questioning function is clearly evident through the use of the interrogative sentence “أتدري” (Do you know), which seeks a response or answer from the listener. The purpose of this question is not merely to seek an explicit answer but also to guide the listener towards reflection or understanding of an important topic, namely the truth that emerges during Ramadan. By asking, the speaker indirectly urges the listener to ponder the answer. In Arabic, interrogative utterances often begin with a verb that indicates the act of questioning, such as “أتدري,” which means “do you know.” In this case, the question is designed to open a discussion or invite the listener to become aware of something they may not have previously considered. The phrase “ما هي”

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



(what is) refers to something specific, in this case, “أخطر حقيقة” (the most dangerous truth), which clarifies the intent of the question.

4.2 Assertive Speech Acts

Assertive speech acts are a type of utterance aimed at conveying information or expressing an opinion. In other words, when we use assertive speech acts, we are attempting to communicate a fact or our belief to others. The main goal is to share information or express our thoughts honestly and directly. The following is example of assertive speech acts found in the quote posts of the Shalnack Instagram account.



<Figure 4> Example Data of Assertive Speech Act with The Explaining Function
Source: <https://www.instagram.com/p/C5eRRvQJJhy/?igsh=MTI0dnd4MHB4cGNINA==>

- موقفان يكشفان معدنك:
1. امتنانك عندما لا تملك أي شيء
 2. تواضعك بعد حصولك على كل شيء

Two situations reveal your true character:

1. Your gratitude when you have nothing
2. Your humility after obtaining everything

(Data: 045)

The data represents an assertive speech act with the function of explaining. Shalnack uses statements to explain two situations claimed to be the main indicators of a person's character. First, the attitude of gratitude displayed when someone has nothing (امتنانك عندما لا تملك أي شيء) is considered an important marker of humility and the ability to appreciate life despite limitations. This attitude reflects how far an individual can express thankfulness and generosity of spirit, even in the midst of challenges or scarcity. Second, after someone gains everything or achieves great success (تواضعك بعد حصولك على كل شيء), Shalnack emphasizes the importance of remaining humble. This shows how individuals do not let wealth, power, or achievements alter their behavior or make them arrogant. Humility in this situation becomes a marker that the person can maintain integrity and self-awareness, not easily swayed by pride or arrogance, which often accompanies great success.



<Figure 5> Example Data of Assertive Speech Act with The Informing Function
Source: <https://www.instagram.com/p/C6ZhFDtcDP/?igsh=NzJzenFoNm41bWRx>

ان لم تختار يوما لترتاح فيه فجسدك سيختاره لك.
اقرأ هذا مجددا.

If you don't choose a day to rest, your body will choose it for you.

Read this again.

(Data: 029)

The data represents an example of assertive speech acts with the function of informing. Shalnack provides information to the listener with the intention that the listener becomes aware of or realizes something. This utterance serves to inform about the importance of rest and maintaining bodily balance. The first utterance warns the listener that if they do not actively plan time for rest, their body will force them to rest, most likely in the form of fatigue or illness. This message is not only informative but also contains a warning about the possible consequences if the action is ignored. Meanwhile, the sentence "اقرأ هذا مجددا" (Read this again) invites the listener to reflect on the message, as if emphasizing the importance of internalizing the conveyed information. Thus, the assertive function embedded in this statement is not only to provide information but also to instill a deeper awareness and understanding in the listener regarding the importance of maintaining balance in life through rest.

4.3 Commissive Speech Acts

Commissive speech acts are a type of utterance that contains a commitment from the speaker to perform an action in the future. In other words, when we use commissive speech acts, we are making a promise, offering something, or committing to do something. The following is example of commissive speech acts found in the quote posts of the Shalnack Instagram account.

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



<Figure 6> Example Data of Commissive Speech Act with The Promising Function
Source: <https://www.instagram.com/p/C7O6Wh7N5-a/?igsh=dmNkYmh1b3RxNDA0>

أحبّ لأخيك ما تحبه لنفسك وسيكرمك الله مثل ما أكرمه

Love for your brother what you love for yourself, and Allah will honor you just as He honored him
(Data: 020)

The utterance represents an example of assertive speech acts with the function of informing. This speech shows Shalnack explaining the divine commitment to the promised reward for goodness granted to humans. In this context, Allah, as the promisor, commits to honoring a person who loves goodness for their brother as they love goodness for themselves. The utterance primarily functions as a promise, where Allah guarantees that every good deed a person does for their brother will be rewarded with equal honor. The phrase “وسيكرمك الله مثل ما أكرمه” (and Allah will honor you as He has honored him) clearly reflects a commissive speech act, in which Allah's promise to humans is the focal point of this statement. On a pragmatic level, this promise serves a moral and spiritual motivational purpose, aiming to encourage humans to do good to others because they are promised a direct reward from Allah in the form of honor. From a religious perspective, this promise is not merely temporal but encompasses eternal consequences, affirming that the goodness given to fellow humans will never be overlooked by the Almighty.

4.4 Expressive Speech Acts

Expressive speech acts are a type of utterance used to convey the speaker's feelings, attitudes, or emotional states. In simple terms, this is how we use language to express what we are feeling. The following is example of expressive speech acts found in the quote posts of the Shalnack Instagram account.

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



<Figure 7> Example Data of Expressive Speech Act with The Congratulating Function
Source: <https://www.instagram.com/p/C5jX-KPtuey/?igsh=MWtveDJtYW5kcmljYg==>

عيد سعيد
عيد فطر سعيد عليكم وعلى الأسرة الكريمة
ينعاد عليكم بالخير واليمن والبركات
كل عام وأنتم بخير!

Happy Eid! Eid al-Fitr Mubarak to you and your esteemed family.
May it bring you blessings, happiness, and prosperity.
Wishing you well-being and joy every year!
(Data: 051)

The utterance represents an example of expressive speech acts with the function of congratulation. In analyzing this utterance, we can observe how expressive speech acts function to convey the speaker's emotions, in this case, joy, good wishes, and prayers, to others. These expressions are an integral part of social interaction, demonstrating the speaker's concern and emotional engagement with the recipient. In the context of the Eid al-Fitr celebration, such expressions are not only literal congratulations but also reflect important values in social life, such as harmony, brotherhood, and appreciation for the happiness of others. The phrase عيد سعيد (Eid Mubarak) simply expresses joy and good wishes for celebrating Eid al-Fitr, emphasizing the importance of this moment as a time to share happiness with others. A more complex expression like عيد فطر سعيد عليكم وعلى الأسرة الكريمة ينعاد عليكم بالخير واليمن والبركات (Happy Eid al-Fitr to you and your esteemed family, may it return to you with goodness, blessings, and prosperity) adds a deeper dimension. Here, the speaker is not only offering congratulations but also praying for the recipient's and their family's well-being and blessings. Meanwhile, the phrase كل عام وأنتم بخير (Wishing you well every year) is a more general congratulatory expression used on various occasions, yet it holds significant meaning in the context of Eid al-Fitr.

4.5 Declarative Speech Acts

Declarative speech acts are a type of utterance that has the power to create or change a situation, status, or institution. In simple terms, by uttering a declarative sentence, the speaker is essentially declaring or announcing the existence of a change or the creation of something new. The following is example of expressive speech acts found in the quote posts of the Shalnack Instagram account.



<Figure 8> Example Data of Declarative Speech Act with The Exclusioning Function
Source: <https://www.instagram.com/p/C7msJL8t-VA/?igsh=OW94dGkydjC4NmY3>

لا يشتريها إلا كل خائن متخاذل

Only a traitor and coward would buy it
(Data: 014)

The data represents a type of declarative speech act with the function of exclusioning. This utterance illustrates how language can be used to create social exclusion against certain individuals or groups. In this case, the speaker explicitly states that only those deemed "traitors" or "cowards" would buy products from well-known brands such as Starbucks, Pepsi, KFC, Sprite, Lipton, Nescafe, McDonald's, and Nike. Thus, this speech act serves as a tool for justifying exclusion, where the speaker labels negatively those who consume these products. The use of terms like "traitor" and "coward" carries strong connotations that not only express moral judgment but also alter the social status of the buyers of these products, turning them into objects of stigma in the speaker's view. The utterance functions to exclude individuals from a certain social group, creating a clear social distance between those considered loyal to specific values and those participating in the consumption of the questioned products. By doing so, the speaker emphasizes a division that reinforces group identity and loyalty.

The present research examines illocutionary acts on the Shalnack Instagram account by identifying various types and functions of speech acts that appear in the quote posts on the account. The results show that among the five types of illocutionary acts identified, directive speech acts are the most dominant, particularly with the commanding function, which accounts for 26.86%. These findings align with the speech act theory introduced by Searle (1969), where directive speech acts function to influence the listener's actions, such as commanding, requesting, or suggesting. This theory explains that directive speech acts are a form of communication where the speaker intends to prompt the listener to take a specific action.

On social media platforms like Instagram, the use of directive speech acts to command can be associated with how users convey moral, motivational, or instructional messages directly to their audience. An example from the quotes analyzed, which reads "اعمل على تحسين أخلاقك أكثر من مظهرك" (Work on improving your character more than your appearance), emphasizes a clear command that directs

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



readers to prioritize morality over appearance. Additionally, the research identifies other functions within directive speech acts, such as advising, questioning, and prohibiting.

The advising function, which appeared in 13.43% of the data, supports previous research by Yule (2018) that explains directive speech acts do not always have to be authoritative but can also serve as advice or guidance for the listener's benefit. For instance, the quote "إذا وضعت أحداً فوق قدره، فتوقع منه أن يضعك دون قدرك" (If you place someone above their capacity, be prepared for them to place you below yours) provides moral advice to readers, urging them to be cautious in judging others. The assertive illocutionary function found in 19.4% for explaining and 16.42% for providing information shows that social media users also frequently use language to convey information or opinions directly. According to Searle (1969), assertive speech acts are a way for speakers to communicate their truth or beliefs. In the context of this research, assertive functions are used to deliver moral or ethical messages, as seen in the quote "موقفان يكشفان معنك" (Two situations reveal your true character). The speaker uses assertive speech acts to explain two situations regarded as determinants of a person's character: gratitude in difficult circumstances and humility after achieving success.

The results of this research are consistent with previous studies on speech acts in social media, which show that various types of speech acts are used to deliver messages, build interactions, and influence the audience (Abdulsada & Darweesh, 2023; Sadek, 2023). The dominant use of directive speech acts in this study underscores the function of social media as a platform for motivating, advising, and directly guiding the audience. Overall, these findings enhance our understanding of how illocutionary acts are applied in the context of social media, particularly in delivering moral and ethical messages on the Shalnack Instagram account. The data also demonstrate that the use of speech acts is not limited to direct conversation but plays a crucial role in establishing effective communication on online platforms.

CONCLUSION

The conclusion of the present research reveals that various types of illocutionary acts are found on the Shalnack Instagram account, each serving specific functions. The research identifies five main categories of illocutionary acts: Directive, Assertive, Commissive, Expressive, and Declarative. The most dominant category is directive speech acts, particularly with the commanding function, which accounts for 26.86% of the total data. Assertive acts rank second, with functions related to explaining and informing. Commissive, expressive, and declarative acts are relatively fewer in number, each with one or two prominent functions. The findings of the present indicate that social media, particularly the Shalnack Instagram account, serves as a platform where users predominantly deliver commands and explanations compared to other types of speech acts. This data illustrates how language is used to influence, inform, or direct social interactions in online media.

REFERENCES

- Abdulsada, M. N., & Darweesh, H. H. (2023). Speech Act Analysis of Educational Webinars. *Journal of Studies in Social Sciences*, 22.
- Al Maarif, M. F., & Saddhon, K. (2023). Campur Kode pada Unggahan Akun Instagram @ganjar_pranowo: Kajian Sociolinguistik. *Jurnal Pendidikan, Bahasa dan Budaya*, 2(1), 196–211. <https://doi.org/10.55606/jpbb.v2i1.1157>
- Febriyanti, U. (2021). Analyzing Arabic Discourse Markers Through the Lens of Aljazeera's Instagram Caption. *Study Program of Arabic Language Education, Faculty of Language Education and Literature, The Education University*, 14–21.
- Firdaus, M., Fadhlani, M., Ibrahim, F. M. A., & Rais, A. (2024). Mix Codes, Interference, On the Use Of Arabic Expressions On Social Media: A Phenomenological Study On Social Media Whatsapp,

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



- Line, Facebook, Instagram, And Twitter. *LISANUL ARAB: Journal of Arabic Learning and Teaching*, 13(1), 1–15.
- Fitriyah, T., Nashoih, A. K., Fajar, Q., & Barkah, S. M. H. (2022). Expressive Speech Act in Comments on Instagram BBC Arabic. *Jurnal Al Bayan: Jurnal Jurusan Pendidikan Bahasa Arab*, 14(2), 324–344. <https://doi.org/10.24042/albayan.v14i2.12127>
- Hidayati, A., & Albab, U. (2022). Tindak Tutur Ilokusi dalam Film “Wasaawas” Karya Hana Abdullah ‘Alomair. *Kitabina: Jurnal Bahasa & Sastra Arab*, 3(01), 29–45. <https://doi.org/10.19109/kitabina.v3i01.15410>
- Husein, S., Kholisin, K., & Gintsburg, S. (2023). Illocutionary Speech Acts of Assertive, Directive, Expressive, Commissive, and Declarative in the Tweets of Jibril Kholil Jibril Account. *Arabiyatuna: Jurnal Bahasa Arab*, 7(2 November), 541. <https://doi.org/10.29240/jba.v7i2.8257>
- Khotimah, H. (2023). Ilokusi dan Perlokusi Film Kartun “Fatātun Kasūlah Wa Fatātun Mujiddah” pada Kanal Youtube Arabian Fairy Tales. *Maharaat: Jurnal Pendidikan Bahasa Arab*, 5(2), 101–125. <https://doi.org/10.18196/mht.v5i2.17123>
- Malik, H., Dako, R. T., & Abdullah, R. (2024). *Analysis of Illocutionary Acts in Instagram Captions about Covid-19*.
- Nurjanah, A. F., Khasanah, F., Mustikasari, G., Prastiwi, H. I., Amalina, I. C., & Rusiarti, T. E. (2021). Tindak Tutur Ilokusi Pada Postingan Akun Instagram Nkethi. *Basastra: Jurnal Bahasa, Sastra, dan Pengajarannya*, 9(2), 382. <https://doi.org/10.20961/basastra.v9i2.52061>
- Pratamanti, E. D., Hum, M., Daryono, D., & Ulami, M. D. (2021). Implikatur Pada Meme Islam di Instagram Sebagai Wujud Digitalisasi Media Dakwah: Kajian Pragmatik. *Dinamika Sosial Budaya*, 23(1).
- Ruwandani, R. A. (2021). Analisis Tindak Tutur Ilokusi Dosen dalam Pembelajaran Di Universitas PGRI Wiranegara. *Jurnal Simki Pedagogia*, 4(2), 118–129. <https://doi.org/10.29407/jsp.v4i2.39>
- Sadek, H. M. M. (2023). A Study of the Communicative Functions of Some Social Posts on Facebook in English: Speech Act theory. *Egyptian Journal of English Language and Literature Studies*, 12(1), 95–118.
- Searle, J. R. (1969). *Speech Act: An Essay in The Philosophy of Language*. Cambridge University Press.
- Yule, G. (2018). *Pragmatik*. Pustaka Pelajar.