

ILLOCUTIONARY FORCE IN @UDARIO.ID INSTAGRAM CONTENT PROMOTION

Herlin Triana^[1], *Mazayatul Mufrihah*^[2], *Haris Syukri*^[3], *Rohaidah Binti Haron*^[4] *Vivi Indriyani*^[5]

^[2] herlin_triana@fbs.unp.ac.id

^{[1], [3], [5]} Universitas Negeri Padang,
Padang, Indonesia

^[2] Universiti Malaya

Kuala Lumpur, Malaysia

^[3] Universitas Tanjungpura
Pontianak, Indonesia

Abstract: The use of Instagram social media as a promotional medium is not only built based on marketing strategies, but it requires language distinctiveness and strong linguistic power to attract Instagram users. This study examines the marketing strategies and types of illocutionary speech acts used on the Instagram account @udario.id. The method used in this study is descriptive-qualitative. The speech acts found in @udario.id content are (1) Assertive functions to conclude, report, and express; (2) Directive speech acts function to ask, command, and inquire; (3) Expressive speech acts function to complain, blame, thank; and (4) Commissive speech acts serve to promise. The most frequent Speech Acts are illocutionary directives of asking and commanding. By employing directive phrases, creators can significantly enhance engagement and visibility, as these prompts invite followers to interact with the content. When delivered in the local language, these directives become more relatable and understandable, strengthening the connection with the audience and increasing the likelihood of a response. Additionally, such prompts encourage followers to actively participate, fostering a sense of community.

Keywords: Illocutionary force, Instagram, Promotion Strategy

INTRODUCTION

Changes in the communication atmosphere towards digitalization create various conveniences in sharing information. It is supported by the increasing use of social media which is used as a means of interaction, sales promotion, and even government service advertisements. Social media is an online platform that enables users to create their own identity, interact, collaborate, share information, communicate with others, and build virtual social relationships (Buchholz, et al., 2020; Anwar, 2017; Dewa & Safitri, 2021; Puspitarini & Nuraeni, 2019).

One of the most popular social media platforms is Instagram. It provides opportunities for users to create content easily.

The ease of using Instagram, its modern and constantly updated interface, and its engaging features keep users interested. In Indonesia, users with many followers are called "selebgram." The term combines "celebrity" and "Instagram," meaning a popular celebrity on Instagram. Selebgrams are individuals who have gained fame or a significant following through Instagram. They are similar to real-world celebrities, with the main difference being the medium of achieving their fame (Wahyuni, et al., 2018).

The current condition of Instagram is still in great demand, no wonder many people use it as a means of not only communication but also marketing medium. In online marketing, there needs to be a marketing

strategy. Marketing strategies serve to increase marketing success and overcome the challenges of uncertain competition over time (Margiyanti & Yuliyanto, 2021). It is a comprehensive form to accomplish an organization or company's goals (Sitorus & Utami, 2017). In specific, marketing strategy is a comprehensive plan of marketing that provides direction or guidance on activities to be carried out to achieve company marketing (Kalbuadi et al., 2022). The synthesis of marketing promotion strategies is a series of planned activities for the optimal use of several promotional elements such as advertising, personal sales, sales promotion, public relations, and direct sales by influencing consumers to be interested in making transactions or exchanging goods or services so that the goal of increasing sales is expected to be achieved. Promotion is one of the variables in the marketing mix that is very important and implemented by companies in marketing service products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wants and needs (Kotler & Keller, 2016). It is a personal presentation by company salespeople in order to succeed sales and build relationships with customers.

For marketing purposes, the language used is different from than common language used. It requires the content creators to have advanced language skills to attract and maintain insight (Sheila & Assidik, 2022; Subiyanto & Valiant, 2022) because the field of advertising or marketing heavily relies on language use.

Advertisements utilize language as a means of communication to intentionally deliver messages to promote products or services. These messages are conveyed through words or sentences, which do not only express feelings and attitudes but also introduce ideas. The language used in advertisements differs from everyday communication. The language used in social media is persuasive to stimulate or stimulate followers in capturing the information provided (Kotler & Keller, 2016).

Persuasiveness in marketing strategy is prominently reflected in the careful selection

of words used on Instagram, ensuring that the advertisement's message is not only understood but also enticing to the audience, thereby encouraging them to use the promoted product (Nurhuda, 2021; Marlina, et al., 2023; Fatmawati & Ningsih, 2024). This strategic use of language is a critical component of effective marketing, as it helps to capture the audience's attention, evoke interest, and inspire action. By crafting messages that resonate with the target audience, marketers can enhance the appeal of their products and services, ultimately driving engagement and sales. Thus, the choice of language on social media platforms like Instagram is a vital element in the overall marketing strategy, leveraging the power of words to influence consumer behavior and achieve marketing objectives.

Such language phenomenon is realized by illocutionary speech acts. Illocutions are a pragmatic aspect of language that examines how meaning is conveyed through speech. Through illocutionary acts, specific insight into the intent and implications behind spoken words is drawn. It involves understanding the purpose and effect of the utterance within its context. Therefore, the illocutionary act encompasses the underlying actions or intentions that speakers achieve through their statements, such as asserting, questioning, commanding, or promising (Austin, 1962; Searle, 1974; Leech, 1993).

This current study analyzes illocutionary acts realized in @udario.id Instagram. Uda Rio is known as a very popular celebrity in West Sumatra with 167K followers. Besides videos, Uda Rio displays promotional creativity through humorous clips. He presents unique dialogue in its content using the typical Minang language of Solok Regency. In addition to being an influencer, Uda Rio is also a Brand Ambassador for various famous products such as Tangkelek and Bandoeng Parfum. Through its content, he entertains many users. Currently, even the government is also working with Uda Rio such as mayors, deputy mayors, governors, and other government officials to disseminate information in the form of community services.

Research on illocutionary studies in general has been widely studied. Zamzani (2021) discusses the forms of illocutionary speech acts on Instagram @Ganjar_Pranowo social media based on Searle's theory. The

result found 18 acts in total, with the most frequent acts are expressive illocutionary acts. Heryathan [18] researched "Directive Illocutions and Implications in Japanese and Indonesian Instagram Ads: A Pragmatic Study". In his research, there is a tendency for directive speech acts and using fantasy marketing strategies about products. Taufiq (2023) researched "Expressive Speech Acts in Instagram Reels Content Surabaya Culinary Review: A Pragmatic Study". Literal and non-literal expressive speech acts were found. Then research related to marketing strategies was conducted by Sari (2023) who examined "Instagram Content Analysis as a Digital Marketing Strategy of Bank Syariah Indonesia". The results of his research show that BSI utilizes promotional creativity through digital marketing in the form of creative content about BSI products. Furthermore, Ahmadi and Harianto (2023) researched on "The Use of Instagram as a Marketing Strategy for American Restaurants in Surabaya during the Covid-19 Pandemic". The results showed that the use of Instagram and TikTok as a marketing strategy can increase sales turnover at Jacks Diner Surabaya restaurants.

The difference between the current study and the previous studies lies in the uniqueness of the data, Uda Rio's content maintain locality and displays humorous clips to attract the attention of the audience. In addition to speech act analysis, this study collaborates with marketing strategy analysis to strengthen the explanation of the promotional components used in building the attraction of followers or viewers on Instagram social media.

METHOD

This research is descriptive qualitative because it exposes and describes an event (Sugiyono, 2013) from a phenomenon or event without any manipulation process or other treatments. This study describes illocutionary speech acts and marketing strategies in @udario's Instagram account. The source of data obtained is words, phrases, and sentences. The videos observed in this study are content uploaded during 2023. In 2023, the highest number of likes is 21.000, while the least is 2 thousand likes. Then, comments are more stable from each content, approximately 30-500. In addition, the diversity of content forms

of the story is often anticipated. The data obtained are analyzed based on the theory of illocutionary speech acts and marketing strategies. In analyzing the data, Uda Rio content videos are observed as a whole component to identify the marketing strategy.

FINDINGS AND DISCUSSION

There are five data that are analyzed in this study to expose how the illocutionary speech act contributes to the marketing strategy of @udario.

Data 1

Partnership with @Winluxuryfurniture

Amak : *Andeh Ndak namuah lalok amak samalam ko do ko yo*

(Wah, I could not sleep tonight, Rio)

Uda rio : *Dek a du?*

(What happened?)

Amak : *Kasuak amak lah manipih bana tu sakik sakit badan amak dek nyo nyeh* (My mattress is so thin that my entire body ached)

Uda Rio : *Tu mak den kecen jak sari amak tuka kasua mak tu lai mak kasua mak lah manipih tu sakik pinggang mak dek nyo*

(Mom, Rio has told you before, just replace your mattress that has been thinned so you would not hurt your back.)

Amak : *Yo jan ang marehan juo den lai. Lah jaleh pinggang den lah sakik-sakik yo. Ko ndak antan amak mambali kasua kin a bia dapek amak lalok kasua taba kasua baru kasua nan rancak*

(Ya, don't scold me anymore. You know my back is hurting me, Rio. If not take me to buy a new mattress so that I can sleep on a thick, new, and good mattress)

The speech above occurs between Uda Rio and Amak (mother). The video is 1 minute 26 seconds long and titled "Kasur baru" (New Mattress). This video was made to fulfill the collaboration with a furniture store, namely @winluxuryfurniture. In the video, Uda Rio and Tek Lasuah act out a dialogue between the child and mother about the mother's mattress, which has been damaged and is unsuitable for use. Based on this context, the speech above

includes illocutionary speech acts. The utterances are delivered in the form of imperative sentences and evidenced by the presence of the word *antan* (deliver) as a commanding marker. Amak conveyed her complaint and asked Uda Rio to find and accompany her to the best store that sells new mattresses. This is evidenced by the presence of the words *kasur tebal* (thick mattress), *baru* (new), and *rancak* (good) in the speech. These keywords are an introduction to promotional information that can be conveyed in the video about @winluxuryfurniture furniture store.

Data 2

Collaboration with @Tana Hotel

Caleg : *Ambo ka mancalek. Rio tim sukses ambo*
(I will run for the election, Rio you will be in my campaign team)

Uda Rio: *Iyo* (Okay)

Candidate: *Jadi ambo kini ko punyo program untuak bambagi bagi makan ka anak yatim*

(So, I have a program to distribute food to orphans)

Uda Rio : *A rancak tu*
(good)

Candidate: *Dimana ancaknyo?*

(Do you have any recommendations?)

Uda rio : *Kok mambali makanan di tana ancak di tanahotel*

(The good place to buy foods is Tana Hotel, Mak)

Mamak: *Bukannyo tampek lalok?*

(Isn't that a hotel?)

Uda rio : *Yo mak, tu ndak bukan tampek lalok se do mak, masan makan wak bisa lo alah standar hotel babintang ma.*

(Iya Mak, Tana Hotel is not only a place to stay, but you can also order five-star quality foods)

The above speech occurs between Uda Rio and Mamak. This content is 1 minute 27 seconds long with the title "Failed Candidate." This video was made to fulfill the partnership with @TanaHotel. In this video, Uda Rio and Mak Ipin act out the dialogue between a candidate for legislative and his successful team, who are talking about a food distribution program for orphans. Uda Rio recommends a

place to help the candidate program. However, the candidate needed to learn complete information about it.

Based on this context, Uda Rio's utterance above applied Representative illocutionary speech acts. The utterance is delivered in the form of declarative sentences. Uda Rio conveys information through these words and convinces his opponents that the Tana Hotel is not just a place to stay but also the best place to order food. Thus, Uda Rio recommends the place so his hearer knows that Tana Hotel can meet the desired program. The utterance is also an introduction to complete promotional information about Tana Hotel.

Data 3

In partnership with @Info_kerja_Solok, @Zulelfianumarofficial, @dpmptpsolokkabupaten

Amak: *Astagfirullah main game se karajo. Ang ma yo, ndak pagi, ndak siang, ndak malam itu se adok ang. Tidak nak mencari karajoang?*

(Astagfirullah Rio, you do nothing but play games! From dawn till dusk, that is all you do. Don't you want to find a job?)

Uda Rio: *Alah den cari, santailah mak. Kan bini den lai karajo mah*

(I did look for a job, Mom, just relax. You know that my wife already has a job, right?)

Amak: *ndak namuah bini diasaan do yo, pi ang nan jadi kapalo rumah tango tanggung jawek ang tu nah. Pai rumah pak walikota wak kini*

(You can't just depend on your wife because you are the head of the household. It's your responsibility. Let us go to the mayor's house, now)

Uda rio : *Yolah* (all right)

Amak: *Pak lai ado lowongan karajo kini pak? Anak ko ndak tau arah do pak, hilia mudiak labuah karjo ndak main hp se karajonyo pak, lah pasai wak*

(Sir, are there any job vacancies? My son doesn't know what he will do for his life; he just wastes time and plays games all day. I'm tired of it, sir)

Mayor : *Bisuak ko tanggal 4-5 Desember di kubuang 13 akan ado Job fair*

(Tomorrow on December 4-5 there will be a Job Fair at Kubuang Tigobaleh)

The utterances above occurred between Uda Rio, Amak, and the Mayor of Solok. This content is 1 minute 17 seconds long and is titled "Job Fair 2023." This video was made to fulfill the partnership with @Infor_kerja_Solok, @Dpmpptskotasolokkabupaten, and the mayor of @Zulefianumarofficial. This video shows a conversation between Uda Rio, Amak, and the Mayor of Solok.

Based on this context, the utterance above is identified as expressive illocutionary speech acts. The utterance is delivered in the form of declarative sentences. Through these words, Amak stated something and also complained about his son, who had no job or was unemployed and was just wasting time all day. It is marked by the words *ndak tau arah dan main HP taruih and pasai wak* which show bad character and behavior. *Pasai* also marks surrender and despair. The utterance was produced so that the mayor could provide information on job vacancies for Uda Rio. Through this speech, the mayor provided information on government programs for implementing the "Job Fair".

Data 4

Partnership with the Vice Mayor of @ramadhanikiranaputra

Mayor : *Oi Yo ba a bamanuang, lah sholat yo?*
(Why are you daydreaming, Yo? Have you done the prayer?)

Uda Rio : *Alah Pak, ko ka lakek sepatu lo wak lai Pak*

(Yes, Sir. Now I already want to put on my shoes)

Mayor : *Barek bana masalah nampaknyo mah. A nan bapikian?*

(It looks like you have a lot to think of. What is on your mind?)

Uda Rio : *Itulah pak a. banyak na nan awak pikian. awak ka manikah rencananya pak tu wak dapek kaba kalau cek kesehatan ka puskesmas gai. Wak ko basuntik suntik tu takuk wak pak. Tu isi aplikasi a tu pak ndak ngarati wak do pak*

(You are right, sir. There's a lot to think about right now. I was planning to get married, but I received news that I had to go to the health center for a health check. I'm afraid of getting an injection, sir. Then I also don't understand how to use the application.)

Mayor : *O ndak ado suntik-suntik do Yo.*

(Relax you will not get poked by any needles)

The data above remarks occurred between Uda Rio and Mr. Ramadhani the Deputy Mayor of Solok. This content lasts 1 minute 29 seconds with the title *Batambuah*. The Mayor of Solok is famous for his hospitality and often prays at the mosque by himself. This content is a partnership with the community service socialization program from the BKKBN appeal regarding the application of a ready-to-marry certificate called "Elsimil".

Based on this context, Uda Rio's utterances consist of expressive illocutionary speech acts. The utterance is delivered in the form of declarative sentences. Through these words, Uda Rio not only stated something but expressed his complaint because he did not like the procedure for registering the marriage. It is evidenced by "*wak basuntik-suntik tu takuik*" which shows his discomfort regarding actions in the marriage registration procedure. In addition, Uda Rio's doubt regarding the procedure through the application is conveyed by the statement "*application tu ndak ngarati wak.*" Through these utterances, information related to complaints and information about the application that Uda Rio is not aware of can be conveyed by the deputy mayor.

Data 5

Partnership with @Polantas

Uda rio : *Lah pulang dinas bg?*
(Going home, bro?)

Police: *Alah yo*
(Yes I am, Rio)

Uda rio : *Ka manyalang Honda sabanta bg pai pasa jo kawan?*

(Can I borrow your motorbike for a moment to go to the market with my friend, bro?)

Police: *Tapi bonceng-bonceng jan sampai ndak mambaok helm yo!*

(Do not forget to wear helmets, both you and your friend.)

Uda rio : *Oii lai pakai helm. Aman nah*
(Oke we will wear helmets. It's okay.)

The conversation occurred between Uda Rio and a policeman named Sidra, a neighbor close to Uda Rio. This content is 1 minute and 5 seconds long and is titled "Wear a Helmet." Uda Rio wanted to borrow a motorbike from the policeman to go to the market with his friends.

This content was created in partnership with the police and police of Solok Regency.

Based on this context, Uda Rio's utterance consists of the illocutionary speech act of the Commission. The utterance is delivered in the form of declarative sentences. Through these words, Uda Rio stated something and promised to follow the rules of traffic law when riding a motorbike. This is evidenced by the utterance "Aman no," which means that the interlocutor believes in the speaker's message. Through these utterances, information about traffic rules was conveyed.

Based on Uda Rio's contents in 2023, the most frequent type of speech act in the @udario Instagram account is directive speech acts. It dominates other speech acts, which are assertive, expressive, and commissive speech acts.

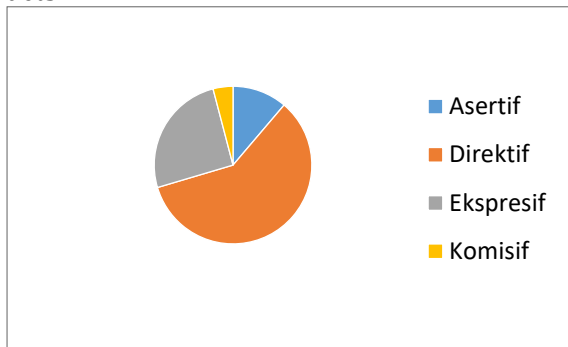


Figure 1. Illocutionary Force on @Udario.id content in 2023

On Instagram, directive speech acts—commands aimed at prompting action—can significantly boost marketing effectiveness, particularly for content creators who use the local language. Directive phrases encourage followers to interact with the content, thus increasing engagement and visibility. Using the local language for these directives makes them more relatable and understandable, strengthening the connection with the audience and increasing the likelihood of a response. Additionally, directive prompts invite followers to actively participate, fostering a sense of community. These commands resonate more deeply when given in the local language, tapping into cultural nuances and creating a feeling of belonging. Ultimately, frequent use of directive speech acts in the local language on Instagram boosts engagement, builds community, and promotes

products, perfectly aligning with the content creator's marketing objectives.

Social media content in Indonesia tends to be Western and Korean culture-oriented. Many Instagram accounts gained popularity by producing such content. However, the content presented by Uda Rio still maintains the locality of Minangkabau culture. The team always shoots videos in West Sumatra, such as Rumah Gadang, rice fields, coffee shops, river banks, tourist attractions, and the location of the promoted product. In addition, they retain the regional language they use in the videos and provide subtitles on each video for non-native speaker audiences. Then, the Amak character consistently portrays a stereotypical Minangkabau mother, especially when talking and dressing.

CONCLUSION

Directive speech acts, a command that encourage action, has proven highly effective in boosting marketing efforts on Instagram, particularly for content creators who use the local language. Uda Rio's Instagram contents, highlight Minangkabau culture, strategically use directive speech acts in the regional language, achieving remarkable results. By featuring culturally significant locations like Rumah Gadang, rice fields, and tourist attractions in West Sumatra, and portraying stereotypical Minangkabau traits through the Amak character, Uda Rio successfully resonates with the local audience. This approach not only boosts engagement but also taps into cultural nuances, creating a strong sense of belonging among followers.

Future researchers should explore the impact of directive speech acts in different cultural contexts beyond Minangkabau culture. Comparing results from various regions could provide deeper insights into the effectiveness of using local languages and cultural elements in social media marketing. Additionally, investigating the long-term effects of these strategies on community building and brand loyalty would be valuable. Expanding research to diverse cultural settings and examining the sustainability of these engagement tactics can offer more comprehensive guidelines for content creators looking to optimize their social media presence.

REFERENCE

- Ahmadi, Daffa & Didik Harianto. 2023. Using Instagram as a Marketing Strategy for American Restaurants in Surabaya during the Covid-19 Pandemic. *Indonesian Journal of Innovation Studies*, Vol 23, <https://doi.org/10.21070/ijins.v22i.851>
- Anwar, F. (2017). Perubahan dan Permasalahan Media Sosial. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, 1(1), 137–144. <https://doi.org/10.24912/jmishumsen.v1i1.343>
- Austin, J.L. (1962). *How to do Things with Words*. Oxford: Oxford University Press
- Buchholz, B. A., DeHart, J., & Moorman, G. (2020). Digital Citizenship During a Global Pandemic: Moving Beyond Digital Literacy. *Journal of Adolescent and Adult Literacy*, 64(1), 11–17. <https://doi.org/10.1002/jaal.1076>
- Dewa, C. B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu -Jurnal Pariwisata Dan Budaya*, 12(1), 65–71. <https://doi.org/10.31294/khi.v12i1.10132>
- Fatmawati, R. Ningsih. (2024). Tindak Tutur Ekspresif dalam Perspektif Cyberpragmatics. Skripsi: Universitas Bengkulu. *Jurnal ONOMA Vol 10 Nomor 01*
- Heryathan, Abkha & Sri, Iriantini. 2023. Ilokusi Direktif dan Implikatur pada Iklan Instagram dalam Bahasa Jepang dan Bahasa Indoensia: Kajian Pragmatik. *Jurnal Sakura UDAYANA*, Vol 5 No. 1 : <http://doi.org/10.24843/JS.2023.v05.i01.p06>
- Kalbuadi, A., Saputra, A. M., & Hermanto, A. (2022). Peran Social Media Marketing Terhadap Brand Awareness dan Brand Commitment (Studi Pada Universitas Teknologi Mataram di Kota Mataram). *SOLID*, 12(1).
- Kotler, P. & Keller, Kevin L. (2016). *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Leech, Geoffrey. 1993. *Prinsip-prinsip Pragmatik*. Jakarta : Penerbit Universitas Indonesia (UI-Press)
- Margiyanti, R., & Yuliyanto, A. (2021). Bahasa Slang dalam Akun Instagram@ Moodrekeh. *id. Bapala*, 8(06), 164-176.
- Nurhuda, Pradicta. (2021). Kajian Pragmatik dalam Unggahan Instagram Badan Pengembangan dan Pembinaan Bahasa. *Prosiding Seminar Nasional Linguistik dan Sastra (SEMANTIKS)*
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi (Studi Deskriptif pada Happy Go Lucky House). *Jurnal Common*,3(1), 71–80. <https://doi.org/10.34010/COMMON.V3I1.1950>
- Sari, D. N., & Fasa, M. I. (2023). Analisis Konten Instagram Sebagai Strategi Digital Marketing Bank Syariah Indonesia. *Jurnal Manajemen Dan Bisnis (JMB)*, 4(1), 1-10.
- Searle, J. R. (1974). *Studies in the Theory of Speech Act: Expression and Meaning*. Cambridge: Cambridge University Press
- Sheila, M., & Assidik, G. K. Tindak Tutur Pada Bahasa Promosi Endorsement di Instagram. *Diglosia*, 6(1), 182-190.

- Subiyanto, Lissa Anggun, Velantin Valiantk. (2022). Pemanfaatan Media Instagram Sebagai Media Promosi Penjualan Di Masa Pandemi Covid-19. *Jurnal. IKON. Vol. XXVII No.3*
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Taufiq, Ranta Tiara & Agusniar Dian Safitri. 2023. Tindak Tutur Ekspresif dalam Konten Instagram Reels Ulasan Kuliner Surabaya: Kajian Pragmatik. *Jurnal BAPALA, Vol 10 Nomor 3*
- Wahyuni S, Retnowaty, Indah, I. (2018). Tindak Tutur Ilokusi Pada Caption Akun Islami Di Instagram. *Jurnal BASA KATA Vol. 1, No. 2*
- Zamzani, Aulia Rahma. 2021. Tindak tutur Ilokusi pada Media Sosial Instagram @Ganjar Pranowo. Skripsi. Jakarta: UIN Syarif Hidayatullah