

**SPEECH ACT OF INFLUENCER SELF LOVE ON
INSTAGRAM STATUSES**



THESIS

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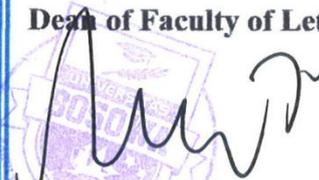

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STATEMENT OF ORIGINALITY

The writer hereby declares that the thesis entitled “SPEECH ACT OF INFLUENCER SELF LOVE ON INSTAGRAM STATUSES” and the content of this thesis is my own work, not the result of plagiarism. Writer’s other opinions or findings included in this thesis are quoted or cited in accordance with ethical standards.

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ABSTRACT

Hadratul Jihan Balqis. 4518051033. "Speech Act of Influencer Self Love on Instagram Statuses". English Language and Literature Program, Faculty of Education & Letters. Bosowa University. (Supervised by Sudirman Maca and Andi Tenri Abeng).

The objective of this research were to find out out the categories and its function of speech act and describe the impact of speech act on Instagram statuses about Self Love that used by the selected Influencer.

The result showed that there were five categories of speech act on Instagram statuses about Self Love used by Influencer namely representative, directive, commissive, expressive and declarative. Representative was the most dominant type of speech act of Influencer self love on Instagram statuses. There were several functions of each categories of speech act used by selected influencer. The function of representative was to conveyed information, conclusion, belief and warn. Directive to provided suggestion, questions, giving an order and beg. Commissive to conveyed promise. Expressive to expressed thanking and complaining. Declarative to expressed a decision. For the impact, there were 2 impact of speech act of Influencer self love on Instagram statuses namely positive and negative impact. Positive impact divided into motivated and made happy. Negative impact divided into felt furious and felt disappointed. In Account @tessholliday the researcher did not found the negative impact and the most dominant impact of speech act of Influencer self love on Instagram statuses was positive impact.

Keywords: Speech Act, Influencer, Self Love, Instagram

ABSTRAK

Hadratul Jihan Balqis. 4518051033. "Speech Act of Influencer Self Love on Instagram Statuses". Program Bahasa dan Sastra Inggris, Fakultas Pendidikan dan Sastra. Universitas Bosowa. (Dibimbing oleh Sudirman Maca and Andi Tenri Abeng).

Penelitian ini bertujuan untuk mengetahui kategori dan fungsi tindak tutur serta mendeskripsikan dampak tindak tutur pada status Instagram tentang Self Love yang digunakan oleh Influencer terpilih.

Hasil penelitian menunjukkan bahwa terdapat lima kategori tindak tutur pada status Instagram tentang Self Love yang digunakan Influencer yaitu representatif, direktif, komisif, ekspresif, dan deklaratif. Representatif merupakan jenis tindak tutur Influencer self love yang paling dominan pada status Instagram. Terdapat beberapa fungsi dari masing-masing kategori tindak tutur yang digunakan oleh influencer terpilih. Fungsi representatif adalah menyampaikan informasi, menyimpulkan, meyakini dan memperingatkan. direktif untuk memberikan saran, pertanyaan, memberi perintah dan memohon. Komisif terhadap janji yang disampaikan. Ekspresif untuk menyatakan terima kasih dan mengeluh. Deklaratif untuk menyatakan suatu keputusan. Untuk dampaknya, terdapat 2 dampak tindak tutur Influencer self love pada status Instagram yaitu dampak positif dan dampak negatif. Dampak positifnya terbagi menjadi termotivasi dan membuat bahagia. Dampak negatifnya terbagi menjadi merasa geram dan merasa kecewa. Pada Akun @tessholliday peneliti tidak menemukan dampak negatif dan dampak yang paling dominan dari tindak tutur Influencer self love pada status Instagram adalah dampak positif.

Kata Kunci: Tindak Tutur, Influencer, Self Love, Instagram

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CHAPTER I

INTRODUCTION

This chapter presents the introduction of this research and it consists of seven subchapters those are background, reason for choosing the title, problem of the research, scope of the research, question of the research, objective of the research and significance of the research.

A. Background

Humans are social beings who depends on one another and are interrelated with other people in environment. Humans can relate and interact with other people through language. Languages are symbol, sign, intention and utterances that needs to be understood by the people (Putri, 2020: 1). According to Rosyada (2020: 1) language is a tool used by human being to communicate or interact with other people to give information and message. Through communication people can talk, know and evaluate themselves, interact with other people and express their feelings towards other people. Through communication people can also solve all kinds of problems, develop new ideas, and share experiences and knowledge with others. Now days with the emergence of new media technologies, people communicate and interact to each other with a very drastic transformation, in which communication tends to be more virtual in recent times.

Social media can be seen as a form of electronic communication where users interact to one another to create, share, exchange and discuss many things such as information, ideas, personal messages and other content as long as they

are connected to the internet (Faizin et al, 2018: 189). Some of social media that are popularly used by people now days are whatsapp, youtube, tiktok, facebook and instagram. According to Patimah et al (2018: 97) instagram is one of the most popular social media ranging from childrens to adults. Of the many users of Instagram, there are some users who have quite a number of followers and can influence their followers or are known as influencers. Influencers are people or individuals who have a significant following on social media. Social media allows people to socialize, interact and communicate to other people from around the world without space and time limits.

In communication, people have to recognize the meaning of the words or sentences that are being conveyed by the speaker or the writer to be able to communicate clearly. One of the strategies to understand the meaning of language is through pragmatic. According to Aditama (2016: 21) pragmatic is a study that concern with the meaning as communicated by a speaker or writer and interpreted by a listener or reader. Part of pragmatic study such as implicature, cooperative principles, politeness principles, deixis, aspects discourse structure and speech act. In this study the researcher choose speech act as an object to analyze. According to Apriastuti (2017: 39) language always appears in the form of individual actions or speech acts. Therefore, every study of language structure must start from the study of speech acts.

Speech acts are the study of the intended meaning of spoken utterances and written. According to Apriastuti (2017: 40) speech acts are a means of expressing thoughts and feelings. Meanwhile Wijana (2021: 14) stated that a

speech act is any kind of act possibly done by a speaker in expressing an utterance. Toolan in Yanwar (2020: 85) also explains that speech acts refer to what is done when something is said. In addition, the most significant thing in the speech act is the message from the intent of the speaker, so that the listener understands the message that conveyed by the speaker (Tutuarima et al, 2018: 123). According to Searle's theory, there are five categories of speech acts namely representative, directive, commissive, expressive, and declaration.

Based on the explanation above, the researcher chose to analyze speech acts of Influencer selflove on Instagram statuses. In general, a speech act is an act of communication. Communication is an attempt to exchange thoughts, information, emotions, and ideas in expressing certain attitudes and types of speech acts performed in accordance with the types of attitudes expressed. For example, a statement expresses a belief and a request expresses a wish. Instagram provides easy access for its users to find and share content and information, as well as communicate with fellow users. Through Instagram, influencers as a user can share content and information about something, be it goods, services, or even issues. One of the issues campaigned by several influencers because it has a bad impact on society is the mental health issue of self-love.

B. Reason for Choosing The Title

With the emergence of new media technologies, people communicate and interact to each other with a very drastic transformation, in which communication tends to be more virtual in recent times. Instagram is one of

social media that allows humans to socialize, interact and communicate with other people without space and time limits as long as people are connected to the internet. In every communication, humans convey information to each other in the form of thoughts, ideas, intentions, feelings, and emotions directly. In communication, people have to recognize the meaning of the words or sentences that convey by the speaker or the writer to be able to communicate clearly. Speech acts are the study of the intended meaning of spoken utterances and written. The study of speech act is significant for everyone. The importance of studying speech act is to make comprehend what message that discovered in every utterance.

C. Problem of The Research

Self love is something that people will need to build up. Self love is one of the factors that if not owned by someone, will tend to have an impact on his mental and soul pain. Lack of self love causes a person to lack self-confidence, overthinking, compare themselves with others, always feel not good enough and insecure. Seeing how important self love is for someone makes some Instagram influencers share about self love on their Instagram account. Through Instagram, influencers can share the moments in the form of pictures or videos about self love. The utterance written by influencers through captions contains speech acts in the delivery of meaning. These utterances can appear in the form of questioning, requesting, thanking, ordering, stating, etc. The utterances produced perform meaning from which speech acts manifest. The study of speech act is significant for everyone. Learning speech act sometimes has

problems. Commonly, people are difficult to get the meaning of an utterance. In addition, the most important thing in a speech act is the message that delivered by the speaker or the writer, if the listener or reader understands the message that conveyed then the communication will run smoothly.

D. Scope of The Research

In this research, the researcher will focused to discover the categories of speech act and its function based on Searle's theory and the impact based on Austin's theory that contained on Instagram statuses about Self Love that used by the Influencer. The researcher chose American influencer in this research they are Ashley Graham with account name @ashleygraham, Melissa Viviane Jefferson with account name @lizzobeeting and Ryann Maegen Hoven with account name @tessholliday. Ashley Graham share about self love in her account since 2015, Melissa Viviane Jefferson since 2018 and Ryann Maegen Hoven since 2019.

E. Question of The Research

1. What are the categories of speech act and its function that contained on Instagram statuses about Self Love used by Influencer.
2. How are the impacts of speech act on Instagram statuses about Self Love used by Influencer.

F. Research Objectives

1. To find out the categories and its function of speech act that contained on Instagram statuses about Self Love used by Influencer.

2. To describe the impact of speech act on Instagram statuses about Self Love used by Influencer.

G. Significance of The Research

There were two significances from this research such as theoretical benefit and practical benefit that can be achieved through the research, as follows:

1. Theoretical Benefit

The result of this research expected to contribute to enrich the linguistics theory in particularly about pragmatic approach in literary research and also in understanding the works of theory by Searle and Austin in analyzing the speech act through Instagram statuses.

2. Practical Benefit

The result of this research is expected to widen insight about speech acts, especially the categories of speech acts and its function that must be used by people in communication and the impact speech act especially for people who used social media as a means to communicate to each other. This research also expected as a reference for the futher researcher who want to conduct the research about speech act on Instagram especially about self love that used by Influencer.

CHAPTER II

LITERATURE REVIEW

This chapter consists of previous studies, approach, related ideas and theories. Related idea and theories consisted of the definition of speech act, categories of speech act and the function of the categories of speech act and also the explanations about social media and selflove.

A. Previous Studies

The researcher is aware that this study was not the first one to be done. There are several previous researches which are similar to this study.

A research conducted by Patimah et al (2018) *Speech Act Analysis on Instagram Caption Used by Students of Muhammadiyah University of Ponorogo*. This research aims to find out the types of speech act, to describe the context based on the illocutionary act and to describe the maxim contained in the instagram caption. The method that used in this research is descriptive qualitative. The subject that used by the researcher are the students of English education at the Muhammadiyah University of Ponorogo in the academic year 2017/2018. The result of this research showed that there are three types of speech act used by students of Muhammadiyah University of Ponorogo on Instagram caption that divided into assertive act followed with 21 data, directive act with 7 data and expressive act followed with 13 data. For the maxims the researcher found there are 41 data of maxims namely 11 maxims of quantity, where the statement or utterance that is spoken effective, efficient and not many repetitions. From 16 data maxim of quality that delivered that is

truth with evidence and the 14 data of maxim relevancy which is convey there is a clear relationship between meaning and context, and then 3 data maxim of manner is maxim that is not exaggerate and not ambiguous.

A research conducted by Ambarwati et al (2018) *Expressive Speech Acts of Woman's Communication on Facebook*. This research aims to describe the expressive speech act used by the adult woman when communicating in Facebook and to identify the function of expressive speech acts used by the adult woman in Facebook. The subject that use by the researcher in this study are adult woman at age 25-35 years old. The method that used by the researcher in this research is qualitative. The result shows that there are 6.88 % utterances are in the form of expressive speech acts and the function of expressive speech act of woman's communication on Facebook indicates thanking, apologizing, blaming, praising, and wailing.

Research conducted by Faizin et al (2018) *Speech Acts Analysis in Whatsapp Status Update*. The purpose of this study is to examine the various types of speech acts that manifest in the WhatsApp status updates of 23 participants from various social and educational background linked to the researcher's WhatsApp network. The result of the research shows that there are four speech acts were identified in the WhatsApp status updates and point out the uniqueness of whatsapp status updates which has different result from the previous studies in terms of the frequency of speech act occurrences among participants from various social and educational backgrounds. Moreover, this

provides a meaningful erspective in understanding human behavior regarding pragmatic functions and intentions of SNS users in Indonesia.

Research that conducted by Mohamad et al (2018) *Speech Acts in the Facebook Status Updates Posted by an Apostate*. The purpose of this study is to discusses the speech acts in Facebook Status Updates posted by an apostate of Islam. The researcher observed the timeline of Facebook for two years from January 2015 to December 2016 and collect more than 4000 posts as a data collection. However, only 648 posts are related to apostasy. Then the data are classified according to the types of speech acts. The result shows that expressive speech act is the most frequent speech act (33%, n=215), followed by the directive (27%, n=177), assertive (22%, n=141), and commissive (18%, n=115), respectively. Based on the speech acts used, it is discernible that the apostate attempts to engage other Facebook users and persuade them into accepting the ideology of the apostate of Islam while gaining their support.

Research conducted by Tutuarima (2018) *An Analysis of Speech Act Used in London Has Fallen Movie*. This research aims to find out the kinds of speech act and the classifications of illocutionary act used in London Has Fallen Movie. The method that uses by the researcher in this research is descriptive qualitative research. The result of the research shows that there are 76 utterances of speech act used in London Has Fallen Movie which is the most dominant is illocutionary act consist of 37 utterances. Also, there are 99 utterances of the classifications of the illocutionary act, and the most dominant categories are directive with 32 utterances and expressive with 23 utterances.

Research that conducted by Yanwar (2020) *Speech Act Analysis of O. Henry's Short Stories and Implementation of the Integrated Teaching and Learning Process*. This research aims to analyse the different types of speech act in three O. Henry short stories. The researcher choose O. Henry's short stories in this research because its has moral values that can be useful for students and also its suitable for the teaching and learning process. In this research the researcher uses a descriptive qualitative method. The results show that the types of speech act are used differently in the three short stories of O. Henry. The first short story is *The Gift of the Magi*, there are four types of speech act that found namely: representative, directive, commissive and expressive with total of 36 sentences. The second short story is *The Cop and the Anthem*. There are two types of speech act that found namely: directives and declarations with total of 22 sentences. The third short story is *The Furnished Room*, with a total of 62 sentences. Two types of speech act that are found in this story are: representative and directive. In addition, these types of speech act can be implemented in the teaching and learning process. If integrated learning activities are implemented in the classroom, students will enjoy the process more and become more engaged. Finally, teachers must have sufficient skills and knowledge to be able to deliver good quality integrated English teaching.

Research that conducted by Fitria (2021) *Speech Act Analysis Found in Instagram Captions of "WHO Indonesia"*. This research aims to find out the types of speech act found in Instagram captions of "WHO Indonesia". The

method that used by the researcher in this research is descriptive qualitative research. The result shows that there are 332 total of data types of speech act found in Instagram captions of “WHO Indonesia”. Types of speech act that found by the researcher are directive, representative and expressive speech acts. The directive speech act shows 204 data or 61.45 % consist of positive forms, such as the use of base form or verb 1 and the use “let’s”, and the negative form such as the use verb “Don’t”. The representative speech act shows 120 data or 36.14 % which show opinion, assumption, stating, and informing. While expressive speech shows 8 data or 2.44 % which consists of the act of thanking, condolences, and congratulating.

A research conducted by Rahmawati (2021) *An Analysis of Expressive Speech Acts Used in Crazy Rich Asian Movie*. The purpose of this research are to analyze the type of expressive speech act and to describe the S-P-E-A-K-I-N-G model used in Crazy Rich Asian movie. In analyzing the data the researcher uses two theory they are theory by Searle and theory by Hymes. The method that used in this research is descriptive qualitative method. The results showed that there are 52 data of expressive speech act and only ten types of expressive speech found in Crazy Rich Asian movie, some of the expressive types appear except expressive act of condole and boast. The researcher used SPEAKING model is to know how the meaning of the social context, the purpose of the interaction in detail and describe them into analysis text. From the data analysis it shows that the types of expressive speech act that oftenly come up are apologize, thank and compliment. It shows that the characters in

the Crazy Rich Asian movie more showed politeness and friendly attitude to others.

A research conducted by Naipospos et al (2022) *The Speech Act Used by English Lecturer and Students in Blended Learning During New Normal Life*.

The purpose of this research are to find out the classification and the types of speech act, therefore it will find the speech act differences between online and face-to-face. In this research the researchr using descriptive qualitative design. The results of the study found that the utterances in the conversations of English lecturers and pharmacy students were dominated by illocutionary acts, which is 65%. This shows that most of the speeches, whether spoken by lecturers or students, are speeches that contain other meanings. The second rank is locutionary acts (20%). Finally, it is known that perlocutionary acts are the least occurring speech acts, namely only 15% of all conversations. There are five illocutionary categories in face-to-face learning, namely assertive, directive, expressive, commissive, and declarative, whereas in online learning there are no declaratives. It is known that in blended learning, the dominant speech act classification used by English lecturers is directive which consists of 32 lecturer utterances as much as 54%. While representative as the dominant classification of speech acts used by pharmacy students consists of 30 utterances of students as much as 55%.

Research that conducted by Ricca & Ambalegin (2022) *Expressive Speech Acts Found in Love at First Swipe Web Series*. The purpose of this research is to find out the expressive speech acts uttered by the characters in

Love at First Swipe web series. In this research the researcher using two theories in analyze the expressive speech act, they are theory by Searle and theory by Ilie and Norrick. The method that used in this research are observational method and non-participatory technique by Sudaryanto for collecting the data and the pragmatics equalizing method to analyze the data. The result of the research shows that there are 15 utterances of expressive speech acts found in the Love at First Swipe web series. However, there are only 2 types of expressive act not found in the utterances, namely deploring and condoling. The other expressive speech act types are found with 3 data of thanking, 2 data of apologizing, 1 data of congratulating, 8 data of complimenting, and 1 data of welcoming. The most common type of expressive speech act found in the Love at First Swipe web series is complimenting.

A research that conducted by Efendi (2022) *Speech Act In Joe Biden Speech "Build Back Better World" At UN General Assembly*. This research aims to find out the kinds of communication function in illocutionary act and to identify the perlocutionary act effect that contained in Joe Biden speech. The method that used in this research is descriptive qualitative and used theory by John Searle to find out the communication function in illocutionary act and theory by John L. Austin to identify the perlocutionary act effect. The result shows that there are five kind of the communication function in illocutionary act namely assertives (giving information, remaining, assure and statement), directives (suggesting and requesting), commissives (promissing, offering and pledge), expressives (express his feelings) and declaratives (declare that United

State has stop with war). There are four perlocutionary act effects that found by the researcher they are pandemic Covid-19 donation, American government ended conflict in Afghanistan, the responses of United State government to the climate crisis, and American government will continue to be the largest contributor to humanitarian assistance.

Based on the previous studies above, there are the similarities and differences with this research. In the similarity aspect, all the previous studies and this research discusses about speech act. While, the difference is in the research object. Although, there are the research that has the same object with this research which is Instagram but the subject is different. In this research the researcher will analyze speech act on Instagram statuses about Self Love used by Influencer.

B. Linguistic

1. Pragmatic Approach

Pragmatics is a part of linguistics which deals with meaning in context. Pragmatic is one of the strategies to understand the meaning of language (Putri, 2020: 1). Basically, pragmatics is concerned with the use of language in context. According to Hasnita (2021: 10) Pragmatics is a branch of linguistics that studies the language used to communicate in certain situations. Meanwhile Aditama (2016: 21) stated that pragmatic is a study that concern with the meaning as communicated by a speaker or writer and interpreted by a listener or reader. Through communication people can talk, know and evaluate themselves, interact with other people

and express their feelings towards other people. Through communication people can also solve all kinds of problems, develop new ideas, and share experiences and knowledge with others.

In communication, people have to recognize the meaning of words in utterance and also what the speakers or writers mean in utterance to be able to communicate clearly. Communication exactly depends on not only identifying the meaning of words in an utterance, but identifying what the speakers mean by their utterances. As Putri (2020: 112) explains that pragmatic is necessary in understanding the meaning of the speaker's utterance. In other words, understanding the language in communication implies the understanding of pragmatics. Part of pragmatic study such as implicature, cooperative principles, politeness principles, deixis, aspects discourse structure and speech act.

2. Speech Act

Speech acts are the study of the intended meaning of spoken utterances and written. Searle in Mohamad et al (2018: 226) describes speech act as a language action. According to Apriastuti (2017: 40) speech act are a means of expressing thoughts and feelings. Wijana (2021: 14) stated that a speech act is any kind of act possibly done by a speaker in expressing an utterance. Meanwhile Fitria (2021: 33) stated that Speech acts are utterances that contain action as a function of communication that considers aspects of the speech situation. Toolan in Yanwar (2020: 85) also explains that speech acts refer to what is done when something is said.

When the speaker tries to say something it automatically produces an effect for the listener. This is because speech acts are actions carried out through utterances, which means that language does not just produce utterances, but does something or practices.

In addition, the most significant thing in the speech act is the message from the intent of the speaker, so that the listener understands the message that convey by the speaker (Tutuarima et al, 2018: 123). In every communication, people convey information to each other in the form of thoughts, ideas, intentions, feelings, and emotions directly. People do not just produce utterances with no purpose. People form speech with some kind of function in mind. People expect that the listeners will be able to understand them and act something for them, so that the communication between them can be successful. Each speech act has a function. The function of the speech act appears in the intent or purpose of the utterance conveyed. Speech act is a means to express thoughts and feelings. Speech acts, someone does not always say what is meant. Differences in meaning and utterances in a speech event produce various types of speech acts.

Austin in Wijayati (2012: 21) states that there are three basic notions of where in saying something someone is also doing something. Therefore, Austin divided speech acts into three part namely: locutionary acts, illocutionary acts and perlocutionary acts. Locutionary acts pronunciation of sentences with a certain meaning and reference. Illocutionary acts is a speaker's utterance that has a specific purpose, there is an act that should

be done made to the utterance in making statements, offers, promises and so on. Perlocutionary act can be mentioned as speech that can affect someone. Perlocutionary acts refer to the influence of inner speech other people's thoughts or actions. Case perlocutionary act is what the speaker wants to convey from what the speaker says.

A perlocutionary act is non linguistics act performed as a consequence of performing the locutionary and illocutionary acts. Absolutely, the locutionary act is concerned with meaning, the illocutionary act is concerned with force, and the perlocutionary act is concerned with the effect. Perlocutionary act is the bringing of effects on the audiences by means of uttering the sentences, such effects being special to the circumstances of utterance. According to Wijayati (2012: 32) perlocutionary is a term in the theory of speech act to refer to an act which is performed when an utterance advice a particular effect on the behavior, feelings, expressing and so on. The example of perlocutionary acts (perlocutionary effects) include utterances which attempt to make someone feels furious, disappointed, frightened, insulted, ridiculous, sympathetic, persuaded and others.

In addition, there are five categories or classifications of speech acts based on Searle's theory, namely representative, directive, commissive, expressive, and declaration. Searle in Mohamad (2018: 227) explains that representative as the speaker's belief on something, directive is the speaker use to get other to do something, commissive is the speakers use to commit

an action in the future, expressive is the speaker use to state their feeling, declarative is the speaker utterance to change the world.

a. Representative (assertive)

Representative or assertive is an utterance that associates the speaker with the truth of the sentence that being spoken. Representative is to express the speaker's belief on something. According to Searle (1979: 12) the point or purpose of assertive is to commit the speaker in varying degrees to something's being the case, to the truth of the expressed proposition. It is contain of the fact and actual statements. Speech acts which includes of this type namely belief, informing, warning, conclude and deduce. The function of assertive is to convey something that related to the truth of the proposition or statement that want to express.

b. Directive

Directive speech acts are speech acts intended by the speaker so that the speech partner takes action according to what is stated in his speech. According to Searle (1979: 13) the point of this speech act is attempt of the speaker to get the hearer to do something. Directives are speech acts used by the speaker to get something done (Widya, 2017: 14). This type is similar with instruction, the speaker instruct the hearer to act of what the speaker speech or instruct. The type that included in this speech act are asking, inviting, forcing, suggesting, urging, ordering, charging, begging, challenging, giving orders. The

function of directive is to ask the interlocutor to do something to produce an effect on the action taken by the speaker.

c. Commissive

A commissive speech act is a speech act used to convey something that is bound to something in the future. According to Searle (1979: 14) Commissives are those speech acts whose point is to commit the speaker to some future course of action. Commissives are those kinds of speech acts performed by speakers to commit themselves to future actions (Aspriastuti, 2017: 44). By uttering a commissive, the speaker is committing to some future action. This kind of speech act can be performed by the speaker himself or by the speaker as a member of the group. The function of commissive speech acts is to encourage the speaker to do things such as promises, oaths and threats.

d. Expressive

Expressive speech act are expressions of attitudes or feelings towards a situation or as an evaluation of the things mentioned in a speech. According to Searle (1979: 15) expressive is a type of speech act that expresses a certain psychological condition about a state specified in the propositional content. Expressive acts deal with the statements of speaker's feeling or attitude of particular situation. Expressives are those kinds of speech act that state what the speaker feels (Widya, 2017: 14). The speaker is expressing how good or bad

he feels about some events and is therefore uttering an expressive. These expressions include thanking, congratulating, praising, complaining, blaming and criticizing. The function of speech act expressive is to express or convey the speaker psychological attitude towards someone attitude and action.

e. Declaration

Declarative speech acts are utterances uttered by speakers with the intention of creating something new. Declarations are those kinds of speech acts that change the world via utterance. According to Searle (1979: 17) Declarations bring about some alteration in the status or condition of the referred to object or objects solely in virtue of the fact that the declaration has been successfully performed. When the speaker utters a declaration, the words bring about a new state of affairs. Declaratives can be said that bring a change in reality, which means that the situation is no longer same after this utterance have been uttered. In this case the speaker has a special institutional role in a specific context, in order to perform a declaration appropriately. The contents of a declarative speech only demand the attention of the other person, because the speaker's intent is only to convey information or something. Declarative speech acts consist of deciding, prohibiting, canceling, permitting, and imposing penalties. The function of speech act declarative is to declarate serious changes in human lives.

Each of these categories requires something different of the listeners. Representatives ask them to pay attention of the speaker's belief. Directives require them to determine some course of action and carry it out. Commissive, expressive and declarative require them to record new information such as the speaker's intended course of action, the speaker feeling about some fact, or the change in formal status of some object.

C. Social Media

Now days with the emergence of new media technologies, people communicate and interact to each other with a very drastic transformation, in which communication tends to be more virtual in recent times. According to Faizin et al (2018: 189) social media can be seen as a form of electronic communication where users interact to one another to create, share, exchange and discuss many things such as information, ideas, personal messages and other content as long as they are connected to the internet. In other word social media has helped people go out and bridge the gap by letting them voice their feelings, ideas, and philosophies. Social media allows humans to socialize, interact and communicate with other people around the world without space and time limits. Social media has become an inseparable part of human life. Some of social media that are popularly used by people now days are whatsapp, youtube, tiktok, facebook and instagram.

1. Instagram

Instagram is a social media developed by Kevin Systrom and Mike Krieger in 2010 and continues to thrive today. According to Patimah et al

(2019: 97) Instagram is one of the most popular social media ranging from childrens to adults. In Instagram people can share the moments and knowledge in the form of pictures and videos with caption. Pictures tos or videos that are shared will later appear on other users' feeds. The friendship system on Instagram uses the terms following and follower. Furthermore, each user can interact by commenting and giving likes to the pictures and videos that are shared. Instagram provides easy access for the users to search and share content and information, as well as communicate with fellow users through the features provided.

Inside Instagram there is some content uploaded by users that has the potential for information needed by other users. Through the sophistication and convenience provided by Instagram, Instagram users are increasing every day and people are starting to take notice this is an opportunity to make extra money, side job and as a means to run campaigns to advertise products or services. Some people who use this opportunity well and creatively usually will get a lot of followers and be called an influencer.

Here are some features that are often used by Instagram users, namely:

a. Instagram Feed

The Instagram feed is used for sharing photos and videos. Usually the Instagram feed is neat, using certain color patterns, and interesting

content. The use of Instagram feeds is usually used by users aiming to attract many followers.

b. Instagram Story

This feature is used by most people to simply share the moments that are happening. Instagram stories will appear in the top bar of the feed. Content that posted on Instagram stories only lasts 24 hours.

c. Instagram Highlight

This feature is useful for allowing its users to save Instagram Stories without a time limit and also it is useful for loading as much content as desired.

d. Comment

Instagram comments are reactions that users can leave on posted photos, videos or reels.

e. Instagram Live

Instagram Live is a live streaming video feature that resides in the Instagram application. Usually every social media already has this live streaming feature.

f. Caption

Captions are words or descriptions that are usually at the bottom of photos or videos uploaded by Instagram users.

g. Hashtag

Instagram hashtags are a combination of letters, numbers and emoji that start with a hashtag symbol. Hashtags themselves are

clickable, so anyone who clicks will see a page with posts tagged with that hashtag.

h. Tag

The tag feature is usually only for marking in posts where the account name will be embedded in a photo or video post.

i. Mention

The mention feature is usually used in the comment column, story, caption, or dialogue space.

2. Influencer

Of the many users of social media Instagram, there are some users who have quite a number of followers and can influence their followers or are known as influencers. Influencers are people or individuals who have a significant following on social media. According to Hastan (2022: 26) Influencers are people who have a large number of followers or audiences on social media and like to promote something to prospective buyers. An influencer can also be said to be an activist who is well connected, mind active, impactful and a transmitter for the followers.

The majority of influencers fall into the categories of celebrities, industry experts and thought leaders, and bloggers or content creators. Influencers have high social influence and credibility, this is what makes this influencer phenomenon so successful. It is this large number of followers that makes an influencer influential in promoting or

campaigning for something, whether it is goods, services, or even issues.

Influencers are divided into three part namely:

a. Mega Influencer

Mega Influencers are top celebrities who are popular not only in the real world, but also in cyberspace. Followers on social media they have more than 1 million followers.

b. Macro Influencer

Macro Influencers are professional creators who have a passion for sharing life with a focus on one thing. These influencers have between 100,000 and 1 million followers.

c. Micro Influencer

Micro influencers have a very small audience that they maintain through fairly consistent communication. Micro influencers are also images of people who are successful, talented and able to attract attention and admiration and aspirations. These influencers have between 1000 and 100,000 followers.

Besides the part of influencers, it also has roles and goals, that divided into:

a. To Inform

The most important goal of an Influencer is to inform and assist the audience in obtaining information that they do not know.

b. To Persuade

Furthermore, influencers have a goal to persuade. An influencer will try to make his audience accept the perspective of the influencer himself, such as asking to adopt the feelings and behavior of the influencer.

c. To Entertain

The third goal of influencers is to entertain. Entertainment prioritizes the opportunity to attract attention with appearances in conveying messages to the audience.

D. Self Love

Self love is the longing for the highest good of the self. Self Love can also be known as being whole, complete, healthy selfishness, true self, the famous term in spirituality or liberation. According to Mutiwasekwa (2019: 1) Self-love is an umbrella term for different acts of love we perform toward ourselves physically and non-physically. Self love is about valuing yourself as a human being who is worthy of love and respect. According to Harshad (2022: 8054) Expressing self love means recognizing one's self-worth and untiring worth that cannot be added or taken away, only obscured or emphasized, and then choosing actions and thoughts that are in line with one's highest good.

Self love starting with self-awareness by taking care of yourself, then starting to respect yourself, to creating self-confidence. Self-awareness starts with being aware of our own thought processes because thoughts influence emotions and emotions are related to our behavior (Putri, 2021). Listening to yourself can mean two things. Firstly, paying attention to how you internally

talk to yourself is crucial for learning to cultivate an intimate feeling of self-love. secondly, during times of emotional distress, ask yourself a question and listen carefully to the answer that you can prove invaluable.

The benefits of self love are reducing anxiety, improving mental health, therefore that it has a positive impact on relationships such as in friendships, work, romance, and other social relations. Self love makes humans begin to accept both their weaknesses and strengths, have compassion for themselves, focus more on the goals and values of life, and expect fulfillment of life through their own efforts. Not only that, by self love, humans will also be easier to deal with stress and strong in dealing with life's problems. Probably, self-love is something that people will need to build up. Self love is one of the factors that if not owned by someone, will tend to have an impact on his mental and soul pain (Hastan, 2022: 26-27).

CHAPTER III METHODOLOGY

This chapter presented the methodology used in this study. The researcher used certain methodology to conduct this study, and this chapter provided the type of the research, source of the research, method of collecting data and method of data analysis.

A. Type of The Research

In this research will use qualitative descriptive method. The researcher uses a qualitative method because the research data is not in the form of numbers but in the form of words which contained in Instagram statuses that used by the Influencer. In qualitative research, data is all information both oral and written, that contributes to answering the research problem in the research question (Widya, 2017: 12). Descriptive research is a research to describe an event that happening right now. According to Moleong in Patimah (2018: 99) qualitative descriptive research means a type of research in which it does not include any calculation or enumerations. Yuliani (2018: 83) stated that qualitative descriptive research is a formulation of the problem that guides research to explore or photograph social situations that will be thoroughly, broadly and deeply examined. Meanwhile Ricca (2022: 17) stated that qualitative descriptive approach is as a study that implements narrative research, phenomenology, ethnography, grounded theory, and case studies in the society. In other words, qualitative descriptive is a research whose description uses facts or phenomena that obtained from the data as they are.

B. Source of The Research

The data source are the speech act on Instagram statuses about Self Love used by American Influencer. The researcher will selected 3 Instagram account of the Influencer who share about Self Love. The first Influencer account is @ashleygraham. Ashley Graham is a model. She is joined on Instagram in August, 2012 and has 21.4 million followers. The data will be taken from Intagram account @ashleygraham started from 2015 until 2023.

The second Influencer is Melissa Viviane Jefferson or better known as Lizzo is a singer and rapper. Lizzo with account name @lizzobeeting joined Intagram in March, 2013 and has 12.9 million followers and the data will be taken from Instagram account @lizzobeeting started from 2018 until 2023.

The third Influencer account is @tessholliday. Ryann Maegen Hoven or who is familiarly called as Tess Holliday is a model, blogger and make-up artist. She is joined on Instagram in April 2012 and has 2.6 million followers. The data will be taken from Instagram account @tessholliday started from 2019 until 2023.

C. Method of Collecting Data

In collecting the data, there are several steps that will be carried out by researchers as follows:

1. Reading the status captions on Instagram about self love that written by the selected Influencer.
2. Identify the status captions on Instagram about self love that written by the selected Influencer.

3. Classify the words or sentences that contained the categories and its function of speech act based on Searle's theory about speech act that divided into representative, directive, commissive, expressive and declaration from the Instagram statuses about self love that used by the selected Influencer.
4. Take a note of the words or sentences that contained the categories and its function of speech act based on Searle's theory about speech act that divided into representative, directive, commissive, expressive and declaration and discover the impact of speech act based on Austin's theory on Instagram statuses about self love that used by the selected Influencer.
5. Display the data into table for categories and its function of speech act and the impact of speech act.
6. Drawing conclusions of data finding.

D. Method of Data Analysis

After the data has been collecting, the data will analyzed by applying the theory of Searle to find out the categories and the function of the categories of speech act such as representative, directive, commissive, expressive and declaration and discover the impact of speech act based on Austin's theory on Instagram statuses about self love that used by the selected Influencer. The last step is concluding the results of the data analysis and formulate suggestion for the next researcher.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher focused on deciphered the finding and the discussion. The researcher displayed the data based on the categories and its function of speech act using Searle's theory, then discover the impact of speech act based on Austin's theory on Instagram statuses about self love that used by the selected Influencer. The data of this research were partitioned into sentence agreeing to the types and the effect of toxic relationship that had been found by the researcher.

A. Findings

1. The Categories and Its Function of Speech Act That Contained on Instagram Statuses About Self Love Used by Influencer.

In addition, there were five categories of speech acts based on Searle's theory, they were representative, directive, commissive, expressive, and declaration. Representative as the speaker's belief on something, directive was the speaker use to get other to do something, commissive was the speakers use to commit an action in the future, expressive was the speaker use to state their feeling, declarative was the speaker utterance to change the world. Each speech act had a function. The function of the speech act appears in the intent or purpose of the utterance conveyed.

a. Representative or Assertive

Representative was an utterance that associates the speaker with the truth of the sentence that being spoken. Speech acts which includes of this

type namely belief, informing, warning, conclude and deduce. The function of assertive was to conveyed something that related to the truth of the proposition or statement that wanted to express. Table below showed the data of the categories and its function of speech act type representative.

Table 1. Representative in Account @ashleygraham

No.	Data	Function
1.	Data 1 It doesn't matter if you're a size two or 22, as long as you're taking care of your body, working out, and telling yourself 'I love you' instead of taking in the negativity of beauty standards. (Ashleygraham, 2015).	To conveyed what the speaker believed.
2.	Data 2 It all starts with you. When you fully accept yourself for who you are - inside and out - you're inevitably stronger in all aspects of your life. Your confidence and self-love will radiale, empowering and inspiring every woman around you. (Ashleygraham, 2015).	To conveyed what the speaker believed.
3.	Data 3 A little cellulite never hurt nobody. Stop judging yourself, embrace the things that society has called 'ugly'. (Ashleygraham, 2016).	To conveyed the speaker's warning.
4.	Data 4 I believe you need to be healthy and that health comes in all shapes and sizes. But don't let the number on the scale determine your worth or how you let others treat you. (Ashleygraham, 2016).	To conveyed what the speaker believed.
5.	Data 5	

	<p>Reminder: losing weight only makes you lighter. It doesn't make you kinder, smarter, more creative, more passionate, more determined, or happier</p> <p>You. Just. Weigh. Less.</p> <p>(Ashleygraham, 2016).</p>	To conveyed the information of the speaker.
6.	<p>Data 6</p> <p>Love is not something we give or get; it is something that we nurture and grow, a connection that can only be cultivated between two people when it exists within each one of them - we can only love others as much as we love ourselves. Make sure to show yourself some love today! (Ashleygraham, 2019).</p>	To conveyed what the speaker believed.
7.	<p>Data 7</p> <p>Just wanted to say thank you for tagging me in all your beautiful pictures. It's not always easy to love every inch of your body. I've learned it's a daily practice, not just a finish line. Seeing all your beauty and confidence in these inspires me more than you'll ever know and looking at them is one of my favorite parts of Instagram! I'm just so grateful for this community. We are stronger together! (Ashleygraham, 2021)</p>	To conveyed what the speaker believed.
8.	<p>Data 8</p> <p>as the weather gets warmer, I know a lot of people struggle with wearing less clothes and showing more skin. I hope these photos I've been tagged in of so many beautiful bodies motivates you to love the skin you're in. Believe me when I say your body is beautiful, and I know it's easy to tell yourself the lie that you're not good enough, thin enough, sexy enough, "flawless" enough to wear a tank top or a swimsuit, but it's hot out there and so are you. Don't let your mind stop you from enjoying your life to the fullest (and remember to say "I love you" to yourself every day)! (Ashleygraham, 2021).</p>	To conveyed the information of the speaker.

9.	Data 9 People have a lot of opinions on what my body looks like, they can say what they want, I know my power. Too confident to care. (Ashleygraham, 2021).	To conveyed the conclusion of the speaker.
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Based on the table 1 above, there were 9 data that showed the categories and its function of speech act type representative in account @ashleygraham divided into believed followed with 5 data, information followed with 2 data, warning 1 data and conclusion followed with 1 data. Below was the data that the researcher described more clearly.

Data 1

Based on data 1 **It doesn't matter if you're a size two or 22, as long as you're taking care of your body, working out, and telling yourself 'I love you' instead of taking in the negativity of beauty standards** on table 1 showed the categories of speech act type representative. The sentence showed it was included representative type belief. The speaker belief that as long as people taking care of their body, working out and telling 'I love you' to ourselves the size of human body or shape was did not matter. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 2

On data 2 **It all starts with you. When you fully accept yourself for who you are - inside and out - you're inevitably stronger in all**

aspects of your life. Your confidence and self-love will radiate, empowering and inspiring every woman around you on table 1 showed the categories of speech act type representative. The sentence was included representative type belief. The speaker belief that when people fully accepted themselves for who they were, they were definitely became stronger in all aspects of their life and also could be inspired other woman but it all started from someone who could love themselves. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 3

Based on data 3 **Stop judging yourself, embrace the things that society has called 'ugly'** on table 1 showed the categories of speech act type representative. The sentence showed it was included representative type warning. The speaker warned the listener by using the word “stop”. The speaker warned people to stop judging themselves and they had to embrace the things that society had called ugly. The function of representative in this sentence was to conveyed the speaker’s warning about the statement that was expressed.

Data 4

On data 4 **I believe you need to be healthy and that health comes in all shapes and sizes. But, don't let the number on the scale determine your worth or how you let others treat you** on table 1

showed the categories of speech act type representative. The sentence was included representative type belief. The speaker belief that health came in all shapes and sizes of human body. however, people should not allow the number on the scale determined their worth or how they let others treat them. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 5

Based on data 5 **losing weight only makes you lighter. It doesn't make you kinder, smarter, more creative, more passionate, more determined, or happier You. Just. Weigh. Less** on table 1 showed the categories of speech act type representative. The sentence showed it was included representative type informing. The speaker informed that losing weight only made people lighter. It did not make people kinder, smarter, more creative, more passionate, more determined, or happier. In other word, losing weight just made people weigh less. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 6

Based on data 6 **we can only love others as much as we love ourselves** on table 1 showed the categories of speech act type representative. The sentence was included representative type belief. The speaker belief that people could only love others as much as they love

themselves. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 7

Based on data 7 **It's not always easy to love every inch of your body. I've learned it's a daily practice, not just a finish line** on table 1 showed the categories of speech act type representative. The sentence showed it was included representative type belief. The speaker belief that health that it was not always easy for people to love every inch of their body. She had learned it a daily practice and not just a finish line. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 8

On data 8 **I've been tagged in of so many beautiful bodies motivates you to love the skin you're init's hot out there and so are you** on table 1 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that she had been tagged in of so many beautiful bodies motivated people to love the skin they were in. She also informed that it was hot out there and so other people must feel it too. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 9

On data 9 **People have a lot of opinions on what my body looks like, they can say what they want, I know my power** on table 1 showed the categories of speech act type representative. The sentence showed it was included representative type conclude. Based on the various comments about the speaker's body looked like on Instagram, made the speaker concluded that people could say or comment what they wanted about the speaker's body. But the speaker would not be disturbed by that comments therefore she was said that she known her power. The function of representative in this sentence was to conveyed the conclude of the speaker about the statement that was expressed.

Table 2. Representative in Account @lizzobeeting

No.	Data	Function
1.	<p>Data 10</p> <p>"A lot of people will say to me, 'I'd never be able to wear that, or say that, or talk to that person, how do you do it?' And I'm like, 'Well, you need a confidence boost', because we're taught to hide that part of ourselves, and hide our sexuality, and hide our bodies. We're taught to not talk about what we like. I think that I just had a confidence boost from somebody, from my friends and then I hyped myself up and I was like, " yeah, I can do this". When I started doing it, I realized so many people needed to see and hear these things from someone like me..... (Lizzobeeting, 2018).</p>	<p>To conveyed the conclusion of the speaker.</p>
2.	<p>Data 11</p>	

	<p>Here is why the body positive movement is not anti-health and not pro-obesity... BECAUSE HATING YOURSELF ISN'T GOING TO CHANGE YOUR BODY FOR THE BETTER. LOVING YOURSELF WILL. So if I gotta love myself first in a society where YALL NOSY ASS MOTHERFUCKERS wanna remind me I'm big.....(Lizzobeeting, 2018).</p>	To conveyed what the speaker believed.
3.	<p>Data 12</p> <p>"I made a decision to be myself because I knew I had no choice. Sometimes the label 'unapologetic' bothers me because it can be loaded, because it means we have to apologize for something in the first place. I'm not ignorant to the fact that we had to have a demeanor of lowering ourselves culturally just to exist. But I'm trying to shake up the narrative about how we're supposed to act." (Lizzobeeting, 2019).</p>	To conveyed the information of the speaker.
4.	<p>Data 13</p> <p>I detoxed my body and I'm still fat. I love my body and I'm still fat. I'm beautiful and I'm still fat. These things are not mutually exclusive. To the people who look to me, please do not starve yourselves...(Lizzobeeting, 2020).</p>	To conveyed the information of the speaker.
5.	<p>Data 14</p> <p>If you love me... you love all of me. You dont get to pick and choose. We should be unconditionally loving of one another, starting with being unconditionally loving to ourselves. Take a moment today and think about the conditions we hold so tightly to that keep us from the freedom of true love. Do you really wanna be so tightly wound? Free yourself in love. You deserve it. (Lizzobeeting, 2022)</p>	To conveyed the information of the speaker.
6.	<p>Data 15</p> <p>true love ain't somethin that u buy yourself. true love finally happens when u by yourself. (Lizzobeeting, 2023).</p>	To conveyed what the speaker believed.

Based on the table 2 above, there were 6 data that showed the categories and its function of speech act type representative in account @lizzobeeting divided into conclusion 1 data, belief 2 data and informing followed with 3 data. Below was the data that the researcher described more clearly.

Data 10

Based on data 10 **A lot of people will say to me, 'I'd never be able to wear that, or say that, or talk to that person, how do you do it?'** on table 2 showed the categories of speech act type representative. The sentence showed it was included representative type conclude. The speaker explained that people need a confidence boost which could be contained from people around them such as family, friends or partner to increase self confidence so that they could able to wear, say and talk to everyone. She had a confidence boost from her friends then she was hyped herself up therefore she could do it. The function of representative in this sentence was to conveyed the conclusion of the speaker about the statement that was expressed.

Data 11

On data 11 **HATING YOURSELF ISN'T GOING TO CHANGE YOUR BODY FOR THE BETTER. LOVING YOURSELF WILL** on table 2 showed the categories of speech act type representative. The

sentence was included representative type belief. The speaker believed that by hating themselves were not going to change their body for the better. But, by loving themselves and accepting themselves would made someone felt that the body that they had was the best for them. The function of representative in this sentence was to conveyed what the speaker belief of statement that was expressed.

Data 12

On data 12 **I'm not ignorant to the fact that we had to have a demeanor of lowering ourselves culturally just to exist. But I'm trying to shake up the narrative about how we're supposed to act** on table 2 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that she was not ignorant to the fact that people had to have a demeanor of lowering ourselves culturally just to exist. But she was trying to shake up the narrative about how people supposed to act. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 13

Based on data 13 **I detoxed my body and I'm still fat. I love my body and I'm still fat. I'm beautiful and I'm still fat. These things are not mutually exclusive** on table 2 showed the categories of speech act type representative. The sentence was included representative type

informing. The speaker informed that she was detoxed her body and still fat. she loved her body and still fat. She was beautiful and still fat and those things were not mutually exclusive. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 14

On data 14 **If you love me... you love all of me. You dont get to pick and choose. We should be unconditionally loving of one another, starting with being unconditionally loving to ourselves** on table 2 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that if people love her, they had to love all of her. People did not get to pick and choose the way she looks like. People should love each other unconditionally, starting with being unconditionally loving to themselves. The function of representative in this sentence was to conveyed the information about the statement that was expressed.

Data 15

On data 15 **true love ain't somethin that u buy yourself. true love finally happens when u by yourself** on table 2 showed the categories of speech act type representative. The sentence was included representative type belief. The speaker believed that true love was not something that people could buy their self. True love could happen when people by their

self. Which mean true love could happened by loving our self. The function of representative in this sentence was to conveyed the belief of the speaker about the statement that was expressed.

Table 3. Representative in Account @tessholliday

No.	Data	Function
1.	<p>Data 16</p> <p>Sending you love, because you deserve it. Do something nice for yourself today, even if it's something simple like looking in the mirror & saying: "I'm worthy, I'm valid, & I'm loved." Ok? (Tessholliday, 2019).</p>	To conveyed the information of the speaker.
2.	<p>Data 17</p> <p>..... I stepped into the unknown and even though I was afraid, knew taking the risk, was better than never knowing what could have been. Being unapologetic in your life is tough & this isn't for the weary, but god is it so fulfilling. Don't be afraid to let go of things, people, jobs, situations, etc that are no longer serving you. I also acknowledge that am saying this as someone that has a lot of privilege, & I know this is all easier said than done, but I figured if needed this reminder, perhaps some of you did too. (Tessholliday, 2019).</p>	To conveyed the information of the speaker.
3.	<p>Data 18</p> <p>I'm here to remind you that no matter how many bad days you have, you aren't judged by them. No matter how many good days you have, your feelings and challenges are real. You're not alone, and you are worthy of love-no matter what. I see you. If you wanna vent, go for it in the comments, I'm here to listen & will respond to as many of y'all as I can (Tessholliday, 2021).</p>	To conveyed the information of the speaker.
4.	<p>Data 19</p> <p>We are about to be inundated with messaging telling us that you have to change your body & yourself to be worthy</p>	To conveyed the information of the speaker.

	of love, joy, & success. My body has changed so much- & yea, I struggle with it sometimes... (Tessholliday, 2021).	
5.	Data 20 Moving my body daily in nature. Friends who show tf up. Buying myself flowers. Prioritizing what prioritizes me. Soft girl era. Boundaries. Sunshine on my skin. Finally giving myself more than what I give others. (Tessholliday, 2023).	To conveyed the information of the speaker.

Based on the table 3 above, there were 5 data that showed the categories and its function of speech act type representative in account @tessholliday namely informing. Below was the data that the researcher described more clearly.

Data 16

Based on data 16 **Sending you love, because you deserve it** on table 3 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that she was sending love to others because they deserved it. All of the people deserved love in their life therefore the speaker sending love to everybody who saw her status on Instagram. The function of representative in this sentence were to conveyed the information and belief of the speaker about the statement that was expressed.

Data 17

On data 17 **Don't be afraid to let go of things, people, jobs, situations, etc that are no longer serving you. I also acknowledge that**

am saying this as someone that has a lot of privilege, & I know this is all easier said than done, but I figured if needed this reminder, perhaps some of you did too on table 3 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed to others do not be afraid to let go of things, people, jobs, situations that were no longer served us. She also admitted that as someone who had a lot of privilege and that reminder was necessary therefore the speaker informed it and could be used as a reminder for others. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 18

Based on data 18 **I'm here to remind you that no matter how many bad days you have, you aren't judged by them.....I'm here to listen & will respond to as many of y'all as I can** on table 3 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that she was there to reminded people that no matter how many bad days they had, she would listen and respond as many people as she could. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

Data 19

Based on data 19 **We are about to be inundated with messaging telling us that you have to change your body & yourself to be worthy of love, joy, & success. My body has changed so much- & yea, I struggle with it sometimes** on table 3 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that they were about to be inundated with messaging told them that they had to change their body and self to be worthy of love, joy and success. She also informed that her body had changed so much and sometimes she had struggle with it. The function of representative in this sentence were to conveyed the conclusion and information of the speaker about the statement that was expressed.

Data 20

On data 20 **Finally giving myself more than what I give others** on table 3 showed the categories of speech act type representative. The sentence was included representative type informing. The speaker informed that finally she could give herself more than what she gave to others. Like buying herself flowers, prioritizing what prioritizes her and sunshine on her skin. The function of representative in this sentence was to conveyed the information of the speaker about the statement that was expressed.

b. Directive

Directive speech acts was similar with instruction, the speaker instruct the hearer to acted of what the speaker speech or instruct. The type that included in this speech act were asking, inviting, forcing, suggesting, urging, ordering, charging, ordering, urging, begging, challenging, giving orders. The function of directive was to asked the interlocutor to do something to produce an effected on the action taken by the speaker. Table below showed the data of the categories and its function of speech act type directive.

Table 4. Directive in Account @ashleygraham

No.	Data	Function
1.	Data 21 A little cellulite never hurt nobody. Stop judging yourself, embrace the things that society has called 'ugly' (Ashleygraham, 2016).	To giving an order.
2.	Data 22 believe you need to be healthy and that health comes in all shapes and sizes. But don't let the number on the scale determine your worth or how you let others treat you. (Ashleygraham, 2016).	To giving an order.

Based on the table 4 above, there were 2 data that showed the categories and its function of speech act type directive in account @ashleygraham namely giving an order. Below was the data that the researcher described more clearly.

Data 21

On data 21 **Stop judging yourself, embrace the things that society has called 'ugly'** on table 4 showed the categories of speech act type directive. Ashley Graham gave an order to her followers to stop judging their self, instead embrace the things that society has called 'ugly'. The function of directive in this sentence was to giving an order.

Data 22

On data 22 **don't let the number on the scale determine your worth or how you let others treat you** on table 4 showed the categories of speech act type directive. Ashley Graham gave an order to her followers to do not let the number on the scale determine their worth or how they let others treat them. The function of directive in this sentence was to giving an order.

Table 5. Directive in Account @lizzobeeting

No.	Data	Function
1.	<p>Data 23</p> <p>I detoxed my body and I'm still fat. I love my body and I'm still fat. I'm beautiful and I'm still fat. These things are not mutually exclusive. To the people who look to me, please do not starve yourselves. I did not starve myself. I fed myself greens and water and fruit and protein and sunlight. You don't have to do that to be beautiful or healthy. That was my way. You can do life your way. Remember, despite anything anyone says or does + DO</p>	To provided begging and suggesting.

	WHAT YOU WANT WITH YOUR BODY. (Lizzobeeting, 2020)	
2.	<p>Data 24</p> <p>Some of us are just doing the best we can, and that is plenty Don't give yourself extra grief because the multi-billion-dollar diet industry tells you that you're less-than because of your weight. When people ask how much I weigh, I usually just say "69" & laugh bc it's really dumb & I don't care.</p> <p>How's your heart? How are you showing yourself love? Did you drink water today? How have you supported those around you & your community? Are you being kind? That's the stuff really care about. Change your body if you want to. Love yourself how you need to! Do no harm, but take no shit. (Lizzobeeting, 2021)</p>	To ask questions.
3.	<p>Data 25</p> <p>If you love me... you love all of me. You dont get to pick and choose. We should be unconditionally loving of one another, starting with being unconditionally loving to ourselves. Take a moment today and think about the conditions we hold so tightly to that keep us from the freedom of true love. Do you really wanna be so tightly wound? Free yourself in love. You deserve it (Lizzobeeting, 2022)</p>	To ask questions and provided suggestion.

Based on the table 5 above, there were 3 data that showed the categories and it's function of speech act type directive in account @lizzobeeting such as begging, suggestion and ask question. Below was the data that the researcher described more clearly.

Data 23

Based on data 23 **To the people who look to me, please do not starve yourselves.... You can do life your way. Remember, despite**

anything anyone says or does + DO WHAT YOU WANT WITH YOUR BODY on table 5 showed the categories of speech act type directive. Lizzo begged to the people who looked at her, do not starved themselves. Because she did not starve herself. She was also given some suggestion that despite anything anyone said or did, just do what you want with your body. People could do life their way. The function of directive in this sentence and was to provided begging and suggesting.

Data 24

On data 24 **How's your heart? How are you showing yourself love? Did you drink water today? How have you supported those around you & your community? Are you being kind? That's the stuff really care about** on table 5 showed the categories of speech act type directive. Lizzo asked some questions that she thought that kind of questions was the stuff really care about. The function of directive in this sentence and was to ask questions.

Data 25

Based on data 25 **Take a moment today and think about the conditions we hold so tightly to that keep us from the freedom of true love. Do you really wanna be so tightly wound? Free yourself in love. You deserve it** on table 5 showed the categories of speech act type directive. Lizzo asked that do people really wanted to be so tightly wound? Then she suggested to take a moment and think about the conditions we

hold so tightly to that keep us from the freedom of true love. Free yourself in love. You deserve it. The function of directive in this sentence and was to ask questions and provided suggesting.

Table 6. Directive in Account @tessholliday

No.	Data	Function
1.	Data 26 Sending you love, because you deserve it. Do something nice for yourself today, even if it's something simple like looking in the mirror & saying: "I'm worthy, I'm valid, & I'm loved." Ok? (Tessholliday, 2019)	To provided suggestion and ask questions.
2.	Data 27 I'm here to remind you that no matter how many bad days you have, you aren't judged by them. No matter how many good days you have, your feelings and challenges are real. You're not alone, and you are worthy of love-no matter what. I see you. If you wanna vent, go for it in the comments, I'm here to listen & will respond to as many of y'all as I can. (Tessholliday, 2021)	To giving an order.

Based on the table 6 above, there were 2 data that showed the categories of speech act type directive in account @tessholliday and had 3 functions namely provided suggestion, ask questions and giving an order. Below was the data that the researcher described more clearly.

Data 26

Based on data 26 **Do something nice for yourself today, even if it's something simple like looking in the mirror & saying: "I'm worthy, I'm valid, & I'm loved." Ok?** on table 6 showed the categories of speech

act type directive. Tess Holliday suggested people to do something nice for their self, even if it was something simple like looking in the mirror and said: I am worthy, I am valid and I am loved. She also asked “ok” to make sure people could did it. The function of directive in this sentence and was to ask questions and provided suggesting.

Data 27

On data 27 **If you wanna vent, go for it in the comments, I'm here to listen & will respond to as many of y'all as I can** on table 6 showed the categories of speech act type directive. Tess Holliday gave an order to her followers that if they wanted to vent their feeling, go for it in the comments, she would listen and respond to as many of them as she could. The function of directive in this sentence was to giving an order.

c. Commissive

A commissive speech act was a speech act used to conveyed something that was bound to something in the future. The function of commissive speech acts was to encouraged the speaker to do things such as promises, oaths and threats. Table below showed the data of the categories and its function of speech act type commissive.

Table 7. Commissive in Account @lizzobeeting

No.	Data	Function
1.	Data 28 Here is why the body positive movement is not anti-health and not pro-obesity... BECAUSE	To conveyed promise

	<p>HATING YOURSELF ISN'T GOING TO CHANGE YOUR BODY FOR THE BETTER. LOVING YOURSELF WILL. So if I gotta love myself first in a society where YALL NOSY ASS MOTHERFUCKERS wanna remind me I'm big (like I don't look in the mirror everyday) and try to SHAME me for it. Then imma keep yelling I LOVE MY FAT ASS just to piss y'all off! Enjoy your McDonald's, love. I'm good. (Lizzobeeting, 2018)</p>	
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Based on the table 7 above, there 1 data that showed the categories and its function of speech act type commissive in account @lizzobeeting namely promise. Below was the data that the researcher described more clearly.

Data 28

Based on data 28 **imma keep yelling I LOVE MY FAT ASS** on table 7 showed the categories of speech act type commissive. Lizzo committed to herself that she would keep yelled that she loved her fat ass to anybody who told her big and tried to shame her for it. The function of commissive in this sentence was to conveyed promise.

Table 8. Commissive in Account @tessholliday

No.	Data	Function
1.	<p>Data 29 You're not alone, and you are worthy of love-no matter what. I see you. If you wanna vent, go for it in the comments, I'm here to listen & will respond to as many of y'all as I can. (Tessholliday, 2021)</p>	To conveyed promise

Based on the table 8, there 1 data that showed the categories and its function of speech act type commissive in account @tessholliday namely promise. Below was the data that the researcher described more clearly.

Data 29

Based on data 29 **I'm here to listen & will respond to as many of y'all as I can** on table 8 showed the categories of speech act type commissive. Tess Holliday committed to herself and her followers that she would there for her followers to listen and respond them in comments as many as she could. The function of commissive in this sentence was to conveyed promise.

d. Expressive

Expressive speech act were expressions of attitudes or feelings towards a situation or as an evaluation of the things mentioned in a speech. These expressions include thanking, congratulating, praising, complaining, blaming and criticizing. The function of speech act expressive was to expressed or conveyed the speaker psychological attitude towards someone attitude and action. Table below showed the data of the categories and its function of speech act type expressive.

Table 9. Expressive in Account @ashleygraham

No.	Data	Function
1.	Data 30 Just wanted to say thank you for tagging me in all your beautiful pictures. It's not always easy to love every inch of your body. I've learned it's a	To expressed thanking.

	daily practice, not just a finish line. seeing all your beauty and confidence in these inspires me more thank you'll ever know and looking at them is one of my favorite parts of Instagram! I'm just so grateful for this community. We are stronger together! (Ashleygraham, 2021)	
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Based on the table 9 above, there 1 data that showed the categories and its function of speech act type expressive in account @ashleygraham namely thanking. Below was the data that the researcher described more clearly.

Data 30

Based on data 30 **thank you for tagging me in all your beautiful pictures! thank you'll ever know and looking at them is one of my favorite parts of Instagram! I'm just so grateful for this community** on table 9 showed the categories of speech act type expressive. Ashley Graham expressed her feelings that she was thanked to someone for tagged her all someone's beautiful pictures. she also was so grateful for the community. The function of expressive in this sentence was to expressed thanked.

e. Declarative

Declarative speech acts were utterances uttered by speakers with the intention of creating something new. Declarative speech acts consisted of deciding, prohibiting, canceling, permitting, and imposing penalties. The function of speech act declarative was to declared serious changes in

human lives. Table below showed the data of the categories and its function of speech act type declarative.

Table 10. Declarative in Account @lizzobeeting

No.	Data	Function
1.	<p>Data 31</p> <p>If you love me... you love all of me. You dont get to pick and choose. We should be unconditionally loving of one another, starting with being unconditionally loving to ourselves. Take a moment today and think about the conditions we hold so tightly to that keep us from the freedom of true love. Do you really wanna be so tightly wound? Free yourself in love. You deserve it (Lizzobeeting, 2022)</p>	To expressed a decision.
2.	<p>Data 32</p> <p>"I made a decision to be myself because I knew I had no choice. Sometimes the label 'unapologetic' bothers me because it can be loaded, because it means we have to apologize for something in the first place.. (Lizzobeeting, 2019)</p>	To expressed a decision.

Based on the table 10 above, there were 2 data that showed the categories and its function of speech act type declarative in account @lizzobeeting namely decision. Below was the data that the researcher described more clearly.

Data 31

Based on data 31 **If you love me... you love all of me. You dont get to pick and choose** on table 10 showed the categories of speech act type declarative. Lizzo declared that if someone loved her, they had love all of her. They did not get to pick and choose. She explained that people should

be unconditionally loving of one another, starting with being unconditionally loving to ourselves. The function of declarative in this sentence was to expressed decision.

Data 32

Based on data 32 **I made a decision to be myself because I knew I had no choice** on table 10 showed the categories of speech act type declarative. Lizzo declared that she made a decision to be herself because she knew she had no choice. She also explained that she was not ignorant the fact that people must had an attitude of cultural self-limitation in order to exist. But she just tried to change the narrative about how people should act. The function of declarative in this sentence was to expressed decision.

Based on the explanation above, the researcher concluded that there were 32 total data of categories of speech act of Influencer self love on Instagram statuses that divided into representative 20 data, directive 7 data, commissive 2 data, expressive 2 data and declarative followed with 2 data. There were 9 data of representative in account @ashleygraham, 6 data in account @lizzo and 5 data of representative in account @tessholliday. There were 2 data of directive in account @ashleygraham, 3 data in account @lizzo and 2 data of directive in account @tessholliday. There was 1 data of commissive in account @lizzo and 1 data in account @tessholliday. There was 1 data of expressive in account @ashleygraham. There were 2 data of declarative in account @lizzo. There were

several functions of each categories of speech act used by selected influencer. Representative had a function to conveyed information, conclusion, belief and warn. Directive had a function to provided suggestion, questions, giving an order and beg. Commissive had a function to conveyed promise. Expressive had a function to expressed thanking. Declarative had a function to expressed a decision. The most dominant type of speech act that used by the selected influencer on Instagram status was representative.

2. The Impact of Speech Act

Impact was a term in the theory of speech act to refer to an act which is performed when an utterance advice a particular effect on the behavior, feelings, expressing and so on. There were two impact that found by the researcher namely positive impact and negative impact.

a. Positive Impact

A positive impact was a good effect or impact on listeners or readers. Table below showed the data of positive impact of speech act of Influencer self love on Instagram statuses.

Table 11. Positive Impact in Account @ashleygraham

No.	Data	Positive Impact
1.	Data 1 "It doesn't matter if you're a size two or 22, as long as you're taking care of your body, working out, and telling yourself 'I love you' instead of taking in the negativity of beauty standards." (Ashleygraham, 2015)	Motivated
2.	Data 2 "It all starts with you. When you fully accept yourself for who you are - inside and out -	Made happy

	you're inevitably stronger in all aspects of your life. Your confidence and self-love will radiate, empowering and inspiring every woman around you." (Ashleygraham, 2015)	
3.	Data 3 A little cellulite never hurt nobody.. Stop judging yourself, embrace the things that society has called 'ugly'. (Ashleygraham, 2016)	Motivated
4.	Data 4 I believe you need to be healthy and that health comes in all shapes and sizes. But don't let the number on the scale determine your worth or how you let others treat you. (Ashleygraham, 2016)	Made happy
5.	Data 5 REMINDER: LOSING WEIGHT ONLY MAKES YOU LIGHTER. IT DOESN'T MAKE YOU KINDER, SMARTER, MORE CREATIVE, MORE PASSIONATE, MORE DETERMINED, OR HAPPIER YOU. JUST. WEIGH. LESS. (Ashleygraham, 2016)	Motivated
6.	Data 6 Love is not something we give or get; it is something that we nurture and grow, a connection that can only be cultivated between two people when it exists within each one of them - we can only love others as much as we love ourselves." Make sure to show yourself some love today! (Ashleygraham, 2019)	Motivated
7.	Data 8 as the weather gets warmer, i know a lot of people struggle with wearing less clothes and showing more skin. i hope these photos i've been tagged in of so many beautiful bodies motivates you to love the skin you're in. believe me when i say your body is beautiful, and i know it's easy to tell yourself the lie that you're not good enough, thin enough, sexy enough, "flawless" enough to wear a tank top or a swimsuit, but it's hot out there and so are you. don't let your mind stop you from enjoying your life to the fullest (and remember	Motivated

	to say "i love you" to yourself every day) (Ashleygraham, 2021)	
8.	Data 9` people have a lot of opinions on what my body looks like, they can say what they want, i know my power. too confident to care. (Ashleygraham, 2021)	Motivated

Based on the table 11 above, there were 8 data that showed the positive impact in account @ashleygraham divided into motivated with 6 data and made happy with 2 data. Below was the data that the researcher described more clearly.

Data 1

On data 1 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @jkroger36 in the comment stated that "Wonderful massage! Thank you for spreading love, encouragement, and acceptance."

Data 2

On data 2 in table 11 had a positive impact on readers. The impact was made the reader felt happy. As expressed by account @laudelousi in the comment stated that "so true, so beautiful. Thank, this make me so happy!!! I am learning how to do this..#loveyourself."

Data 3

On data 3 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @sadiekatz in the comment stated that "this means a lot to me."

Data 4

On data 4 in table 11 had a positive impact on readers. The impact was made the reader felt happy. As expressed by account @shaunaembry in the comment stated that “Thank you very much for speaking up and out.”

Data 5

On data 5 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @k.michelle_ in the comment stated that “I love you and your message so much you are truly an inspiration.”

Data 6

On data 6 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @ifeller in the comment stated that “Ashley thank you for making me start to feel comfortable within myself for so many reasons. Ashley you are a true inspiration to so very many women.”

Data 8

On data 8 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @keeprealcougar75 in the comment stated that “Ashley u are really inspiring me so much! And I want show other deaf women that they are so gorgeous just like all of you no matter varies color, size, age etc. we are all same bec we are women human begins.”

Data 9

On data 9 in table 11 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @ashxkaycreative in the comment stated that “thank you so much for being such an inspiration. Your literally stunning and such an empowering woman.”

Table 12. Positive Impact in Account @lizzobeeting

No.	Data	Positive Impact
1.	<p>Data 10</p> <p>"A lot of people will say to me, 'I'd never be able to wear that, or say that, or talk to that person, how do you do it?' And I'm like, 'Well, you need a confidence boost', because we're taught to hide that part of ourselves, and hide our sexuality, and hide our bodies. We're taught to not talk about what we like...(Lizzobeeting, 2018)</p>	Made happy
2.	<p>Data 11</p> <p>Here is why the body positive movement is not anti-health and not pro-obesity... BECAUSE HATING YOURSELF ISN'T GOING TO CHANGE YOUR BODY FOR THE BETTER. LOVING YOURSELF WILL. So if I gotta love myself first in a society where YALL NOSY ASS MOTHERFUCKERS wanna remind me I'm big (like I don't look in the mirror everyday) and try to SHAME me for it. Then imma keep yelling I LOVE MY FAT ASS just to piss y'all off! Enjoy (Lizzobeeting, 2018)</p>	Motivated
3.	<p>Data 12</p> <p>"I made a decision to be myself because I knew I had no choice. Sometimes the label 'unapologetic' bothers me because it can be loaded, because it means we have to apologize for something in the first place. I'm not ignorant to the fact that we had to have a</p>	Made happy

	demeanor of lowering ourselves culturally just to exist. But I'm trying to shake up the narrative about how we're supposed to act." (Lizzobeeting, 2019)	
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Based on the table 12 above, there were 3 data that showed the positive impact in account @lizzobeeting divided into made happy with 2 data and motivated with 1 data. Below was the data that the researcher described more clearly.

Data 10

On data 10 in table 12 had a positive impact on readers. The impact was made the reader felt happy. As expressed by account @nyarbor in the comment stated that "this is truth, and thank you for setting us free to be ourselves! You have no idea how many friends I've send your songs to as a pep talk.. and it works!"

Data 11

On data 11 in table 12 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @_jscar in the comment stated that "you're positivity makes me more sure of myself. Thank you for showing me I can love myself too."

Data 12

On data 12 in table 12 had a positive impact on readers. The impact was made the reader felt happy. As expressed by account @ritarotty in the comment stated that "thank you for speaking the truth!!"

Table 13. Positive Impact in Account @tessholliday

No.	Data	Positive Impact
1.	<p>Data 16</p> <p>Sending you love, because you deserve it. Do something nice for yourself today, even if it's something simple like looking in the mirror & saying: "I'm worthy, I'm valid, & I'm loved." Ok? (Tessholliday, 2019)</p>	Made happy
2.	<p>Data 17</p> <p>Reminding myself of this today, and everyday. I talked about this a bit in my book: nearly every good thing that has happened in my life is because I took chances... I stepped into the unknown and even though I was afraid, knew taking the risk, was better than never knowing what could have been. Being unapologetic in your life is tough & this isn't for the weary, but god is it so fulfilling. Don't be afraid to let go of things, people, jobs, situations, etc that are no longer serving you. I also acknowledge that am saying this as someone that has a lot of privilege, & I know this is all easier said than done, but I figured if needed this reminder, perhaps some of you did too. (Tessholliday, 2019)</p>	Motivated
3.	<p>Data 18</p> <p>I'm here to remind you that no matter how many bad days you have, you aren't judged by them. No matter how many good days you have, your feelings and challenges are real. You're not alone, and you are worthy of love- no matter what. I see you. If you wanna vent, go for it in the comments, I'm here to listen & will respond to as many of y'all as I can. (Tessholliday, 2021)</p>	Motivated
4.	<p>Data 19</p> <p>We are about to be inundated with messaging telling us that you have to change your body & yourself to be worthy of love, joy, & success.When people ask how much I weigh, I usually just say "69" & laugh bc it's really dumb & I don't care. How's your heart? How are you showing yourself love? Did you drink</p>	Motivated

	water today? How have you supported those around you & your community? Are you being kind? That's the stuff really care about. Change your body if you want to. Love yourself how you need to! Do no harm, but take no shit. (Tessholliday, 2021)	
5.	Data 20 Moving my body daily in nature. Friends who show tf up. Buying myself flowers. Prioritizing what prioritizes me. Soft girl era. Boundaries. Sunshine on my skin. Finally giving myself more than what I give others. (Tessholliday, 2023).	Motivated

Based on the table 13 above, there were 5 data that showed the positive impact in account @tessholliday divided into made happy with 1 data and motivated with 4 data. Below was the data that the researcher described more clearly.

Data 16

On data 16 in table 13 had a positive impact on readers. The impact was made the reader felt happy. As expressed by account @bbymxni in the comment stated that “I have always been so self conscious about my weight, hating myself for allowing myself to gain what I’ve loss but until today you have showed me that beauty comes in all sizes! And in any form in which god has made us! Thank you for show us and giving us the strength to embrace it!!.”

Data 17

On data 17 in table 13 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account

@charlitucker in the comment stated that “you inspire me to be myself and not worry about what others think is his or her idea of “beautiful” and just do me!!”

Data 18

On data 18 in table 13 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @lynley_hocking in the comment stated that “so wonderful and inspiring. Thank you.”

Data 19

On data 19 in table 13 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @italian_queenie in the comment stated that “yes I agree, I always feel like i have to change my body to please others. Why can't I just except myself by the way I am. I'm struggling with this.”

Data 20

On data 20 in table 13 had a positive impact on readers. The impact was made the reader felt motivated. As expressed by account @ironthistleandlace in the comment stated that “thank you for the remainder.”

b. Negative Impact

A negative impact was a bad effect or impact for listeners or readers. Table below showed the data of positive impact of speech act of Influencer self love on Instagram statuses.

Table 14. Negative Impact in Account @ashleygraham

No.	Data	Negative Impact
1.	<p>Data 7</p> <p>Just wanted to say thank you for tagging me in all your beautiful pictures. It's not always easy to love every inch of your body. I've learned it's a daily practice, not just a finish line. Seeing all your beauty and confidence in these inspires me more than you'll ever know and looking at them is one of my favorite parts of Instagram! I'm just so grateful for this community. We are stronger together! (Ashleygraham, 2021)</p>	Felt furious

Based on the table 14 above, there was 1 data that showed the negative impact in account @ashleygraham namely felt furious. Below was the data that the researcher described more clearly.

Data 7

On data 7 in table 14 had a negative impact for listener. The impact was made the reader felt furious. As expressed by account @anilla_rtky in the comment stated that “self-confidence?! Imagine if your male partner looked like this! Would like a hanging belly? I do not think so! Just look at Ashley’s partner.. or is this the new trend of calling it sexy rather than solving it? And by that I don’t mean everyone should be thin, but whoever already looks like that, we call it obese, let’s not beautify it!”

Table 15. Negative Impact in Account @lizzobeeting

No.	Data	Negative Impact
1.	<p>Data 13</p> <p>I detoxed my body and I'm still fat. I love my body and I'm still fat. I'm beautiful and I'm still fat. These things are not mutually exclusive. To the people who look to me, please do not starve yourselves. I did not starve myself. I fed myself greens and water and fruit and protein and sunlight. You don't have to do that to be beautiful or healthy. That was my way. You can do life your way. Remember, despite anything anyone says or does + DO WHAT YOU WANT WITH YOUR BODY. (Lizzobeeting, 2020)</p>	Felt furious
2.	<p>Data 14</p> <p>If you love me... you love all of me. You dont get to pick and choose. We should be unconditionally loving of one another, starting with being unconditionally loving to ourselves. Take a moment today and think about the conditions we hold so tightly to that keep us from the freedom of true love. Do you really wanna be so tightly wound? Free yourself in love. You deserve it. (Lizzobeeting, 2022)</p>	Felt furious
3.	<p>Data 15</p> <p>true love ain't somethin that u buy yourself.. true love finally happens when u by yourself. (Lizzobeeting, 2023)</p>	Felt disappointed

Based on the table 13 above, there were 3 data that showed the negative impact in account @lizzobeeting divided into felt furious with 2 data and felt disappointed with 1 data. Below was the data that the researcher described more clearly.

Data 13

On data 13 in table 15 had a negative impact for listener. The impact was made the reader felt furious. As expressed by account @sophiacaggiano1 in the comment stated that “it’s not healthy or beautiful to be overweight and unhealthy it’s just as bad as starving yourself.”

Data 14

On data 14 in table 15 had a negative impact for listener. The impact was made the reader felt furious. As expressed by account @paula_kasabian in the comment stated that “if you truly loved yourself you wouldn’t be doing that to your body!! You would WANT to be healthy.. I’m not saying be a size 6 or anything but there is a total difference between being overweight, and being horribly morbidly obese! This is NOT a good role model for young girls!”

Data 15

On data 15 in table 15 had a negative impact for listener. The impact was made the reader felt disappointed. As expressed by account @levisououza in the comment stated that “you’ve been giving great hesitations with this disappointing news.”

Based on the explanation above the researcher concluded that there were 2 impact of speech act of Influencer self love on Instagram statuses namely positive impact and negative impact. Positive impact divided into motivated followed with 11 data and made happy followed with 5. Negative impact divided into felt furious followed with 3 data and felt disappointed

with 1 data. Positive impact was the most dominant impact of speech act of Influencer self love on Instagram statuses.

B. Discussion

1. The Categories and Its Function of Speech Act

a. Representative or Assertive

Representative asked listeners to pay attention of the speaker's belief on something. It was contained of the fact and actual statements. It was contained of the fact and actual statements. As Searle (1979: 12) explained that the point or purpose of representative was to commit the speaker in varying degrees to something's being the case, to the truth of the expressed proposition. Speech acts which includes of type representative namely belief, informing, warning and conclude. The function of representative was to conveyed something that related to the truth of the proposition or statement that want to express like conveyed what the speaker belief, conveyed the speaker's warning, conveyed the information of the speaker and to conveyed the conclude of the speaker about the statement that was expressed. The data of representative could be seen in table 1. Representative in Account @ashleygraham, table 2. Representative in Account @lizzobeeting and in table 3. Representative in Account @tessholliday.

b. Directive

Directives require listeners to determine some course of action and carry it out. This type of speech act speech acts was similar with

instruction, the speaker instruct the hearer to acted of what the speaker speech or instruct. As Searle (1979: 13) explained that the point of this speech act was attempt of the speaker to get the hearer to do something. The speaker instructed the listener to acted based on what the speaker speech or instruct like the speaker giving an order to listener not to do something, giving some suggestion that others could follow, begging and ask a question so that the listeners could respond by answering the question. The function of directive was to asked the interlocutor to do something to produce an effected on the action taken by the speaker like giving an order, begging, provided suggestion and ask a question. Data of directive could be seen in table 4. Directive in Account @ashleygraham, table 5. Directive in Account @lizzobeeting and in table 6. Directive in Account @tessholliday.

c. Commissive

A commissive speech act was a speech act used to convey something that was bound to something in the future. By uttering a commissive, the speaker was committed to do some action in the future. As Searle (1979: 14) explained that commissive were those speech acts whose point was to committed the speaker to some future course of action. The function of commissive speech acts was to encourage the speaker to do things such conveyed a promise. The speaker committed by made a promise that would act and did something to some people who tried to bring them down and will always be there is there was someone needs them. Data of

commissive could be seen in table 7. Commissive in Account

@lizzobeeting and table 8. Commissive in Account @tessholliday.

d. Expressive

Expressive speech act were expressions of attitudes or feelings towards a situation or as an evaluation of the things mentioned in a speech. Expressive acts deal with the statements of speaker's feeling or attitude of particular situation. The speaker was expressed how good or bad their feeling about some events and was therefore uttering an expressive. As Searle (1979: 15) explained that expressive was a type of speech act that expresses a certain psychological condition about a state specified in the propositional content. The function of speech act expressive was to expressed or conveyed the speaker psychological attitude towards someone attitude and action such as expressed thanked. The data of expressive could be seen in table 9. Expressive in Account @ashleygraham.

e. Declarative

Declarations were those kinds of speech acts that change the world via utterance. When the speaker uttered a declaration, the words bring about a new state of affairs. Declaratives could be said that bring a change in reality, which means that the situation was no longer same after this utterance had been uttered. In this case the speaker had a special institutional role in a specific context, in order to perform a declaration appropriately. As Searle (1979: 17) explained that declarations bring about

some alteration in the status or condition of the referred to object or objects solely in virtue of the fact that the declaration had been successfully performed. The function of speech act declarative was to declared serious changes in human lives such as expressed a decision. Data of declarative could be seen in table 10. Declarative in Account @lizzobeeting.

Each of these categories requires something different of the listeners. Representatives asked listeners to pay attention of the speaker's belief on something. Directives require listeners to determine some course of action and carry it out. Commissive, expressive and declaration required listeners to record new information such as the speaker's intended course of action, the speaker feeling about some fact, or the change in formal status of some object. The function of the speech act appeared in the intent or purpose of the utterance conveyed. Speech act was a means to express thoughts and feelings. Speech acts of someone did not always said what was meant. Differences in meaning and utterances in a speech event produce various types of speech acts.

Based on the explanation above the researcher concluded the selected Influencer: Ashley Graham, Melissa Viviane Jefferson or Lizzo and Ryann Maegen Hoven or Tess Holliday did not used all the categories of speech act on Instagram statuses. In Ashley Graham statuses the researcher did not found the categories of speech act types commissive and declarative. In Melissa Viviane Jefferson or Lizzo statuses the researcher did not found the categories of speech act types expressive and in Ryann Maegen Hoven or Tess Holliday

statuses the researcher did not found the categories of speech act types expressive and declarative. Overall, there were 5 categories of speech act of Influencer self love on Instagram statuses that found namely assertive, directive, commissive, expressive and declarative. There were several functions of each categories of speech act used by selected influencer. The function of representative was to conveyed information, conclusion, belief and warn. Directive had a function to provided suggestion, questions, giving an order and beg. Commissive had a function to conveyed promise. Expressive had a function to expressed thanking. Declarative had a function to expressed a decision. Representative was the most dominant type of speech act of Influencer self love on Instagram statuses.

2. The Impact of Speech Act

Impact had the meaning of consequence or influence, the impression that arises in the reader's mind after red something. The impact that caused by a speaker or writer would different from one listener or reader to another. In this research there were 2 effects were found, namely positive effects and negative effects.

a. Positive Impact

Positive impact was an effect or a good impact on the speaking partner. Impact or power of influence that has a good impact could cause the readers to respond or react positively. The positive impact was made the reader felt motivated and happy. The data could be seen in table 11. Positive Impact in Account @ashleygraham, Table 12. Positive Impact in

Account @lizzobeeting and Table 13. Positive Impact in Account @tessholliday.

b. Negative Impact

Negative impact were effects or impacts that are bad or not good for the speaker. The effect or power of influence that had a negative impact could cause the readers responds or reacts negatively. The negative impact was made the reader felt felt furious and felt disappointed. The data could be seen in Table 14. Negative Impact in Account @ashleygraham and in Table 15. Negative Impact in Account @lizzobeeting.

Based on the explanation above the researcher concluded that there were 2 impact of speech act of Influencer self love on Instagram statuses namely positive and negative impact. Positive impact divided into motivated and made happy. Negative impact divided into felt furious and felt disappointed. In Account @tessholliday the researcher did not found the negative impact and the most dominant impact of speech act of Influencer self love on Instagram statuses was positive impact.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presented a conclusion and suggestion. The researcher concluded the finding of this study that have been conducted and the researcher gave suggestion for the further researchers in the same field.

A. Conclusion

The selected Influencer: Ashley Graham, Melissa Viviane Jefferson or Lizzo and Ryann Maegen Hoven or Tess Holliday did not used all the categories of speech act on Instagram statuses. In Ashley Graham statuses the researcher did not found the categories of speech act types commissive and declarative. In Melissa Viviane Jefferson or Lizzo statuses the researcher did not found the categories of speech act types expressive and in Ryann Maegen Hoven or Tess Holliday statuses the researcher did not found the categories of speech act types declarative. Overall, there were 5 categories of speech act of Influencer self love on Instagram statuses namely assertive, directive, commissive, expressive and declarative. There were several functions of each categories of speech act used by selected influencer. The function of representative was to conveyed information, conclusion, belief and warn. Directive to provided suggestion, questions, giving an order and beg. Commissive to conveyed promise. Expressive to expressed thanking and complaining. Declarative to expressed a decision. Representative was the most dominant type of speech act of Influencer self love on Instagram statuses.

For the impact, the researcher concluded that there were 2 impact of speech act of Influencer self love on Instagram statuses namely positive and negative impact. Positive impact divided into motivated and made happy. Negative impact divided into felt furious and felt disappointed. In Account @tessholliday the researcher did not found the negative impact and the most dominant impact of speech act of Influencer self love on Instagram statuses was positive impact.

B. Suggestion

The researcher suggests for the further researchers who want to conduct research about speech act to be able to research further regarding politeness in speech act especially on Instagram. Furthermore, the researcher expected that this research could be taken as benefits and references for the further researchers who want to conduct research about speech act especially about self love on Instagram.

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Biography of Ashley Graham



Graham is an American model. She was born on October 30, 1987 in Lincoln, Nebraska. Her father was a database marketer and her mother was a homemaker. She has two younger sisters. Her husband name was Justin Ervin. They met at a documentary filmmaker and cinematographer, while attending church. They

were married in 2010 and giving birth to a son in January 2020. In 2016 she has making history by became the first curvy model to grace the cover of the *Sports Illustrated Swimsuit Issue*. She has become one of the most popular faces in the modeling industry such as Vogue, Elle, and Harper's Bazaar and has walked the runway for major fashion brands and designers. She also particularly for women who classify themselves as curvy (a term Graham prefers over "plus-sized"). Known for her accessibility and body confidence, Graham has been described as an ambassador of the "real beauty" movement, which celebrates what real women's bodies look like rather than the impossible standards set by the fashion industry.

Biography of Lizzo



Melissa Viviane Jefferson or Lizzo was born in Detroit on April 27, 1988. Lizzo combines a childhood nickname of Lissa and the Jay-Z song “Izzo”. Lizzo was American singer, rapper, and flutist whose messages of positivity and empowerment resonated with audiences and brought her global success in the early 21st century. Before signing with Nice Life and Atlantic Records, Lizzo released 2 studio albums, *Lizzobangers* (2013) & *Big Grrrl Small World* (2015). Lizzo's first major-label EP, *Coconut Oil* was released on 2016. In 2016, Lizzo signed with Atlantic Records and put out EP 'Coconut Oil' that same year, which featured 'Good As Hell', and received huge critical acclaim - with many praising Lizzo for her inspirational lyrics about self-love and self-acceptance. She also won the Grammy Award for four-time by created hit songs like “Good as Hell,” “Truth Hurts,” “Juice,” and “Rumors” with rapper Cardi B. Her first major label album, *Cuz I Love You* (2019), made it into Billboard’s Top 10. Her song “About Damn Time” from the 2022 album *Special* won the Grammy for Record of the Year, making Lizzo the first Black woman to win the award since Whitney Houston in 1994. Before making her mark in rap and pop, Lizzo was on track to become an orchestral flutist, and she still plays the flute in samples on her albums as well as live performances.

Biography of Tess Holliday



Ryann Maegen Hoven or **Tess Holliday** in Laurel, Mississippi on July 5, 1985. She was an American plus-sized model blogger, and make-up artist based in Los Angeles. In 2011, Tess was cast as the face of the A&E documentary series *Heavy* after being discovered online. After coining the viral hashtag #effyourbeautystandards in 2013, Tess rose to fame, being named one of the top six plus-sized models in the world by *Vogue Italia*. In January 2015, London-based modeling agency Milk Model Management announced that they had signed Holliday to their plus-size division, Curves. They stated that Holliday has become the largest plus-size model of her size and height to sign with a mainstream modeling agency and the first Curve model to be over a size 20 and did her first agency shoot in May. Holliday also self-describes as a "body positive activist".^[17] She embraces the word 'fat' and advocates that people should be able to eat as much and whatever they want without suffering from social ostracism. Holliday has employed a team of six social media specialists to help manage her message across the world.

Autobiography of The Author



The name of the researcher was Hadratul Jihan Balqis. she was born on October 14, 1998 in Makassar. Her father's name was H. Herwana and worked as businessman. Her mother was a housewife named Hj. Yosmawati. She was the five kids of five siblings. She had two brothers and two sisters. Her hobbies were singing and painting. Her first education was at SD Negeri Tidung. Then she continued to junior high school at SMP Kartika Wirabuana Makassar. After that she continued her senior high school at SMA Kartika Wirabuana Makassar. After completing her senior high school, she continued her studies at Bosowa University Makassar in 2018 and majored in English Literature. There were many goals that she wanted to achieve in her life, they were become financially independent and no longer dependent on her parents, want to pursue a career that she like which is in business sector, make plans for future and be enthusiastic about living her life and know the direction of her goals for the next 5-10 years.