

## CHAPTER I INTRODUCTION

### 1.1 Background

Language is a system of symbols and rules used for communication, serving as a fundamental tool for conveying thoughts, emotions, and intentions (Hutabarat et al., 2020). Beyond merely exchanging information, language has the power to influence and shape perceptions, behaviors, and attitudes. This persuasive aspect is particularly crucial in advertising, as the brand informs and persuades its audience to take specific actions, such as purchasing a product or service (Fitria, 2021).

In today's digital era, exposure to advertisements on social media is unavoidable. Social media has transformed from a platform for sharing personal photos and videos into an effective tool for businesses to advertise and promote their products (Fitriani et al., 2020). Within this digital space, Instagram, a widely used platform with over a billion active users (We Are Social, 2024), offers brands effective ways to engage with potential customers through features such as captions, comments, and direct messages (Dewi, 2021). Its strength lies in the combination of visual and textual elements. While visuals attract attention, an image without text can lose its significance. Adding text provides context, making a simple picture meaningful (Carlsson, 2017).

Herein lies the power of language, as it can influence consumer behavior in the decision-making process. Using language strategically is crucial to maintaining consumer interest and avoiding monotony in advertisements, as it effectively communicates product benefits in an appealing style (Hesti et al., 2022). Johannessen et al. (2010) explained that ads now utilize short texts and creative slogans to establish emotional connections, transforming information into persuasion. This transformation is evident in how brands, particularly in beauty advertising, present themselves as friendly and approachable, similar to friends. As Rohmah and Suhardi (2020) stated, "An advertisement seems to talk to friends, bringing the audience closer" (p. 460). An example is the Skintific brand, which uses a friendly and communicative tone in its Instagram captions (Skintific Malaysia).

To analyze how this language functions, pragmatics—the branch of linguistics that focuses on how language is used in context—is essential for analyzing social media advertising. A key area within pragmatics relevant to advertising is the speech act. Searle (as cited in Arrosid & Munandar, 2018) states, "A speech act in language is an utterance that has a performative function in communication." This means that some utterances are not just to achieve things. Within speech act theory, understanding illocutionary acts (the purpose of the utterance) and perlocutionary acts (the effects on the listener) is crucial for analyzing the persuasive language of advertisements.

This study analyzes speech acts in Skintific Malaysia's Instagram English captions. Skintific is a brand known for its product marketing, particularly on TikTok and Instagram (TMO Group,



2024). These characteristics make the brand an ideal case study for exploring how illocutionary acts used in the captions achieve perlocutionary effects on the audience, as seen by audience responses in the comment section. Utilizing speech act theory, this study employs Searle's taxonomy of illocutionary acts (1979) and Hurford et al.'s (2007) concepts of direct and indirect illocutionary and perlocutionary acts.

This research is essential as it bridges the gap between theoretical linguistics and real-world digital interactions, enhancing language understanding in the digital age. By analyzing illocutionary and perlocutionary acts in Skintific's captions, this research provides valuable insights into the persuasive language tactics used in social media advertising. These findings contribute to a more comprehensive understanding of how brands engage and influence their target audience in the digital age. Furthermore, this research illustrates the shift from the informational purposes of traditional communication to the role of language as a powerful mechanism for psychological influence in social media advertising.

## 1.2 Identification of Problem

Based on the research background, the writer has identified the following issues:

1. The types of illocutionary acts used in Skintific Malaysia's Instagram captions, including direct and indirect forms.
2. How illocutionary acts in Skintific Malaysia's Instagram captions achieve the perlocutionary effects observed in audience comments.
3. How context influences the effectiveness of persuasive strategies.
4. The relationship between illocutionary force and perlocutionary effects.

## 1.3 Scope of the Study

The writer has identified four potential problems for investigation in this thesis. However, the research focused on two key issues: (1) finding out the types of illocutionary acts (direct and indirect) used by the Skintific brand, and (2) revealing how identified illocutionary acts are used in Skintific to achieve perlocutionary effects on the audience.

## 1.4 Research Questions

Based on the scope of the study, this research addresses the following questions:

1. What types of illocutionary acts are used in Skintific Malaysia's Instagram



any effect can be observed in relation to the identified

### Study

achieve the following objectives based on the research

1. To discover the pragmatic functions of various types of illocutionary acts (both direct and indirect) in Skintific Malaysia's Instagram captions through the framework of Speech Act Theory.
2. To reveal how the illocutionary acts in Skintific Malaysia's Instagram captions achieve perlocutionary effects observed in audience comments.

### 1.6 Significance of the Study

Theoretically, this research aims to contribute to linguistics, particularly pragmatics. This study deepens the understanding of how social media advertising effectively engages and persuades the audience by providing detailed insights into the illocutionary and perlocutionary acts employed in Skintific Malaysia's Instagram captions. This theoretical contribution is expected to enrich academic discourse and establish a foundation for future research exploring illocutionary and perlocutionary acts within social media advertising.

Practically, the writer expects this study to enhance the understanding of illocutionary and perlocutionary acts in social media advertising. Furthermore, it aims to inspire other researchers to conduct additional studies in the same field, potentially leading to research on different brands or platforms.

### 1.7 Previous Studies

Several studies have explored illocutionary and perlocutionary acts in various contexts, providing a foundation for understanding how language functions in different communication settings.

First, the research conducted by Cahya Wati Dewi (2021), titled "An Analysis of Illocutionary and Perlocutionary Speech Acts of an Instagram Online Shopping Account," explored the speech acts used by the international cosmetics brand N.Y.X. on their Instagram shopping account. Utilizing a qualitative approach, Dewi analyzed the illocutionary and perlocutionary acts. The study identified directive and expressive acts as the primary illocutionary acts, with directives manifesting as orders and demands, and expressive acts as offers. The perlocutionary effect was the act of affecting someone.

Second, the research conducted by Salsabila et al. (2024), titled "Analysis of Locutionary and Perlocutionary Acts in Foreign Advertisements," focused on analyzing advertisements in the German language. The research highlighted the importance of understanding language in terms of grammar, context, and meaning to avoid misunderstandings. The study employed a qualitative and descriptive method using Austin and Nababan's theories to analyze speech acts within findings indicated that all types of speech acts were present.

arch conducted by Saputri et al. (2021), titled "An Analysis of Beauty Product Advertisements in Television Broadcast," illocutionary acts presented in utterances from beauty product television. The researchers collected primary data from various including shampoos, cosmetics, and facial cleansers. Using a



descriptive study approach, the researchers analyzed the downloaded YouTube advertisements, documenting the conversations to examine these utterances. Based on the context and utilizing Searle's theory, the analysis classified five illocutionary acts: declarative, expressive, directive, assertive, and commissive. The assertive function predominantly appears in beauty advertisements, while commissive acts are infrequently utilized in these advertisements.

Fourth, the research conducted by Tira Nur Fitria (2021), titled "Speech Act Analysis Found in Instagram Captions of 'Who Indonesia,'" analyzed 332 data points to identify the types of speech acts used in Instagram captions, using a descriptive qualitative method. Three speech acts were identified: directive, representative, and expressive. The directive speech acts, consisting of 204 data points (61.45%), include both positive forms (such as "let's") and negative forms (such as "don't"). Representative speech acts, consisting of 120 data points (36.14%), involve opinions, assumptions, statements, and information. Expressive speech acts, consisting of 8 data points (2.44%), include expressions of gratitude, condolences, and congratulations.

Lastly, the research conducted by Rismayanti et al. (2021), titled "The Analysis of Locutionary Act, Illocutionary Act, and Perlocutionary Act in Five Feet Apart Movie," analyzed speech acts in the film Five Feet Apart. The study employed descriptive qualitative methods to examine the utterances of the main character based on Yule's speech act theory. The findings revealed that locutionary acts represent the basic form of speech, while illocutionary acts involve representatives, directives, commissives, expressives, and declarations. Perlocutionary acts differ based on the context of the conversation and the listener's response.

Based on existing literature, various studies have examined a range of illocutionary and perlocutionary acts across multiple contexts. However, none of these previous studies have specifically examined illocutionary and perlocutionary acts used in the Instagram captions of the Skintific brand. This research aims to address this gap by providing an analysis that offers new insights into the use of language in social media advertising, particularly within the skincare industry.

## 1.8 Theoretical Framework

### 1.8.1 Pragmatics

The study of language is closely related to two branches of linguistics, semantics and pragmatics. Semantics deals with meaning without context, while pragmatics studies the utterance's meaning in context, focusing on conveying more than just words (Griffiths, 2006). Griffiths also highlights that pragmatics helps users interpret meaning by relying on various semantic and general knowledge to construct understanding upon the words. This implies that pragmatics goes beyond the literal meaning by analyzing how the speaker and listener use contextual cues and background knowledge to understand the broader meaning of an utterance, which is the pragmatic meaning.



Supporting Griffiths's perspective, Basra & Thoyyibah (2017) define pragmatics as a branch of linguistics that incorporates knowledge of morphology, phonology, syntax, and even semantics. They further emphasize that language is intertwined with culture, arguing that effective communication requires familiarity with the norms, rules, and beliefs that exist within a community. Thus, Basra and Thoyyibah argue that pragmatics is the blending point where all these different linguistic elements converge to help understand the intended meaning of an utterance, and recognizing culture is essential for effective communication in a specific language. This understanding helps achieve clear and acceptable utterances within that cultural context.

Levinson (1983) states that pragmatics studies the relationship between language and context. Language and context cannot be separated because language is always used in a context, and context affects the meaning of language or utterances. Therefore, the meaning of an utterance will vary depending on the context or situation in which it is used. Dewi (2021) emphasizes that "pragmatics not only studies linguistic forms but also considers the meaning and context of the speaker" (p. 353). That is, pragmatics focuses on how speakers' utterances are interpreted, depending on the context, emphasizing the intended meaning rather than a literal interpretation.

According to Korta & Perry (2024), in the Stanford Encyclopedia of Philosophy, "Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language... sometimes characterized as dealing with the effects of content" (para. 1). Based on the definition, the writer can conclude that pragmatics is the study of how language is used in real-world communication, focusing not only on the literal meaning of words but also on the speaker's intentions, the context, and the actions performed through speech in specific social interactions. As an illustration of how the meaning of an utterance can transcend its literal linguistic content, the following example can be expressed with very different intentions depending on the context: "The boys have arrived." A parent hosting a party might say it to announce that it is time to serve cake, a mafia boss might say it to threaten someone, or a robber might say it to warn his accomplices that the police have arrived at the scene (Sauerland & Schumacher, 2016, p. 2).

Pragmatics is also described as the study of language that focuses on understanding the contextual meaning of expressions, including the speaker's intentions and the hearer's reactions. For example, when someone says, "This rainbow cake looks so delicious," it suggests that the speaker wants the hearer to act as offering the cake to the speaker (Kristani & Muhartoyo,



pragmatics studies the relationship between language and its communication between a speaker and a hearer. Therefore, pragmatics requires considering how listeners infer the unstated message.

## 1.8.2 Speech Acts

The theory of speech acts was initially introduced by Austin (1962). He described speech acts as actions performed through speaking, meaning that when a speaker produces an utterance, they also enact an action. He claimed that there are three types of acts within the utterance of a sentence. The first is locutionary (the act of saying something), the second is illocutionary (the speaker's intention when saying something), and the third is perlocutionary (the effect of the speaker's illocution on the hearer).

Building on the concept, Searle (1979) defines speech acts as the fundamental units of language that convey meaning and express intention, emphasizing that utterances have performative functions in language and communication. In agreement with Searle, Yule (as cited in Sianipar, 2022, p. 48) states, "Speech acts are a study of how speakers and hearers use language. A speech act is an action performed via utterances." Through speech acts, people do more than produce words; they carry out actions with their utterances. These actions include making statements, giving orders, asking questions, refusing, complimenting, thanking, and more.

According to Griffiths (2006), the acts of giving a warning, greeting, applying for an extension, and telling information are known as speech acts. These speech acts can be performed in writing as well as speaking. For example, wishing someone a Happy Birthday can be expressed in a card or said aloud. Furthermore, Rismayanti et al. (2021) state that speech acts are a pragmatic concept that explains how language functions in contexts where a speaker's intentions extend beyond the literal meanings of words or phrases. This involves constructing sentences and performing actions through those utterances. Speech acts occur during interactions between two or more individuals, involving utterances within a specific time, place, and context. Context serves as a crucial element, significantly influencing both the effectiveness of speech acts and the determination of meaning and function, ensuring that the intended message is conveyed.

In conclusion, speech acts represent a significant area within pragmatics, providing a framework to analyze how language is used in context, as speakers' utterances often convey more than just their literal meaning. These acts are understood through three types of acts in the utterance: locutionary acts, illocutionary acts (direct and indirect), and perlocutionary acts.

### 1. Locutionary Act



(1962), a locutionary act is the utterance of a sentence with a reference. This act can be divided into three components: the production of noises (phonetic act), the act of saying specific vocables and the act of using those vocables with a specific sense and reference. For example, "The cat is on the mat" is a phonetic act, while "He is on the mat" is a semantic act (p. 95).

Other examples of locutionary acts include "Catch her!" which means

“catch” and refers to “her.” Similarly, “It’s really cold here” informs the addressee about the weather without attempting to influence them or perform an action. In another example, a cashier states, “The cafe will be closed in 30 minutes.” He is performing the locutionary act by informing us that the cafe will close within 30 minutes of the time of utterance.

In conclusion, the locutionary act forms the basis of the utterance itself, representing the actual words, and doesn’t automatically reveal the speaker’s deeper communicative purpose, unlike the illocutionary.

## 2. Illocutionary Act

Austin (1962) states that an illocutionary act involves making a statement, offer, promise, and so on, by uttering a sentence with conventional force. For instance, consider “Catch her!” This utterance has the illocutionary force to order, urge, or advise the addressee to catch her under appropriate circumstances. In another example, a cashier declares, “The cafe will be closed in 30 minutes.” By saying this, the cashier performs the illocutionary act of informing the customers about the cafe’s imminent closing and perhaps also urges them to order a last drink or food.

In line with that example, Searle (1979) states that the same utterance can often belong to more than one category. For example, the utterance, “Excuse me, you are stepping on my foot,” is not only assertive but also serves as an indirect request and perhaps even an order for the addressee to get off the speaker’s foot. Therefore, the assertive utterance functions as an indirect directive as well. Another example is at the party, when a wife says to her husband, “I got a headache.” She is stating a fact, but by doing so, she’s also making a suggestion equivalent to “I suggest that we go home.”

Searle (1979) introduced a taxonomy of illocutionary acts, which is categorized into five types.

1. Assertives: The illocutionary act represents the speaker's belief about the truth of a proposition. These include asserting, stating, replying, disagreeing, concluding, speculating, etc.

Example: “I will be home in 5 minutes.”

2. Directives: The illocutionary act in which the speaker attempts to get the hearer to do something. These include asking, ordering, commanding, requesting, advising, inviting, etc.

Example: “Stay away from that fire!”

3. Commissives: The illocutionary act that obligates the speaker to take action in the future. Examples include promising, vowing, offering, contracting,



3. Promises: The illocutionary act that indicates the speaker's feelings or regards something. These include thanking, welcoming, congratulating, praising, etc.

Example: “I promise to buy you a new shirt.”

Example: “I apologize for stepping on your dress.”

5. Declarations: The illocutionary act in which the speaker's words can change the world, that is, by uttering them, under appropriate conditions, making them a reality. In other words, a declaration causes a change in the status or condition of the object or objects it refers to solely because the declaration has been successfully performed. These include declaring, pronouncing, appointing, etc. Example: "I pronounce you husband and wife."

To further understand the illocutionary act, Hurford et al. (2007), define the illocutionary act as

The illocutionary act (or simply the illocution) carried out by a speaker making an utterance is the act viewed in terms of the utterance's significance within a conventional system of social interaction. One way to think about the illocutionary act is that it reflects the intention of the speaker in making the utterance in the first place. Illocutions are acts defined by social conventions, acts such as accosting, accusing, admitting, apologizing, challenging, complaining, condoling, congratulating, declining, deploring, giving permission, giving way, greeting, leavetaking, mocking, naming, offering, praising, promising, proposing marriage, protesting, recommending, surrendering, thanking, toasting. (p. 273)

Based on this definition, the writer can conclude that the illocutionary act is intended to be accomplished by the speaker through the utterance in the context of social interaction, whether to apologize, complain, praise, protest, or otherwise. As further explained by Hurford et al. (2007), "... the illocutionary act inherent in an utterance is intended by the speaker, is under his full control, and if it is evident, it is so as the utterance is made" (p. 276). For example, saying, 'Wow, you look gorgeous today' is an illocutionary act of praising, as the speaker has full control and intention in performing it. At the same time, the hearer cannot decide whether to be praised, even if they choose to react (e.g., accept the praise).

To illustrate how sentence forms relate to illocutionary acts, Hurford et al. (2007) also explain that sentence types (declarative, interrogative, and imperative) carry out typical linguistic acts such as asserting, asking, and ordering. However, these matches are not always accurate, as language is more complex and there is no fixed correlation between sentence type and the act it performs. The pattern is in the chart below.

Sentence type	Typical linguistic act performed by uttering a sentence of this type
Declarative	Asserting
Interrogative	Asking
	Ordering



Understanding illocutionary acts involves recognizing sentence types and functions, as each type fulfills important roles within social contexts.

### 3. Direct and Indirect Illocution

The distinction between direct and indirect illocutions, as outlined by Hurford et al. (2007), provides a framework for how sentence form influences illocutionary acts. “The direct illocution of an utterance is the illocution most directly indicated by a literal reading of the grammatical form and vocabulary of the sentence uttered. The indirect illocution of an utterance is any further illocution the utterance may have” (Hurford et al., 2007, p. 291). Based on this definition, the writer can conclude that direct illocution refers to the literal meaning of an utterance, it defined by its words and grammar, while indirect illocution conveys an implied meaning beyond the literal interpretation of the utterance. For example, “Can I borrow your pen, please?” The direct illocution is asking about the hearer’s ability to lend the pen, while the indirect illocution is requesting that the hearer lend the pen. Another example is “Why don’t we go to the cinema?” The direct illocution is asking why the speaker and the hearer do not go to the cinema, while the indirect illocution is suggesting that the speaker and the hearer go to the cinema.

To understand how indirect illocution works, Hurford et al.’s (2007) theory also identifies two classes of illocutionary acts: directive and commissive acts.

A directive act is any illocutionary act which essentially involves the speaker trying to get the hearer behave in some required way. Ordering and suggesting are directive acts. A commissive act is any illocutionary act which essentially involves the speaker committing himself to behave in some required way. Promising and swearing (in one sense) are commissive acts. (p. 294)

Based on this definition, the writer can conclude that the term ‘directive’ refers to directing someone to do something. The term ‘commissive’ refers to a commitment by the speaker to behave in some act. For example, “Can you open the door?” is an indirect directive, as the speaker has produced an utterance that conveys an order by framing it as a question. Another example, ‘I will open the door for you,’ is a direct commissive, as the speaker commits themselves to helping the listener open the door.

In conclusion, direct illocution is the literal meaning of an utterance, while indirect illocution is the implied meaning beyond the literal. Furthermore, it is important not to confuse ‘direct’ with ‘directive.’ The terms ‘direct’ vs ‘indirect’ describe how the illocutionary act is performed—whether the meaning is literal and clear (direct) or implied and hidden (indirect). The term ‘directive’ describes the type

speaker aims to get the other person to do something. On the ‘commissive’ describes the speaker’s commitment to perform



#### 4. Perlocutionary Act

Austin (1962) explains that perlocution is the action performed through speaking. These acts can influence the thoughts, feelings, or actions of the addressee, speaker, or other parties, such as promoting a belief or prompting action (Sadock, 2006). He further explained that when speakers communicate, they not only use words with specific meanings (locutionary acts) and intentions (illocutionary acts), but they also aim to elicit a particular reaction in the listeners (perlocutionary acts). Therefore, a perlocutionary act impacts the audience through the utterance of a sentence. For instance, "Catch her!" The utterance has the perlocutionary effect of persuading, forcing, or frightening the addressee into catching her. Similarly, in another example, a cashier declares, "The cafe will close in 30 minutes." In this case, perlocutionary acts are performed to create a further effect, convincing the customers that the cafe is about to close and prompting them to order one last drink or food.

Hurford et al. (2007) explain that the term "perlocution" comes from the Latin "per," meaning 'through' or 'by means of,' referring to the effects a speaker's utterance has on the listener (hearer) through their utterance. For example, if someone says, "Be careful! The floor is slippery." This utterance can cause the listener to slow down, look down at the floor, or grab onto a nearby object for support. Another example is a teacher saying to his students, "Don't worry, you will be able to answer all the questions." In saying this, the teacher performs an illocutionary act of reassuring the student. If, as a result of the teacher's words, the student feels calmer and less anxious about the test, then the teacher's utterance has achieved the perlocutionary effect of calming the student. These are the perlocutionary effects of the speaker's utterance.

Perlocutionary acts are unique in that they are beyond the speaker's full control and usually do not become evident until after the utterance is made. They do not have a clear or consistent relationship with sentence types (declarative, interrogative, and imperative) (Hurford et al., 2007). Austin (1962) illustrates this distinction by noting that "A judge should be able to decide, by hearing what is said, what acts of locution and illocution are performed, but not what acts of perlocution are accomplished" (p. 121). This means that, unlike illocution, which is more directly linked to the speaker's intention and sentence structure, perlocutionary effects vary depending on the context and the listener's interpretation. For example, the act of amusing someone is perlocutionary because no matter how hard the speaker tries to tell a joke, they cannot be sure of amusing the hearer. Whether or not the hearer finds it amusing is beyond the speaker's control.



perlocutionary acts refer to the impact of the speaker's utterance on the hearer. However, perlocutionary is not solely based on the speaker's intention but rather on the specific circumstances in which it occurs. It is not whether intended or not—that a particular utterance has in a

### 1.8.3 Advertisement

Advertising is an impersonal communication transmitted through mass media, aiming to persuade the public to adopt a product, service, or idea, and utilizing a persuasive process (Nichifor, 2014). In line with Nichifor, Afzaal (2022) asserts that advertisements serve as a communication tool between sellers and buyers, utilizing strategies to influence potential customers to purchase the advertised products. Advertising has evolved from simply announcing products or services to the realm of persuasion. From a linguistic perspective, it represents a persuasive form of communication that employs engaging language (El-Dali, 2019; Mohammed, 2022).

For an advertisement to be effective, its production and placement must be based on a thorough understanding of the public and a skilled use of media. Achieving this effectiveness requires creating fresh, creative messages with strategic timing and placement, ensuring that the advertisements are appealing and have an impact on the specific audience that the advertiser wants to reach (The Editors of Encyclopaedia Britannica, 2025). Thus, the use of appropriate and strategic language is essential in advertising, playing a crucial role in ensuring that the target audience can easily understand the message and influence their perceptions and behavior (Saputri et al., 2021; Johannessen et al., 2010).

There are two types of advertisements: offline and online. Offline advertisements are typically found in traditional media, including brochures, pamphlets, radio ads, TV ads, magazines, newspapers, flyers, and billboards. In the 21st century, advertisers are relying on digital technology to attract greater attention to products. Online or digital ads include search engine marketing (SEM), display advertising, social network ads, and email marketing (The Editors of Encyclopaedia Britannica, 2025; Salim & Purwaningtyas, 2022). These online advertisements can be personalized and enhanced with attractive features such as animations, images, and interactive links to other websites (Sriram et al., 2021).

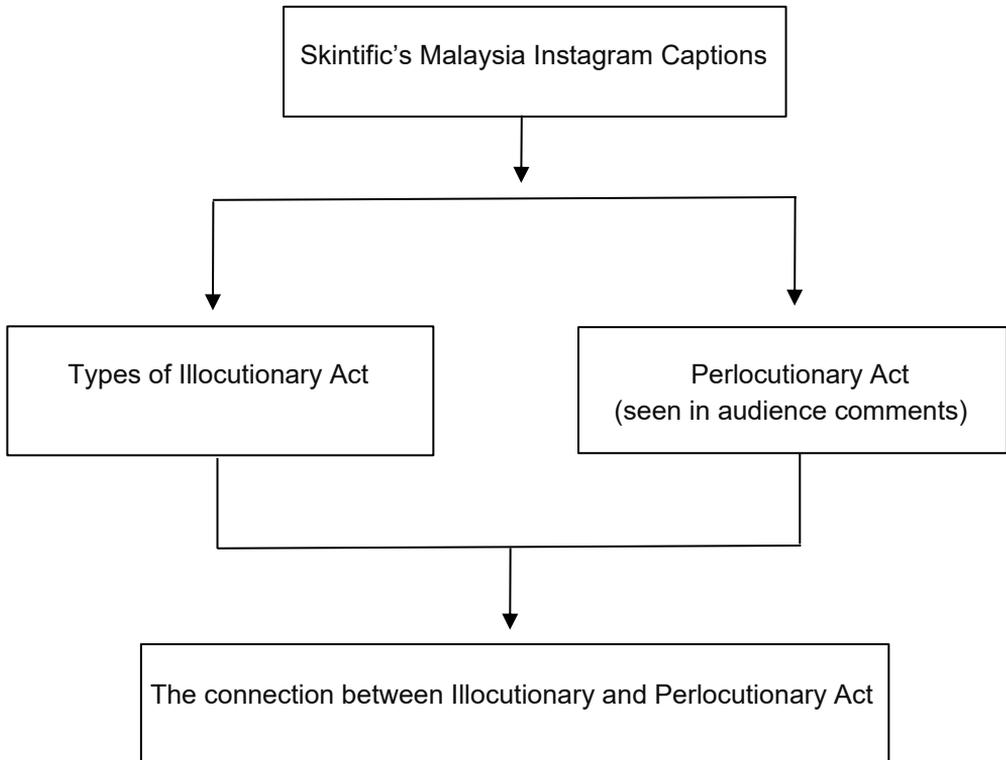
Online advertising offers advantages over traditional advertising, such as direct access to goods or services for customers, allowing companies to interact with users, and providing quick information about businesses, products, and prices. Additionally, online ads can be served in real time, 24/7, enabling advertisers to launch, update, or cancel campaigns instantly. These offer more advantages than print media or TV, where making changes is challenging. Moreover, the global structure of the internet also significantly impacts online advertising, offering an opportunity for 100% global coverage (Talih Akkaya et al., 2018).

In conclusion, advertisements are essential communication tools between sellers and buyers employing both offline and online methods. The effectiveness of



depends not only on the appropriate and persuasive use of strategic production, placement, and deep understanding of and media. Both offline and online advertisements play an important role in reaching consumers, but online advertising offers advantages that traditional advertising does not offer.

## 1.9 Conceptual Framework



## CHAPTER II METHODOLOGY

### 2.1 Research Design

This research employed a descriptive qualitative method. Qualitative methods involve in-depth observation and analysis, presenting narrative rather than numerical information (Salsabila et al., 2024). The data for this study consisted of Skintific's Malaysia Instagram captions and the corresponding comments.

A dual theoretical framework guided the analysis of this data: Searle's taxonomy of illocutionary acts served as the framework for classifying illocutionary types, complemented by Hurford's insights into direct and indirect illocutionary and perlocutionary acts. As analyzing every utterance was not feasible, this study utilized a purposive sampling technique. Purposive sampling technique involves selecting samples based on specific criteria or considerations (Yulian & Mandarani, 2023). In this case, the selected samples focus on captions likely to contain illocutionary acts and are accompanied by audience comments indicating perlocutionary effects. This approach enabled a deeper understanding of how the posts affected the audience's emotions and what actions were taken afterward.

Additionally, this research employed library research to enhance the analysis by reviewing existing literature on illocutionary and perlocutionary acts in social media advertising within the skincare industry. The sources included academic journals, books, and credible online publications.

### 2.2 Data Source

The data for this research consisted of captions and comments collected from Skintific's Malaysia Instagram account. Although Skintific has over 800 posts, the analysis focuses on 15 purposively selected posts. From each caption, two utterances were analyzed, resulting in a total of 30 utterances. This study focuses on advertisements from September 2024 to February 2025, offering insights into Skintific's advertising strategies.

### 2.3 Data Collection

The data collection procedures for this research are outlined as follows:

1. Logging into the Instagram account. The writer logged into a personal Instagram account.
2. Opening Skintific's Malaysia Instagram account. The writer searched for and



page of Skintific Malaysia (@skintific.my).  
's Instagram posts from September 2024 to February 2025.  
d through all posts uploaded within the selected time to ensure  
was recent and varied in product types.

4. Reading through the captions and comments of each post. The writer carefully read the captions and the comments sections to identify relevant content for illocutionary and perlocutionary analysis.
5. Selecting 15 captions for analysis. The writer purposively selected 15 captions (various advertised products) that appeared to contain illocutionary acts and accompanied by audience comments indicating potential perlocutionary effects.

## 2.4 Data Analysis

The data analysis procedures are outlined as follows:

1. Identifying the types of illocutionary acts and direct and indirect illocution present in each utterance.
2. Taking notes of the words and sentences used in the selected utterances, and also recording the corresponding audience comments.
3. Interpreting the perlocutionary acts by analyzing audience comments and matching them with the influence of the illocutionary acts used in the captions.
4. Creating a table of classification for both illocutionary and perlocutionary acts, followed by a detailed explanation of each datum.
5. Drawing conclusions based on the analysis of these acts.

