

# Speech Acts on Instagram comments about G20 Indonesia

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**Abstract:** Speech acts in someone's comments show a person's perception, interpretation, and attitude towards something they read. This study is aimed at revealing the reading position in the comments of 3 posts on the Instagram @indonesia.g20. The focus of the study is to describe the forms of comment speech acts on the Instagram and show the reading position. The data source for the study was the Instagram account @indonesia.g20 as the official Instagram account for the 2022 Indonesian G20 Presidency. The study used a mixed research method. Comment data were analyzed using a speech act analysis and a reading position analysis frameworks. Results found 37 comments which included 22% of assertive speech acts, 32% of directive speech acts, and 46% of expressive speech acts. Meanwhile, reading positions based on performative speech acts included hegemonic reading position (62%), negotiated reading position (27%), and oppositional reading position (11%). Qualitatively, it can be concluded that the comments on the 3 Instagram posts are positive comments in the form of expressive speech acts. This means that the commenters tend to like and support the implementation of the 2022 G20 Indonesia presidency on the Instagram.

**Keywords:** *speech act, Instagram comment, 2022 Indonesian G20 Presidency, reading position analysis*



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## INTRODUCTION

The Instagram has become a popular social media used by people around the world. The Instagram was actively used by 1.45 billion users in April 2022 and Indonesia was in the 4th position with 99.9 million monthly active users in the same month (Rizaty, 2022). The Instagram as a digital social medium provides a comments feature in its application. As stated by Seargeant & Tagg (2014) in (KhosraviNik, 2018) the characteristic of social media is the existence of facility for user participation and interaction. The Instagram has an interaction feature among users which is accommodated by a comments feature. This comments feature accommodates users' responses toward a post or responses to other comments in the comments section.

According to (Jovanovic & Van Leeuwen, 2018), in the comments feature, it is possible for dialogues to occur using many multimodal forms. However, the language or linguistic aspect of the Instagram comments has its own role and characteristics in building a message and meaning.

Comments on the Instagram can be said to be digital. Digital commentary is a representative type of technodiscursive genre (Catelão & de Oliveira, 2021). It means that comments in the social media are a genre that is influenced by two things, namely technology

and social discursive. According to Paveau (2017 in (Catelão & de Oliveira, 2021), one of the characteristics of this technodiscursive genre in certain settings is that comments in the digital media can have a wide reach and semi-mythic complexity in them.

Many experts note that social media function as a means of disseminating information (Small 2011 in (Caple, 2019). This is then widely used by the community, both personally and institutionally. This is what the G20 Indonesia 2022 Presidency has taken advantage of which uses the Instagram to disseminate information and various agendas related to the G20 2022. The G20, the Group of Twenty, is a main forum for international economic cooperation consisting 19 countries and one European union institution with large economies in the world. The G20 members are South Africa, the United States, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, the United Kingdom, Italy, Japan, Germany, Canada, Mexico, the Republic of Korea, Russia, France, China, Turkey and the European Union (Setkab, 2022). The G20, as a global discourse has attracted the attention of the public, including netizens on the Instagram.

Starting from there, the present study is intended to analyze the speech acts in the Instagram @indonesia.g20 comments and reveal the commenters' reading position. Speech acts are the basic units of communication in various social activities in the form of language (Suyitno, 2015). Speech acts with various social purposes are now used on the social media Instagram as a place for self-presentation and identity negotiation (Matley, 2018); bullying media (Syahid *et al.*, 2022); promotional media (Vernia, 2017); and others. Research that focuses on the speech act of comments on the Instagram tends to not be carried out much using speech act analysis techniques and reading positions. On the contrary, research that is related to the Instagram as an object of study tends to focus on using multimodal analysis techniques toward the posts (Hassan & Elmansy, 2023; Yueh *et al.*, 2020; Yang & Luo, 2017).

As was done by Lee, (2023), the use of the Instagram features can be utilized to understand the abilities and understanding of on-line informal language learners. Then, Al-Rawi *et al.*, (2022), showed that, on the Instagram, there was a practice of trolling against the CNN and Foxnews journalists through meme posts. Next, Rahardi & Amalia (2019) examined the political meme discourse on the Instagram. Subsequently, Smith (2018) found post-colonial symptoms in tourism posts in the southern world. Finally, Maharani's study (2020) analyzed the diction in the Instagram captions used by students. The results show that the diction in the captions varies and, from the aspect of politeness, student communication via captions on the Instagram is quite good.

Meanwhile, the analysis of comment speech acts on the Instagram has not been widely researched pragmatically or analytically in reading positions, especially in the socio-economic-political fields such as the G20 dis-

course. Research on the Instagram posts and comments has mostly been studied in the context of health (Jokar *et al.*, 2023; Ghaffari, 2022; de Oliveira, 2021).

Jokar *et al.* (2023), in their study, examined how stuttering is defined and understood on the Instagram, and how users engage with related contents. Meanwhile Ghaffari, (2022) has examined comments from Lena Dunham's (American actress) post about her radical hysterectomy surgery, not using a speech-act analysis approach. The aim of the research was to see how discourse about hysterectomy was responded, supported, and criticized by her Instagram followers. Meanwhile, de Oliveira (2021) analyzed important expressions in social campaigns in Brazil via the social media Instagram and Facebook. Apart from these, the Instagram is also researched in the context of learning and education (Ruiz-San-Miguel *et al.*, 2020; Latif *et al.*, 2019; Rigamonti *et al.*, 2020). On the other side, now much of the research on the Instagram comment speech acts is related to the Cyberbullying issues (Subyantoro, Suseno, Zuliyanti, & Fitri, 2023; Hosseinmardi *et al.*, 2015; Naf'an *et al.*, 2019; Miranda, 2023). Of all these, no one has used pragmatic analysis and reading position in analyzing comments on the Instagram.

Based on the review above, it can be seen that research into the speech acts of the Instagram comments in the 2022 G20 discourse, which is analyzed pragmatically and from a reading position, is something new. Essentially, the present study will also reveal public opinions regarding the 2022 Indonesian G20 Presidency on the Instagram. This is because social media can also be seen as a barometer of public opinions on almost all issues (Caple, 2019).

The speech-act theory cannot be separated from the thought of Austin (1962), which later was explained further in his book entitled *How to Do Things with Words?* in 1962. Then this theory was developed by his student Searle (Searle, 1969) by publishing a book *Speech Acts: An Essay in the Philosophy of Language*. In essence, speech acts are related to speech and action; so when someone says something, he also does something (Nadar, 2009).

Speech acts do not refer only to the act of speaking, but they also to the entire communication situation, including the context of the utterance and paralinguistic characteristics that can contribute to the meaning of the interaction (Black, 2011 in (Nurhadi, 2022). Basically, a speech-act theory gives a means to dig deeper into the surface of discourse and establish the function of what is said (Cook 1992 in (Altikriti, 2011). In other words, a speech-act theory tries to explain how speakers use language to achieve intended actions and how listeners infer the intended meaning to form what is said. These speech acts and performative acts can also indicate a person's reading position (Asidiky, Zakie & Melliany, 2020). The analysis of speech acts in the present study focuses on the analysis of illocutionary speech acts. Illocutionary acts are speech acts that function to say or inform something and are used to do something (Rohmadi, 2004). In other words, if an

utterance is not just to inform something but also to do something with a specific aim and purpose, then it is an illocutionary speech act (Mey, 2001), Nurhadi (2022).

In fact, an illocutionary act cannot be separated from other forms of speech acts, namely locution and perlocution. Locution is related to the problem of “what is the meaning of the speech being conveyed?”, while perlocution is an action or state of mind that arises as a consequence of a speech (Saifudin, 2019). In other words, perlocution is the effect of certain utterances. However, in the present study, the examination will only concern the illocutionary language of each utterance in Instagram comments.

Illocutionary speech acts tend to be the focus of a speech-act analysis. In a speech act, illocutionary is often referred to as ‘illocutionary force’. This is a speech act that is called the act of doing something. In connection with illocutionary acts as central in speech act studies, Searle, (1969) categorized illocutionary acts into five classes, namely assertive or representative, directive, expressive, commissive, and declarative (Mey, 2001), (Dylgjeri, 2017), (Nurhadi, 2022). In the speech act theory, the term illocutionary act refers to the use of speech to express attitudes with a certain function or “power”, which is called illocutionary power. In simple language, illocutionary power is the speaker’s meaning or intention (Saifudin, 2019).

Assertive speech acts are speeches that bind the speaker to the truth of the expressed proposition, such as suggesting, stating, or claiming. A directive speech act is a statement that is intended for the interlocutor to take action according to the speech, for example the actions of ordering, commanding, requesting, advising, and recommending. A commissive speech act is an illocutionary that requires the speaker to commit to doing something in the future, for example promising, swearing, and threatening. An expressive speech act is an expression of attitudes or feelings regarding a situation or reaction to something, for example apologizing, being grateful, and congratulating. Subsequently, a declarative speech act is an illocutionary that causes a change or conformity between a proposition and reality, for example, baptizing, dismissing, and punishing.

Meanwhile, the reading position theory originates from the thoughts of Stuart Hall (Hall, 1981). As explained in Morrison, M. A., Wardhani, A. C., & Hamid (2010), audiences interpret or decode messages or media contents with three thought patterns called “the three hypothetical positions”, namely: dominant reading, negotiated reading, and oppositional reading.

Dominant reading is a reading position that interprets the message in the post according to and exactly the same as what the post creator expects and readers tend to like and support it. Negotiated reading is a reading position that does not fully accept the message sent by the creator but sometimes interprets the post message with a different meaning. In other words, this reader does not really like what was posted. Oppositional reading. In the context of the Instagram, oppositional reading, basically, is one where

the audience understands the meaning conveyed by the post, but, on the other hand, they have a different understanding according to their ideology.

This reading position or reception theory is a theory to see how a person receives messages and interprets them according to their sociocultural contexts. As stated by Suryani in (Supi Ainul Lutpi, Rohimat & Laksana, 2022), the theory of reading position or reception is to review readers' responses to the media contents (print, electronic, Internet). This theory has been widely applied in analyzing public responses to programs on television media (Espiritu, 2011), (Febrian, 2012), (Laksmi Rachmaria, 2018); then regarding posts on the social media Instagram (Atmojo & Nugroho, 2021), (Dilla, Octavia, & Catur, 2023), (Lutpi, Rohimat & Laksana, 2022); on Facebook (Ahmadi F, 2023); and on YouTube (Briandana & Azmawati, 2020).

None of these studies has connected reading position to a pragmatic analysis approach. Therefore, the approach to analyzing speech acts and reading positions such as that used by Asidiky, Zakie & Melliany, (2020) has not been widely applied. Starting from there, the framework and analytical approach of the present study will connect the analysis of illocutionary speech acts to reading positions.

Based on the background discussions above, the present study is aimed at first: describing the types of speech acts in the comments of the Instagram followers @indonesia.g20; and second: explaining the reading position of the Instagram followers @indonesia.g20 in commenting on the discourse on the 2022 Indonesian G20 Presidency on the Instagram @indonesia.g20 based on their performative speech acts. Theoretically, this study adds to the repertoire of pragmatic research in virtual spaces which focuses on analyzing the speech acts of Instagram followers' comments. Practically, results of the study can be a source of information for the public about how the discourse on the 2022 Indonesian G20 Presidency is responded to in the virtual space of the Instagram. Furthermore, for the Indonesian government, the findings of this study can provide an information map about the extent to which the 2022 G20 agenda has become a discourse and public opinion in the virtual space of the Instagram.

## **METHOD**

The study used the mixed research method. In the first stage, the data were analyzed qualitatively using a speech act analysis and a reading analysis approach. In the next stage, the data were analyzed descriptively quantitatively by mapping the percentages of the forms of opinion speech acts and forms of reading positions. The qualitative research method was used to describe, explore, and understand the meaning of a number of individuals or groups of people coming from social or humanitarian problems (Creswell, 2013). Meanwhile, the descriptive quantitative analysis was aimed at seeing the tendencies of dominant and non-dominant reading positions in the Instagram comments column.



The research data were in the forms of words in the comments section of the posts of three images with the same caption. In these three images, two have titles and one without a title. The first column image is entitled “Terima Kasih Telah Mendukung Presidensi G20 Indonesia 2022” which means “Thank you for supporting Indonesian G20 Presidency 2022” (source: <https://www.instagram.com/p/ClkN5XAB1r4/>) and the third column image is entitled “Selamat dan Sukses Presidensi G20 India 2023” which means “Congratulation and Success Indian G20 Presidency 2023” (source: <https://www.instagram.com/p/ClkN1P3BtUD/>). Meanwhile, the image in the second column in the middle (see Figure 1) does not have a title (source: <https://www.instagram.com/p/ClkN3PoBwGq/>). Below presents the data for the image post in question.

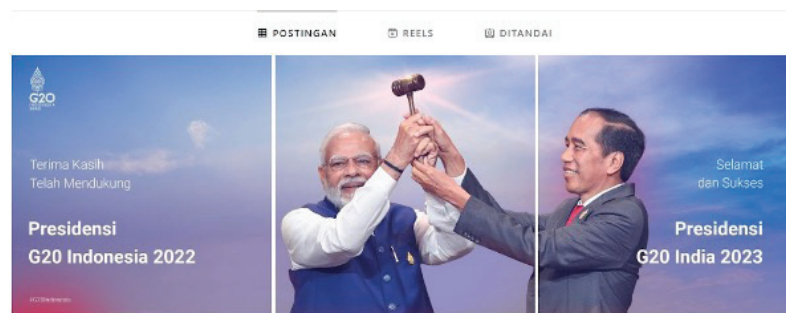


Figure 1. Posts of the Presidency of the G20 Indonesia & G20 India

In this study, the post in Figure 1 was shortened to G20INA2022 post. This post was posted on November 30, 2022.

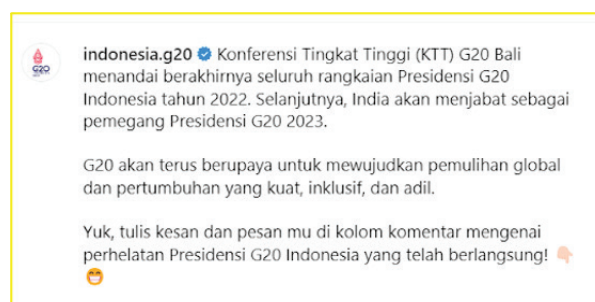


Figure 2. Caption post of Figure 1 (G20INA2020)

*‘The Bali G20 summit marked the end of the entire series of Indonesian G20 presidency 2020. Furthermore, India will serve as holder of the 2023 G20 Presidency.*

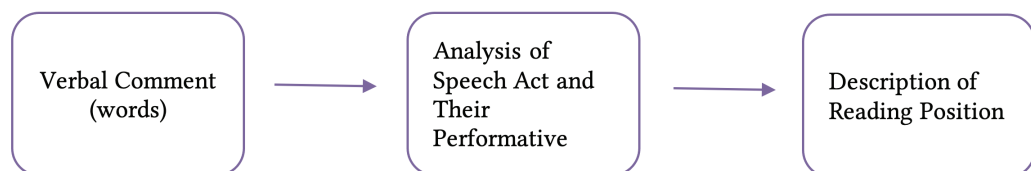
*The G20 will continue to strive to realize global recovery and growth that is strong, inclusive and fair. Let’s write your impressions and messages in the comments section below regarding the G20 Indonesia Presidency event which already accomplished’*

Based on a series of images that have the same caption, the researchers assessed that the three posts represent Indonesia’s role as the 2022 G20 Presidency on the Instagram @indonesia.g20. By analyzing the speech acts and reading positions in the post comments, it can be found out what the

speech act patterns are and the extent of Instagram netizens' response and support for the 2022 Indonesian G20 Presidency.

Data collection was done by using documentation techniques and purposive selections. The selected data considered two aspects; they are: First, the comment data used in this study were comment data that contained verbal data (linguistic words). Comments in the forms of memes and images alone were not used as research data. Second, comment data must be relevant to the post caption message; this means that comments that were not related to the 2022 Indonesian G20 Presidency were not used as data. Comments such as advertisements outside the G20 2022 theme, comments referring to G20 2023 India, and other comments that were not related to the G20 Indonesia 2022 event were not included in the data. So, the focus of the comments analyzed were comments related to the 2022 Indonesian G20 Presidency event.

Data analysis relied on the analysis of illocutionary speech acts proposed by Searle (1969), namely the categorization of speeches into 5 types, namely assertive or representative, directive, expressive, commissive, and declarative. Next, the results of the categorization of illocutionary acts were followed up by looking at the performative acts. This was, then, followed by explaining the commenters' reading position on the Instagram based on the performative acts. This analytical framework adopted the analytical framework developed by (Asidiky, Zakie & Melliany, 2020), and connected to Searle's analysis of speech acts and performatives with Stuart Hall's perspective of reading positions in comments on social media. The following shows the flow of the research data analysis.



**Figure 3.** Flow of Speech Analysis in Instagram Comments @indonesia.g20

## RESULTS AND DISCUSSION

### Results

The study found 37 comments containing verbal data and the messages referred to responses to the G20 Indonesia 2022 event. From the 37 comments, only 3 types of speech acts were found, They were assertive, directive, and expressive. The following are the speech acts and performative acts in the Instagram comments.

Table 1. Performative acts in Instagram comments @indonesia.g20

| No.                 | Type of Speech Act | Type of Performative Act  | Total | Percentage |
|---------------------|--------------------|---|-------|------------|
| 1                   | Assertive          | Declare (amount 5), Blame (amount 1), Claim (amount 2)  | 8     | 22 %       |
| 2                   | Directive          | Asking (amount 4), Hope (amount 3), requesting (amount 1), inviting (amount 1), greeting (amount 2), suggesting (amount 1)  | 12    | 32 %       |
| 3                   | Ekspressive        | Prising (amount 9), insulting (amount 3), congratulating (amount 3), being grateful (amount 1), saying thank you (amount 1) | 17    | 46 %       |
| Total of Speech Act |                    |   | 37    |            |

Based on Table 1, expressive speech acts dominate the forms of speech acts in the Instagram comments @indonesia.g20. Besides, only three forms of speech acts were found in the Instagram comments section, in line with the findings of Asidiky, Zakie & Melliany, (2020) who also only found three forms of speech acts in the comments they studied on the Facebook social media. This is because comments on social media are conventionally more of expressions (Velasquez & Rojas, 2017) and opinions about something posted (Aporbo, 2023). The following are some examples data of comments on the Instagram @indonesia.20 in response to posts and captions in Image 2 above. In essence, the caption is an invitation to netizens to respond to the 2022 Indonesian G20 Presidency via the Instagram.

### *Assertive Speech Act*

Data 1



Tugas besarnya selesai tetapi kita perlu tindaklanjuti secara detail, termasuk kerja sama-kerja sama yang sifatnya dalam konteks pemulihan ekonomi global yang inklusif dari Indonesia untuk mendukung pembangunan ekonomi Indonesia yang berkelanjutan..

*'The big duty has been completed but we need to follow up in details, including cooperations in the context of inclusive global economic recovery from Indonesia to support Indonesia's sustainable economic development.'*

The comment speech act in data 1 above is an assertive speech act with a performative form of stating. This speech act can be interpreted as a statement stating that Indonesia's duties as the 2022 G20 Presidency have been completed but that the continuation of the various programs planned for the 2022 G20 needs to be implemented in a sustainable manner. The reading position of the comment speech is dominant reading. It means that, overall,



this commenter has accepted and supported the message that created the post and caption.

#### Data 2

Kesannya luar biasa saat Indonesia dipercaya sebagai ketua G20!

*'It sounds incredible when Indonesia is trusted as chairman of G20!'*

The comment speech act in data 2 above is an assertive speech act with a performative form of claiming. This is a speech act that claims that the 2022 G20 Indonesia event was very good. This is marked by external linguistic markers. Based on this performative act, the reading position of the Instagram commenter is that of a dominant hegemonic reading position. This means that the commenter has accepted and supported the meaning of the posts and captions on the Instagram @instagram.g20.

Kesan: lelah, letih, jauh dari keluarga, namun hasilnya impas karena kegiatan berjalan dengan baik

*'Impression: tired, exhausted, far from family, but the result was paid off because the event went well'*

The comment speech act in data 3 above is an assertive speech act with a performative form of claiming. This act of claiming assumes that the 2022 G20 Presidency event was going well. Based on this performative act, the commenter's reading position is hegemonic dominant. In this way, the commentator has fully supported and accepted the message of the the Instagram post and caption.

#### **Directive Speech Act**

#### Data 4

Mobil-mobil di #G20Indonesia yang disediakan pemerintah adalah mobil-mobil listrik seperti Genesis G80 dan Hyundai Ioniq 5 tapi kenapa tidak ada @teslamotors ?

*'The cars at #G20Indonesia that are provided by the Government are electric cars as Genesis G80 and Hyundai Ioniq 5 but why are there no @teslamotors ?'*

The comment speech act above is directive with a performative form of asking a question. Pragmatically, the illocutionary that appears in this speech is questioning the choice of brands of the electric cars used during the 2022 G20 Presidency event in Bali. Thus, the commenter's reading position is negotiated reading. This means that the commenter has not fully

accepted and supported the message conveyed by the caption, but provides additional meaning by asking a question. This is caused by the writer's knowledge and attitude which provides alternative meanings and adds new meaning to the Instagram posts and captions.

#### Data 5



Hello indonesia

*'Hello Indonesia'*

The speech act of data 5 above is one of a directive speech act with a performative form of greeting. With this performative act, the reading position in the comment is negotiated reading. This means that the commenter provided additional meaning to the message in the caption by providing a greeting. In fact, the performative act greeting is not directly related to the post with the Instagram caption. With this performative act, the position in reading the comments is negotiated reading.

#### Data 6



Semoga hasil2nya bisa tercermin dalam kebijakan domestik Indonesia

*'Hope the results can be reflected in Indonesian domestic policies'*

The speech act of data 6 shows a directive speech act with a performative form of hope. The purpose of this speech act is that the commenter conveys hope to the Indonesian G20 Presidency in that the program that has been launched at the 2022 G20 will actually be implemented in Indonesia. It means that the benefits of the global programs that have been implemented should be felt by the Indonesian people. With the performative form of reading position, the comment is one of a negotiated reading position.

### ***Expressive Speech Act***

#### Data 7



🤔🤔🤔🤔 negara sialan

*'Damned country.'*

The speech act of data 7 above is an expressive speech act with an insulting performative form. The word "damned" shows a performative form of insult to the G20 2022 in Indonesia. With this performative act, the position in reading the comment is an oppositional reading position. This comment rejects and, at the same time, opposes the positive message in the Instagram

post and caption @indonesia.g20. It can be interpreted that this comment is a response of rejection to the message in the Instagram post and caption.

#### Data 8

Luar biasa ❤️❤️❤️❤️

*'Incredible'*

The speech act of data 8 above is an expressive speech act in the performative form of praising. The word “incredible” shows a performative form of praise for posts and captions about G20 Indonesia 2022. With this performative act, the position in reading the comments is a hegemonic dominant position. This comment shows positive support to and acceptance of the post’s message.

#### Data 9

Selamat telah mensukseskan kegiatannya.

*'Congratulations for having made this event successful.'*

The speech act of data 9 above shows an expressive speech act of congratulating.

#### Data 10

Indonesia, hebat

*'Indonesia, superb.'*

The speech act of data 10 above shows an expressive speech act. The word “superb” shows that this comment contains a performative act of praise. With this performative act of praising, the commenter’s reading position is a dominant or hegemonic reading position.

#### Data 11

Perjalanan yg hebat dari awal sampai akhir. Selamat,

Indonesia ❤️

*'A great journey from the start to the end. Congratulation, Indonesia.'*

The speech act in data 11 shows an expressive speech act in the performative form of congratulation. This speech act can be interpreted as meaning that the Instagram commenter is giving appreciation to the 2022 Indonesian G20 Presidency event. With such a performative act, it can be said that the commenter’s reading position is a dominant or hegemonic reading position.

## Data 12

*Alhamdulillah*, Presidensi G20 Indonesia tahun 2022, telah sukses terlaksana dan Indonesia telah menjadi tuan rumah yang sangat baik. Semoga kedepannya G20 ini bisa berdampak luas terhadap pemulihan Ekonomi global serta pertumbuhan yang kuat inklusif dan adil. RECOVER TOGETHER RECOVER STRONGER 10

*‘Thanks to God, 2020 Indonesian G20 Presidency has been successful and Indonesia has been a good host. Hopefully, in the future, this G20 can give wide affects to global economic recovery and strong, inclusive and equitable growth. RECOVER TOGETHER RECOVER STRONGER’*

The speech act in data 12 shows an expressive speech act with a performative form of self-gratitude. The linguistic feature that marks this performative act is the phrase *Alhamdulillah* [Thanks to God]. The implication of this speech act is that the commenter responds positively to the message on the Instagram post and caption. Starting from there, it can be said that the comment is in a dominant or hegemonic reading position.

Based on the results of the analysis of speech acts and performative acts above, it can be stated that the reading position in the Instagram post comments found only three types of speech acts; namely assertive, directive, and expressive. Meanwhile, the performative forms produced include declaring (number 5), blaming (number 1), claiming (number 2); Asking (number 4), hoping (number 3), requesting (number 1), inviting (number 1), greeting (number 2), suggesting (number 1); praising (number 9), insulting (number 3), congratulating (number 3), being grateful (number 1), and saying thank you (number 1).

Table 2. Speech Act and Reading Position on Comments

| No. | Reading Position     | Speech Act and the Performative Act |   |   | Total of Speech Act | Percentage |
|-----|----------------------|-------------------------------------|---|---|---------------------|------------|
|     |                      | Asertif                             | Direktif  | Ekspresif   |                     |            |
| 1.  | Dominant Reading     | Declaring 3, Claiming 2             | Inviting 1, greeting 2,                           | Prising 9, hoping 3, congratulating 3, being grateful, saying thank you | 23                  | 62 %       |
| 2.  | Negotiated Reading   | Blaming, Declaring (amount 2),      | Asking (amount 4), requesting, suggesting, hoping | -   | 10                  | 27 %       |
| 3.  | Oppositional Reading | -                                   | hoping,   | Insulting 3,  | 4                   | 11 %       |

## Discussion

Speech acts in the Instagram comments column discursively represent how a discourse (post) is responded to and reproduced by readers or listeners; that is, whether a discourse is responded to with positive speech acts or with negative speech acts. The positive and negative forms of speech acts will indicate the reading position. In the end, the speech act of comments also represents how much a discourse or text on the Instagram is received by readers. Basically, this comment data is a response to multimodal posts in visual modes, images, and verbal modes in the forms of captions. In the post caption, the text presented is expressive and directive so that readers with captions like that can provide lots of comments on the post. This is in line with the findings (Zhao *et al.*, 2022) that social media users are more likely to leave comments when they read posts that contain expressive and directive contents).

Based on table 2, it can be stated that the reading position of the Instagram commenters is dominated by the dominant reading position or hegemonic reading position with 62%. This can be interpreted as meaning that the content of these comments is a positive response. The positive responses are mostly realized in the form of expressive speech acts. Expressive speech acts are a type of illocutionary speech act that expresses the speaker's psychological attitudes towards the situation implied in the illocution (Leech, 1993); and is a statement of someone's feelings towards a certain thing (Yule, 1996). Thus, it can be said that expressive speech acts are related to a person's inner mood in responding to something. Expressive speech acts as explained above are a person's inner attitudes in responding to something. In the Instagram comments column, expressive speech acts have many variations, some are positive and some are negative. Of course, the comments of the Instagram social media users in conveying these expressions are determined by various socio-cultural factors behind them.

In the findings, the expressive speech acts that were often found were performative acts of praising and congratulating. The act of praising represents a speaker's positive inner feelings and responses to what he is responding. Besides, the performative act of praising is also a form of approval for something to which one responds (Tauchid & Rukmini, 2016). According to Haverkate 1993 quoted by (Maíz-Arévalo, 2017), the act of praising and congratulating is a speech act that is centered on the listener or interlocutor. This means that, in the context of the G20INA2022 Instagram comments, it implies that this response is an appreciation for the 2022 G20 Indonesia Presidency event.

On the other hand, in the context of sociopolitical discourse, negative expressive speech acts are also often found on social media as an attitude towards certain sociopolitical issues or events. For example, research findings in the study by (Neshkovska, 2018) found many negative expressive speech acts in the status of social media users in Macedonia in the context before



and after the general elections in that country. Then there are also expressive speech acts that are negative, such as one of Anggraeni *et al.*, (2020) who noted that expressive speech acts which tend to be negative are often found in comments on Ridwan Kamil's posts in the Covid-19 Discourse. These expressive speech acts are realized in the performative forms of protesting and complaining. This indicates that expressive speech acts can take the forms of positive attitudes and negative attitudes. Meanwhile, based on Table 2, expressive speech acts in G20INA2022 Instagram comments were dominated by positive expression speech acts. This is realized in the performative forms of praising, wishing, congratulating, giving thanks, and saying thank you. This shows that Instagram netizens in the comments section provide support and appreciation for the 2022 Indonesian G20 Presidency event. These research findings further strengthen the notion that social media is a means of showing attitudes expressively in virtual spaces.

Regarding the findings of negotiation reading positions, it was found that many contained argumentative discourse. Many of the performative acts in comments with a position of reading the negotiations appear to use directive performatives. This means that comments always expect a reply or response from the account owner or other readers on the Instagram. Such comments are argumentative in nature. Argumentation occurs when different points of views on the same subject are expressed in statements of opinions (AMOSSY, 2018, p. 42 in (Catelão & de Oliveira, 2021). This means that the form of argumentation present in the negotiation comments is opinion supported by reasons and facts. These reasons and facts are not always in line with the facts conveyed in the G20 Instagram post. Therefore, at this level, readers do not always accept nor do they completely reject what is informed in the post.

Meanwhile, many oppositional reading positions were realized through performative acts of humiliation. Insulting is a form of negative speech that tends to be cyberbullying (Hosseinmardi *et al.*, 2015), (Erizal *et al.*, 2019). Such insulting speech has the potential to be caught in the law (Subyantoro, Suseno, Zuliyanti, & Fitri, 2023). Not only that, insulting speech acts of the nature of cyberbullying on social media have also been proven to violate the ITE Law (Electronic Information and Transactions Law) (Syahid *et al.*, 2022). The emergence of various reading positions in the G20INA2022 Instagram comments cannot be separated from the socio-cultural backgrounds of the commenters (Asidiky, Zakie & Melliany, 2020). This is in line with the principle of speech as discourse: that discourse always influences and is influenced by socio-cultural backgrounds (Fairclough, 2009) and the ideology that surrounds it (Van Dijk, 2009; van den Berg *et al.*, 2016). This is in line with the nature of social media which are interactive communication media so that they increasingly provide discursive spaces for their users to reproduce and channel various ideologies with various specific purposes (Sharma *et al.*, 2017) including responding to certain events and issues. This

study suggests that studies of comment speech acts on social media like this need to be reviewed further using a critical discourse study approach (Djonov & Van Leeuwen, 2018; Machin, D., & Mayr, 2012) This is to reveal what ideologies work and what discursive strategies are arranged in discourse on social media like the Instagram.

## CONCLUSION

Based on the results of the analyses of the 37 comments on the G20INA2022 Instagram post as the research data of the study, it is found that 22% of the speech acts were assertive, 32% directive and 46% expressive. Meanwhile, the reading positions on the Instagram comments include hegemonic reading positions or dominant reading positions of 62%, negotiating reading positions of 27%, and oppositional reading positions of 11%. From another angle, it can be shown that the speech acts most frequently used by commentators are expressive speech acts with 46%. This is in line with the principles and characteristics of interaction on social media which tends to be a forum for social expression. Apart from that, the expressive acts elicited in the data were positive expressive acts. This means that commenters responded positively to the post. Therefore, the reading position of the commenters on the G20INA2022 post is also dominated by the hegemonic reading position or dominant position of 62%. This can be interpreted that netizens on the Instagram tend to like and support the 2022 G20 Presidency more than those who reject or dislike it.

Recommendations are proposed for further research to expand and develop the present study on comments on social media with different data and research methodology. For example, a wider data coverage is highly recommended to capture more sharply how Instagram netizens respond to certain social phenomena such as the 2022 Indonesian G20 Presidency event. In addition, analytical methods and techniques can be expanded; for example, by using functional systemic linguistic theory at the level of interpersonal meaning. Apart from these, a critical discourse study approach can be suggested to uncover hidden ideologies in discourse both in posts and in the Instagram comments.

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