Pragmatic Analysis on Social Media (Instagram)

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ABSTRACT
This research was aimed to analyze the pragmatic on Social Media. The analysis was focused on the application of cooperative principles. This research was conducted by using qualitative method. The data of this study were the Netizen comments on the influencer account. The account of the influencer was Anyageraldine. The data source is taken from instagram where nowdays many people use instagram for doing communication and interaction. The writers observed and choosed the data. There were some techniques of data analysis performed, namely: determining, observing, choosing, analyzing, and drawing conclusion. Based on the data analysis conducted, it was found that the cooperative principle at 2012 – 2016 are Maxim of Quantity is 4, Maxim of Quality is 2, Maxim of Relevance is 2, and Maxim of Manner is 7. And the writers also found the Cooperative Principles at 2017 – 2020 are Maxim of Quantity is 1, Maxim of Quality is 5, Maxim of Relevance is 7 and Maxim of Manner is 2. This is influenced by the influencer's (Anya Geraldine) behaviour as we know that our behaviour make the people statements or comments, it means our behaviour also decided what the Cooperative Principles that the people will use.
KEYWORDS
pragmatic; cooperative principle; Instagram

INTRODUCTION

Language is used for communication. Language is a social fact, a kind of social contract. It exists not in an individual, but in a community (Bauer, 2007). A language is a system of conventional vocal signs by means of which human beings communicate. This definition has several important terms, each of which is examined in some detail in the following sections. Those terms are system, signs, vocal, conventional, human, and communicate (Algeo, 2010). Language is an essential part of the linguistic field. Linguistics is concerned with human language. Human language is only one way in which people communicate or collect knowledge about each other. Many linguists have contributed to this wider field. Campbell (2002) argues that early developments in linguistics have been seen as part of philosophy, rhetoric, logic, psychology, biology, pedagogy, poetry, and religion, making it impossible to distinguish the history of linguistics from intellectual history in general, and as a result, work in the history of linguistics has also led to the general history of ideas. That's why the language can be changed and developed. Moreover today the technology is more developed and the people much do the interaction by technology like social media and there are mix language culture.

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts and information through the development of virtual networks and communities. By design, social media is internet-based and provides users with quick electronic communication of content. Content includes personal information, documents, videos and photos. Users engage

in social media via computers, tablets or smartphones via web-based software or web applications, often using them for messaging purposes. One of the social media is Instagram. Instagram is a well-known mobile online photo and video sharing social network service with over 500 million active users a day. It allows users to capture their own memory in any environment, choose an image filter type, and share it with Instagram or forward it to other social networking sites such as Facebook and Twitter. Users can set up personal information on their home pages in Instagram and view it by publishing posts. It's a community to make friends, too. Users will like images that catch their eyes and communicate with their friends in the comments section. Instagram has become an inseparable part of everyday life now.

In this study the writers want to analyze pragmatic on social media (instagram). Grice (1975) states that a speech can be understood by the reader clearly if the speech matched with four maxims, that are the maxim of quantity, quality, relevance, and manner. So, the writer is interested to analyze about the deviation of cooperative principles which occurs in Netizen Comments Instagram.

LITERATURE REVIEW

Pragmatics

Pragmatics refers to the study of the relationship between language and context that is grammatical or encoded in the structure of the language (Levinson, 1983:9). It means that pragmatics is the study of the relationship between language and meaning that is important to the writing of grammars; in another book, Parker (1986:11) notes that pragmatics is the study of how language is used to communicate. Centered on Mey (2001:6)pragmatics is an analysis of the use of language in human communication as defined by the state of society.

In another explanation, Yule (1996:4) argues that the pragmatics are the study of the relationship between linguistic forms and the users of forms. In this three-part distinction, only the pragmatics allow the study of humans. The benefit of studying language through pragmatics is that you can talk about people's intended meanings, their assumption of intent or objectives, and the kind of action (for example, asking) they perform when they speak.

The Cooperative Principles

Wijana maintains that in natural contact, it can be assured that a speaker attempts to articulate his speech as he wants to express something to his hearer, and he hopes that his hearer will be able to understand what is being conveyed (1996 : 45). So the speaker always seeks to make his speech important to the context, straightforward and easy to understand, strong and succinct, and always straight forward. For example, someone would use the expression "help!" and can you help me ?" in various circumstances and needs.

Grice (1975) states that in the arrangement to do the cooperative principles, a speaker has to obey the four conversational maxims as follows.

    a) Maxim of Quantity Leech states that the maxim of quantity is making your contribution as informative as is required (1993: 11).

        For examples :

          (a) My neighbor is pregnant

          (b) My woman neighbor is pregnant

        In utterance (a), beside its being concise, it does not make deviation from the fact. Everybody knows that only women can be pregnant. So, the element "woman" in utterance (b) is plentiful. The word "pregnant" in (b) propagated the utterance. The presence of "woman" in (b) does not necessarily explain the things that is clear. This case is contrary to the maxim of quantity.

b) Maxim of Quality

Different from maxim of quantity which hooks the contribution amount, the maxim of quality is related with the contribution quality of speaker in the conversation. The maxim of quality contains the advice so that the speaker gives the right contribution and say the real thing.

"Make your contribution one is true, specifically: (i) do not say what you believe to false (ii) do not say that for which you lack adequate evidence (Levinson, 1983:101).

For examples :

(a) Saya makan sate ayam atau kambing – Ayam berkepala kambing

(b) Smoking damages your health for sure

The utterance in (a) is a deviation of the maxim of quality because there is an aim to make a joke, even though the utterance (b) has an understanding that the speaker made the statement by the meaning to make pressure that smoking disturbs the healthy. This case is based on the medical proof known by large social life. So, utterance (b) fulfills the maxim of quality.

c) The Maxim of Relevance

The maxim of relevance obliges every speaker to give a contribution of relevance with the problem being told. To make it clear, pay attention to the example given by Levinson (1983 - 102) as follows :

A: Can you tell me the time ?
B: Well, the milkman has come.

The dialogue above is a conversation between someone and his friend. The answer of B is not relevant with A's question, but this way can be understood based on the assumption that the utterance of B is relevant. B answered A's question indirectly, that is with the utterance "well, the milkman has come". B pronounces it because B thinks that A knows the milkman tradition who always come at the time A known. The conclusion is A understands indirectly the answer of B because B's answer can be understood by A, so B's answer matches with the maxim of relevance.

d) Maxim of Manner

The maxim of manner obliges every speaker to tell something logically, indistinctly and not plentifully. Grice gives examples of the utterance which does not obey the maxim of manner (1975: 55) as follows

(a) Miss X produced a series of sounds that corresponded closely with score of sweet home.

compared to:

(b) Miss X sang home sweet home.

Utterance (a) does not match with the maxim of manner because the utterance contains the plentiful expression in using words and it expresses something indirectly, compared to utterance (b) which matches with the maxim of manner because it is simple, direct and not plentiful in using words.

Sosial Media

Philip Kotler and Kevin Lane Keller (2016) state that social media is a platform used by users to exchange text, pictures, sound and video information with other people and businesses, and vice versa. Social networking in its present form started to evolve in the 1980s under the form of the Bulletin Board System (BBS), UseNet and the Internet Relay

Chat. These services, while not referred to as social media, are considered to be precursors to their modern form. What is more specifically referred to as social media is the collection of resources that began to emerge in the 1990s. One of the first sites to be launched in 1995 was eBay. In 1997, the word web log, coined by Jorn Barger and later shortened to the blog by Peter Merholz, came to light. However the first services to use these names emerged in 1999 with the arrival of Live Journal and blogger.com. The next seven years saw the emergence of several services that are widely used at present, such as Wikipedia and Trip Advisor, in 2001. Then, in 2003, Skype and Word Press made their debut. After that in 2004, Facebook, which is currently the most widely used and widely used social media site, was launched. In 2005, YouTube was launched, and a service called Twitter started operating the following year. And now there are so many social media used.

Instagram

Instagram is a visual stage of online networking. Instagram is commonly regarded as the new social networking site for photo-sharing (Chante et al., 2014; Salomon, 2013). Essentially, Instagram is a mobile-based application that allows users to take pictures or photographs, apply various editing techniques to change the appearance of images, and instantly share them with friends on different social networking sites (Hochman & Schwartz, 2012). While the application was only launched in 2010, it has developed steadily and steadily. In 2013, it was reported that Instagram had 100 million users, and approximately 4 billion images were uploaded and displayed (Abbott et al., 2013).. The platform has more than 400 million diverse clients and is owned by Facebook. It is used by a large number of its clients to post travel, form, sustenance, workmanship and comparable subjects. The stage is often known by its impressive platforms and the altering highlights of video and photography. Around 95 percent of Instagram clients use Facebook in addition.

RESEARCH METHODS

The objective of this study is to analyze pragmatic on social media (instagram) which analyze about the deviation of cooperative principles which occurs in Netizen Comments Instagram. This research was conducted by using qualitative method. Qualitative research method is defined as a research procedure which produces descriptive data in the form of words written or spoken of the person (Bogdan and Taylor, 1975:5 in Moleong, 2002:3). In line with the statement, Kirk and Miller (1986:9) as cited by Moleong (2002:3) define that qualitative research method is specific tradition in social science, which fundamentally relies on the observation of humans in its own region and relate to the person in a language and terminologies. The data of this study were the Netizen comments on the influencer account. The account of the influencer was Anyageraldine. The data source is taken from instagram where nowdays many people use instagram for doing communication and interaction. The data is compared netizen comments between at 2012 – 2016 and 2017 – 2020. The writers take the data from 30 comments which is choosen randomly. There were some techniques of data analysis performed, namely: determining, observing, choosing, analyzing, and drawing conclusion.

RESULTS AND DISCUSSION

In this finding, the writers discuss only the deviation of cooperative principles which are the maxims of quantity, quality, relevance and manner.

Table of Data Result

At 2012 - 2016

No.	Maxim	Frequency
1.	Quantity	4
2.	Quality	2
3.	Relevance	2
4.	Manner	7
	Total	**15**

At 2017 – 2020

No.	Maxim	Frequency
1.	Quantity	1
2.	Quality	5
3.	Relevance	7
4.	Manner	2
	Total	**15**

Data Analysis

In the Netizen Comments, the writers will analyze the cooperative principles as follows:
Netizen comments at 2012 – 2016

No.	Comment		Maxim	Explanation
	Indonesian	English		
1.	Cantik Bangeet	Very Beautiful	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
2.	Owalah cabe- cabe an	The coquettish woman, you are!	Maxim of Manner	This comment matches to the maxim of manner because the comment is about attitudes of Anyageraldine
3.	Nyanyaaaa emesshhh sukakk	Nyanya, you are so cute. Love it!	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
4.	Alay bangsat	Too much, Bitch!	Maxim of Manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
5.	Persahabatan yang sangat fantastis	A fantastic friendship	Maxim of Quantity	This comment matches to the maxim of quantity because the comment is fact and it provides information related with the picture.
6.	Kaya tante	Like aunty	Maxim of Manner	This comment matches to the maxim of manner because the comment is

				talking about the attitude of Anyageraldine
7.	Cantik banget kak kalo pake kacamata	So beautiful with glasses sis	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice
8.	Suka banget sama style nya	Really love her style	Maxim of Quantity	This comment matches to the maxim of quantity because the comment is fact and it provides information related with the picture.
9.	Ini zaman belum numbuh, kalau sekarang mah mantap	This era has not yet grown, if now it is steady	Maxim of Quantity	This comment is talk about anyageraldine in the past and now. So this comment matches to the maxim of quantity
10.	Bungkus dah	Wrap it up	Maxim of Manner	This comment means that the person really like Anyageraldine so he want to be with Anyageraldine. This comment matches to maxim of manner because it talks about the attitude.
11.	Kenapa sih pelit banget	Why? You are very stingy	Maxim of Manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
12.	Bacot u bitch!	Too much talking you are! Bitch!	Maxim of Manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
13.	Tatapan mu itu loh	Your stare	Maxim of Manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
14.	Semoga menjadi model professional di eropa dan amerika	Hopefully become a professional model in Europe and America	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the hopeness
15.	Kalau mau liat siapa orang itu liat	If you want to see who that	Maxim of Quantity	This comment matches to the maxim of quantity because this comment relates to the fact that people can be

siapa temannya.	person is, look at his friend		evaluated by their friends or environtment

Netizen comments at 2017 – 2020

No.	Comment		Maxim	Explanation
	Indonesian	English		
1.	Nih body goals namanya	This is called body goals	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
2.	Lari Bareng yuk	Let's run together	Maxim of Relevance	This comment matches to the maxim of relevance because the maxim of relevance obliges every speaker to give a contribution of relevance with the problem being told. And the comment is relevant with the posts.
3.	Ini istriku	This is my wife	Maxim of Quantity	Beside its being concise, it does not make deviation from the fact. Everybody knows that only women can be a wife. This case is contrary to the maxim of quantity.
4.	Keep humble kak Anya luv	Keep Humble Sister Anya, Love	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice
5.	Kek nya ini postingan lebih indah dari semua postingan yang ada	This is like the most beautiful posts ever	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
6.	Hijrah mbak lebih cantik berjilbab tenang liatnya, asli cahayanya terpancar	Move on sis, more beautiful in wearing hijab, your brightening is real	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice

7.	Lagi galau nih	confusing	Maxim of Relevance	This comment matches to the maxim of relevance because the maxim of relevance obliges every speaker to give a contribution of relevance with the problem being told. And the comment is relevant with the picture of Anya Geraldine.
8.	Ulah ngalamun wae atuh teh, hehehe bisi treh menua	Don't daydream sis, wkwk you can become old	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice
9.	Anya bagus gini banyakin prestasi ya, gak usah carik - carik sensasi, lebih kelas kamu gini	Anya is better like this, make more performance, don't look for sensation. You're more class like this	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice
10.	Lagunya enak ditambah modelnya juga cantik....sempurna	The song is nice plus the model also beautiful....perfect	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
11.	Cantik ka tertutup	Beautiful sis, it's closed	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the opinion/comment is relevance to the picture.
12.	Sangar arek iki	This is so fierce	Maxim of manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
13.	Bikin meriang	Make a feverish	Maxim of Manner	This comment matches to the maxim of manner because the comment is talking about the attitude of Anyageraldine
14.	Flawless banget kak	So Flawless 🌸 sis	Maxim of Relevance	This comment matches to the maxim of relevance because the comment gives her/his opinion about the picture of Anya Geraldine and the

			opinion/comment is relevance to the picture.
15.	Jangan lupa istirahat siang mine	Don't forget to have break lunch mine	Maxim of Quality	This comment matches to the maxim of quality because this comment contains the advice

From the analysis above the writers found that there is difference cooperative principles on the netizen comments between at 2012 – 2016 and 2017 – 2020. This is influenced by the influencer's (Anya Geraldine) behaviour as we know that our behaviour make the people statements or comments, it means our behaviour also decided what the Cooperative Principles that the people will use.

CONCLUSION

After determining the data, observing, choosing the data, analyzing the data and discussing the result, the writers would like to present the conclusion of this research entitled A Pragmatic Analysis on Social Media (Instagram). After analyzing the data of Cooperative Principle, the writer accomplished to the conclusion that In netizen comments on Social Media (Instagram) of Anyageraldine. There were 30 comments which is choosen randomly by the writers. And from the comments the writers found the cooperative principle at 2012 – 2016 are Maxim of Quantity is 4, Maxim of Quality is 2, Maxim of Relevance is 2, and Maxim of Manner is 7. And the writers also found the Cooperative Principles at 2017 – 2020 are Maxim of Quantity is 1, Maxim of Quality is 5, Maxim of Relevance is 7 and Maxim of Manner is 2. This is influenced by the influencer's (Anya Geraldine) behaviour as we know that our behaviour make the people statements or comments, it means our behaviour also decided what the Cooperative Principles that the people will use.

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