

Expressive Speech Acts of Buyer Comments on the Jennskin Naturals Officials Shopee Account

Afiyah Masruri¹, Rika Ningsih²

^{1,2} Prodi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Islam Riau, Jalan Kaharuddin Nasution No. 113, Marpoyan Pekanbaru, Riau 28284, Indonesia.

Email: afiyahmasruri@student.uir.ac.id

Published: 30/04/2024

How to cite (in APA style):

Masruri, M., & Ningsih, R. (2024). Expressive Speech Acts of Buyer Comments on The Jennskin Naturals Officials Shopee Account. *Retorika: Jurnal Ilmu Bahasa*, 10(1), 1-10. Doi: <http://10.55637/jr.10.1.9376.1-10>

Abstract- This research was motivated by the many expressive speech acts contained in buyers' comments on the Shopee Jennskin Naturals Officials account. Buyers' expressive speech acts have an important position and greatly influence the psychology of other buyers regarding their satisfaction with the online shopping experience. The problem of this research is how to express the expressive speech acts of buyers' comments on the Shopee Jennskin Naturals Officials account. The aim of this research is to explore and elaborate on the expressive speech acts of buyers' comments on the Shopee Jennskin Naturals Officials account. The theory used in this research is the theory of expressive speech acts proposed by Searle. This research uses a qualitative approach with the content analysis method. The data in this research are expressive speech contained in buyers' comments on the Jennskin Naturals Official shopee account. The data source for this research is the speech in the comments of buyers of the Jennskin Naturals Official shopee account which were spoken by buyers of deodorant products with screenshots. Data collection techniques use documentation and notes. Data analysis techniques in this research are data transcription, classification or grouping data, description stage or analyzing data and concluding data. The results of this research found a total of 201 data of expressive speech, there were 63 data of thanks, 14 congratulated, blamed 20 and praised 104. Of the expressive speech found, the most dominant was the expressive speech of praise. The usefulness of this study in education can be a guide for teachers, students and other readers in expressing appropriate speech to interlocutors in their daily lives.

Keywords: Speech Acts, Expressive, Comments, Jennskin Naturals Officials Shopee Account

I. INTRODUCTION

Humans are social creatures who use language as a bridge between them. Language is a very complex social phenomenon, including social, cultural and situational problems (Ningsih and Cahayu 2023:730). The existence of language as a tool of interaction and communication is very fundamental and vital and can have an influence on someone. Because the language used by the speaker is able to change the speaker's partner to take the action the

speaker wants. In the study of pragmatics, this interactional communication between the speaker and his speech partner is called a speech act.

Speech acts examine the meaning of speech, when an individual expresses "my throat is itchy" this expression has many meanings depending on the situation and conditions (Ningsih and Yeni, 2023: 869). Speech acts as individual symptoms can be expressed orally and in writing. Speech acts aimed at expressing

someone's heart and feelings are called expressive speech acts. This definition is in line with the opinion of (Rahardi, 2010: 36) who explains that expressive speech acts are expressions of psychological attitudes that relate to the speaker's emotions regarding a situation or relate to his speech partner. Expressive speech acts according to Searle (Tarigan, 2015:48) are speech acts characterized by saying thank you, congratulating, forgiving, pardoning, blaming, praising and condoling. Speech acts examine the meaning of speech, when an individual expresses "my throat is itchy" this expression has many meanings depending on the situation and conditions (Ningsih and Yeni, 2023: 869). Speech acts as individual symptoms can be expressed orally and in writing. Speech acts aimed at expressing someone's heart and feelings are called expressive speech acts. This definition is in line with the opinion of Rahardi (2010: 36) who explains that expressive speech acts are expressions of psychological attitudes that relate to the speaker's emotions regarding a situation or relate to his speech partner. Expressive speech acts according to Searle (Tarigan, 2015:48) are speech acts characterized by saying thank you, congratulating, forgiving, pardoning, blaming, praising and condoling

Expressive speech acts are a type of speech act that expresses an expression or something felt by the speaker (Ningsih and Andriyanti, 2023:62). Expressive speech acts are speech acts conveyed based on psychological attitudes in the form of statements of like, dislike, pleasure, pain, joy, sadness, anger, disappointment (Ningsih and Fatmawati, 2024: 197). Therefore, expressive speech acts are easier to find in the comments columns on online buying and selling accounts

Expressive speech acts in the assessment comments column have an important position. Buyers carry out online buying and selling transactions using language as a communication tool to reach an agreement. Buyers provide testimonials for items they have purchased. In these testimonials, buyers can express their satisfaction or dissatisfaction. The words spoken by buyers will greatly influence other buyers.

In general, the expressive speech spoken by buyers in the assessment column shows the psychological attitude of the speaker towards the online shopping experience. One of the online buying and selling places that is popular and where there are lots of expressive speech acts from buyers is the Shopee buying and selling account. Shopee is an online buying and selling

website that was founded in 2009 by Forrest Li, while in Indonesia Shopee accounts started to appear in 2015. In the online buying and selling system, Shopee accounts always provide a buyer's comments column, so it will make things easier for both sellers and Buyers talk to each other about the products they have purchased to get both satisfaction. As there are quite a lot of shopee accounts that actively communicate with buyers, one of which is the Jennskin Naturals Official shopee account

Jennskin Naturals Official is one of the beauty products released by actress Jennifer Coopen in Bali which offers quite a lot of deodorant, shampoo, body lotion, skincare products and also at affordable prices. The Jennskin Naturals Official shopee account is quite busy with buyers' speech every time they post a product or the results of a buyer's order. One of the speech acts in the account comments assessment column is the expressive speech act of buyers. The following is an example of an expressive speech act in the Jennskin Naturals Official shopee account in terms of the use of expressive speech forms.

Example (1)

Context

The story occurred when the Jennskin Naturals Official shopee account offered its product by describing a deodorant product that is effective in eliminating body odor with a choice of 5 fragrance variants, 100% natural based and original and the advantages include being safe for pregnant and breastfeeding women, with storage for 6 months with an expiry date. 12-24-2025 (Jenskin Naturals Official account buy 1 get 1 deodorant)

@Ema Susanti: "The second time I ordered Jennskin Deo Spray, because it's really that good (1), because I didn't want to miss the promotion I bought it, it's really effective in preventing underarm odor and body odor all day, thank you Jennifer Coopen (2) and the team for doing it created this deo spray." (Jenskin Naturals Official account buy 1 get 1 deodorant, 07-12,2023, 16:59)

@Abella23: "I really enjoy shopping here, because the package arrived well, the delivery of the goods was also super fast, there is no need to doubt the quality of the goods (3), the packaging is also very sturdy so it's safe, thank you, (4) it always makes things easy and helpful flagship place." (Jennskin Naturals Official account buy 1 get 1 deodorant, 04-06,2023, 10:34)

Data (1) @Ema Susanti is an expressive

speech in the form of praising. Ema Susanti said a praise speech with the words "It's that good and really effective", which means that the speaker praised the quality of the product purchased in the form of deo spray, which was really felt to be effective and good at dealing with underarm and body odor.

Data (2) @Ema Susanti's comment is an expressive expression of thanks, the "Thank you" uttered by Ema Susanti to the Jennskin Naturals team because the speaker feels grateful that this deo spray product has overcome the problem of body odor and underarms.

Data (3) @Abella23's speech is an expressive speech of praise. Because @Abella23 gave praise regarding Jennskin Naturals deodorant products as "Good, good, sturdy and quality", and it has become a mainstay. Data (4) also shows an expressive statement in the form of gratitude with the speaker's comment saying "thank you" regarding the ease of obtaining a product that has become a mainstay for the speaker.

Rahardi, (2010:18) states that gratitude means "expressing gratitude, giving birth to feelings of gratitude or returning a favor after receiving kindness which is a form of expressive speech. Furthermore, Rahardi (2010:18) states that expressive speech praises. Praising is "giving rise to admiration and appreciation for something (which is considered good, beautiful, brave, etc.). This speech is a form of praise speech made by the speaker towards his speech partner.

Example (2)

Context:

The story occurred when the Jennskin Naturals Official Shopee account offered its products by describing the Jennskin Babies Package Included product, with face wash, toner, serum and moisturizer (Jennskin Naturals Official Babies Package account).

@N****5: "Finally, after more than a month the goods arrived (5), for the facial wash, the contents are indeed that much, even though there is no leak at all." (Jenskin Naturals Official account buy 1 get 1 deodorant, 11-24,2023, 14:42)

Data (5) @N****5's comments are expressive speech in the form of blaming. Because @N****5 in the words "After more than a month it arrived" considers it wrong and views the slow delivery of the goods as having to wait for the goods to arrive for more than a month and also the content in the product is too small which

the speaker considers wrong.

Rahardi (2010:18) states that expressive speech of blame is "To state (perceive, assume wrong)." This speech is a form of blaming speech because the speaker blames the actions of the speaker.

Based on the phenomenon described, it is of interest to research and raise the issue of expressive speech acts used in speech in buyer comments on the Jennskin Naturals Officials shopee account. The reason for carrying out this research is because the Jennskin Naturals Officials shopee account which is located in the Bali area with quality products at affordable prices and requires some delivery time, will invite a lot of comments from buyers about the product and its quality, so that it will give rise to several expressive statements that buyers leave every comment, both positive and negative.

II. METHODS

The approach used in this research is a qualitative approach. The qualitative approach is a complex picture, examining words, detailed reports from respondents' views and conducting studies on the situations experienced. Moleong (2013:6) states "qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other methods of quantification".

The method used in this research is the content analysis method. Burhan Bungin (2007:23) defines content analysis as a research technique for making replicable and valid data conclusions by paying attention to the context. This analysis relates to communication or the content of communication.

The data in this research are expressive speech in the form of thanking, congratulating, blaming and praising spoken by the data source for this research, namely the comment column of the Jennskin Naturals Official shopee account. The data collection technique uses documentation which is screenshots used to document buyer comments and note-taking techniques. The techniques that the author uses to analyze this research data are data transcripts, data classification, data analysis and data conclusions.

III. RESULT AND DISCUSSION

The data in this research is the entire comments column of buyers of the Jennskin Natural Officials shopee account. The comments taken in this research were only comments from

June 1 2023 to December 25 2023 which were analyzed by researchers on the Jennskin Natural Officials shopee account for Original Deodorants buy 1 get 1 products, totaling 2,342 comments. Researchers found 201 utterances from a total of 133 comment columns which were divided into 6 forms of expressive speech acts. The 6 forms of expressive speech acts are in accordance with Searle's (1979) theory, namely, (1) thanking, (2) congratulating, (3) criticizing, (4) blaming, (5) praising and (6) condolences. The results of data documentation obtained from the comments column of buyers of the Jennskin Natural Officials shopee account for Original Deodorants products from June 1 2023 to December 25 2023 can be seen in the following table:

No	Expressive Speech Acts	Amount of data
1	Be thankful	63
2	Give congratulations	14
3	Criticize	0
4	Blame	20
5	Praise	104
6	Condolences	0
Total		201

3.1 Expressive Speech Act of Thanking

The speech act of saying thank you is an expression of gratitude, an outpouring of joy after receiving kindness and so on. Usually this speech occurs because the speech partner is willing to help the speaker, the speaker who utters the speech praises the speech partner

In this study there were 63 expressive speech acts which included thanking. The following are expressive utterances in the form of thanks that the author found in the buyer's comments on the Jennskin Naturals Officials account on buy 1 get 1 deodorant products as follows

Context:

This story was told by @Abella23 who commented on the story in the product advertisement submitted by the Jennskin Naturals Official shopee account offering its product by describing a deodorant product that is effective in eliminating body odor with a choice of 5 fragrance variants with 100% natural based and original. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in the advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@Abella23: "Thank you, always makes things easier and is a mainstay hehehe"

@Abella23's comment data is an expressive speech act of gratitude, this can be seen from the expression in the comments column "Thank you, yes", which shows gratitude with an expression of gratitude for all the convenience provided by Jennskin in sending the ordered product. The word "Thank you" emphasizes the speaker's form of expression in expressing himself in comments with feelings of gratitude or returning someone's kindness. This is in line with (Ministry of National Education, 2008: 1451-1452) Thanking means "expressing gratitude, giving birth to feelings of gratitude or returning a favor after receiving kindness, etc.", apart from that it is also in accordance with (Murti et al., 2018) which states speech acts Expressive expression of thanks is a form of expression of gratitude, an outpouring of joy after receiving kindness and so on. Apart from that (Ana, 2022) found thanks in Deddy Cobuzier's podcast the door. Likewise, (Raul, 2016) found expressive expressions of gratitude by English language learners in Spanish.

Context:

This statement was spoken by @R****w on 6/6/2023 who commented on the statement in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in the advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@R****w : "Thankyou"

@R****w's comment data is an expressive speech act of gratitude, this can be seen from the expression in the comments column "Thankyou", which shows gratitude with an expression of gratitude for the super fast delivery even though it was sent from Bali. The word "Thank you" emphasizes the speaker's form of expression in expressing himself in comments with feelings of gratitude or repaying someone's kindness. This is in line with (Ministry of National Education, 2008: 1451-1452) Thanking means "expressing gratitude, giving birth to feelings of gratitude or returning a favor after receiving kindness, etc.", apart from that it is also in accordance with (Murti et al., 2018) which states speech acts Expressive expression of thanks is a form of expression of gratitude, an outpouring of joy after receiving kindness and so on. Apart from that (Ningsih and Cahayu, 2023)

found thank you in Randal's speech to Alif giving the address of his boarding house with the answer "Thank you bro".

Context:

This statement was spoken by @H****0 on 7/6/2023 who commented on the statement in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in the advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@H****0: "The smell of the deo is also fragrant, soft and not overpowering. Thank You"

Comment data @H****0: "Thank you." is an expressive speech act in the form of thanking. As seen in the speech above, the speaker expresses a form of expression in expressing himself in comments with feelings of gratitude or repaying someone's kindness. The word "Thank you" is said to express his gratitude to Jennskin for the product purchased according to his expectations. , This is in line with (Ministry of National Education, 2013: 1451-1452) Giving thanks means "expressing gratitude, giving birth to feelings of gratitude or returning a favor after receiving kindness, etc.", apart from that it is also in accordance with (Murti et al., 2018) which states that actions Expressive speech to say thank you is an expression of gratitude, an outpouring of joy after receiving kindness and so on

Context:

This speech was spoken by @Sabrinacalista4 on 8/6/2023 who commented on the speech in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in the advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@Sabrinacalista4: "The goods correspond to what was sent, fast delivery, sir, the courier is very friendly, Suskma"

Speech data in @Sabrinacalista2's comment "Suskma." is an expressive speech act in the form of thanking. As seen in the speech above, the speaker expresses his gratitude from the Balinese language "Suskma" which means Indonesian thank you, as this speech is a form of expression of his gratitude for the fast delivery and friendly courier as a form of recompense for someone's kindness. This is in line with (Ministry of National Education, 2013: 1451-1452)

Thanking means "To express gratitude, give birth to feelings of gratitude or return a favor after receiving kindness, etc.", apart from that it is also in accordance with (Ningsih and Cahayu, 2023) finding gratitude in Bahasa area in Randal's speech to Alif "Makasi ndai" then answered "samo samo"

3.2 Expressive Speech Acts Form Congratulations

The expressive speech act in the form of congratulating is a speech act that occurs for several reasons, including when someone celebrates a happy day, receives an award, discovers something new or useful, or when they want to say hello or is also often used for prayer.

In this study there were 14 expressive speech acts in the form of congratulations. The following are expressive utterances in the form of congratulations that the author found from buyers' comments on the Jennskin Naturals Officials account on buy 1 get 1 deodorant products as follows

Context:

This speech was spoken by @M****i on 6/26/2023 in providing comments on the product purchased, the speaker showed the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jenskin Naturals account Official buy 1 get 1 deodorant)

@M****i: "Always successful seller".

Comment speech data @M****i "Success always seller." is an expressive speech act in the form of congratulating. As seen in the speech above, the speaker expresses a prayer to Jennifer as a congratulation as evidenced by the speech of @M****i who commented by conveying the expression "Always success, seller" which is a prayer to the seller to continue to progress and be successful in creating products. -next product. This tutuan reflects a form of expression of congratulations from the speaker in the form of sending a prayer to the seller. This is in line with (Ministry of National Education, 2008:1248) stating that congratulations are "greeting prayers (speech, statement, etc.)." Apart from that (Maharani, 2021), the expressive language of congratulations is a speech act that occurs for several reasons, including when someone celebrates a happy day, receives an award, discovers something new or useful and gives a prayer. Apart from that (Angraini, 2021) found constant success and prayers of blessings in

Milea's words to Dilan on the telephone. Likewise, (Raul, 2018) also found, "congratulations you have succeeded in speaking Spanish" in the speech of English class students when learning Spanish

Context:

This statement was spoken by @B****m on 7/7/2023 in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@B****m: "Many blessings to the seller, love Kereen Jennskin"

Commentary data from @B****m "Many blessings to the seller." is an expressive speech act in the form of congratulating. As seen in the speech above, the speaker expresses a prayer to Jennifer as a congratulation as evidenced by the speech of @B****m who expresses his expression in giving congratulations by offering his prayers for blessings in every product produced by the seller. This is in line with (Ministry of National Education, 2008:1248) stating that congratulations are "greeting prayers (speech, statement, etc.)." Apart from that, (Maharani, 2021) also announced blessings, such as "May this event be a blessing".

Context:

This statement was spoken by @Amellaresa07 on 15/7/2023 in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@Amellaresa07: "Good luck continuing".

Speech data from @Amellaresa07's comment "Good luck continuing..." is an expressive speech act in the form of congratulations. As seen in the speech above, the speaker expressed a prayer to Jennifer as a congratulation as evidenced by the speech of @Amellaresa07 who commented with an expression of congratulations in the form of a prayer for continued success to the seller of Jennskin products, especially deodorant products. This is in line with (Ministry of National Education, 2008:1248) stating that congratulations are "greeting prayers (speech,

statement, etc.)." Apart from that (Maharani, 2021), the expressive language of saying congratulations is a speech act that occurs for several reasons, including when someone celebrates a happy day, receives an award, discovers something new or useful and gives prayers.

Context:

The story told by @K****h occurred on 7/24/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@K****h: "Crazy, I thought it would last a week but it took 2 days. Good luck always till."

Comments from @K****h "Good luck always til." is an expressive speech act in the form of congratulating. As seen in the speech above, the speaker expresses a prayer to Jennifer as a congratulation as evidenced by the speech of @K****h who comments as a form of expression in conveying congratulations in the form of a prayer for continued success to the seller of Jennskin products. This is in line with (Ministry of National Education, 2008:1248) stating that congratulations are "greeting prayers (speech, statement, etc.)." Apart from that (Maharani, 2021), the expressive language of saying congratulations is a speech act that occurs for several reasons, including when someone celebrates a happy day, receives an award, discovers something new or useful and gives prayers.

3.3 Expressive Speech Act of Blaming

The expressive speech act of blaming means declaring (perceiving, assuming) wrongdoing, inflicting bad mistakes, and so on (Tarigan, 2015: 152)". In this research, there were 20 expressive speech acts of blame in the buyer's comments on the Jennskin Naturals Officials account on buy 1 get 1 deodorant products as follows:

Context:

This statement was spoken by @A****i on 3/7/2023 in providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@A****i: "In the afternoon, the armpits don't smell bad, but the deodorant doesn't smell as fresh as it did this morning."

@A****i's comment speech data can be classified into expressive speech acts in the form of blaming. It can be seen that @A****i's statement, such as in the comment "The deodorant doesn't smell as fresh as it did this morning," shows an expressive expression of blame, especially in the word "Like" which is a word of blame, with a look that seems to look wrong at the deodorant's fragrance which is still not good for the whole day. This form of wrong view shows an expression of blame for the dissatisfaction that the speaker feels with the product that has been purchased and used. This is in line with (Ministry of National Education, 2008: 1207) the expressive speech act of blaming is "To state (perceive, assume wrong)." Apart from that (Ayuni & Sabardilla, 2021) found "I think you have to apologize immediately" in a YouTube account studying philosophy. Blaming speech by the speaker is a form of emotional expression of the speaker for a discrepancy with what the speaker expected. Likewise, (Afaf, 2023) found blaming "Rino is wrong", in the speech of kindergarten children watching digital dramas.

Context:

This statement was told by @Afnivalenntika27 on 4/7/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@Afnivalenntika27: "I've been wanting to buy it for a long time but the price is quite expensive."

@Afnivalenntika27's comment speech data can be classified into expressive speech acts in the form of blaming. @Afnivalenntika27's speech can be seen as in the comment "I've been wanting to buy it for a long time but the price is quite expensive" showing expressive blame, especially in the word "Not bad" which is a word of blame, stating that this product is expensive which results in consumers not buying it or feeling dissatisfied, even though there is desire to buy it. This form of view shows an expression of blame for the speaker's dissatisfaction with a product that has a high price. This is in line with (Ministry of National Education, 2008: 1207) the

expressive speech act of blaming is "To state (perceive, assume wrong)." Apart from that (Ayuni & Sabardilla, 2021) found "Not bad, rather than nothing" in a YouTube account of studying the Koran in philosophy. The speech of blaming the speaker as a form of emotional expression of the speaker for the discrepancy with what the speaker expected.

Context:

The statement spoken by @N****4 occurred on 7/7/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@N****4: "I ran out of money to buy deodorant til, I'm tired but I'll try the bubblegum one again"

@N****4's comment speech data can be classified into expressive speech acts in the form of blaming. It can be seen that @N****4 (8)'s speech, such as in the comment "Tired of betting but I'm going to play with bubblegum" shows expressive blaming, especially in the word "tired" which is a word of blame, with the speaker's eyes feeling tired because he has to keep spending money to buy deodorant, meaning the speaker blames the seller for continuing to advertise the product which makes the speaker run out of money. This form of view shows an expression of blame for the speaker's dissatisfaction with the high price and the large number of variants making the speaker's money run out. This is in line with (Ministry of National Education, 2008: 1207) the expressive speech act of blaming is "To state (perceive, assume wrong)." Blaming speech by the speaker is a form of emotional expression of the speaker for a discrepancy with what the speaker expected

Context:

The story spoken by @K****s occurred on 9/7/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jennskin Naturals Official account buy 1 get 1 deodorant)

@K****s: "Tiltiril poisoning so I bought this, as long as it's cheap so buy 1 get 1, overall I prefer the sakura one over the jasmine one"

@K****s' comment speech data can be classified into expressive speech acts in the form

of blaming. It can be seen that @K***s' speech, such as in the comment "Overall, I prefer cherry blossoms rather than jasmine" shows expressive blame, especially in the word "Instead of" which is a word of blame, with the speaker's eyes feeling that the aroma of sakura is more fragrant than jasmine which is calm, This means that the speaker blames the seller for producing a jasmine aroma that is too calm and doesn't smell good enough. This form of view shows an expression of blame for the dissatisfaction felt by the speaker. This is in line with (Ministry of National Education, 2008: 1207) the expressive speech act of blaming is "To state (perceive, assume wrong)." Blaming speech by the speaker is a form of emotional expression of the speaker for a discrepancy with what the speaker expected.

3.4 Expressive Speech Act Form of Praising

The expressive speech act of praising often appears when there is a feeling of admiration and an expression of appreciation for something that is felt to be good or positive. In this study, there were 104 speech acts which were classified as expressive forms of praise which were found in the speech of buyers' comments on the Jennskin Naturals Officials account on buy 1 get 1 deodorant products as follows:

Context:

The statement spoken by @Alenguraty occurred on 18/9/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@Alenguraty: "There's nothing wrong with this variant, it's a best seller. Those who like sweet aromas should try this variant"

@Alenguraty's comment speech data includes expressive speech acts in the form of praising. You can see this expressive form of praise shown by the use of the words "Best seller" in his comments which shows admiration for the deodorant product that has been created by the seller Jennskin which has good quality and long-lasting fragrance. The speech expressing admiration by giving appreciation with kind words shows the speaker's expression of giving praise for what has been felt. This is in line with (Ministry of National Education, 2008: 1112) the expression of praise is "giving rise to admiration and appreciation for something (which is

considered good, beautiful, brave, etc.)". Apart from that, Wati, (2022) found "This is indeed the best seller, Ms. Erna" in Ms. Erna's speech to Ms. Agni on Lemoskin which was offered in the comments of sellers and buyers in the Kobisonta Dagang Facebook Group. Speech uttered by the speaker as a form of wanting to please, giving appreciation to the actions carried out by the speech partner.

Context:

The statement spoken by @ A****e occurred on 21/9/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@A****e : "Delivery speed is good. Safe packing. Product quality is very good. And it has been proven to be effective in preventing underarm odor."

@A****e's comment speech data includes expressive speech acts of praise. It can be seen that this expressive form of praise is shown by the use of the words "The quality of the product is very good and it has been proven to be effective" where this statement shows admiration for the deodorant product which has been proven and knowing that the results really smell and the sweat can be retained for the whole day. The speech expressing admiration by giving appreciation with kind words shows the speaker's expression of giving praise for what has been felt. This is in line with (Ministry of National Education, 2008: 1112) the expression of praise is "giving rise to admiration and appreciation for something (which is considered good, beautiful, brave, etc.)". Apart from that (Wati, 2022) found "The quality is indeed good" in the comments of sellers and buyers in the Kobisonta Dagang Facebook Group. Speech uttered by the speaker as a form of wanting to please, giving appreciation to the actions carried out by the speech partner.

Context:

The statement spoken by @Tokotika.18 occurred on 2/10/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jenskin Naturals Official account buy 1 get 1

deodorant)

@Tokotika.18 : "The quality of the goods is okay. It's safe, it arrived quickly from Bali to Lampung, it's full, it smells good."

@Tokotika.18's comment speech data includes expressive speech acts of praise. This expressive form of praise can be seen as shown by the use of the words "The quality of the goods is okay" where this statement shows admiration for the deodorant product which is proven to be good in terms of fragrance, full content and speed of delivery even over long distances, namely from Bali to Lampung. The speech expressing admiration by giving appreciation with kind words shows the speaker's expression of giving praise for what has been felt. This is in line with (Ministry of National Education, 2008: 1112) the expression of praise is "giving rise to admiration and appreciation for something (which is considered good, beautiful, brave, etc.)." The speech spoken by the speaker is a form of wanting to please, giving appreciation to actions carried out by the speech partner.

Context:

The story told by @Theresiabella05 occurred on 22/9/2023 when providing comments on the product purchased. The speech shown by the speaker to Jennskin regarding the speaker's expression after using the deodorant product shown in Jennskin's sales advertisement (Jenskin Naturals Official account buy 1 get 1 deodorant)

@Theresiabella05: "At first I tried having my oil, eh, it's really good...it doesn't make BB & when it's wet, the fragrance lasts all day, shay, from early in the morning I put it on until the middle of the night and it doesn't even smell like that"

@Theresiabella05's comment speech data includes expressive speech acts of praise. This expressive form of praise is shown by the use of the words "Good, and the fragrance really lasts" where this statement shows admiration for the deodorant product which has proven that this deodorant has good durability and body odor and sweat from the day will remain fragrant without smell. The speech expressing admiration by giving appreciation with kind words shows the speaker's expression of giving praise for what has been felt. This is in line with (Ministry of National Education, 2008: 1112) the expression of praise is "giving rise to admiration and appreciation for something (which is considered good, beautiful, brave, etc.)." The speech spoken

by the speaker is a form of wanting to please, giving appreciation to actions carried out by the speech partner

IV. CONCLUSION

The expressive speech acts found in the buyer's comments column on the Jennskin Natural Officials shopee account on the Original Deodorants buy 1 get 1 product from June 1 to December 25 2023 contained 201 expressive utterances, namely thanking, congratulating, blaming and praising. The most dominant expressive speech act found was the expressive speech act of praising with a total of 104 data, apart from that there were 63 data of expressive speech acts of thanking, 20 data of expressive speech acts of blaming and 14 data of expressive speech acts of congratulating and no expressive speech acts of criticizing were found. and condolences. The dominant expressive speech act of praising is because the speaker has felt the benefits of the fragrant quality of the Jennskin deodorant product, then the price is also commensurate, fast delivery, the quality of resistance to absorbing sweat, so that for the product work provided by the speech partner, the speaker gives an expression of praise in the form of admiration perceived and the rewards given.

REFERENCES

- Afaf. M.M. 2023. The Effects of Digital Drama-Based Instruction on Developing Receptive and Expressive Language among Kindergarten Children. *International Journal of Instruction*, Vol 16 No 1 e-ISSN: 1308-1470, <https://e-iji.net/ats/index.php/pub/article/view/175>
- Ana, M. 2022. Tindak Tutur Ekspresif dalam Podcast Deddy Corbuzier pada Episode "CobaIbu Jawab JHT Gimana". *Jurnal Bahasa Indonesia* Vol 5, No 2 <http://doi.org/10.29240/estetik.v5i1.5080>
- Anggraini. 2021. Analisis Tinda Tutur Ekspresif Dilan dalam Film Dilan 1990. *Jurnal Bahasa Indonesia* Vol 5, No 2 <http://doi.org/11.25430/estetik.v5i1.6532>
- Ayuni, D.P & Sabaridilla, A. 2021. Tindak Tutur Ekspresif dalam Kolom Komentar Akun Youtube Ngaji Filsafat. *Jurnal Ilmiah Korpus* Vol 5 No 2, 145-153 <http://doi.org/10.3369/jik.v5i1.6532>
- Burhan Bungin. 2007. *Penelitian Kualitatif*. Jakarta: Kencana
- Depdiknas. 2008. *Kamus Besar Bahasa Indonesia*. Jakarta : Gramedia Pustaka Utama.
- Depdiknas. 2013. *Kamus Besar Bahasa Indonesia Edisi Keempat*. Jakarta: Gramedia Pustaka Utama
- Meleong, Lexy J. 2013. *Metodologi Penelitian*

- Kualitatif. Bandung: PT Remaja Rosdakarya
- Maharani, A. 2021. Analisis Tindak Tutur Dan Fungsi Tuturan Ekspresif Dalam Acara Sarah Sechan Di Net Tv. *Jurnal Skripta*, 7(1), 15–29. <https://doi.org/10.31316/skripta.v7i1.956>
- Murti, S., Nisai Muslihah, N., & Permata Sari, I. (2018). Tindak Tutur Ekspresif dalam Film Kehormatan di Balik Kerudung Sutradara Tya Subiakto Satrio. *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, Dan Asing*, 1(1), 17–32. <https://doi.org/10.31540/silamparibisa.v1i1.7>
- Ningsih, R dan Adrisilvia. A . 2023. Tindak Tutur Ekspresif dalam Kolom Komentar di Podcast Deddy Corbuzier pada Episode Kuliah Tindak Penting. *Jurnal Pendidikan Bahasa dan Sastra Indonesia Vol 11 No.4*, ISSN 2337-7712 <https://scholar.google.com/citations?user=riF6C2sAAAAJ&hl=id>
- Ningsih. R dan Fatmawati 2024. Tindak Tutur Ekspresif dalam Persepektif Cyberpragmatic. *Jurnal Onama: Pendidikan, Bahasa dan Sastra Vol 10 No 1*, ISSN 2443-3667, <https://scholar.google.com/citations?user=riF6C2sAAAAJ&hl=id>
- Ningsih. R dan Cahayu. 2023. Tindak Tutur Ekspresif dalam Film Ranah 3 Warna Karya A. *Jurnal Onama: Pendidikan, Bahasa dan Sastra Vol 9 No 1*, ISSN 2443-3667 <https://scholar.google.com/citations?user=riF6C2sAAAAJ&hl=id>
- Ningsih, R dan Maryati, Y. 2023. Tindak Tutur Ekspresif dalam Akun Tiktok @ Shabiraalula & Ayah. *Jurnal Ilmiah Pendidika Bahasa, Sastra Indonesia dan Daerah Vol 13 No 2*, e-ISSN 2549-2594 <https://scholar.google.com/citations?user=riF6C2sAAAAJ&hl=id>
- Rahardi, Kunjana. 2010. *Pragmatik Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Erlangga
- Raul. R. 2018. Interlocutor Differential Effects on The Expressive Language Skills of Spanish-Speaking English Learners. *International Journal Specch language pathology vol 18 No 2*, <https://www.tandfonline.com/doi/full/10.3109/17549507.2015.1081290?scroll=top&needAccess=true>
- Searle, John R. 1979. *Classification of Illocutionary Acts*. Cambridge: Cambridge University
- Tarigan, Hendry Guntur. 2015. *Pengajaran Pragmatik*. Bandung: Angkasa Bandung
- Wati, A.L & Maspaitella, M. 2022. Tindak Tutur Penjual dan Pembeli dalam Group Facebook Kobisnta Dagang. *Jurnal Arbitrer Vol 4 No 3* <http://doi.org/10.30598/arbitrer>