



## TABLE OF CONTENTS

<b>HALAMAN PENGESAHAN</b> .....	iii
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	iv
<b>ACKNOWLEDGMENT</b> .....	v
<b>ABSTRAK</b> .....	vi
<b>ABSTRACT</b> .....	vii
<b>TABLE OF CONTENTS</b> .....	viii
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>CHAPTER 1 INTRODUCTION</b> .....	1
1.1 Background of Study.....	1
1.2 Objectives of Study .....	3
1.3 Scope of Study .....	4
1.4 Significance of Study .....	4
1.5 Literature Review.....	6
<b>CHAPTER 2 RESEARCH METHOD</b> .....	9
2.1 Theoretical Framework .....	9
2.1.1 Theory of Speech Act by Searle (1979) .....	9
2.1.2 Illocutionary acts .....	10
2.1.3 Language Style .....	11
2.1.4 Rebranding Campaign .....	13
2.1.5 Instagram .....	14
2.2 Research Design.....	15
2.3 Method of Data Collection.....	16
2.4 Method of Data Analysis .....	17
<b>CHAPTER 3 FINDINGS AND DISCUSSION</b> .....	19
3.1 COLORBOX' Instagram content.....	19
3.2 Classification of Speech Act Portrayed on COLORBOX Instagram Post during <i>Never Just One Thing Campaign</i> .....	20
3.2.1 Directive .....	21
3.2.2 Representative/Assertive .....	33
3.2.3 Expressive.....	45
3.2.4 Commissive .....	51
3.3 Analysis of Speech Act Portrayed on COLORBOX Instagram Post during <i>Never Just One Thing Campaign</i> .....	53
3.4 Analysis of Language Style.....	55



<b>CHAPTER 4 CONCLUSION</b> .....	59
<b>REFERENCE</b> .....	61
<b>APPENDICES</b> .....	64



## LIST OF TABLES

Table 1. Speech Act Classification .....	20
Table 2. Directive.....	21
Table 3. Representative/Assertive .....	34
Table 4. Expressive .....	46
Table 5. Commissive .....	51
Table 6. Data sheet for speech act analysis of COLOROBOX Instagram posts .....	64



## LIST OF FIGURES

Figure 1. Homepage of COLORBOX Instagram account (@colorbox) .....	2
Figure 2. The Flow of the Research.....	16
Figure 3. Screenshot of spreadsheet table to collect the data .....	17
Figure 4. Instagram post caption on May 31, 2024 .....	22
Figure 5. Instagram post and caption on June 1, 2024.....	23
Figure 6. Written text on Instagram post on May 29, 2024.....	24
Figure 7. Written text on Instagram post video on June 12, 2024.....	25
Figure 8. Instagram post and comment on July 13, 2024 .....	26
Figure 9. Instagram post and comment on July 30, 2024 .....	27
Figure 10. Written text on Instagram post on June 24, 2024.....	28
Figure 11. Instagram post and comment on June 8, 2024 .....	29
Figure 12. Written text on Instagram post on May 29, 2024.....	30
Figure 13. Instagram post and comment on June 4, 2024 .....	31
Figure 14. Instagram post and caption on July 18, 2024 .....	32
Figure 15. Instagram post and caption on June 4, 2024.....	33
Figure 16. Instagram post and caption on June 2, 2024.....	35
Figure 17. Instagram post and caption on June 20, 2024.....	36
Figure 18. Instagram post and caption on June 10, 2024.....	37
Figure 19. Written text on Instagram post video on July 3, 2024.....	38
Figure 20. Instagram post and caption on June 2, 2024.....	39
Figure 21. Written text on an Instagram video on July 3, 2024.....	40
Figure 22. Instagram post and caption on June 19, 2024.....	41
Figure 23. Instagram post and caption on July 8, 2024 .....	42
Figure 24. Instagram post and caption on July 27, 2024 .....	43
Figure 25. Written text and utterances on Instagram video post on June 12, 2024.....	44
Figure 26. Written text and utterances on Instagram video post on June 12, 2024.....	45
Figure 27. Instagram post and caption on July 1, 2024 .....	46
Figure 28. Written text on an Instagram video post on July 3, 2024.....	47
Figure 29. Written text on an Instagram video post on June 20, 2024 .....	48
Figure 30. Instagram post and caption on July 8, 2024 .....	49
Figure 31. Written text on Instagram post on May 29, 2024.....	50
Figure 32. Instagram post and caption on July 8, 2024 .....	51
Figure 33. Instagram post and caption on June 18, 2024.....	52