

The Realization of Assertive and Directive Speech Acts in Apple's Instagram Captions

Nanda Alifia¹, Widhiyanto², Saeful Bahri³

Corresponding author Nanda: nandaalifia123@gmail.com

Universitas Negeri Semarang, Indonesia

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Abstract

This research aims to analyze assertive and directive speech acts in “Apple” official account captions on Instagram using Searle’s theory related to environmental topics, particularly those promoting nature. With the increasing role of social media in corporate communication, companies like Apple have leveraged platforms such as Instagram to engage with their audience and raise awareness of important environmental. By examining the language used in Apple's captions, this study aims to explore how the company employs various communication strategies to influence public attitudes and encourage positive behavior toward environmental sustainability. Through a descriptive qualitative approach, 56 speech acts from the 44 captions were analyzed. The most frequently used speech act by Apple’s captions on Instagram is assertive acts, which are used 50 times and they are asserting (38%), stating (28%), informing (22%), describing (8%), claiming and giving opinion (2%) then directive acts only 6 times. It is utilized to inform, motivate, and provoke thought among followers. From the whole result, this research highlights the role of social media in shaping consumer perceptions and fostering environmental responsibility. The findings provide valuable insights into the effectiveness of language as a tool for building trust and ongoing communication to drive environmental action

Keywords: *Instagram, pragmatic, speech act*

INTRODUCTION

The importance of directive and assertive speech acts in the posts on Instagram captions of the Apple official account lies in their role in shaping user engagement, communication strategies, and the overall effectiveness of the brand's online presence. Apple captions of nature influence emotions and reader’s beliefs which can have an impact on positive things. We must be able to interact with the general public both domestically and internationally due to the rapidly expanding quantity of human demands and the quick advancement of science and technology, Faridi and Seful (2016).

Assertive speech acts are critical for establishing credibility and conveying factual information. Through assertives, Apple can present key product features, updates, and company values in a clear, direct manner. For example, captions that assert the advanced capabilities of Apple products, such as “The new iPhone features the most powerful chip ever,” Apple communicates factual content that highlights the features and benefits of its products, reinforcing the brand's reputation for technological innovation (Robinson, 2020). These assertive inform the audience and position Apple as a leading tech authority, offering users factual content that aligns with their expectations and needs.

On the other hand, directive speech acts in Apple’s Instagram captions are essential for fostering user interaction and engagement. Directives, such as calls to action like “Join the conversation with #AppleEvent,” encourage followers to participate actively in the digital

community. These speech acts effectively guide user behavior, whether by driving traffic to Apple's website, increasing interaction with the post, or building a sense of belonging among followers, Lee (2020). Additionally, directives on Instagram can shape user behavior, urging followers to take actions that align with the brand's objectives, such as exploring new products or participating in promotional events. In sum both, assertive and directive speech acts are indispensable for Apple's ability to communicate effectively on Instagram, driving informative and interactive functions supporting the brand's digital communication strategy.

Posts on social media serve as powerful tools for communication, self-expression, and engagement in the digital landscape. They allow individuals, organizations, and brands to share thoughts, ideas, and content with a broad audience, often in real-time. A social media post typically consists of text, images, and videos, each contributing to the overall message. The captions accompanying these posts are pivotal in adding context, enhancing meaning, and encouraging interaction. Through posts, users can express personal opinions, promote events, share news, or participate in trending topics, making social media a dynamic space for informal and formal communication. According to Gonzalez (2020), Instagram posts are a form of "visual rhetoric." Images and text create a narrative, influence perceptions, and engage followers. Therefore, it is important to encourage engagement through direct interaction is critical for maintaining a strong digital presence and creating a meaningful connection with followers.

In addition, Apple's products are considered the most valuable brands people use worldwide. Many have considered Apple one of the world's most important brands. Apple is one component contributing to brand esteem, which includes a firmly controlled and successful conveyance channel (Hoang-tien, 2020). Apple uses the testimony from their user and uploads their masterpiece picture in the Instagram Post as the inspiration. In line with this, Hokky and Bernardo (2021) state that brand image positively affects how users trust the brand. Thus, this Apple-brand has become the most valuable product in the world, both for business and personal users. Driven by this phenomenon, the researcher is interested in examining Apple's posts pragmatically.

According to 21st-century educational trends, readers must be able to evaluate what they read, understand the author's goals, and judge whether the reading is accurate, Hidayat et al (2022). Considering the problems that have been discussed above, captions' posting often uses language that might be intentionally ambiguous, creative, or suggestive. This ambiguous, creative, or suggestive language leads the researcher to conduct the present research. Moreover, Apple's posts are known for their minimalistic and indirect approach, which makes it challenging to categorize statements strictly as assertive or directive. This leads the present research to determine how Apple's captions use such languages in its posts. Therefore, the gap of this study is focused only on assertive and directive acts that play an essential role in helping readers comprehend the text they have read and offering a more nuanced understanding of the brand's persuasive techniques in driving both user engagement and reinforcing the brand's identity. This research focused on Apple's captions on Instagram. The researcher wants to explain the hidden message from the caption, especially the assertive and directive speech act in the posts of Instagram captions of "Apple" 2024

METHODS

Research Design

The research method used in this study is qualitative, as the purpose is to describe aspects and uncover the messages found in Apple's captions. According to Creswell (2022), qualitative research explores and interprets human experiences, focusing on the meanings that individuals or groups ascribe to social phenomena. It seeks to understand a phenomenon by examining the total picture rather than breaking it down into variables. A purposive sampling strategy is employed to

select some captions from “Apple” official account on Instagram. The data collected through screenshots of Instagram ads published over the four months. The analysis used John Searle's Speech Act Theory to identify and categorise assertive statements that convey product information and directive statements that prompt consumer actions. Data combined textual, thematic, and frequency analysis to examine the use of assertive and directive speech acts in Apple's captions. Ethical considerations include respecting brands' intellectual property and maintaining transparency in reporting the analysis. The results aim to provide insights into the linguistic strategies used by advertisers on Instagram to engage and persuade their target audiences.

The subject of the Research

This research focused on the captions of “Apple” official account on Instagram, exploring how they influence readers' beliefs and actions after reading them. The researcher focused on captions, including taglines, call-to-action buttons, and hashtags. The research focuses on using assertive and directive speech acts in Apple's captions, analyzing how they perform specific actions like invoking awe and informing or encouraging the readers to reflect on nature conservation

Instrument of the Research

In this research, the researcher used documentation to collect the data. The researcher collected the data through screenshots, the caption, and identifying the words used in these captions. Afterward, the researcher rewrites the caption and describes the appraised types of illocutionary acts in “Apple” official account on Instagram captions. Then, the researcher analyzed the assertive and directive types. Therefore, the data answered the research problems. The test result is used to know the impact of Appel's posts.

Data Analysing Technique

In this section, the researcher presented the process of assessing the data through selecting, focusing, simplifying, and transforming the data. The data gathered from documents is vast and complex. Therefore, data analysis is essential to make the data transparent and manageable. To analyze the data, the researcher focused on assertive and directive speech acts in Apple's status updates on Instagram. Data not directly related to the research focused set aside. The research study examines Apple brand iPhone posts taken from Instagram post captions ‘APPLE’ official account at <https://www.instagram.com/apple/>. The data here consists of sentences from captions in 56 utterances from January 2023 to December 2024.

RESULTS

The rise of social media platforms, particularly Instagram, has transformed how people engage with environmental issues and nature-related discourse. Through visually compelling images and impactful captions, Instagram serves as a medium for information-sharing and advocacy. In this context, speech acts are crucial in shaping communication strategies, particularly through assertive and directive speech acts. Assertive speech acts convey factual statements, descriptions, or personal beliefs about nature. In contrast, directive speech acts as a call to action, encouraging audiences to participate in environmental efforts. This study examines how these speech acts are employed in Instagram captions about nature, focusing on their patterns, effectiveness, and audience engagement levels. By analyzing how users and organizations utilize these linguistic strategies, this research highlights the communicative power of Instagram in fostering environmental awareness and activism.

1. The Realization of Assertive Act in “Apple” of Nature Captions on Instagram

The table below answers the research question of the realization of assertive acts in the “Apple” official account on Instagram captions to the audience.

Table 1 Assertive Acts Result			
No	Types of Assertive Acts	Number	Percentage
1.	Describing	4	8%
2.	Stating	14	28%
3.	Asserting	19	38%
4.	Claiming	1	2%
5.	Informing	11	22%
6.	Opinion	1	2%
Total		50	100%

The data reveals that asserting is the most frequent type of assertive act, accounting for 38% of the total acts with 19 occurrences. This suggests that asserting is the dominant form of assertion in the context studied, indicating a preference for expressing statements or beliefs. Stating follows closely with 14 occurrences, representing 28% of the total assertive acts. This shows that individuals in the study tend to frequently make clear and direct statements, potentially to assert facts. Informing, with 11 occurrences or 22%, also plays a significant role, indicating that providing information is another common way individuals express assertiveness. Describing, which is 4 occurrences or 8%, refers to the act of explaining or giving details about something.

On the other hand, the least frequent assertive acts were claiming and opinion, each appearing only once, making up 2% of the total acts. This suggests that while providing opinions and claiming situations are important, they are less emphasized compared to more direct forms of assertiveness, like asserting and stating. Overall, the data shows that assertiveness is largely conveyed through clear, direct actions such as asserting, stating, informing, and claiming, with less emphasis placed on subjective descriptions or opinions.

Prove:

1) Describing

Datum 1



Image 1 Potted plants are growing amazingly

Source:

https://www.instagram.com/reel/DDfGSV4SHW7/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

The caption in the image above says, “It just looks like a pot of soil until a new shoot starts to sprout turning into a spectacular show. Isn’t nature just incredible?” [#ShotoniPhone](#) by Ana-Filipa D. [@checkmyplants](#)

Music: ‘Maman 67’ by [@mamamamoremio](#) (Line 1)

The IFID “*show*” indicates describing incredible plant growth. It describes a process that seems ordinary or unremarkable at first. Still, over time, a plant extraordinary or impressive begins to develop from what initially appeared to be ordinary. It can be interpreted as a metaphor for growth or potential hidden within the plant, not immediately visible at the outset.

2) Stating Datum 2



Image 2 Chameleons have extraordinary ability

Source:

https://www.instagram.com/p/DCPTH6AyMO2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

The utterance “If I had to choose, I’d say chameleons, in all shapes and sizes, are among my favorite reptiles.” #ShotoniPhone by Tyrone J. @robotfaced (Line 6)

The IFID “*choose*” indicates the writer chose chameleons rather than other reptiles in real life. This caption describes someone's fascination with chameleons, which are known for their extraordinary ability to change color and adapt to their surroundings. The statement shows that, despite there being many other types of reptiles, chameleons hold a special place in the speaker's heart due to their uniqueness and remarkable appeal.

3) Asserting Datum 3



Image 3 Nature is the source of peace

Source: [https://www.instagram.com/reel/C-](https://www.instagram.com/reel/C-S1RBNvc8g/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[S1RBNvc8g/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C-S1RBNvc8g/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

The utterance “Nature serves as more than just a backdrop; it’s a realm of profound emotional connection.” #ShotoniPhone by Olana L. @olanalight

Music: ‘Pasiphae’ by @febueder (Line 15)

The IFID “*serves*” to assert that nature can influence someone’s emotional feelings. This caption asserts that nature can deeply touch our emotions, more than just being a beautiful sight. Nature can be a source of peace, inspiration, and powerful self-reflection. The beauty of nature often evokes feelings, memories, or thoughts that connect us to the world, ourselves, and others in a deeply emotional and meaningful way.

Datum 4



Image 4 Perfect moment at the right time

Source:

https://www.instagram.com/reel/Cx5wvf6x1bC/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=

The utterance “My videos come alive when the right place meets the right time.” [#ShotoniPhone](#) by Daniel C. [@daniel_casson](#) (Line 32)

The IFID “*alive*” shows that the writer feels his videos have good results with good timing. This caption indicates the importance of the perfect situation or moment in video creation. The speaker wants to show that the best videos are not just about technique or planning but also about capturing the right moment in the right location, which makes the video more engaging and meaningful. It refers to how the elements within a video can complement each other to create an extraordinary result.

4) Claiming Datum 5



Image 5 Beauty of the underwater world

Source:

https://www.instagram.com/reel/DCpMerZSzMi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=

The utterance “Living in this pristine location, I am always inspired to share the unlimited beauty of the ocean wildlife.” [#ShotoniPhone](#) by Aleksandr J. [@aleksmutated](#)
Waterproof case used. (Line 3)

In the IFID “*beauty*”, the writer introduces others to the beautiful and fascinating ocean world. The caption shows the feelings of someone who lives in a place that is still natural and largely untouched by humans, offering an extraordinary view or experience of marine life. Living in this clean and preserved location motivates or inspires the person to share the limitless beauty of the underwater world, both in terms of biodiversity, marine ecosystems, and the natural wonders found there.

5) Informing Datum 6



Image 6 Mountain slopes of Mzaar Kfardebian in the morning

Source:

https://www.instagram.com/p/C8uZ4rExPmx/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

The utterance “Waking up at 4:00 a.m. with a group of friends, we decided to embark on an adventure to witness the mountain slopes and reach the top of the Mzaar Kfardebian mountain, 2,465 meters above sea level.” [#ShotoniPhone](#) by Michel F. [@michelfakhoury](#) (Line 17)

The IFID “*adventure*” shows information about their experience in exploring nature and enjoying the beauty of the mountainous landscape. This caption informs his exciting and enthusiastic experience of starting an adventure with friends. They woke up very early, precisely at 4:00 a.m., to begin their journey to the summit of Mount Mzaar Kfardebian, which is located 2,465 meters above sea level. Their goal was to witness the beautiful mountain slopes and reach the peak as an achievement in their adventure.

Datum 7



Image 7 Spider protects its eggs

Source:

https://www.instagram.com/reel/C1H_Ouov0OQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

The utterance “The heart orb weaver spider spends hours weaving silk to protect its eggs.” [#ShotoniPhone](#) by Javier

A. [@javier_aznar_photography](#) (Line 29).

6) Opinion Datum 8



Liked by tessichichi and others
apple "These migratory birds only visit India seasonally, so I think this is the best place to witness Delhi winters."
#ShotOniPhone by Gursimran B. @coffee.karma
Music: "Oolong" by @moonglyphrecords
February 28, 2023

Image 8 The place of winter in Delhi

Source:

https://www.instagram.com/reel/CpLIu8pkxM/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA

The utterance "These migratory birds only visit India seasonally, so I think this is the best place to witness Delhi winters." #ShotOniPhone by Gursimran B. @coffee.karma

Music: "Oolong" by @moonglyphrecords (Line 42)

The IFID "*think*" shows the writer thinks it is the best place to witness Delhi winters. This sentence explains that migratory birds only visit India during certain seasons, and the person feels that Delhi is the perfect place to enjoy the winter due to the presence of these birds, which may enhance the beauty and appeal of winter in Delhi. This phenomenon highlights the connection between seasons, bird migration, and the natural beauty that can be enjoyed at specific times in that location

2. The Realization of Directive Acts in "Apple" of Nature Captions on Instagram

The table below answers the research question of the realization of assertive acts in the "Apple" official account on Instagram captions to the audience.

Table 2 Directive Acts Result

No	Types of Directive Acts	Number	Percentage
1.	Commanding	3	50%
2.	Questioning	3	50%
Total		6	100%

The table above presents data on two types of directive acts, "Commanding" and "Questioning," along with their respective numbers and percentages. Both "Commanding" and "Questioning" appear to be equally represented, each with 3 occurrences, making up 50% of the total directive acts. The total number of directive acts observed is 6, with the overall percentage summing to 100%. This suggests that the directive acts in the observed context are evenly split between giving commands and asking questions.

The equal distribution of commanding and questioning acts indicates that both types of directives are of equal importance or prevalence in the observed data. This may reflect a balanced approach in communication, where both commanding and questioning are employed to achieve the intended goals, be it directing action or seeking information. This finding could suggest a context where clarity in instruction and the need for inquiry or clarification are equally prioritized.

Prove:

1) Commanding
Datum 1



Image 1 Beautiful surrounding us

Source:

https://www.instagram.com/p/C4a7JM8LMgO/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

The utterance “Slow down and look at the world around you.” [#ShotoniPhone](#) by Daria N. [@dariasaviour](#) (Line 23)

The IFID “*slow down*” shows the writer commands readers to do his suggestion. The caption commands someone to take a moment, pause from their busyness, and observe the surroundings more carefully. This message reminds us not to rush through life and to appreciate the small moments that are often overlooked. By taking the time to look at the world around us, we can better enjoy the beauty that exists, understand situations more clearly, and experience peace that is often neglected because we are too focused on goals or work.

Datum 2

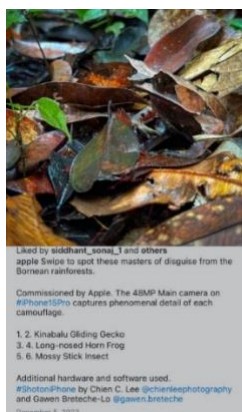


Image 2 Clever disguise animals in the forests of Kalimantan

Source:

https://www.instagram.com/p/C0cFXZPx2hU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

The utterance “Swipe to spot these masters of disguise from the Bornean rainforests.” Commissioned by Apple. The 48MP Main camera on [#iPhone15Pro](#) captures phenomenal detail of each camouflage.

1. 2. Kinabalu Gliding Gecko
3. 4. Long-nosed Horn Frog
5. 6. Mossy Stick Insect

Additional hardware and software used. [#ShotoniPhone](#) by Chien C. Lee [@chienleephoto](#) and Gaven Breteche-Lo [@gawen.breteche](#) (Line 30)

The IFID “*swipe*” shows that the writer commands the readers to swipe the photo to look at other animals. The caption means inviting people to scroll or view the next image to spot creatures that are highly skilled at camouflaging themselves in the Bornean rainforests. This message shows that there are animals or organisms with extraordinary camouflage abilities, making them hard to spot even in a dense, vegetated environment. The Bornean rainforest, with its rich biodiversity, provides the perfect habitat for these creatures to hide from predators or to hunt their prey.

2) Questioning

Datum 3



Image 3 Wonders of nature around us

Source:

https://www.instagram.com/reel/DDfGSV4SHW7/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

The utterance “Isn’t nature just incredible?” [#ShotoniPhone](#) by Ana-Filipa D. [@checkmyplants](#)
Music: ‘Maman 67’ by [@mamamamoremio](#) (Line 1)

The caption invites us to reflect on and admire the beauty and wonders of nature around us. The IFID “*isn’t*” expresses awe at the beauty, diversity, and complexity of nature, which we often take for granted, even though it is actually full of extraordinary wonders. Nature can create balanced ecosystems, unique living creatures, and amazing natural phenomena, all of which are interconnected and create harmony. By reflecting on this, we are reminded to appreciate and protect nature, which has given us so many wonders.

Datum 4



Image 4 Change of spring seasons

Source:

https://www.instagram.com/reel/CsJioZPvAN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

The utterance “Commissioned by Apple. Spring, is that you?” [#ShotoniPhone](#) by Tang L. [@lingling0026](#) (Line 36)

The IFID “*is*” also describes a sense of wonder when the change of seasons feels so suddenly apparent. The caption is an expression used to describe the feeling of surprise, awe, or confusion

when spring arrives. This phrase can reflect a sense of joy and hope, as spring is often associated with the rebirth of nature, blooming flowers, and warmer weather after a long winter. The question reflects someone's excitement as they feel the refreshing and lively change in the atmosphere as if spring is bringing new life and positive energy.

3. The Influence of Assertive and Directive Act in “Apple” of Nature Caption on Instagram

Based on the research, the researcher found the data on illocutionary categorized by Searle's theory, such as assertive and directive. This research found six types of assertive acts and 2 types of directive acts from nature captions of Apple's official account on Instagram. The data can be seen in the following:

No	Types of Illocutionary Acts	Number	Percentage
1.	Assertive	50	89,29%
2.	Directives	6	10,71%
	Total	56	100%

Table 3 shows that there are 56 utterances of Apple's official account captions on Instagram. The assertive shows the highest percentage, followed by directives. It occurs 50 times, or 89,29%. Then, directives, with 6 total occurrences, or 10,71%, follow it. Each of the classifications will be displayed in the discussion below.

DISCUSSION

The findings of this study examine speech acts in the “Apple” official account's captions on Instagram posts. It is valuable insight into the analysis of illocutionary acts employed and their alignment with the theories of Searle (1976). In analyzing the assertive and directive speech acts in these captions, this study aims to uncover the ways in which Apple employs persuasive communication to promote environmental consciousness and inspire action among its followers. The discussion will provide insights into the intersection of language, digital media, and corporate social responsibility, offering a deeper understanding of how social media can shape attitudes and behaviors toward sustainability.

1. The Realization of Assertive Act in “Apple” of Nature Captions on Instagram

The first analysis showed the realization of assertive acts in “Apple” official account of nature captions on Instagram. The result shows that the types of assertive acts, such as describing, stating, asserting, claiming, informing, and opening, each serve distinct functions within the captions. This discussion shows these assertive acts and their impact on communication effectiveness in Instagram captions.

The table shows “describing” the least prevalent assertive act, comprising only 8% of the data. Descriptions are typically used to create a vivid image or evoke sensory experiences in the audience. This research is also in line with the research done by Haryanti (2024). Captions about the “Apple” describe connecting the audience with nature, enhancing the visual appeal of the post. According to Austin (1962), descriptive acts help paint a picture for the audience, fostering emotional engagement. On Instagram, where visuals are central to the platform, descriptions allow followers to form a mental image of the conditions, reinforcing its natural beauty and appeal.

The table shows “stating” act makes up 28%, reflecting its role in conveying clear and factual information. Stating is an essential act in informative captions, providing the audience with

knowledge about the "Apple". Searle (1969) highlights that stating acts are focused on relaying objective information, making them particularly valuable in educational contexts. The prominence of stating in these captions suggests that Instagram users appreciate factual content.

The table shows the most frequent assertive act is asserting, which accounts for 38% of the types in the sample. Asserting involves the speaker presenting strong opinions or beliefs, typically intending to persuade or influence. In the case of the "Apple", captions could assert that the nature around us has vast beauty. Grice (1975) emphasizes asserting is central to communication, where speakers intend to highlight certain beliefs or convince others of their validity. This research is also in line with the research done by Dewi (2023). This high percentage reflects the persuasive nature of Instagram captions, where users often seek to convince others of the important information or benefits of the product.

The table shows "claiming" is the least frequent assertive act, appearing in only 2% of the captions. Claims are typically bold statements that may not always be supported by evidence, such as asserting that Apple's captions can show an area with unlimited beauty. According to Bach and Harnish (1979), claims are more contentious because they often require proof or justification. Claiming can also risk credibility if not substantiated, which they appear less frequently.

The table shows "informing" represents 22% of the assertive acts, signaling the importance of knowledge-sharing in captions about "Apple". Informing involves providing the audience with useful or important facts, such as the ecological impact of the environment or its historical significance. According to Searle (1969), informative speech acts are crucial in contexts where the speaker seeks to enhance the reader's understanding. This research is also in line with the research done by Basra and Thooyibah (2017). On Instagram, informing acts can serve educational and promotional purposes, helping position Apple's captions of nature as a loving environment.

The table shows that "opinions" are also an assertive act, accounting for 2%, indicating its relatively limited role in the captions. Opinions involve expressing personal views, preferences, or experiences. Hornsby (2008) notes that opinions are subjective and often help establish a personal connection with an audience. While opinions can help humanize content, they not always be as persuasive or informative as other assertive acts, which is reflected in their lower percentage in this sample.

In conclusion, the analysis of assertive acts in "Apple" official account on Instagram captions reveals that asserting is the dominant strategy, with stating and informing also playing significant roles. These assertive acts serve different purposes, ranging from persuasive efforts to providing information and fostering engagement. The varied use of assertive acts aligns with the goal of balancing entertainment, social, and persuasion, ensuring that Instagram posts are both appealing and informative

2. The Realization of Directive Act in "Apple" of Nature Captions on Instagram

The second analysis showed the realization of assertive acts in "Apple" official account's nature captions on Instagram. The result showed the types of directive acts in "Apple" official account on Instagram captions as commanding and questioning, each making up 50% of the total occurrences. Directive acts are speech acts where the speaker attempts to get the listener to do something. In this context, the captions aim to influence the audience's behaviour or thoughts regarding nature.

The table shows commanding type is one of the directive acts in these captions, comprising 50% of the total. Commanding involves the use of imperatives or instructions to encourage the audience to take specific actions. This research is also in line with the research done by Dwije (2024). In the case of Apple's captions command the audience to engage with nature in some way, such as by visiting certain locations, immortalizing the surrounding environment, or adopting more sustainable practices. According to Austin (1962), commanding is a direct way to urge an

individual to take action, and this directness is often effective on platforms like Instagram, where users are encouraged to take immediate steps, like taking pictures or visiting something.

Questioning (50%): The other half of the directive acts in these captions is questioning, which also comprises 50% of the sample. Questioning involves asking the audience to think critically or engage in reflection, often prompting them to consider their views or actions. For example, captions may ask, "Isn't nature just incredible?". The question encourages interaction and creates a space for conversation among followers. As noted by Searle (1969), questioning can be used to invite the listener to explore new ideas or engage in dialogue, fostering a deeper connection with the topic.

The balance between commanding and questioning in Instagram captions reflects the dual nature of social media communication. While commanding calls for immediate action, questioning seeks to generate thoughtful engagement. This combination allows the Apple's captions to be both persuasive and reflective. Grice (1975) highlights that effective communication often involves a mix of directness (as seen in commanding) and indirectness (as seen in questioning), ensuring that the message resonates with the audience.

The impact of both commanding and questioning directive acts in Instagram captions influences the audience in different ways. Commanding can lead to more concrete actions, such as photographing or visiting a specific location, while questioning can encourage the audience to think more deeply about their relationship with nature. This strategy, as Hornsby (2008) suggests, helps build a connection between the speaker and the audience, making the message more engaging and effective in influencing behavior, whether it's encouraging action or fostering reflection.

In conclusion, the balanced use of commanding and questioning in "Apple" official account on Instagram captions demonstrates an effective strategy for engaging the audience. Commanding prompts immediate actions, while questioning encourages deeper reflection, both of which contribute to the overall impact of the message in promoting awareness, concern, and engagement with nature.

3. The Influence Audience of Assertive and Directive Act in "Apple" of Nature Captions on Instagram

The third analysis in the audience affected by "Apple" official account of nature captions on Instagram. It indicates that assertive acts dominate the captions, comprising 89.29% of the total occurrences. Assertive acts in these captions typically provide factual information about environmental initiatives, such as immortalizing the natural conditions around us. Using Illocutionary Force Indicating Devices (IFID), these assertive statements serve to inform and establish Apple's brand credibility, conveying that the company is interested in the environment and inspiring the readers to see the beauty of nature.

The remaining 10.71% of the captions are directive acts, which are intended to encourage the audience to take specific actions, such as engaging with Apple's sustainability programs or exploring fabulous environments. These directives are often expressed in the form of imperative statements, such as "look at the world". By using these directives, Apple's captions motivates its audience to participate in their environmental initiatives, further enhancing the brand's commitment to involving consumers in the process of sustainability. Although fewer in number, these directive acts are crucial in fostering interaction and deepening the audience.

From a Critical Discourse Analysis (CDA) perspective, the predominance of assertive acts in "Apple" official account on Instagram captions reflects the brand's strategic approach to building reader's trust. CDA highlights how this use of assertive language helps shape the perception of the Apple, aligning with the wider social and cultural expectations. Therefore, assertive not just about conveying information but also about positioning Apple's brand as a leader in environmental activism, appealing to eco-conscious readers.

In conclusion, the influence of assertive and directive acts in “Apple” official account of nature captions on Instagram plays a crucial role in shaping both the perception and behaviour of the audience. Assertive acts foster trust and provide natural information about the world, while directive acts inspire immediate action and deeper engagement. By leveraging both types of acts, Apple successfully connects with its readers, driving emotional connections and tangible outcomes. This approach enhances Apple’s captions ability to create awareness of natural resources.

CONCLUSION

The study aimed to provide the result of the three problem statements on the effect of the realization of the assertive and directive act in “Apple” official account of nature captions on Instagram.

First, the majority of the illocutionary acts in these Instagram captions are assertive, comprising 89.29% of the total acts. Assertive speech acts are statements that describe the world or convey information with the intent to inform, state, or assert. The breakdown of assertive types includes describing (8%), stating (28%), asserting (38%), claiming (2%), informing (22%), and opinion (2%). This indicates that the primary goal of the captions is to inform and assert specific beliefs or facts about Apple’s captions, positioning it as a care, inspire and love the beauty of nature.

Second, directive acts, which are intended to get the reader to do something, comprise a smaller portion, accounting for 10.71% of the total illocutionary acts. These include commanding and questioning. Both types are equally represented, each comprising 50% of the directive acts. Commanding involves instructing the audience to engage in specific actions while questioning prompts them to reflect or consider particular ideas related to Apple’s captions of nature. The balance between these two directives indicates that Instagram captions aim to both encourage immediate action (through commanding) and stimulate thoughtful engagement (through questioning).

Third, the data suggests that assertive acts are primarily focused on providing information and reinforcing the significance of Apple’s captions. This approach helps establish Apple’s captions as an important element, such as stimulating reader emotions and building trust and awareness of the natural world. Meanwhile, directive acts influence audience behavior by motivating them to take action, such as supporting nature conservation or simply reflecting on their relationship with nature. This combination of assertive and directive acts creates a comprehensive communication strategy that both educates and encourages immediate interaction.

In conclusion, the assertive acts in “Apple” official account on Instagram captions are used predominantly to inform and assert facts, making up the majority of speech acts. The directive acts, while less frequent, play a critical role in encouraging action and promoting reflection.

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