

An Analysis of Representative and Directive Speech Acts in NIVEA's Advertising Discourse on Instagram

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ABSTRACT

Speech acts play a crucial role in advertisements as they serve to effectively convey messages aimed at persuading audiences to either make purchases or take specific actions related to the advertised products. This study focused on analysing the use of representative and directive speech acts in advertisements by NIVEA Indonesia on its official Instagram account, *@Nivea_id*, during the period from January to June 2024. The research employed a descriptive qualitative approach to analyse the data, applying Searle's (1979) speech act theory as the framework. The data comprised sentences found in Instagram captions that demonstrate representative and directive speech acts. The findings revealed that NIVEA utilizes both types of speech acts in promoting its products. Representative speech acts were employed to provide information, make assertions, and present claims, effectively describing the products and persuading readers to purchase and use them. Meanwhile, directive speech acts were utilized to encourage action, either directly or indirectly, through commands, suggestions, invitations, and advice, all aimed at motivating readers to buy and engage with the products.

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INTRODUCTION

In this digital era, various intriguing developments can be created digitally, including advertising. Advertisements serve as a medium for communication and the promotion of certain products to consumers, introducing an unusual phenomenon in language usage. Rudiawati and Fitria (2018) assert that advertisements encompass all non-personal presentations and drive the promotion of ideas, goods, or services by specific sponsors for compensation. Advertisers integrate the advertisements into consumer experiences to achieve their objectives and stimulate interest in their products. The language used in advertising possesses a powerful ability to capture the attention of potential consumers by employing elements such as slogans, emotive expressions, metaphors, and informal language (Prastio et al., 2021). Moreover, advertisements often rely on persuasive language to effectively achieve their intended goals. Advertisements manifest in different forms, with nearly all public products and services promoted through

both print and electronic media (Rudiawati & Fitria, 2018). One of them can be found in beauty and body care product advertisements that are currently found in social media, namely Instagram.

As stated by Carpenter et al. (2020), Instagram is a photo and video-sharing social networking platform launched in 2010. The users can access it through an application or a web interface with limited features and can edit their content using various filters. The platform includes features such as private messaging, hashtag tagging for searchable content, multi-image or video posts, and "stories" that remain visible for 24 hours. Instagram's highly visual nature distinguishes it from other social media platforms that rely more on text, making it one of most widely used social media platforms. As reported by Statista (2024), over 31% of Instagram's users are between 18 and 24 years old, and the platform hosts around two billion active users each month. With such a vast user base, Instagram serves as an effective medium for business to market their products. One well-known Indonesian brand, NIVEA, uses Instagram as a key channel to promote its products.

According to NIVEA (2024), the brand traces its origins back to 1890, when chemist Dr. Tropolowitz acquired a laboratory in Hamburg that specialized in dermat therapeutic treatments. In collaboration with Professor Unna, he developed the first water-in-oil emulsion in 1911. This led to the creation of NIVEA Crème, a groundbreaking product known for its innovative formula and distinctive packaging. Over time, NIVEA expanded its product range to include various skincare items such as deodorants, face creams, sunscreens, body lotions, lip balms, and men's grooming products. To promote these products, the company's advertising strategies have evolved to capture consumer interest through persuasive linguistic techniques. Advertisers create appealing product descriptions that highlight benefits and connect with consumers' desires and aspirations. This persuasive effect is achieved through the use of speech acts, which allow advertisers to inform, convince, and encourage potential customers to engage with the brand and its products.

Searle (1979) argues that speech acts represent an area of pragmatics that examines the use of words to perform actions and communicate information (Nurhidayah et al., 2024). The foundation of speech act theory was introduced by J.L. Austin in 1962 and further developed by Searle in 1975 (Juliwati, 2020). According to Austin (1962) three categories of speech acts: locutionary, illocutionary, and perlocutionary (Marlina & Saifullah, 2022). The term "locutionary act" refers to the act of producing an utterance, the "illocutionary act" concerns the intention or function behind the utterance, and the "perlocutionary act" focuses on the effect or response that the utterance generates in the listener. Furthermore, Searle (1979) classified illocutionary acts into five distinct types. They include representative, directive, commissive, expressive, and declarative functions (Marlina & Saifullah, 2022).

In conducting research, it requires a review of prior studies to determine the context of the investigation. Two studies on the issue examine advertising through the lens of speech act theory. The first study is by Sukarini (2022) titled "*Speech Acts in Written Advertisements*." Her research revealed that public service commercials employ three categories of speech acts in their clauses and sentences. She emphasized how advertising media utilizes various word classes, such as nouns, verbs, and adjectives, to effectively engage viewers, listeners, and readers in promoting public awareness of environmental cleanliness. The next research study conducted by Rudiawati and Fitria (2018) is entitled "*Speech Act in Indonesia's Shampoo Advertisement*." The findings indicated that shampoo products in Indonesia aim to promote their offerings by

employing declarative statements to assert their efficacy in delivering optimal results for customers, such as shinier, softer, or stronger hair. Instagram, as a social media platform, combines textual and visual elements, creating a multimodal form of persuasion that differs from conventional advertising discourse. Moreover, this research narrows its focus to examine how representative and directive speech acts are pragmatically realized within this digital context. This specific focus introduces a new dimension to the field of speech act analysis by addressing the intersection of pragmatics and digital discourse, showing how advertisers strategically adapt linguistic choices to engage audiences in a visually driven, interactive online environment.

Unlike previous studies, this research aims to analyse the use of different strategies of representative and directive speech acts in Nivea's Instagram advertisements from January to June 2024. Due to the limitation of time, the research only focuses on the two types of speech acts, namely representative and directive speech acts. A representative speech act conveys descriptions of the promoted products, whereas a directive speech act attempts to encourage the reader to take action upon the advertisement. The analysis of representative and directive speech acts in NIVEA advertisements aims to provide valuable insights for students studying illocutionary speech acts, particularly in the context of advertising. The language user can comprehend the application of representative and directive speech acts, as well as the reader's interpretation in everyday conversation. Previous studies have not specifically examined how representative and directive strategies are employed in such multimodal online advertising discourse. By exploring how these two speech acts operate within NIVEA's social media marketing, this study fills a gap in the literature by extending the application of speech act theory to digital beauty advertising.

THEORY AND METHOD

Pragmatics

Language serves as a crucial medium of communication within society, enabling individuals to exchange ideas, express emotions, and convey intentions. As a branch of linguistics, pragmatics explore the principles that govern how language is used in real communicative contexts, emphasizing its effectiveness and appropriateness in interactions. According to Manik et al. (2022), pragmatics focuses on how meaning is influenced by context and situational factors, while Van Thao et al. (2021) highlight that a listener's understanding of an utterance is shaped by shared background knowledge between the speaker and the listener. The words and expressions people choose in conversation are therefore closely tied to the specific context in which communication occurs. In line with Yule (1996), pragmatics studies how meaning extends beyond the literal interpretation of words, emphasizing the role of context in shaping understanding. One significant framework within pragmatics that captures this relationship between language and action is speech act theory, which examines how utterances function as actions in communication.

Speech Acts

According to Sukarini (2022), speech act theory emphasizes the actions performed through utterances rather than utterances themselves, focusing on how speakers use language to prompt responses and how listeners interpret and act upon those utterances.

Engaging in a language involves the execution of various speech acts, including the formulation of statements, the issuance of commands, the posing of questions, and the establishment of promises. As defined by Khadri et al. (2022), a speech act is essentially an utterance that functions as an action, assessed by its purpose or its impact on the listener.

According to Van Thao et al. (2021), Yule (1996) identified three key concepts within the framework of speech act theory, which are locutionary acts, illocutionary acts, and perlocutionary acts. The locutionary act deals with the literal production of an utterance, including aspects of grammar, phonetics, and phonology. The illocutionary act refers to the performance of an action with a specific communicative intention, such as requesting, asserting, or warning. Lastly, the perlocutionary act deals with the effect that an utterance has on the listener, such as persuading, frightening, or inspiring them. Furthermore, Searle (1979) established this framework by classifying illocutionary acts into five distinct types, providing a more systematic understanding of how language functions as a form of actions within communication (Leech, 1983).

- 1) **Representatives** are speech acts that convey the speakers' beliefs regarding the truthfulness of a statement. According to Jawad and Nouredine (2024), representative speech acts are generally associated with expressing the truth of a given proposition. They involve actions such as asserting, reporting, conducting, and serve to describe aspects of reality that align with the speaker's beliefs or worldview.

For example: *"The sky is blue."*

- 2) **Directives** are types of speech acts employed by the speaker to convince someone to take action, including commands, orders, invitations, advice, requests, begging, and suggestions (Pebrianto et al., 2018). Performing a directive speech act means that the speakers intend for the hearer to take actions in accordance with the speakers' wishes.

For example: *"Leave me alone!"*

- 3) **Commissives** are speech acts in which the speaker commits to perform in the future action (Van Thao et al., 2021). This covers offering, promising, swearing, threatening, and vowing.

For example: *"I will help you later."*

- 4) **Expressives** are a category of speech acts that convey emotions such as pleasure, pain, preferences, joy, or sorrow. This serves to convey the speaker's emotions. Expressive language varies in propositional content, encompassing acts such as thanking, apologising, and welcoming (Rudiawati & Fitria, 2018).

For example: *"Thank you for coming!"*

- 5) **Declaratives** represent a category of speech acts that brings about change in the world through utterance, leading to the conclusion that the speaker possesses the authority to alter the reality of another's existence (Rudiawati & Fitria, 2018). This encompasses the processes of naming, sentencing, and appointing.

For example: *"I pronounce you husband and wife!"* (Performed by a priest).

Method

This research applied the descriptive qualitative method. Anggraini (2020) defines a descriptive qualitative method as one that explains data or objects in a natural, objective, and factual manner (Marlina & Saifullah, 2022). This research used the theory of Searle's speech acts, which focused on the representative speech acts and the directive speech acts. The study used the captions from Nivea's Indonesian account, @Nivea_id, from January to June 2024 as its data source. The data was in the form of sentences as used in the captions.

The term “*speaker*” in this study referred to the administrator of the @Nivea_id account, while the “*audience*” or “*reader*” consisted of customers engaging with NIVEA advertisements.

Data collection and analysis involved multiple processes. The researcher selected postings from January 2024 to June 2024 that conveyed representative and directive speech acts. The writer captured screenshots of the captions and the associated pictures to assess the relevance between the text and the visual content. The writer transcribed the caption in order to help analyze the data. The data was then analysed and described through Searle's theory of speech acts. The writer then formulated a conclusion based on the findings and discussion.

RESULTS AND DISCUSSION

Table 1 presents the distribution of strategies used in representative and directive speech acts found in the data. The table illustrates the frequency of each strategy, including information, assertion, and claim for representative speech acts, as well as command, suggestion, invitation, and advice for directive speech acts, with a total of 60 occurrences.

Table 1. Strategies of Representative and Directive Speech Acts

Type of Speech Acts	Strategies	Number
Representative	Information	5
	Assertion	6
	Claim	19
Directive	Command	3
	Suggestion	15
	Invitation	7
	Advice	5
Total		60

Representative

A representative speech act is a type of speech act that conveys the speaker's belief regarding the truth or inaccuracy of a statement. Ulfah et al. (2024) state that representative speech acts are those that commit the speaker to the truth of what is being said. Each utterance addressed to a listener or a reader brings a specific meaning and intention. It reflects the speaker's responsibility for the accuracy or truthfulness of their statement. The findings of this research indicate that NIVEA's Instagram advertisements employ representative speech acts through the use of informative statements, assertions, and claims. All of them aim to describe product qualities and reinforce the brand's credibility.

a. Information

The act of informing is encompassed within the representative theory, as its objective is to bind the speaker to a particular assertion or the veracity of the stated proposition. This speech act serves to convey information to the readers. Providing information means transferring knowledge about a subject to another individual (Sarah, 2015). The information provided lacks any form of personal opinion or assertion, concentrating solely on delivering factual content or descriptions regarding a subject. The following examples illustrate the types of representative speech acts identified in the data.

Data 1: *Selain bisa meningkatkan daya tahan tubuh, ternyata Vitamin C berperan penting untuk kesehatan kulit kita, lho. Oleh karena itu, NIVEA*

menghadirkan NIVEA Super 10 Body Serum, yang diperkaya vitamin C untuk kesehatan dan kecantikan kulitmu.

Translation: In addition to boosting immunity, Vitamin C also plays an important role in our skin's health. That's why NIVEA presents the NIVEA Super 10 Body Serum, enriched with Vitamin C for your skin's health and beauty.

Information that is associated with the product that is being advertised, which is a body serum, is displayed in the data provided above. The purpose of this caption is to educate readers about the advantages of vitamin C, which are beneficial to both the skin and the body when it comes to health. The sentence "*Vitamin C berperan penting untuk kesehatan kulit*" provides the reader with general knowledge about Vitamin C and its benefits. Nivea uses this statement to convince the readers that their company offers a vitamin C-rich product that will aid in preserving the health and beauty of their skin. The primary goal of this information is to educate readers about vitamin C and to promote their product by asserting that it includes vitamin C as an ingredient. This particular subtype of representative speech acts provides indirect support for the promotion of their product, which is accomplished through the education of various consumers.

Data 2: *Sekarang udah tau kan manfaat dari masing-masing NIVEA Brightening Deo Hijab! Ditambah 0% Alcohol and melindungi bau badan hingga 48 jam, jadi gak bau sama sekali deh!*

Translation: Now you know the benefits of each NIVEA Brightening Deo Hijab! Plus, it contains 0% alcohol and protects against body odour for up to 48 hours, so no smell at all!

The representative speech act includes the data above in the information subcategory because it provides details about the advantages of the NIVEA Brightening Deo Hijab product. The caption offers details specifically regarding the product, which is entirely alcohol-free. The product is suitable for those with sensitive skin and provides protection against body odour for up to 48 hours. NIVEA aims to inform consumers about the excellence of their product, which is not only effective but also safe to use, free from concerns like irritation from alcohol or inadequate protection duration. The caption effectively conveys information that emphasizes the facts and claims surrounding the product. In addition to promoting their product, this also serves to uphold customer trust in NIVEA's offerings.

Data 3: *Kulit cerah dalam 2 minggu dengan NIVEA Extra Bright 8 Super Foods Body Lotion! Teksturnya nyaman dan mudah meresap di kulit, jadi nggak bikin malas pakai body lotion deh!*

Translation: Brighter skin in 2 weeks with NIVEA Extra Bright 8 Super Foods Body Lotion! Its texture is comfortable and absorbs easily into the skin, so you won't feel lazy about using body lotion!

The caption is classified as an informational representative speech act because it provides information on the product's benefits and excellence, namely NIVEA Bright 8 Super Foods Body Lotion. The descriptions suggest that the solution can help consumers achieve brighter skin in just two weeks. Specific information is utilized to attract customers. The description of the texture, which is comfortable and easy to absorb,

contributes to a more pleasant experience. This is done to help consumers overcome psychological barriers, such as a lack of motivation to use body lotion. The relationship between the claim of having brighter skin in two weeks and the lotion's soothing feel is done on purpose to meet the needs of consumers who desire quick and practical results.

b. Assertion

An assertion is employed to declare facts or provide statements regarded as true. It is more definitive than information. The assertion employs affirmative language, including terms like "proven," "has been confirmed," and "specifically formulated," to persuade the audience. According to Simon and Dejica-Cartis (2015), assertions are statements or claims that are positive about the world, service, product, or other facts. Below are instances of assertion-type representative speech acts identified in the data.

Data 4: *Formula NIVEA Care & Protect 8 Super Foods Body Serum diperkaya dengan 95% Purity Vitamin C untuk cerahkan kulitmu, serta SPF 15 untuk melindungi kulit dari paparan sinar matahari.*

Translation: The formula of NIVEA Care & Protect 8 Super Foods Body Serum is enriched with 95% Pure Vitamin C to brighten your skin and SPF 15 to protect it from sun exposure.

The data above shows that the description of this product, which is NIVEA Care & Protect 8 Super Foods Body Serum, contains a specific ingredient, Vitamin C, with a purity of 95%. The SPF in this lotion also protects the skin from sun exposure, which is why the claim is specific to UV protection. The company's remark regarding a precise number of Vitamin C and SPF indicates that they are attempting to increase consumers' reliability and confidence in their product. As part of the assertion type, this line implies that the advertiser is making a true and verifiable claim or statement, thereby supporting a fact-based promotional strategy.

Data 5: *NIVEA 5in1 Sensitive Skin Protection telah mendapatkan persetujuan dan rekomendasi langsung dari dokter anak, memberikan keastian untuk perlindungan yang optimal.*

Translation: NIVEA 5in1 Sensitive Skin Protection has been approved and directly recommended by paediatricians, ensuring optimal protection.

The caption conveys a persuasive message about the product, specifically the NIVEA 5in1 Sensitive Skin Protection. The statement "*telah mendapatkan persetujuan dan rekomendasi langsung dari dokter anak*" explicitly asserts that a paediatrician has approved the product, thereby endowing it with authority and legitimacy. The phrase "*memberikan kepastian untuk perlindungan yang optimal*" emphasizes that this product not only provides comfort but also effectively ensures maximum protection. This is intended to persuade readers that purchasing the product signifies acquiring a reliable and high-quality item. The company intentionally implements this method to maintain consumer confidence, citing the product's approval from health authorities. This statement falls under the category of representative speech acts as it communicates factual assertions intended to furnish accurate information and persuade consumers regarding the product's quality and safety through authoritative approval.

Data 6: *NIVEA Pearl Bright MicellaAIR ini diformulasikan untuk semua jenis kulit, aman buat kulit sensitive dan tidak membuat iritasi.*

Translation: NIVEA Pearl Bright MicellaAIR is formulated for all skin types, safe for sensitive skin, and does not cause irritation.

This sentence is classified as an assertion within the category of representational speech acts, as it presents a statement containing a factual claim regarding NIVEA Pearl Bright MicellaAir. The objective is to persuade the audience regarding the advantages and safety of the product. The statement "*diformulasikan untuk semua jenis kulit*" asserts that the product is appropriate for all skin types, including normal, dry, oily, and combined skin. Furthermore, the assertion "*aman buat kulit sensitive dan tidak membuat iritasi*" offers additional information regarding the advantages of this product, particularly for individuals with sensitive skin. By highlighting that the product is suitable for sensitive skin and does not cause irritation, it accentuates the element of safety, a primary concern for consumers. This claim, categorized as an assertion type, offers information that can be empirically investigated or validated, such as through consumer evaluations or dermatological assessments. This underpins a marketing strategy that prioritizes product safety and adaptability.

c. Claim

A claim is a representative speaking act that conveys the benefits, effects, or quality of a product. It comprises the advantages or outcomes derived from utilizing the product. The wording employed serves to entice buyers. This category typically offers a guarantee that may require additional verification. The following examples illustrate the type of claim associated with representative speech acts found in the data.

Data 7: *Selain bisa menghapus makeup waterproof, NIVEA Rose Care Micellar with Oil juga jaga kulit kamu tetap lembab dan lembut!*

Translation: In addition to removing waterproof makeup, NIVEA Rose Care Micellar with Oil also keeps your skin moisturized and soft!

This statement asserts the effectiveness of the NIVEA Rose Care Micellar Water and Oil. The remark "*selain bisa menghapus makeup waterproof juga jaga kulit tetap lembab dan lembut*" implies that this product can remove makeup even if it is difficult to remove. This is related to the needs of the customers. Furthermore, this statement adds value to the product by indicating that, in addition to removing makeup, it can provide skin care benefits such as retaining skin moisture and softness. This demonstrates that the product provides a full treatment, acting not just as a cleanser but also as a skin moisturizer. This promise is intended to attract customers who require a multi-functional product, which is an effective cleanser that also cares for their skin. By emphasizing two benefits in one product, this claim increases the product's market attractiveness. This sentence falls under the claim category of representative speech acts since it expresses specific functional claims and the product's added value.

Data 8: *Bye wajah kusam! Kan ada NIVEA Sparkling Bright Facial Foam, yang aktif membersihkan kulit secara menyeluruh dari kotoran dan polusi.*

Translation: Say goodbye to dull skin! With NIVEA Sparkling Bright Facial Foam, it actively cleanses your skin thoroughly from dirt and pollution.

This line also falls under the claim category of representative speech acts since it makes a claim about the benefits of NIVEA Sparkling Bright Facial Foam. The statement "*aktif membersihkan kulit secara menyeluruh dari kotoran dan polusi*" stresses the

product's primary purpose as an excellent cleanser for the face. This demonstrates that the solution is designed particularly to remove things that cause the face look dull, such as dirt and pollution. Furthermore, the words "*bye wajah kusam*" identify the product as a specific answer to the dull face problem. This is a convincing claim made in an informal tone to capture the customer's attention. This claim is designed to highlight the product's efficiency in cleaning the skin while also promising an improvement in skin look. It is intended to encourage consumers to try the product.

Data 9: *Makin pede aktivitas seharian karena udah pakai NIVEA Deo Vitamin Lotion Hijab Fresh dong.*

Translation: Feel more confident throughout the day after using NIVEA Deo Vitamin Lotion Hijab Fresh!

This sentence concludes with the typical claim type. It makes a claim about the products that can affect and persuade customers. The claim "*makin pede aktivitas seharian*" demonstrates the psychological benefits of utilizing the product, which include increased self-confidence during daily tasks. It is followed by "*udah pakai NIVEA Deo Vitamin Lotion Hijab Fresh,*" which underlines the confidence gained from using the product and demonstrates the function of the deodorant lotion to provide freshness. The product is thought to help keep the body refreshed throughout the day. This claim seeks to associate the product with the benefits that consumers seek, namely confidence in conducting everyday activities, particularly for those who wear the hijab and may require a deodorant that is expressly created for their needs. Using familiar terms like "*dong,*" this statement presents itself as calm and accessible, thereby capturing the consumer's attention. This statement uses a comfortable and appropriate language style to encourage consumers, particularly hijab users, to try NIVEA Deo Vitamin Lotion Hijab Fresh as a solution to their everyday demands.

Directive

A directive speech act is a speech that demands the interlocutor to perform a specific action. As noted by Wulansari and Suhartini (2015), each directive can serve distinct purposes and functions; the same directive may convey different meanings, while a single function can be expressed through various linguistic forms. Directives cover command, suggestion, invitation, and advice, and they may be followed or disobeyed. A more detailed explanation of the findings for each strategy is provided in the following.

a. Command

A command is the utterance that conveys the speaker's desire for the hearer to behave in a manner that the speaker desires, as defined by Wulansari and Suhartini (2015). It instructs the listener to act in a firm manner. It necessitates immediate action and employs direct and authoritative language. The following includes the examples of directive speech acts, which fall under the command type.

Data 10: *Tap link di bio untuk beli produknya di Official Store NIVEA sekarang juga!*

Translation: Tap the link in the bio to purchase the product from NIVEA's Official Store now!

The primary phrase "*tap link di bio untuk beli produknya*" is written in the form of a direct command, using the imperative verb "*tap*" to persuade the audience to click on the

link right away. The extra phrase of *"di Official Store NIVEA sekarang juga"* emphasizes the urgency of the action by including the time element *"sekarang juga!"*, making the action feel urgent and essential to complete right away. There is no other option except performing the action, demonstrating direct control over the requested activity. This sentence is obviously categorized as a command directive speech act since it contains unambiguous, non-optional directions.

Data 11: *Kamu harus coba NIVEA Deo Hijab Active sekarang! Karena bikin ketiak kamu tetap kering, cerah dan ternutrisi. Ini karena adanya 99% Antibac yang melindungi dari keringat dan bau badan.*

Translation: You must try NIVEA Deo Hijab Active now! It keeps your underarms dry, bright, and nourished thanks to 99% Antibac, which protects against sweat and body odor.

In this caption, the main clause, *"kamu harus coba NIVEA Deo Hijab Active sekarang!"* uses the statement with a strong modality, "must," which gives the impression of obligation or command. Although it targets the audience more personally ("you"), the main essence is still directing action. The next part, *"Karena bikin ketiak kamu tetap kering, cerah dan ternutrisi"* and *"Ini karena adanya 99% Antibac..."* provide logical reasons to strengthen the command but do not reduce the commanding nature of the initial sentence. The word *"sekarang"* adds a time element, encouraging the reader to act immediately. This sentence is also classified as a command type of directive speech act because it provides explicit directions, accompanied by an emphasis on obligation through the modality *"harus,"* with the aim of encouraging immediate action.

b. Suggestion

Simon and Dejica-Cartis (2014) define Suggestions are statements or arguments made indirectly. It offers recommendations or suggestions to the audience about the most effective actions to take. It offers direction without forcing action. The following are examples of suggestion type of directive speech acts found in the data.

Data 12: *Nggak usah ragu lagi, untuk dapatkan kulit #CerahTanpaCelah, pilih yang mengandung Vitamin C murni seperti NIVEA Care & Protect 8 Super Foods Body Serum!*

Translation: Don't hesitate anymore, to get #FlawlessBrightSkin, choose products containing pure Vitamin C like NIVEA Care & Protect 8 Super Foods Body Serum!

It is clear that this sentence tells the reader to select and use a certain product, so it is a directive speech act in the form of an offer. NIVEA Care & Protect 8 Super Foods Body Serum is the product that was talked about. People are told straight away to choose the items that are advertised as the way to get clear skin. The phrase *"nggak usah ragu lagi"* makes the reader feel better and takes away any questions or worries they might have about bought the product. This cheerful tone makes the advice stronger and more believable. For example, claims like *"untuk dapatkan kulit #CerahTanpaCelah"* show that the product meets the wants of the reader. The advice is not only about the action (choosing the product), but also about the result (bright skin). This sentence encourages the reader to choose the product by talking about its benefits and ingredients (pure Vitamin C). It does this without giving a straight order like *"use it now."* The goal of these ideas is to have a positive, non-pushy effect on the reader.

Data 13:

Save aja dulu, biar your future self gak susah kalau mau cari micellar water yang bisa 100% angkat makeup waterproof, serta melembabkan dan merawat kulitmu!

Translation:

Just save it now, so your future self won't struggle when looking for micellar water that can remove 100% waterproof makeup while moisturizing and caring for your skin!

This sentence aims to promote the NIVEA Rose Care Micellar Water with Organic Rose Water. It is a type of suggestion-based directive speech. This is because it provides instructions to the audience on what actions to take. It sounds more like a suggestion than an order when someone says "save aja dulu," which means "please save the posting." This makes the viewers feel motivated without being under as much stress. "Biar your future self gak susah" adds to the idea by giving a practical reason, which is to help the reader save time and effort when they need to look for products in the future. This helps the viewers in a direct way. Giving reasons like "gak susah kalau mau cari micellar water" helps the audience understand why the action being suggested is useful and important to them. This is a very important part of advice in directive speech acts. "100% angkat makeup waterproof" and "serta melembabkan dan merawat kulitmu!" are just a few of the benefits that make this product worth looking into. This information provides evidence to support the advice, thereby strengthening its effectiveness. Therefore, the caption serves as a subtle call to action, encouraging people to bookmark the product's information for future reference. This makes the product more appealing by promoting it in a helpful way.

c. Invitation

Invitations are distinguished by their social and frequently polite nature, as they seek to elicit a sense of willingness or desire in the hearer to participate in an activity, event, or occasion. It is not required and is typically left to the reader's decision. The data contained the examples of invitation-type directive speech acts.

Data 14:

Yuk pakai NIVEA Deo Hijab Active sekarang untuk tetap wangi seharian!

Translation:

Let's use NIVEA Deo Hijab Active now to stay fresh and fragrant all day!

This caption created by NIVEA encourages the audience or reader to take a specific action, which is to use their product. The term "yuk" serves as a warm invitation, encouraging the audience to experience or utilize the product, specifically NIVEA Deo Hijab Active. This invitation aims to inspire the audience to feel positively motivated to take action. In contrast to direct commands, these sentences emphasize a more inviting approach by highlighting the benefits provided, such as "tetap wangi seharian". This sentence serves as an invitation, employing a directive speech act that encourages the audience to engage with a particular product in a polite, friendly, and captivating manner. This strategy is effective for promotion as it creates a personal and inviting impression rather than a commanding one, making the audience prone to accept the invitation.

Data 15:

Yuk pelajari lagi isi kandungan dari NIVEA MicellAIR yang bisa #CleanAtTheFirstSwipe. Karena kulit yang benar-benar bersih itu kulit yang lembab dan bisa bernafas.

Translation:

Let's dive deeper into the ingredients of NIVEA MicellAIR, which offers #CleanAtTheFirstSwipe. Truly clean skin is moisturized skin that can breathe.

This sentence falls under the category of invitational directive speech in the context of advertising. The word "Yuk" serves as a friendly invitation, encouraging people to take action, such as reading about the ingredients of the NIVEA MicellAIR product. In an indirect way, this sentence makes people want to learn more about the products. The educational parts of the sentence also aim to capture people's attention by encouraging them to learn something. This sentence makes people more interested in and curious about the NIVEA MicellAIR product. The invitation to "learn more" implicitly leads the audience to believe that this product has benefits worth knowing. The statement, "*kulit yang benar-benar bersih itu kulit yang lembab dan bisa bernafas,*" gives an idea of the ideal result, strengthening the reason to study the product. This sentence, part of the advertisement, employs both an educational and a promotional approach. In order to get people emotionally involved, they are asked to think about the product's ingredients and the desire for clear, healthy skin.

d. Advice

Advice refers to an opinion or recommendation offered to someone about what they ought to do in a specific situation (Wulansari & Suhartini, 2015). It positions the speaker as a credible authority, and the impact of the advice is dependent upon the degree of the audience's trust in the speaker. This is grounded in the speaker's factual experiences or genuine concern for the audience. The following are examples of advice type of directive speech acts found in the data.

Data 16: *Salah satu manfaat kamu rajin pakai sunscreen setiap hari yaitu kulit lebih awet muda. Jadi, mulai hari ini jangan skip pakai sunscreen ya!*

Translation: One of the benefits of wearing sunscreen daily is youthful skin. So, starting today, don't skip applying sunscreen!

This caption promotes NIVEA Sunscreen Serum Oil Control and NIVEA Sunscreen Serum Aura. The sentences in this caption exemplify the advice speech act, since they aim to provide advice that can impact the audience by outlining the potential benefits they may receive. The phrase "*rajin memakai sunscreen setiap hari*" emphasizes the advantageous effect of the product in promoting more youthful skin. This advice is provided with regard to the audience's dermatological well-being. The statement "*mulai hari ini jangan skip pakai sunscreen ya!*" conveys a friendly, persuasive tone, employing motivational aspects without appearing authoritative. This phrase emphasizes the recommendation for the audience to implement it without delay. This line employs informal expressions such as "*ya*" at its end to create a pleasant and friendly tone, so making the idea more appealing to the audience. This advice not only offers practical advantages but also promotes NIVEA Sunscreen Serum Oil Control and NIVEA Sunscreen Serum Aura as effective ways for audiences to implement the advice.

Data 17: *Ketek hitam emang bikin nggak pede. Makanya jangan salah pilih deodoran ya, girls!*

Translation: Dark armpits can really lower your confidence. That's why you shouldn't choose the wrong deodorant, girls!

This is considered the type of directive speech act in the form of advice. This is because the sentence aims to advise the audience, particularly women, who are referred to as "girls," not to choose the wrong deodorant. This advice comes from a problem that a lot of people have: having dark armpits that make you feel uncomfortable. The problem of

"*ketek hitam emang bikini nggak pede*" is used as an introduction to show how important it is to choose the right deodorant. This makes it important and urgent to follow the information given. Using words like "*emang bikin gak pede*" and "girls" gives off a casual, informal, and familiar vibe that makes people feel safe taking the advice. When used in promoting, this tone works really well, especially with young audiences. This sentence does not include the name of the product directly, but it is clear that it is telling people to pick the right deodorant, which is probably the marketed one (NIVEA Deodorant Pearl & Beauty). This advice is made without being pushy, but it is strong enough to make people do what it says.

CONCLUSION

This study analyzed sixty advertisements obtained from the official Instagram account of NIVEA Indonesia to identify how representative and directive speech acts are employed in digital advertising. Applying Searle's (1979) framework, the findings reveal that NIVEA strategically integrates both types of speech acts to enhance the persuasive appeal of its promotional messages. The representative speech acts are primarily used to build credibility and trust by providing factual descriptions of the products, such as their functions, benefits, and ingredients. Through strategies like information giving, assertion, and claims, these utterances aim to assure audiences of the product's quality and effectiveness. Therefore, these utterances influence their attitudes toward the brand.

In contrast, directive speech acts function to stimulate consumer action, encouraging audiences to purchase, try, or engage with the advertised products. These are expressed through commands, suggestions, invitations, and advice. Each varies in the degree of directness and politeness used to persuade the audience. By combining both representative and directive strategies, NIVEA's advertisements demonstrate how pragmatic choices in language contribute to successful marketing communication on social media.

Overall, this research, extends previous studies on speech acts in advertising by focusing on Instagram's multimodal discourse, where visual and textual elements interact to shape meaning and persuasion. The analysis deepens the understanding of how linguistic strategies can influence consumer behaviour and enhance the overall effectiveness of advertisements in digital marketing contexts.

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