

VOLUME 1


Issue 2, November 2024

SARCASM, CRITICISM, AND SOCIAL COMMENTARY: A SPEECH ACT ANALYSIS OF TAHILALATS DIGITAL COMICS

Wina Riski Rahmatika

Universitas Alkahiraat Palu, Indonesia

Article || Published: 30/11/2024

 10.58989/appling.v1i2.24
winariskirahmatika1907@gmail.com

How to cite || Rahmatika, W. R. (2024). Sarcasm, Criticism, and Social Commentary: A Speech Act Analysis of Tahilalats Digital Comics. *Applied Linguistics: Innovative Approaches and Emerging Trends*. 1(2), 155–174.
<https://doi.org/10.58989/appling.v1i2.24>

Text || © Author – License: Creative Commons Attribution 4.0 International



e-ISSN: 3047-549X

Abstract || This study examines expressive illocutionary speech acts in *Mindblowon's Tabilalats* comic on Instagram using a descriptive qualitative research method. The findings identify 122 instances of expressive illocutionary speech acts, which are classified into seven categories: gratitude (24 instances), criticism (116 instances), sympathy (15 instances), praise (16 instances), greetings (21 instances), blaming (9 instances), and apologies (21 instances). Criticism emerges as the most dominant speech act, reflecting the characteristic use of sarcastic humor and social satire in *Tabilalats* comics. In contrast, blaming is the least frequent speech act, suggesting a tendency to avoid direct confrontation. This study demonstrates that *Tabilalats* comics effectively employ expressive illocutionary speech acts to establish emotional connections between characters and readers.

Keywords || Speech acts, Illocution, Expression, Social media, Discourse analysis

Abstrak || Penelitian ini menganalisis tindak tutur ilokusi ekspresif dalam komik *Tabilalats* karya *Mindblowon* di Instagram dengan menggunakan metode penelitian kualitatif deskriptif. Hasil penelitian mengidentifikasi 122 tindak tutur ilokusi ekspresif yang dapat diklasifikasikan ke dalam tujuh kategori: ucapan terima kasih (24 data), kritik (116 data), simpati (15 data), pujian (16 data), salam (21 data), menyalahkan (9 data), dan permintaan maaf (21 data). Kritik menjadi bentuk tindak tutur yang paling dominan, mencerminkan karakteristik komik *Tabilalats* yang sering menggunakan humor sarkastik dan satire sosial. Sebaliknya, tindak tutur menyalahkan muncul paling sedikit, menunjukkan kecenderungan untuk menghindari konfrontasi langsung. Penelitian ini membuktikan bahwa komik *Tabilalats* efektif dalam menggunakan tindak tutur ilokusi ekspresif untuk membangun hubungan emosional antara karakter dan pembaca.

Katakunci || Tindak tutur, Ilokusi, Ekspresi, Media sosial, Analisis wacana

Introduction

Language and speech context are inseparable from human existence, as humans fundamentally communicate with one another through language. Humans create, produce, and utilize language for interpersonal communication. However, language and speech are distinct concepts. Language refers to the process of conveying and transmitting information in communication Mazzarella & Vaccargiu (2024), whereas speech is a linguistic function performed by speakers to convey their intentions and messages to interlocutors, who then interpret the meaning and context of the utterance (Holtgraves, 2008). In communication, speakers must carefully consider the form of their speech, whether written or spoken, to ensure that their intended objectives are effectively achieved.

Language plays a crucial role in daily life, as it serves as a tool for communication, enabling individuals to express thoughts and emotions through speech when interacting with others. Language facilitates the expression of opinions and communication regardless of differences in social status. Communication occurs not only in face-to-face interactions but also through social media. In an era increasingly dominated by digital interaction, social media platforms allow users to share photos, videos, and messages with others.

Social media enables users to upload content with accompanying captions. For instance, Instagram has become a primary platform for various forms of visual expression, including comics, which have gained popularity among online users. Comics, like other forms of communication, convey messages that require an understanding of both the speaker and the context. Every utterance has a communicative intent or purpose. This phenomenon can be analyzed from a social perspective, as communication occurs within a broad and diverse society. Ideally, the speakers' intentions and messages should be effectively conveyed to the audience.

For example, in the *Tahilalats* comic series, many statements contain hidden meanings, leading to confusion among some readers who may struggle to grasp their intended message. One of the primary communicative goals of *Tahilalats* comics is to persuade or inform readers in an indirect manner. Whether through comics or spoken conversation, communication can engage people in different ways. Speakers have the freedom to use language that evolves within society,

but they must also be mindful in selecting appropriate vocabulary for effective communication.

Expressive speech acts are utterances intended to convey the speakers psychological state regarding a particular situation or function within communication (Searle, 1969). Comics, as a form of expression, contain statements with specific communicative functions, meaning that the interpretation of an utterance depends on the context in which it is produced (Dewi, 2008). Expressive illocutionary speech acts involve speakers expressing emotions or subjective attitudes toward a given situation. An example of such a speech act is the statement: “I express my condolences for the passing of your mother,” which conveys sympathy and grief to someone mourning the loss of a loved one.

Basic Concept of Speech Acts

Speech acts are a central concept in pragmatic studies that examine the use of language in communication. Speaking is not merely the act of conveying information, but also involves performing actions. When a person speaks, they are not simply uttering words, but also performing actions that have a particular effect on communication (Reiland, 2024). Austin (1962) classified utterances into two main types: (1) Constative utterances, which state something and can be judged as true or false (e.g., “It’s raining today”), and (2) Performative utterances, which perform an action (e.g., “I promise to come tomorrow”). Austin later refined his theory by categorizing speech acts into three types: Locutionary Act, Illocutionary Act, and Perlocutionary Act.

Searle (1969) further developed Austin’s (1962) theory, providing a more systematic analysis of speech acts. Speech acts adhere to conventional rules, depending on the speakers intentions and the listeners understanding (Tomasello, 2023). Each speech act has an illocutionary force that determines how an utterance should be interpreted within the context of communication (Wanderer, 2023). Searle (1969) classified illocutionary acts into five main categories:

- 1) Representative: Statements or descriptions of a state of affairs, such as asserting, reporting, or claiming.
- 2) Directive: Requests, orders, or suggestions directed to the listener.
- 3) Expressive: Utterances that express the speakers’ emotions, such as thanking or apologizing.

- 4) Commissive: Utterances that indicate a commitment to future actions, such as promising or vowing.
- 5) Declarative: Utterances that alter the state or status of something, such as inaugurating or ratifying.

Austin (1962) further divided speech acts into three primary levels based on their function in communication:

a) Locutionary Act

A locutionary act refers to a speech act that focuses solely on the linguistic aspect or structure of the utterance itself. In other words, it is the act of producing a statement with its literal meaning, without considering its communicative intent.

Example:

- “It’s raining today.” This is simply a factual statement conveying information.
- “The door is open.” This is a statement that merely indicates the door is open.

b) Illocutionary Act

An illocutionary act is a speech act in which there is a specific purpose behind the utterance. This purpose could be to give a command, make a request, issue a promise, or express emotions.

Example:

- “It’s raining today.” This could have an illocutionary function, such as suggesting that someone bring an umbrella.
- “The door is open.” This could imply a request for someone to close the door.

c) Perlocutionary Act

A perlocutionary act refers to a speech act that affects the listener and produces a specific outcome. This outcome might involve a change in the listeners attitude, understanding, or behavior after hearing the utterance.

Example:

- “It’s raining today.” The listener may respond by grabbing an umbrella before leaving the house.
- “The door is open.” The listener may immediately close the door after hearing this statement.

Table 1. The Difference Between Locution, Illocution, and Perlocution

| Type of Speech Act | Main Focus | Utterance | Meaning/Feedback |
|--------------------|--|-----------------------|--|
| Locutionary | The literal meaning of the utterance | “It’s raining today.” | A straightforward statement indicating that it is raining. |
| Illocutionary | The speaker’s intention behind the utterance | “It’s raining today.” | Implies a suggestion, such as advising someone to bring an umbrella. |
| Perlocutionary | The effect or impact on the listener | “It’s raining today.” | Influences the listener’s decision, prompting them to bring an umbrella. |

Illocutionary Speech Acts

Illocutionary speech acts are a key aspect of the theory of speech acts introduced by Austin (1962) and further developed by Searle (1969). These speech acts focus on the intent or function of an utterance within communication. An illocutionary speech act is performed by a speaker with a specific purpose and possesses illocutionary force that influences communication (Ramadhani, 2013). In other words, an illocutionary speech act is an action performed through speech with a particular goal that the speaker intends to achieve. For example, when someone says:

- “I promise to come tomorrow.” This is not only a statement but also an act of promising.
- “Please close the window!” This is not just a command but also an act of requesting someone to do something.

Austin (1962) & Searle (1969) argue that illocutionary speech acts are crucial because, in communication, the primary goal is not just to convey information (locutionary act), but also to perform an action through the words spoken. Illocutionary speech acts possess several characteristics that distinguish them from other types of speech acts:

a) Communicative Intent or Purpose

Illocutionary speech acts always have a specific purpose the speaker intends to achieve. For example:

- When a teacher says “Do this assignment now!”, the illocutionary purpose is to give a directive to students.

b) Illocutionary Force

Illocutionary force refers to the type of action carried out in an utterance, such as promising, ordering, requesting, suggesting, or stating.

- Example: The utterance “I swear to tell the truth.” carries the illocutionary force of an oath.

c) Dependence on Situational Context

The illocutionary intent is highly dependent on the context in which the utterance occurs.

- Example: The utterance “Can you close the door?” in the context of an exam may simply be a question, but in everyday conversation, it can be interpreted as a request to close the door.

d) Recognition Through Specific Words or Phrases

Some illocutionary speech acts can be identified by performative verbs, such as promise, request, congratulate, forbid, decide, and so on.

- Example: “I apologize for my lateness.” The word “apologize” indicates an expressive illocutionary speech act.

e) Influencing the Listener or Interlocutor

The primary purpose of an illocutionary speech act is to influence the interlocutors understanding and prompt them to act according to the speakers’ expectations.

- Example: If someone says “Dont forget to send that report today!”, the listener is expected to send the report.

The success of an illocutionary speech act depends on several key factors, including:

a) Pragmatic Competence of the Speaker and Listener

For an illocutionary speech act to be successful, both the speaker and listener must possess good pragmatic competence, which is the ability to understand the implied meaning behind the utterance.

- If a teacher says “Your work is very good!” but uses a sarcastic tone, students who understand the context can interpret this as criticism, not praise.

b) Situational and Social Context

The situational and social context plays a significant role in interpreting illocutionary speech acts. This context includes factors such as place, time, and the social relationships or status between the speaker and listener.

- Example: The utterance “Please sit down.” can be interpreted as a casual invitation when spoken by a friend, but it could be viewed as an order if spoken by a superior to a subordinate.

c) Alignment Between Locution and Illocutionary Intent

Illocutionary speech acts can fail if there is a mismatch between the literal meaning (locution) and the intended function (illocution).

- Example: If someone says “Could you please be quiet?” in a harsh tone, the illocutionary intent may be interpreted as a command rather than a polite request.

d) Status and Social Role in Interaction

Status and social roles significantly affect the reception of an illocutionary speech act.

- For instance, a lecturer saying “I suggest you read the next chapter.” may be more influential than if a student were to make the same suggestion to the lecturer.

e) The Principle of Cooperation and Politeness

The success of a speech act depends on the cooperative principle, where both parties in communication must work together to achieve mutual understanding (Geurts, 2019). Additionally,

politeness in language plays a role in determining whether an illocutionary speech act is well received (Eshreteh & Badran, 2020).

- Example: “Can you close the door?” is more polite than “Close the door now!”, even though both statements convey the same message.

Previous Studies on Illocutionary Speech Acts in Various Contexts

In academic discourse, illocutionary speech acts play a crucial role in constructing arguments, posing questions, and providing clarification in scholarly discussions. Several previous studies have demonstrated that illocutionary speech acts in academic settings are commonly used to express agreement, objections, and requests for information. For instance, research by Marsevani et al. (2024) & Perdani (2023) examined how illocutionary speech acts are employed in academic seminars to defend or challenge arguments. Additionally, within the field of education, illocutionary speech acts frequently occur in interactions between lecturers and students, particularly in the context of giving instructions, providing evaluations, and offering academic feedback (Hidayat et al., 2022; Sari & Dinita, 2022).

Illocutionary speech acts play a vital role in social interactions by fostering interpersonal relationships and maintaining effective communication. Numerous studies have explored how expressive speech acts, such as praising, apologizing, and sympathizing, contribute to social engagement. For example, Schneider (2022) found that the use of illocutionary speech acts in everyday conversations reflects speakers' social and cultural identities. In social interactions, illocutionary speech acts are also frequently employed in negotiations, persuasive discourse, and agreement-making in both formal and informal settings.

In mass media and digital communication, illocutionary speech acts have evolved significantly due to the shift from oral to written communication. A study by Oktaviani & Nur (2022) found that on digital platforms such as social media and online forums, illocutionary speech acts manifest in comments, posts, and replies that express agreement, criticism, or even ridicule. For example, in social media interactions, expressive speech acts—such as expressions of gratitude, Greetings, or criticism—are commonly used among users. Another study by Jegede (2024) highlights how illocutionary speech acts in digital

communication reinforce user identities and influence public opinion through mass media.

These studies collectively demonstrate that illocutionary speech acts play a significant role across various communication contexts, including academic discourse, social interactions, and digital media. A deeper understanding of this phenomenon provides valuable insights into how language is used to establish relationships, manage conflicts, and convey intentions and objectives in different communicative situations.

Methodology

This study employs a qualitative research design using a descriptive method to analyze expressive illocutionary speech acts in the *Tahilalats* comic by *Mindblowon*. This method is applied to gain a deeper understanding of the phenomena experienced by the research subjects. Qualitative research is rooted in the philosophy of post-positivism, investigates natural environments, and relies on researchers as the primary instrument (Abdussamad, 2021). Sugiyono (2020) further explains that qualitative research emerged as a response to paradigm shifts in the study of complex and dynamic social realities.

This study utilizes both primary and secondary data. Primary data are derived directly from the comic text, while secondary data are obtained from other sources, such as expert analyses. The primary source for this study is the *Tahilalats* comic, which conveys implicit meanings and is collected from Instagram. Expressive speech acts reflect the speakers psychological state, including acts such as congratulating, thanking, or criticizing, which must be interpreted within the context of the speech (Abdussamad, 2021). Kharismi & Subiyanto (2024) adds that expressive speech acts encompass criticism, praise, complaints, and expressions of gratitude.

Data collection was conducted through reading, note-taking, and listening techniques (Mahsun, 2007). Additionally, documentation in the form of images from Instagram was utilized to support the linguistic analysis. Content analysis techniques were employed to identify and categorize expressive illocutionary speech acts within the comics. The findings from this analysis were then interpreted to determine the types of expressive illocutionary acts present in the *Tahilalats* comic.

Results

Forms of Expressive Illocutionary Speech Acts in Mindblowon's Tahilalats Comic

The data analysis was conducted to obtain the desired research findings, followed by a discussion of the collected data. Based on the results of data presentation, expressive illocutionary speech acts were identified in the *Tahilalats* comic, which was uploaded on Instagram. The study found a total of 122 expressive illocutionary speech acts within the comic.

These 122 instances were classified into seven categories of expressive illocutionary speech acts: Greetings, sympathy, gratitude, criticism, apology, blame, and praise. The classification results revealed the following distribution: 24 instances of gratitude, 116 instances of criticism, 15 instances of sympathy, 16 instances of praise, 21 instances of greetings, 9 instances of blame, and 21 instances of apology.

Following the classification process, the data were further analyzed using a pragmatic approach. The percentage distribution of each category is presented in the diagram below.

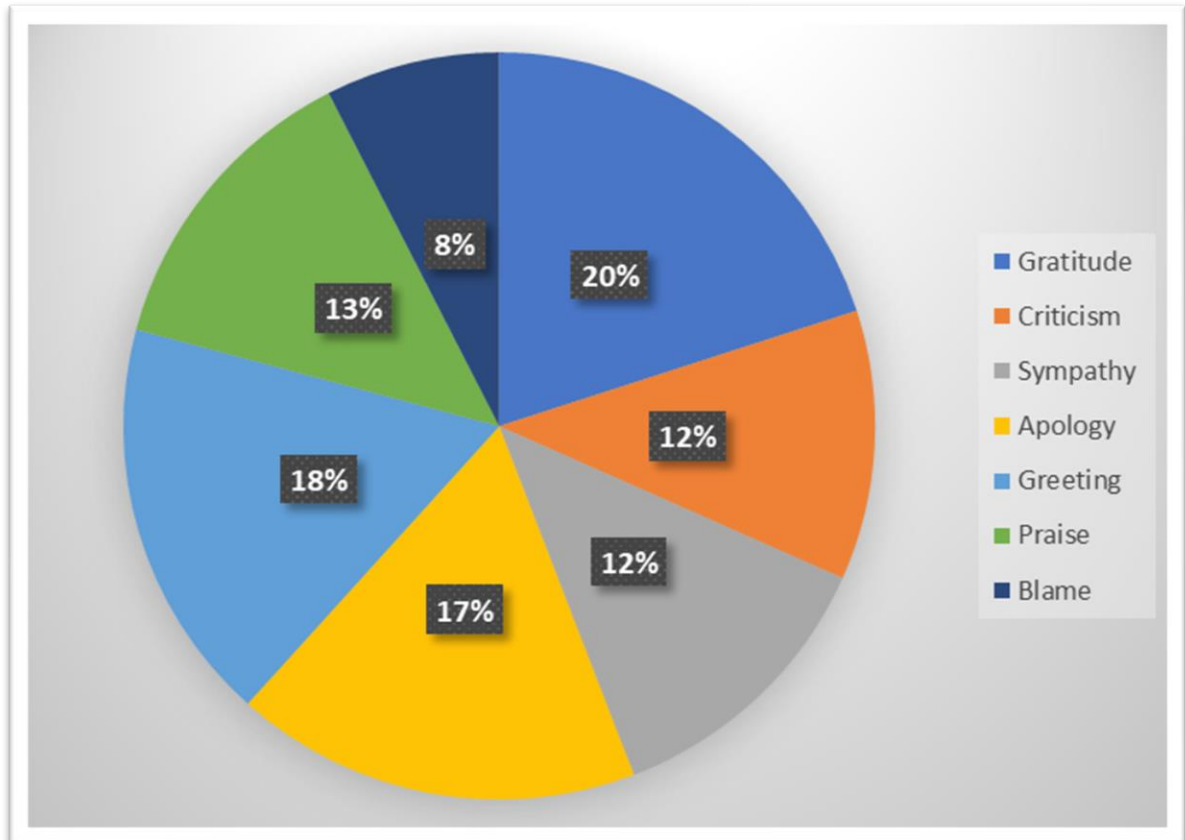


Figure 1. The Representation of Expressive Illocutionary Speech Acts in *Tabilalats* Comics

The forms of expressive illocutionary speech acts identified in this study encompass several categories based on data classification. After analyzing the collected data, the researcher provides an in-depth description of the research findings. The data were analyzed using a pragmatic approach.

During data collection from social media, the researcher identified 122 instances of expressive illocutionary speech acts. These were subsequently categorized into the following types: 24 instances of gratitude, 14 instances of criticism, 15 instances of sympathy, 16 instances of praise, 21 instances of greetings, 9 instances of blame, and 21 instances of apology.

The presence of expressive illocutionary speech acts in Instagram posts suggests that *Tabilalats* comics are widely appreciated. This popularity can be attributed to their effectiveness as a form of visual communication, capable of conveying information in an engaging and easily comprehensible manner.

The following section presents the results of the data analysis, focusing on Mindblowon's *Tabilalats* comics on Instagram. The analysis examines expressive speech acts across several categories, including greetings, gratitude, praise, blame, criticism, sympathy, and apology. The distribution of these seven types of expressive speech acts is presented in the tables below.

1) Expressive Speech Acts of Greetings

Expressions of Greetings serve as prayers, greetings, or statements conveying well wishes for another person's success, happiness, or prosperity. These speech acts play a crucial role in fostering motivation and positive reinforcement for the interlocutor.

Table 2. Classification of Expressive Illocutionary Speech Acts of Greetings

| No | Data | Expressive Illocutionary Speech Acts |
|----|---|--------------------------------------|
| 1. | "Hi, my name is Ben, and welcome to the office where I work." | Greeting |
| 2. | "Good evening, this is your order." | Greeting |
| 3. | "Greetings, the child is a boy." | Greeting |

2) Forms of Expressive Illocutionary Speech Acts of Sympathy

The second category of expressive speech acts analyzed in this study is sympathy, which refers to expressing empathy, understanding, and

emotional support toward others. Sympathy involves acknowledging and sharing another person's feelings, often providing comfort or encouragement. In this study, the researcher identified 120 instances of expressive illocutionary speech acts, which were subsequently classified into 16 instances specifically categorized as sympathy-related speech acts.

Table 3. Classification of Expressive Illocutionary Speech Acts of Sympathy

| No | Data | Expressive Illocutionary Speech Act |
|----|---|-------------------------------------|
| 1. | "Hey buddy, don't be discouraged. Appearance is not important. What truly matters is what's in your heart." | Sympathy |
| 2. | "Be patient, my dear. You must stay strong. Remember, tomorrow will be a better day." | Sympathy |
| 3. | "Come on, bro, forget about Siti. She doesn't recognize your true worth." | Sympathy |

3) Forms of Expressive Speech Acts of Gratitude

Gratitude refers to the act of expressing appreciation or acknowledging kindness received from others. It reflects a sense of thankfulness and is often used to reciprocate goodwill. Understanding the different types of speech acts that convey gratitude is essential for analyzing their role in communication. Based on the classification of expressive illocutionary speech acts of gratitude, the researcher identified 120 instances, which were further categorized into 23 specific cases of gratitude expressions.

Table 4. Classification of Expressive Illocutionary Speech Acts of Gratitude

| No | Data | Expressive Illocutionary Speech Act |
|----|---|-------------------------------------|
| 1. | "Thank you for freeing me. I grant you one request." | Gratitude |
| 2. | "Thank you, Mr. Elon Musk. It is an honor to be her." | Gratitude |
| 3. | "Thank you for taking care of Shinchan. Please eat!" | Gratitude |

4) Forms of Expressive Speech Acts of Criticism

Criticism involves evaluating something as good or bad, right or wrong, with the intention of suggesting improvement. The speech act of criticizing is performed when a speaker expresses disapproval or provides evaluative feedback, often through detailed questioning or direct statements, to achieve better understanding or correction. The following table presents the classification of expressive illocutionary speech acts of criticism identified in this study.

Table 5. Classification of Expressive Illocutionary Speech Acts of Criticism

| No | Data | Expressive Illocutionary Speech Act |
|----|---|-------------------------------------|
| 1. | "Please respect my privacy, ma'am! I'm sick of being your 24-hour content! Let me enjoy my childhood in peace without being watched by so many people." | Criticism |
| 2. | "Oh, your shoes are dirty and ugly! Ugly shoes, ugly shoes! Hahaha." | Criticism |
| 3. | "Oh, why does your child have such an outdated name?" | Criticism |

5) Forms of Expressive Speech Acts of Apology

Apologizing is the act of expressing remorse or guilt, often accompanied by a regretful tone or facial expression, to acknowledge a mistake or wrongdoing. The following table presents the classification of expressive illocutionary speech acts of apology identified in this study. Based on the data analysis, the researcher identified 120 instances of expressive illocutionary speech acts of apology, which were then classified into 21 representative examples.

Table 6. Classification of Expressive Illocutionary Speech Acts of Apology

| No | Data | Expressive Illocutionary Speech Act |
|----|--|-------------------------------------|
| 1. | "Sorry, honey, I'm late picking you up. I was helping a fire victim." | Apology |
| 2. | "Ouch... that must hurt. Forgive my dad, he was just joking." | Apology |
| 3. | "Sorry, sir. I'm really passionate about history. May I continue the story about how the Pacific War started?" | Apology |

6) Forms of Expressive Illocutionary Speech Acts of Blaming

Blaming is a communicative act in which an individual attributes responsibility or fault to another person or a specific situation. In interpersonal interactions, blaming can serve as a defense mechanism to protect oneself or deflect responsibility. However, if not expressed carefully, it can lead to misunderstandings, tension, or conflict. The following table presents the classification of expressive illocutionary speech acts of blaming identified in this study.

Table 7. Classification of Expressive Illocutionary Speech Acts of Blaming

| No | Data | Expressive Illocutionary Speech Act |
|----|--|-------------------------------------|
| 1. | "It must be because the cow is sick. Which one was it?" | Blaming |
| 2. | "This must be the yeti's doing again, so now I have to work at this hour." | Blaming |
| 3. | "Why is my life always like this?" | Blaming |

7) Forms of Expressive Illocutionary Speech Acts of Praising

Praising is a form of expressive illocutionary speech act that conveys admiration or appreciation for someone's achievements, the beauty of a place, or other remarkable aspects that evoke a sense of awe. Praise serves as a positive reinforcement, fostering motivation and recognition for accomplishments or qualities perceived as admirable. The following table presents the classification of expressive illocutionary speech acts of praising identified in this study.

Table 8. Classification of Expressive Illocutionary Speech Acts of Praising

| No | Data | Expressive Illocutionary Speech Act |
|----|--|-------------------------------------|
| 1. | "Mrs. Angel is so beautiful, and her fashion sense is excellent." | Praising |
| 2. | "Incredible! That looks amazing!" | Praising |
| 3. | "Wow! That is truly noble. Come on, let's give a bigger round of applause for Budi!" | Praising |

Based on the findings of this study, researchers identified seven forms of expressive illocutionary speech acts, namely: apologizing, praising, blaming, sympathizing, criticizing, congratulating, and thanking. Among these, gratitude and congratulations were the most frequently occurring speech acts, reflecting positive attitudes and appreciation in social interactions.

Gratitude expresses a deep sense of appreciation for others, which helps strengthen social relationships and fosters mutual respect. Similarly, congratulations are commonly used in celebratory contexts or to recognize achievements, serving to enhance social bonds and encourage enthusiasm. Conversely, blaming was the least frequent expressive illocutionary speech act in this study. This may indicate a general tendency to avoid confrontation and preserve social harmony in interactions. When expressing blame, individuals may prefer more subtle or constructive criticism to prevent conflict and maintain positive communication.

Discussion

The findings of this study indicate that the *Tahilalats* comic by *Mindblowon*, uploaded on Instagram, contains seven forms of expressive illocutionary speech acts, namely: congratulations, sympathy, gratitude, criticism, apology, blame, and praise. This analysis is based on Searle (1969) speech act theory, which categorizes speech acts into five main types, including expressive speech acts. In this study, expressive speech

acts reflect the speaker's emotions and attitudes toward specific situations, aligning with Searle's fundamental definition of expressive speech acts.

Data analysis revealed that criticism was the most dominant expressive speech act (116 occurrences), followed by gratitude (24), congratulations (21), apology (21), praise (16), sympathy (15), and blame (9). The high frequency of critical speech acts can be attributed to the characteristics of *Tahilalats* comics, which frequently employ sarcastic humor and social satire. The use of sarcasm in humor allows criticism to be conveyed in a more subtle and entertaining manner, making it more palatable to readers.

Moreover, delivering criticism through humor can reduce potential conflict or tension in social interactions. This aligns with Vinola's et al. (2023) research, which suggest that criticism constitutes a face-threatening act (FTA). However, when incorporated into humor, criticism tends to be received more lightly by audiences.

The prevalence of gratitude and congratulatory expressions suggests that the comic also incorporates positive social interactions. The presence of positive expressive speech acts fosters stronger social relationships (Kharismi & Subiyanto, 2024). These speech acts also contribute to building solidarity among readers, thereby enhancing a harmonious and engaging communication atmosphere.

Conversely, blaming was the least frequent speech act in the analyzed comic dialogues and narratives. This suggests that the comic generally avoids direct accusations or blame. In everyday communication, blaming is often used to express dissatisfaction, point out mistakes, or reinforce social norms. However, in the context of comics, such expressions appear to be minimized—possibly to maintain a lighthearted tone and prevent tension that could diminish reader enjoyment.

One reason for the scarcity of blaming expressions is that comics are primarily designed for entertainment. Comics typically feature humorous, dramatic, or adventurous interactions, and excessive blame might disrupt the overall narrative tone. If blaming expressions appeared too frequently, they could introduce unnecessary tension, which contradicts the primary goal of comics as a form of entertainment. As a result, comic creators may substitute direct blame with humor or sarcasm.

Additionally, avoiding direct blame can be a strategy to minimize conflict between characters in the storyline. In real-life communication, blame often elicits defensive reactions or arguments, which could

hinder narrative flow in a comic that aims to be light and engaging. Instead, comics often employ suggestive or satirical language that indirectly conveys messages without explicitly targeting characters. This approach ensures that the message is effectively communicated while maintaining an enjoyable and lighthearted atmosphere.

This study also highlights that social media, particularly Instagram, serves as an effective platform for conveying various forms of expressive speech acts. As a visual communication medium, *Tahilalats* comics combine verbal expressions with illustrations, reinforcing the meaning of speech acts. This observation aligns with Schöler's et al. (2015) research, which emphasizes that the integration of text and imagery enhances message delivery and facilitates audience comprehension.

Conclusion

Based on the analysis, it can be concluded that the comic *Tahilalats* by *Mindblowon* effectively employs expressive illocutionary speech acts to establish emotional connections between characters and readers. This comic serves not only as a source of entertainment but also as a medium for reflection on human life, emotions, and experiences. Among the seven forms of expressive illocutionary speech acts identified—apologizing, congratulating, thanking, praising, criticizing, sympathizing, and blaming—thanking and congratulating are the most dominant. Conversely, blaming appears the least frequently in the comic. Furthermore, for future researchers, this study can serve as an initial foundation for further exploration of illocutionary speech acts in other media, such as graphic novels or webtoons from various genres. This will help uncover broader patterns of language use in different forms of visual storytelling. In the context of language and literature education, the findings of this study can be utilized as a reference in pragmatics learning, particularly in understanding the functions and applications of speech acts in everyday communication. Thus, this research not only contributes to linguistic studies but also offers valuable insights across various related fields.

References

Journals

Dewi, I. I. (2008). Presuppositions and Implicatures in Comic Strips.

- Lingua Cultura*, 2(1), 12–24. <https://doi.org/10.21512/lc.v2i1.245>
- Eshreteh, M. K. M., & Badran, H. (2020). The Application of Leech's Politeness Maxims in Shakespeare's *The Merchant of Venice*. *Indonesian Journal of English Language Studies*, 6(2), 59–75. <https://doi.org/10.24071/ijels.v6i2.1091>
- Geurts, B. (2019). Communication As Commitment Sharing: Speech Acts, Implicatures, Common Ground. *Theoretical Linguistics*, 45(1), 1–30. <https://doi.org/10.1515/tl-2019-0001>
- Hidayat, D., Fadhilah, F., & Septiawan, Y. (2022). Speech Acts in English Classroom: A Case at A Junior High School in Indonesia. *EduLite Journal of English Education Literature and Culture*, 7(2), 251–265. <https://doi.org/10.30659/e.7.2.251-265>
- Holtgraves, T. (2008). Automatic Intention Recognition in Conversation Processing. *Journal of Memory and Language*, 58(3), 627–645. <https://doi.org/10.1016/j.jml.2007.06.001>
- Jegede, O. O. (2024). Speech Acts in the Digital Sphere: A Corpus-Based Exploration of Interactional Dynamics on Social Media Platforms. *Corpus-Based Studies across Humanities*, 3(1), 1–25. <https://doi.org/10.1515/csh-2024-0023>
- Kharismi, A., & Subiyanto, A. (2024). Expressive Speech Act of British and American Culinary Review: A Cross-Cultural Pragmatics Study. *Lingua Cultura*, 18(1), 1–9. <https://doi.org/10.21512/lc.v18i1.10669>
- Marsevani, M., Tohmi, N., & Nugraha, H. (2024). The Illocutionary Speech Acts of the Statistics for Language Research Course on Learning Management System. *Indonesian Journal of EFL and Linguistics*, 9(1), 211–227. <https://doi.org/10.21462/ijefl.v9i1.780>
- Mazzarella, D., & Vaccargiu, E. (2024). Communication: Inferring Speaker Intentions or Perceiving the World? Insights from Developmental Research. *Journal of Pragmatics*, 221, 123–136. <https://doi.org/10.1016/j.pragma.2023.12.014>
- Oktaviani, A. D., & Nur, O. S. (2022). Illocutionary Speech Acts and Types of Hate Speech in Comments on @Indraakenz's Twitter Account. *International Journal of Science and Applied Science: Conference Series*, 6(1), 91–99. <https://doi.org/10.20961/ijssascs.v6i1.69943>
- Perdani, Y. D. (2023). The Investigation of Illocutionary Acts Uttered by the Characters in the *Brave* Movie. *Humaniora*, 14(1), 49–57. <https://doi.org/10.21512/humaniora.v14i1.8018>

- Ramadhani, I. (2013). Illocutionary Speech Acts in the Language Used by Sales Promotion Girls at Unilever Company. *Lantern: Journal on English Language, Culture and Literature*, 2(3), 234–257. <https://ejournal3.undip.ac.id/index.php/engliterature/article/view/3349>
- Reiland, I. (2024). Austin vs. Searle on locutionary and illocutionary acts'. *Inquiry: An Interdisciplinary Journal of Philosophy*, 1–26. <https://doi.org/10.1080/0020174X.2024.2380322>
- Sari, R. A., & Dinita, S. (2022). Looking at Illocutionary Speech Acts between Lecturer and Students in Simultaneous Use of Different Online Learning Platforms. *Humanika*, 9(2), 249–266. <https://doi.org/10.14710/humanika.v29i2.50215>
- Schneider, K. P. (2022). Referring to Speech Acts in Communication: Exploring Meta-Illocutionary Expressions in ICE-Ireland. *Corpus Pragmatics*, 6, 155–174. <https://doi.org/10.1007/s41701-022-00123-w>
- Schüler, A., Arndt, J., & Scheiter, K. (2015). Processing Multimedia Material: Does Integration of Text and Pictures Result in A Single or Two Interconnected Mental Representations? *Learning and Instruction*, 35, 62–72. <https://doi.org/10.1016/j.learninstruc.2014.09.005>
- Tomasello, R. (2023). Linguistic Signs in Action: The Neuropragmatics of Speech Acts. *Brain and Language*, 236, 105203. <https://doi.org/10.1016/j.bandl.2022.105203>
- Vinola, O. R., Sulistyaningsih, S., & Taufik, K. S. (2023). Positive and Negative Face Threatening Acts on Family and School Interaction of “No Place Strange” Novel by Diana Fitzgerald Bryden. *International Journal of English and Applied Linguistics*, 3(2), 61–69. <https://doi.org/10.47709/ijeal.v3i2.1965>
- Wanderer, J. (2023). Clarifying Illocutionary Force. *Inquiry: An Interdisciplinary Journal of Philosophy*, 1–28. <https://doi.org/10.1080/0020174X.2023.2255633>

Books

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*. CV. Syakir Media Press.
- Austin, J. L. (1962). *How to Do Things with Words* (M. Sbisá & J. O. Urmson (eds.)). Clarendon Press.

- Mahsun, M. (2007). *Metode Penelitian Bahasa: Tahapan Strategi, Metode, dan Tekniknya* (3rd ed.).
- Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge University Press.
<https://doi.org/10.1017/CBO9781139173438>
- Sugiyono, S. (2020). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (2nd ed.). Alfabeta.