

## Netizen Illocutionary on Celebrity Flexing

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**Abstract.** This study aims to examine the forms of speech act in netizen comments in posts with a tendency to flexing. Speech acts found in netizen comments are illocutionary praise and slurs. The data source used is from social media in the form of Instagram of several celebrity figures such as Wirda Mansur [https://www.instagram.com/reelCXQT976F6YJ/?utm.source=ig\\_web\\_copy\\_link](https://www.instagram.com/reelCXQT976F6YJ/?utm.source=ig_web_copy_link). The method used is a descriptive method, which is to describe the expressions of netizens on celebrity posts. Illocutionary netizens on the post considered that what Wirda was doing was a gimmick. However, there are several posts with a tendency of flexing to get praise from some netizens, such as Atta Halilintar's Instagram post. Recommendations for young people should be able to select posts from celebrities, especially those with a tendency to flexing behavior. The discovery of data that includes flexing like what the actress did when the motorbike broke down preferred to buy a new motorbike rather than having to repair the motorbike to a repair shop. Other forms of flexing such as showing off a luxury house, showing off a crab dish worth 7 million, showing off a flower price of 3 million, showing off a luxury car, showing off a garage that contains many cars, and showing off jewelry. Illocutionaries said by netizens contained satire and some contained praise.

**Keywords:** *Illocutionary, netizen, flexing*

### 1. Introduction

Illocutionary is a study related to speech act. Speech act is a linguistic study related to the use of language. When someone performs a speech act, it means that the speech contains an illocutionary. The function contained in the illocutionary can be in the form of praise or satire. There are three types of speech acts that can be realized by a speaker, namely locutionary acts, illocutionary acts, and perlocutionary acts [1]. Locutionary acts are speech acts that are spoken to state something [2]. Illocutionary acts are actions that are used to do something for a specific purpose and function [3]. The perlocutionary act is the effect that the speaker's expression will have on the speech partner [4].

A taxonomy of speech acts which consists of five categories: (1) Assertive, intending to convey something that is tied to the truth expressed (statements, descriptions, and predictions), (2) Directive, aimed at producing an effect in the form of actions taken by the speaker ( commands, requests, and requests), (3) Commissive, intends to bind the speech of the speaker to carry out what he says in the future (promises, oaths, and bets), (4) Expressive, aims to express the psychological attitude of the speaker to the situation implied (greetings, compliments, and thanks), and (5) Declaration, intending to change the reality of circumstances in proportion (fires, hiring, and endorsements). Previous research

related to speech act has been done by Adhiguna [5] and Susanto [6] which discusses illocutionary as a pragmatic implementation [7].

The research discussing illocutionary act has been conducted by Sagita in “The Form and Type of Illocutionary Speech Act by Ridwan Kamil in the ‘Insight Talkshow’ at CNN Indonesia [8]. This research discusses the forms of illocutionary speech acts which was found in the form of declarative, imperative, and interrogative with the types of illocutionary acts in the form of assertive, directive, commissive, and expressive [6]. The other articles related to illocutionary have been written by Other articles related to illocutionary have been written by adhiguna which discusses the function of illocutionary speech acts in general [5], Sari discusses illocutionary speech in films [9], Azizah discusses Illocutionary in campaign speech discourse [10], and Frandika examines illocutionary in short films [11]. Other research was also carried out by Rosyidi [12], Widiyanti [13], and Firdaus [14] who discussed Illocutionary speech acts in campaigns and interviews. Meanwhile, the illocutionary difference in this research focuses more on netizens' illocutionary towards posts with a tendency to flexing.

The method used is a descriptive method with the implementation of this method through classifying data with a tendency to flexing, identifying the illocutionary function in netizen comments, the step of studying the illocutionary function in the speech acts.

## 2. Method

The method used in this research is descriptive method. Descriptive method is a problem solving procedure that is investigated by describing the state of the subject or object in the study which can be in the form of people, institutions, communities based on visible facts or what they are [15-17, 2]. This research tries to reveal facts related to illocutionary in netizen comments on Instagram that show flexing. The sources used include Instagram [https://www.instagram.com/reel/CXQT976FYJ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CXQT976FYJ/?utm_source=ig_web_copy_link). The data source was taken in February--March 2022.

## 3. Results and Discussion

The following are the results and discussions of netizen illocutionary contained in the following post.

### 3.1. Wirda Mansur (Instagram)

“How ‘gabut’ are you? If this is used as a gift, will you agree?”

On December 9, 2021, the daughter of the preacher Yusuf Mansur, Wirda Mansur, shared a video via the Reel Instagram feature with a narration that was quite surprising. In the video, it is described that Wirda is riding a motorbike driven by a colleague outside her house. He and his partner stole time for lunch at a meatball restaurant after being busy with his online shop at home. On the way home, Wirda's motorbike broke down, even though the distance from his house was still quite far. Instead of looking for a motorbike repair shop that is easily found on the streets, Wirda decided to buy a new motorbike after seeing a motorbike dealer near him. Then he immediately asked the dealer's guard so that the motorbike he saw could be bought and brought directly. Wirda went straight to the cashier to make a transaction, then went home with the new motorbike while showing the previous motorbike that was left on the side of the road. At the end of the video, Wirda again mentions that he bought the motorbike just to go home, and will give the motorbike to his followers for free.

The post certainly has a tendency to be flexing, but the comments column on the post has a positive response. Many comments from Netizens expressed their admiration with words of praising Allah (because it is known that Wirda Mansur comes from a religious family), and some also responded that Wirda Mansur has good wealth so that his broken motorbike was replaced by a new motorbike directly, instead of being repaired at the factory. workshop.

Ironically, the most popular comments on the posting page are negative comments that do not support the narrative that Wirda Mansur built on his post [4]. The comment reads "a gimmick". This is expressed because the video looks too far-fetched to create the message that Wirda Mansur wants. In the world of entertainment, 'gimik' means a trick done by someone to get attention. Other negative comments are also

still popping up criticizing what Wirda did as a gimmick. [https://www.instagram.com/reel/CXQT976F6YJ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CXQT976F6YJ/?utm_source=ig_web_copy_link)

### 3.2. Indra Kenz (Instagram)

"For people who used to say 'don't dream of heights bro, you won't be successful.'" I just want to say, try playing here at home bro hehe.. It's not my dream to be high, just your taste is low."

Indra Kenz, an influencer trading, made a post on August 30 showing off a magnificent house he recently owned. At the beginning of the video, it can be seen that Indra Kenz is in a location that appears to be just an empty land with thick grass. Then when the music is on a beat drop, the video frame quickly moves from an empty lot to a white luxury house, with Indra Kenz walking proudly dancing in front of it.

In the comments column, the majority of Netizens are dominated by followers of Indra Kenz, expressing admiration for the magnificent house he owns and also considering Indra Kenz's magnificent house as their motivation not to be discouraged in pursuing their dreams [4]. Not a few Netizens who through the comments column ask for help to set aside a little money to help their financial needs, considering that previously Indra Kenz often held giveaway events to his followers.

As the previous case study, the most popular comment on Indra Kenz's posting page again fell to the negative comments of Netizens, saying "Oh, this is the house that resulted from 70% of that person's loss that you want to sell?". It is known that in early 2022, Indra Kenz and a number of Indonesian Instagram celebrities were linked as affiliates of an illegal trading machine called Binomo. By February 2022, he had been shown to have sold most of his shares in Binomo so that the value fell and his followers suffered huge losses. This led to a decline in the confidence of Indra Kenz's followers, and some to abandon the trading machines he promoted. [https://www.instagram.com/reel/CTMgADGnXDa/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CTMgADGnXDa/?utm_source=ig_web_copy_link)

### 3.3. Siscakohl (Instagram)

Alaskan Crab Ropang & Caviar 1 Billion Check! my sister @aliyyah.kohl loves it 😊

Siscakohl, a wealthy celebgram made a post on August 14, 2021 showing an expensive dish of 1 Billion Alaskan Crab Ropang & Caviar. At the beginning of the video, Sisca tells the price of Alaskan crabs for 7 million, and she intends to sell Alaskan crabs for 500 million. Sisca sold the ropang to her sister. Sisca's sister bought 2 servings of crab ropang at a price of 1 billion. After Sisca got the money, she immediately made the ropang using 2 Alaskan crab legs for 2 ropang. The contents of the ropang that Sisca sells are meat from crab legs, mayonnaise sauce, garlic butter, and caviar as the last filling.

In the comments column, the majority of netizens commented jokingly, for example "I bought seblak for 17 thousand, it's still negotiable" said a netizen with an account named @pe.nose, while netizens commented "if I eat food that expensive it looks like my fart smells good" said a netizen with an account named @renochan69. Netizens were also made to shake their heads because of Sisca's endless money. As for netizens who commented negatively on Sisca's video post [4], "Showing off a lot of money but your father is greedy to eat property that is not his right @siscakohl, I'm not sincere as long as there is no clarity, I will never be sincere because of the fact that your father is selling a legacy house the family unilaterally & secretly there is no family discussion, claiming to be rich but still taking property that is not their right " said a netizen with an account named @rockman\_kei. It is suspected that the comments were defamation, and not a single netizen commented on the comments made by @rockman\_kei. Netizens think that she is only social media and defame Sisca Kohl. The majority of netizens commented on the video jokingly, so netizens thought that the content from Sisca was only for entertainment and few netizens commented negatively. [https://www.instagram.com/p/CSivASWhv2D/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CSivASWhv2D/?utm_medium=copy_link)

### 3.4. *Denisechariesta91 (Instagram)*

Chinese New Year flowers ordered by the rich @fleurdedc

Denise is a controversial celebrity who often shows off her wealth through her social media accounts. Denise made a post on January 23, 2022 showing off the Flowers she made for an order from @fleurdedc at a pretty high price. At the beginning of the video, Denise tells that the interest she is holding is an order flower with a price of 3 million and 5 million. Denise alluded that the flowers were only for the rich, and netizens would not be able to buy flowers that she said were only for the rich. Denise also mentioned that the flowers she arranged had nice and bright colors like Denise's future, not like the dark future of netizens.

In the comments column, netizens gave negative comments such as "Mashallah, the way he promos is really like that" @maryambadrbie, "It's always a success, so it's not cool anymore, the money has run out, that's why the nudge that rises up so that it gets splashed in any way as long as it earns money" @al\_fian095, "this girl is so cute, I threw up when I saw it." @sitti\_maisharah94. The majority of netizens gave negative comments, because Denise always shows off her wealth, puts other people down, and often fights with celebrities and even artists just to raise her name to stay viral on social media. Denise's account is often lost, she mentions that she has lost her Instagram account for 14 times. But of all the negative comments made by netizens, not a few gave positive comments such as encouraging Denise, praising the flowers she arranged, and some even praying for Denise's sustenance to be launched [4]. [https://www.instagram.com/reel/CZEOWNjJv1-/?utm\\_medium=copy\\_link](https://www.instagram.com/reel/CZEOWNjJv1-/?utm_medium=copy_link).

### 3.5. *Attahalilintar (Instagram)*

Muhammad Attamimi Halilintar or more familiarly called Atta Halilintar is the eldest child of the Gen Halilintar team. He is known as a vlogger and creative young entrepreneur. The man who was born in Dumai, November 20, 1994 is the son of Halilintar Anofial Asmid and Lenggogeni Faruk.

Atta, who is now the husband of Anang Hermansyah's daughter, Aurelie Hermansyah, is known to like to collect cars, several known cars such as the 1967 Mustang Shelby GT500 Cobra which he exhibited at weddings, Tesla, Lamborghini Aventador, Mercedes-Benz AMG G63, and often one of them exhibited on social media, namely Instagram. One of the Instagram posts regarding cars was on January 19, a photo of Atta and his wife with a pink car background behind it, with a caption that reads "PINK for Princes Baby A Everything for ma princess Thank u @platinumbanjarmasin & @maxdecalofficial" from the caption, it can be guessed that the pink car in the photo was given to his future child who was still in his wife's stomach at that time.

In the comments column, the majority of netizens are dominated by followers of Atta Halilintar, expressing their pride and pleasure in seeing how much Atta loves his future child [4]. Here are some of the comments, "MashaAllah husband loves children, wife 😊" "Luckily baby A hasn't been born yet, the car is already there, Tesla pink for baby A" "Mashaallah love children, the colors are fierce, the car turns into a beautiful color for the sake of baby A, arrrgghhhh geeeesss pinky2". Not only that, there are also netizens who ask for help with Atta through comments on the photo post "Sorry before, sis 🙏🙏 if my comment bothers me, I don't know what else to do, honestly, I'm ashamed I have to share it on the artist's feed, sometimes people are blasphemed, people abuse, they say begging, etc.,, but it's okay, I thank you, I just want to fight for my child, I'm single parent from the inside I'm pregnant with Rahenza I've been left by my husband gone I don't know where she is, I'm fighting on my own for the cost of rahenza brobat, because rahenza has to go back and forth to the hospital for physiotherapy, consul to the doctor, and redeem her seizure medicine, bismillah, hopefully there is a servant of God who knocks on his heart to glance at my feed,, hopefully there will be rahenza sustenance here, please help, sis ,, for the treatment of my child who is sick with cerebral palsy / cerebral palsy, microcephaly) abnormal head circumference, n blindness / blindness,, cerebral palsy has taken Rahenza's vision, as a single mom and mediocre income is very difficult for tuition fees a challenge that must be carried out regularly, for updates on rahenza it's in the feed, hopefully my comments are in the lyrics kk #mohonbanturahenza

"from these comments, there are many people who help so that Atta Halilintar can read these comments, even people who might be able to help like artists famous or famous influencer.

### 3.6. *Andreastaulany (Instagram)*

Who doesn't know Andre Taulany? When he was with the band Stinky, he was one of the vocalists of a well-known band in the country, you know.

This versatile artist is now better known as a comedian and still regularly fills in several comedy programs on television. It doesn't stop there, Andre Taulany's role in the entertainment world is now starting to shift as a Youtuber and a lover of luxury and classic cars. In fact, if you watch some of the content on Youtube, you will see dozens of luxury and classic cars on display in the garage of Andre Taulan's house, even his garage, which is named papalova, is separated from his house, and is opposite his house. Such as, 1988 BMW E30 325i, 1996 Mercedes Benz SL 320 R129, 1957-1966 Fiat 500, 1968 VW Beetle Frog, Jeep Wrangler TJ, 1961 Mini Morris, Ford Mustang, Red Ferrari, Marvia 911, Suzuki Jimny, and many more. Not a few public figures who bid to buy Andre Taulany's car collection.

These cars are often seen by Andre showing off to his friends who come to his house or Andre who visits his friends just to show off his possessions, also in the posts he uploads on YouTube and Instagram. In his latest Instagram post about cars, which was on January 10, in the photo, you can see Andre driving a classic car from one of his red collections, with the caption "Stay on these roads".

In the comments column, the majority of netizens are dominated by Andre Taulany's followers, expressing their joy and desire for the car in the photo by throwing offer comments, advising, also a few people who ask for help from Andre Taulany, such as comments that say how cool the car is [4]. Here are some of the contents of his comments "Mashaallah, the car is really cool om ❤️👍" "Cool, uncle Andrew" "very cool, sir" "Not for sale, but if the price is right, we can talk about it" "Please help me, Mr. haji🙏 @andreastaulany" "om I have a toyota supra the last edition niiii. want to sell. whether you are interested hehehe" "Don't be arrogant with your wealth and don't be proud of your intelligence because you are as smart and as rich as you are... you can never pronounce the letter M if your mouth is open... please try...".

With a large coffers of money that Andre has collected from savings since he entered the world of entertainment, Andre Taulany chooses to pour a little of his wealth to fulfill his hobby of collecting luxury cars.

Andre Taulany also deliberately borrowed cars from the dealer to his garage just to inflame his friend who is also a public figure, namely Raffi Ahmad, so that he was shocked and astonished to see where his collection of cars came from, because at that time Andre was taking a break from the television world in Indonesia. Until now Andre still collects cars as his hobby and sometimes goes on touring with his friends.

### 3.7. *Barbie Kumalasari (Instagram)*

[https://www.instagram.com/p/CWJEXw4F\\_D4/](https://www.instagram.com/p/CWJEXw4F_D4/)

"At all kw kwkwk." @helenalim899 @boywilliam17 @airyntanu. Caption of posting on Barbie Kumalasari's Instagram on November 11, 2021. Even so, Barbie doesn't seem to give up and admits that she is indeed more in all aspects than other artists, including Nikita Mirzani.

In the comments column, the majority of Netizens are dominated by followers of Barbie. And also there are some haters. Even though it's like that, Barbie doesn't care about Netizen's malicious comments, and on average all of them make fun of her arrogance that likes to show off but all of her stuff is fake or kw [4]. rasyid5542.

@barbiekumalasari Even though kewalikane nggonmu sing kw karep karep, you are as happy as you are having fun awake, right?

Here are some scathing comments from Netizens in the comments column.

And there are also some really outrageous comments like, "dalyhammm

Trash artist with no achievements🙄"

In the video, Barbie makes fun of the jewelry worn by a friend in the video, and she reveals that she is richer than that person when asked by Boy William. While showing the diamond jewelry he was wearing. And said that everything used by his friend was all fake, he said.

### 3.8. Roro Fitria (Instagram)

Roro Fitria not only has a luxurious lifestyle. In fact, she is also very happy to show off all her wealth on social media. Ranging from jewelry to vehicles worth billions.

Dato' Panglima Laksamana Wirha Diraja Kanjeng Raden Ayu Tumenggung Nyai Roro Fitria, (born December 29, 1989) who was born with the name Raden Roro Fitria Nur Utami is an Indonesian actress, model, host, and DJ. She started her career as a model when she was in high school.

Some of her photo posts are in the form of vehicles and also expensive items. And recently, the woman was widely discussed by the public because of her appearance at the Hotman Paris Show. In the talk show, Roro showed off some of her luxury jewelry. He also had time to answer the question of how much wealth she had, which he then answered with the figure of 750 billion rupiahs. One of Roro's own wealth is obtained from the inheritance of her mother and family. Because of this, the star who is also a singer and DJ looks very respectful towards his mother, Raden Retno Winingsih.

On the posting page

<https://www.instagram.com/p/CUc4DKVhUMt/>

There Roro showed off his newest Mercy car. With caption

"Alhamdulillahibilalaamiin\_

Despite the traffic jams...

The smile is still knotted... 😊🙏"

From his posts, most of them are followers and fans, Roro is known as a good icon, and also not many blaspheme her. The contents of the comments on some of his posts support her and even pray for he success to be the same as herself [4].

### 3.9. Pergijauh (Instagram)

Abdul Gofar Hilman (born April 26, 1983) is an Indonesian radio broadcaster, YouTuber, actor, presenter, comedian, and entrepreneur. He is known as a Hard Rock FM radio announcer from 2012 to 2021. Gofar is the holder of the MURI Record for the longest radio broadcast, which is 34 hours non-stop. Apart from being an announcer, he has also starred in several feature films such as *Aku Cinta*.

We can know that he is an automotive hobbyist, he also has a youtube about automotive, namely automotive, if you follow him, you will know what kind of cars he has, from various offroad cars, sedans and pick ups.

His private cars are also often posted on his Instagram, as in the post below,

Gofar Hilman (@gofarhilman) • Instagram photos and videos

Posts with the caption "arriving in the sahara desert" reaped many positive comments from their followers, such as comments from an account named Edigalang "the coolest jimny ever" and then another from an account named Noval Nasri "no medicine" [4].

The majority of netizen comments are positive comments or praises in each of these Gofar Hilman posts.

### 3.10. akuya (Instagram)

Surya Utama or known as Uya Kuya (born 4 April 1975) is an Indonesian presenter, actor, rapper and singer who is best known as a member of the vocal group Tofu Reunion.

Uya Started his career by participating in the Mangkal Prambors Tent Festival, then he won in the Akapella category, after winning he became a radio announcer at a Jakarta radio station and became extras in various television shows, one of which was Spontaneous.

Uya was active as a radio announcer at a Jakarta radio station for 10 years. One of the professions he was involved in while still a student. Uya Kuya then became a presenter for several television shows. One of the professions he is still working on is before Tofu was formed, various programs are known as the current top presenters.

Uya Kuya had plunged into the world of acting, starting as an extra on the Spontaneous program, then he had a chance to become a supporting actor in the soap opera Gerhana. In addition, Uya also participated in the film Cinta 24 Karat (2003). he also played in the film Bad Wolves (2005) alongside actors Sultan Djorghi, Baim, and Indra Bekti. Before entering the world of entertainment, he had worked in an advertising company but did not last long, one of the professions he was involved in outside the world of entertainment.

In post @king\_uyakuya • Instagram photos and videos. He posed in his private car with the caption "Since I was little, I like to take photos in people's cars parked"

In the comments column, the majority of Netizens are dominated by his followers, expressing admiration for the photos he posted, from comments on various prayers for Uya Kuya to praise for Uya Kuya, but not a few Netizens also commented negatively on Him's posts [4].

#### 4. Conclusion

In general, flexing accentuates arrogance more and causes other people to dislike the flexing post. However, in fact flexing packaging does not always result in hatred for netizens, but netizens can give praise that what is being exhibited is something positive. The public should be more selective when viewing impressions on social media. The information received must be selected wisely because the information can disturb people's psychology. The consumptive nature of society can increase when it is affected by posts that are flexing. Therefore, there must be education from certain families or parties who can provide direction on a selective attitude when receiving information from various social media. The findings in this study, the majority of netizen comments on Instagram include illocutionary praise. Even though, there are also netizen comments on one post containing ridicule, praise, and jokes.

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