SOCIOPRAGMATIC STUDY ON INSTAGRAM CAPTIONS AS A MEDIA FOR TOURISM PROMOTION IN BANGKALAN

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Abstract

This research was conducted as a form of investigation to see the pragmatic force on instagram captions containing information about tourism object in Bangkalan, Madura. This research using a qualitative descriptive as an effort to see the pragmatic force of instagram captions based on 3 indicators, attracting attention, the using of language on instagram caption, and increasing desire to visit tourism object. The data in this research found on instagram @adindarigama and @alfisuma. This research uses a questionnaire as a data collection tool. There are 100 respondents in this study. The theoretical approach used in this research is a sociopragmatic approach to see respondents' perceptions regarding the pragmatic force of instagram captions which are used as the object of study. The results of the research show that (1) on pragmatic force with variable "attracting attention", an average of 77, 75% agree that information on IG caption attracted attention; (2) on pragmatic power with the variable "use of language on IG captions", an average of 72% agreed that the language content on IG captions was good; (3) on pragmatic force with the indicator "growing desire", an average of 73, 3% agreed that the language on IG captions could increase the desire to visit tourism object in Bangkalan. The implication of this research is that the use of clear, concise, concise, interesting, and informative speech on instagram captions can be used as reference for providing information and education related to tourism in Bangkalan, Madura.

**Keywords** : Caption, Instagram, Sociopragmatics, Tourism, and Bangkalan

INTRODUCTION

Bangkalan as one of the cities on the island of East Java, has a very potential tourism object, so it is necessary to make promotions through social media, one of which is the use of Instagram (IG). The complete IG features, which are designed with an attractive appearance, can be used promote tourism in Bangkalan, Madura. Current technological developments contribute to a person's thinking about working using the internet[1] .Promotion of a tourism object can be developed by writing information on IG caption. Many business people use social media as a promotional medium[2], because social media is one of the communication media that is in great demand in the digital era like today[3] The platform provides opportunities for two-way exchange of opinions and sharing of information[4]

As one of the countries that widely uses social media as a communication medium, the use of social media is considered effective as a tourism promotion medium, one of which is tourism in Bangkalan which has the potential to be developed. The following is a graph of social media users in the world:
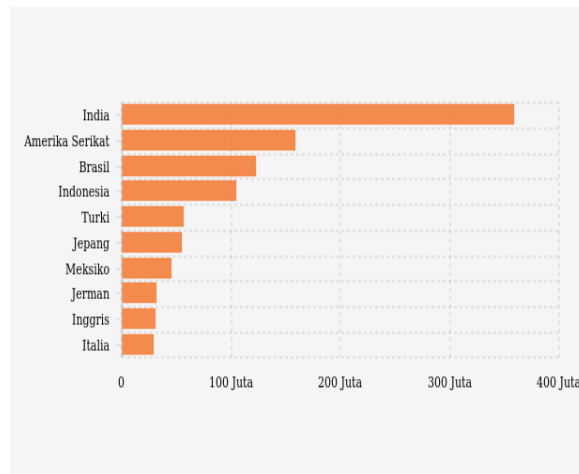
Figure 1. The Position of the User of Social Media in the World

From the graph above, Indonesia is the fourth highest number of social media users in the world. Therefore, there is great potential to use social media as a tool for promoting tourism in Bangkalan, Madura. The number of social media users in Indonesia from 2017-2026, it can can be seen in the following graph:

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[1]Stephanie Hays, Stephen John Page, & Dimitrios Buhalis, 'Social Media As A Destination Marketing Tool: Its Use By National Tourism Organizations'. Current issues in tourism, 16(3), 211-239, (2013).

[2] MFA Sudistira & MF Nasruddin , ' Information Technology as a Promotion Agent' . *International Journal of Research and Applied Technology (INJURATECH)* , *1* (1), (2021), 115-119. < https://doi.org/10.34010/injuratech.v1i1.5653 >

[3] Abi Nubli Adzhani and Teguh Widodo, "The Influence of Social Media Marketing on Consumer Brand Engagement (Adidas Study on Tiktok Application in Bandung City)" 4, no. 6 (2023).

[4] Angella J. Kim and Eunju Ko, "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand," *Journal of Business Research* 65, no. 10 (2012): 1480–1486, http://dx.doi.org/10.1016/j.jbusres.2011.10.014.

Figure 2. The Users of Social Media in Indonesia 2017-2026

From the trend of increasing social user data in Indonesia, researchers tried to analyze the use of information contained in social media by focusing on the use of speech acts on instagram captions. This research using a sociopragmatic approach to obtain readers' responses regarding the effectiveness of using speech in IG captions which contain information related to tourism object in Bangkalan, Madura. Sociopragmatic study in this research is applied to linguistic concepts to see the pragmatic force of the speech [5]

This research uses sociopragmatic studies. This study has been used by previous researchers. Gunarwan adopted a sociopragmatic approach to study politeness in directive speech in Jakarta[6] while, Afghari conducted research on apologies in Persian. Some others research related to politeness also done by Aribi with the detail result about utterance in English[7]. the investigated speech acts for second language learners and native speakers also done by the reserchers from different country[8]. [9]conducted research on the use of English as a second language. The others relevant of the research also done by [10] on politeness in Japanese and Hindi. [11] [12]researched politeness in

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[5] Ahmad Izadi and Alireza Jalilifar, "Introduction: Politeness and Impoliteness Research," *Journal of Research in Applied Linguistics* 13, no. 2 (2022): 3–5.

[6] A.Gunarwan, "Urutan Kesantunan Pengungkapan Direktif Di Kalangan Dwibahasawan Bahasa Indonesia-Bahasa Jawa Di Jakarta: Kajian Sosiopragmatik," *Pragmatik : Teori kajian & kajian Nusantara* (1993): 177–216.

[7] Imen Aribi, "A Socio-Pragmatic Study of the Use of Requests in English by Tunisian EFL Learners," *Journal of Second Language Teaching and Research* 2, no. 1 (2012): 87–120.

[8] a Mirzaei, "Exploring Pragmalinguistic and Sociopragmatic Variability in Speech Act Production of L2 Learners and Native Speakers Keywords" 4, no. 3 (2012): 79–102.

[9] Regina Ekwelibe, "Sociopragmatic Competence in English as a Second Language (ESL)," *Humanity & Social Sciences Journal* 10, no. 2 (2015): 87–99.

[10] N. Kumari, "A Survey of Studies on Sociopragmatic Use of Linguistic Politeness with Special Focus on Hindi and Japanese," *International Journal of Languages, Literature and Linguistics* 1, no. 4 (2015): 267–274.

[11] Kumari Beck and Simon Fraser, "Global Comparative Education," *Journal of the World Council of Comparative Education Societies (WCCES)* 1, no. 1 (2017).

[12] Shirin Rahimi Kazerooni and Mohammad Reza Shams, "Gender, Socioeconomic Status, and Politeness Strategies: Focusing on Iranian High School Students' Usage of Request Speech Act," *Journal of Applied Linguistics and Language Research* 2, no. 4 (2015): 196–206, www.jallr.ir.

Iranian language. [13] [14]conducted research about the use of commissive speech in drama. some others research also done related to EFL teaching in lamguage politeness. [15]investigate code mixing and code switching in the context of sharia court reconciliation in Nigeria. the use of complimentary speech also done by[16].[17]conducted research on impoliteness in language, while [18]Masran conducted research on the use of language on billboards or billboards.[19] [20] researched the Persian language.[21] [22]conducted research about the use of directive speech in health students in indonesia. And the others researchers from Indonesia also done the research about the use of imperatives on social media [23] [24] [25]

In the use of speech in instagram captions, there are interesting speeches to study. Research related to speech has been widely studied by previous researchers. A study of speech acts in public service advertisements on television media [26]. Persuasive speech acts in COVID-19 posters[27] , while Speech acts on poster done by [28] . A speech acts in

[13] Andri Wicaksono, "Tindak Tutur Komisif Pementasan Drama 'Mangir Wanabaya' (Suatu Tinjauan Sosiopragmatik)," *Ranah: Jurnal Kajian Bahasa* 4, no. 1 (2015): 73.

[14] GÜNDÜZ Nazlı, "Sociopragmatic Elements and Possible Failure in EFL Teaching," *Dil Dergisi* 0, no. 167 (2016): 49–66.

[15] Mohammed Ahmad Ado and Siti Jamilah Bidin, "Sociopragmatics of Code Switching and Code Mixing in Reconciliation Case Proceedings: Shariah Courts of Northern Nigeria," *ASIAN TEFL: Journal of Language Teaching and Applied Linguistics* 1, no. 2 (2016): 131–157.

[16] Alfred J Matiki and Naledi N Kgolo, "A Socio-Pragmatic Analysis of Compliment Responses among Students at the University of Botswana □," *J. Humanities. (Zomba)* 25, no. 2 (2017): 62–89, https://www.ajol.info/index.php/jh/article/view/165527.

[17] Kunjana Rahardi, "Linguistic Impoliteness in The Sociopragmatic Perspective," *Jurnal Humaniora* 29, no. 3 (2017): 309.

[18] Silviana Masran, "Analisis Penggunaan Bahasa Pada Papan Iklan Di Kuala Lumpur (Kajian Sosiopragmatik)," *Jurnal Pendidikan-ISSN* 10, no. 2 (2018): 2597–940.

[19] Wolfgang Stadler, "Teaching and Testing Sociopragmatics in the Russian Language Classroom," *Athens Journal of Philology* 2, no. 3 (2015): 149–162.

[20] Tri Pujiati, - Syihabuddin, and Dadang Sudana, "Gender, Religion, Cultural Background and Directive Speech Acts Politeness on Medical School Students," no. Icclas 2018 (2019): 67–70.

[21] Indah Rahmayanti and Alvi Fajar, "Sosiopragmatik Imperatif Iklan Pada Media Sosial," *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya* 3, no. 1 (2020): 79–86.

[22] Dawam Setia Nugraha and Septina Sulistyaningrum, "Tindak Tutur Direktif Dalam Iklan Layanan Masyarakat Di Media Televisi Serta Kemungkinan Efeknya," *Jurnal Sastra Indonesia* 7, no. 1 (2019): 10–20.

[23] Firman Saleh and Irwani, "Tindak Tutur Persuasif Berbahasa Bugis Pada Poster Covid-19 Di Kabupaten Maros," *Al-Munzir* 14, no. 2 (2021): 231–248, https://ejournal.iainkendari.ac.id/index.php/al-munzir/article/view/3193/1615%0Afile:///C:/Users/WINDOWS 10/Downloads/Documents/3193-11000-1-PB.pdf.

[24] Dian Sabrina Maryam Nurlaila, Nazriani, Arsad, Sandita S Naim, "Tindak Tutur Direktif Wacana Poster Imbaun Pemerintah Tentang Penanganan Covid-19 Pada Laman Covid19.Go.Id," *JEC (Jurnal Edukasi Cendekia)* 5, no. 1 (2021): 24–32.

[25] Siti Setiawati et al., "Peran Tindak Tutur Direktif Dalam Poster Edukasi Di Mass Rapid Transit (Mrt) Jakarta Sebagai Pencegahan Virus Corona Pada Masa Pandemi," *Jurnal Metabasa* 4, no. 1 (2022): 35–44.

[26] Fatma, "Kajian Sosiopragmatik Tindak Tutur Direktif Berlatar Belakang Budaya Lokal Lembah Palu Sulawesi Tengah," *International Seminar Prasasti III: Current Research in Linguistics* (2016): 313–319.

[27] Cliff Goddard, *Directive Speech Acts in Malay (Bahasa Melayu) :An Ethnopragmatic Perspective, Actes de Parole Directifs En Malais : Une Perspective Ethnopragmatique. Édition Électronique, Cahiers de Praxématique* (Malaysia, 2002).

[28] A. Racova and J Horecky, "The Directive Illocutionary Act in Slovak Carpathian Romani," *Asian and African Studies* 14, no. 1 (2005): 74–82.

educational posters on the Jakarta Mass Rapid Transit (MRT) done by[29]. [30]conducted research about the use of directive speech in local languages[31].[32]conductead a research of directive speech in Malay.[33] [34]conducted research about the use of directive speech in Slovak. [35]conducted research about local culture in directive speech[36]

Based on previous research, no researcher has studied the speech on IG captions using sociopragmatic studies. Researchers try to fill in the gaps by using sociopragmatic studies to see the effectiveness of speech through the responses of readers of IG captions. Wishing that the results of this research will be able to provide new scientific knowledge regarding the appeal of pragmatics through readers' responses to IG captions.

RESEARCH METHODS

This research with a qualitative descriptive design uses a sociopragmatic study approach to see readers' responses regarding the instagram captions @adindarigama and @alfisuma which contain information related to tourism object in Bangkalan, Madura. The research was conducted on August-September 2023. Within a sociopragmatic framework, this research aims to explore readers' responses regarding the use of language containing tourist information in Bangkalan, Madura. Wishing that the results of this research can be used as study material to see the effectiveness of using speech in Instagram captions.

The data in this research comes from IG captions @adindarigama and @alfisuma. There are 5 data obtained from Instagram captions which are used as data for this research. This data was used to see the pragmatic force used to see the effectiveness of language use in Instagram captions. This research used a sample of 100 respondents who were chosen randomly. In selecting a sample of 100 people, there were several criteria for respondents consisting of gender, regional origin, social media use, and duration of social media use.

The questionnaire in this study was designed using a closed form which was given to respondents to fill in so that accurate results were obtained regarding the effectiveness of speech in IG captions. The indicators used in the research are (1) Variables that attract attention; (2) Variable language use in IG captions; and (3) Variables that increase the desire to visit a place. The questionnaire was created using a 5-point likert scale, strongly agree, agree, neutral, disagree, and strongly disagree. This Likert scale was chosen to see

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[29] H. J Prayitno, *Kesantunan Sosiopragmatik* (Surakarta: Universitas Muhammadiah Press, 2011).

[30] L Made, *Facebook Marketing Revolution* (Jakarta: Alex Media ComputindoMaulana, 2010).

[31] Maryam Nurlaila, Nazriani, Arsad, Sandita S Naim, "Tindak Tutur Direktif Wacana Poster Imbaun Pemerintah Tentang Penanganan Covid-19 Pada Laman Covid19.Go.Id."

[32] Goddard, *Directive Speech Acts in Malay (Bahasa Melayu) :An Ethnopragmatic Perspective, Actes de Parole Directifs En Malais : Une Perspective Ethnopragmatique. Édition Électronique*; Badrul Hisham Ahmad and Kamaruzaman Jusoff, *English Language Teaching Teachers' Code-Switching in Classroom Instructions for Low English Proficient Learners*, 2009.

[33] ibid

[34] ibid

[35] Amani K Hamdan Alghamdi and Wai-Si El-Hassan, "Multiliteracies and the Pedagogy of Empowerment: The Perspective of Saudi Female Students," *Journal of Teaching English for Specific and Academic Purposes* 4, no. 2 (2016): 417–434, http://espeap.junis.ni.ac.rs/index.php/espeap/article/view/359.

[36] Saleh and Irwani, "Tindak Tutur Persuasif Berbahasa Bugis Pada Poster Covid-19 Di Kabupaten Maros."

readers' responses regarding the effectiveness of the captions on IG. Effectiveness is the response to the content of the message and the meaning desired by the sender[37], and the effectiveness of advertisements on the promotional of tourism objects[38].

In processing the data, the researcher made an analysis by looking for the average response of respondents to see the reader's response regarding the language in the IG caption. Below is a chart of the process of this research:
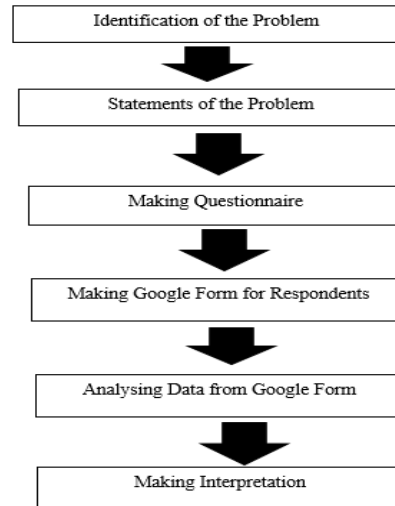
**Figure 3.** The Procedure of the Research

RESULTS AND DISCUSSION

This research was conducted to get an overview of readers' responses regarding the information contained in the IG captions @adindarigama and @alfisuma which contain information related to tourism object in Bangkalan, Madura. The characteristics of the respondents can be seen in the following paragraph:

A.   Characteristics of Respondent

1.   Distribution of Respondents Based on Educational Background

Respondent characteristics based on educational background can be found in figure 4 below:
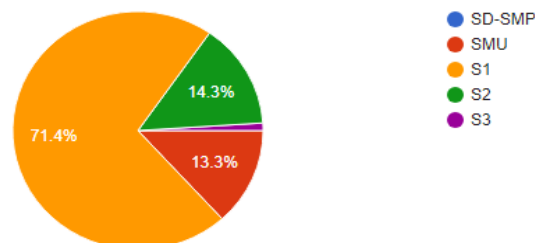
**Figure 4.** Respondents' Educational Background

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[37] Fatma, "Kajian Sosiopragmatik Tindak Tutur Direktif Berlatar Belakang Budaya Lokal Lembah Palu Sulawesi Tengah."

[38] Rahmayanti and Fajar, "Sosiopragmatik Imperatif Iklan Pada Media Sosial."

Based on figure 4 which contains a description of the respondents' educational background, the respondents come from different educational backgrounds. Most of the respondents had an educational background at undergraduate level, 71,4%. Master's educational background was 14,3%, high school background was 13,3%, and doctoral background was 1%.

2.   Distribution of Respondents Based on Gender

The results of data processing on respondents showed that the respondents came from in terms of gender, there were representatives of both male and female respondents. This information can be identified through Figure 2, which provides an overview of the gender distribution of respondents. Look at image 2 below:
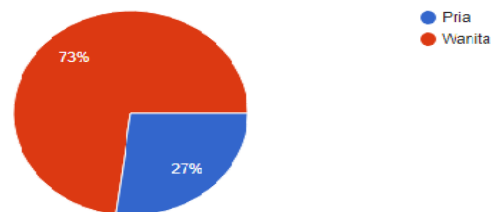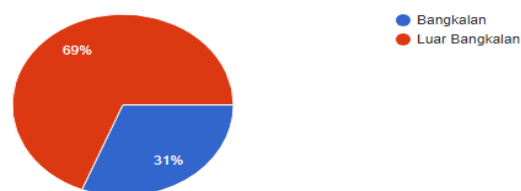

Figure 5. Gender of Respondents

Figure 5 shows that the gender of most respondents is 73% female and 27% male.

3.   Distribution of Respondents Based on Regional Origins

The characteristics of respondents related to the respondent's regional origin can be seen in figure 6 which depicts the respondent's regional origin.

Figure 6. Respondent's Area of Regional Origin

From figure 6 which contains the results of data processing of respondents regarding the respondents' regional origins, 69% of the respondents' regional origins are from outside Bangkalan and 31% of the respondents are from Bangkalan.

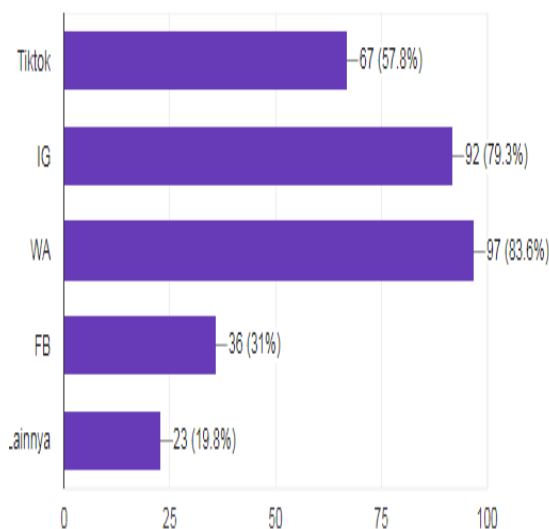4.   Distribution of Respondents Based on Age

The characteristics of respondents related to age can be seen in figure 7 which depicts the age of the respondents.
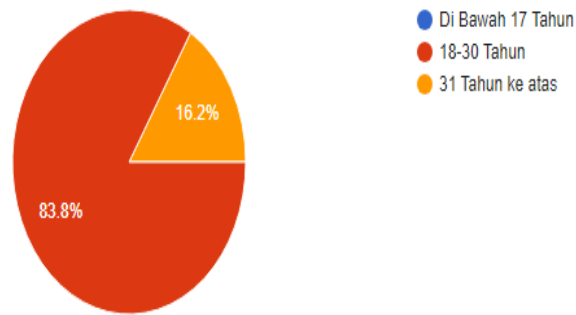
Figure 7. Respondent's Age

Based on figure 7 regarding the age of the respondents, it can be seen that 83.8% of the respondents who filled out the questionnaire were aged 18-30 years and 16.2% were aged 31 years and over.

5. Distribution of Respondent Identity Based on Social Media Usage

Figure 8. Distribution of Respondent Identity based on Social Media Usage

Based on figure 8, 83.6% use WhatsApp (WA), 79.3% use Instagram (IG), 57.8% use TikTok, 31% use Facebook (FB), and 19.8% use other social media platforms.

B. Speech on Instagram Captions

This research uses 5 Instagram caption data obtained from @adindarigama and @alfisuma. The following is a screenshot of an instagram caption containing information related to tourism object in Bangkalan.

1. **Speech Acts in Instagram Caption "Alun-Alun Bangkalan"**

Figure 9. Picture of Instagram Caption "Alun-Alun Banngkalan"

In figure 9, there is a story containing information and an invitation to visit Bangkalan Square. The words in the Instagram caption are written using language that is easy to understand and written in promotional language containing an invitation to visit Bangkalan. This finding is in line with research by Arigama, *et al.* which confirms that the choice of words of invitation in directive illocutions on tourist posters requires care in choosing the right directive verb[39] This is also consistent with research conducted by Setiawati & Nurjamilah which shows that the use of directive speech on the MRT can function as an educational effort to prevent the spread of the Covid-19 virus[40]. Furthermore, directive speech will be able to stimulate reader in continuing listening and reading the advertisement language[41].

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[39] Nugraha and Sulistyaningrum, "Tindak Tutur Direktif Dalam Iklan Layanan Masyarakat Di Media Televisi Serta Kemungkinan Efeknya."

[40] Setiawati et al., "Peran Tindak Tutur Direktif Dalam Poster Edukasi Di Mass Rapid Transit (Mrt) Jakarta Sebagai Pencegahan Virus Corona Pada Masa Pandemi."

[41] Arjulayana Arjulayana and Enawar Enawar, "Cosmetics Advertisement Language through Discursive Psychology," *Linguists : Journal Of Linguistics and Language Teaching* 8, no. 2 (2022): 205.

2.   Speeh Acts in Instagram Caption "Taman Wisata Laut Labuhan"

Figure 10. Picture of Instagram Caption "Taman Wisata Laut Labuhan"

In picture 10, there is a speech containing information and an invitation to visit the Taman Wisata Laut Labuhan. The words in the Instagram caption are written using language that is easy to understand and written in promotional language containing an invitation to visit the Taman Wisata Laut Labuhan. Otherwise the use of understandable language is very crucial in promoting something[42].

3.   Speech Acts in Instagram Caption "Bukit Jaddih"

Figure 11. Picture of Instagram Caption "Bukit Jaddih"

In figure 11 above, there is a speech containing information and an invitation to visit Bukit Jaddih. The words in the Instagram caption are written using language that is easy to understand and written in promotional language containing an invitation to visit Bukit Jaddih.

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[42] Mahmud Akhter Shareef et al., "Social Media Marketing: Comparative Effect of Advertisement Sources," *Journal of Retailing and Consumer Services* 46, no. September 2017 (2019): 58–69.

4. Speech Acts in Instagram Caption "Pantai Martajasah"

Figure 12. Picture of Instagram Caption "Pantai Martajasah"

In figure 12, there is a speech containing information and an invitation to visit Pantai Martajasah. The words in the Instagram caption are written using language that is easy to understand and written in promotional language containing an invitation to visit Pantai Martajasah.

5. Speech Acts on Instagram Caption "Mercusuar Sambilangan"

**Figure 13.** Picture of Instagram Caption "Bangkalan Square"

In picture 13, there is a speech containing information and an invitation to visit the Mercusuar Sambilangan. The words in the Instagram caption are written using language that is easy to understand and written in promotional language containing an invitation to visit the Mercusuar Sambilangan.

C.   Respondents' Response Related Information on Instagram Captions

The results of questionnaire data processing based on the "attracting attention" variable show the following results.

### 1. Interesting Variables

1) Indicator (The words on instagram caption are easy to be read and see)
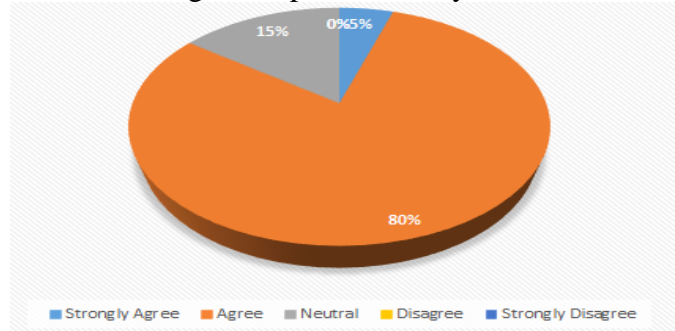
Figure 14. Respondents' Assessments on indicator "The words on Instagram Captions Easy to be Read and Seen"

Based on Figure 14 above regarding respondents' assessments regarding speech in instagram captions, it can be seen that as many as 80% of respondents agreed that speech in instagram captions was easy to read and see. From this respondent's assessment, it can be concluded that instagram captions have a good level of readability so that they are easy for readers to understand. The hope is that from this high readability, people will be interested in visiting tourism in the Bangkalan area.

2)   Indicator (Visuals on Instagram captions are interesting)
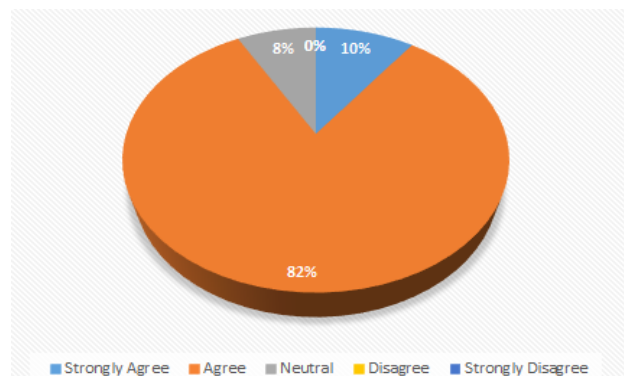
Figure 15. Respondents' Assessment on Indicator "Visuals on Instagram Captions are Interesting"

From readers' assessments as shown in figure 15 which contains respondents'' assessments regarding visuals on instagram captions, it can be seen that 82% agree if the visuals in instagram captions are good and interesting. This indicates that readers feel that the visuals used in Instagram captions are interesting. With this attractive

visual, it is hoped that the public will be able to visit tourism object, so that the number of tourists will increase.

3) Indicator (The color on instagram caption is interesting to see and read)
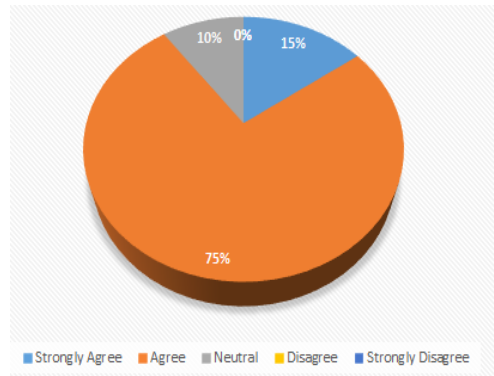
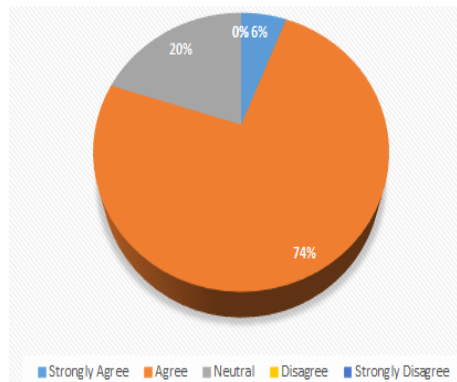

Figure 16. Respondents' Assessment on Indicator "Color on Instagram Captions are Intereting"

From figure 16 which contains respondents' assessments regarding the colors in instagram captions being attractive to look at and reading, it can be seen that 75% of respondents agreed that the colors in instagram captions are attractive. The colors chosen are also bright.

4) Indicator (The Writing on instagram caption can be read clearly)

Figure 17. Respondents' Assessment on Indicator "The Writing on Caption Being Clearly Legible"

Based on figure 17 which contains respondents' assessments regarding whether the writing in the caption is clear, it can be seen that as many as 74% of respondents agree that the writing displayed onn isnstagram caption is clearly visible.

**Table 1.** Percentage of "Attractive Attention" Ratings

No	Indicator	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1	The words in Instagram captions are easy to read and see	5%	80%	15%	0%	0%
2	The visuals in Instagram captions are interesting to look at and read	10%	82%	8%	0%	0%
3	The colors in Instagram captions are interesting to look at	15%	75%	10%	0%	0%
4	The writing in the Instagram caption is clear and legible	6%	74%	20%	0%	0%
Average		9%	77.75%	13.25%	3.2%	0%

Based on table 1 which contains the percentage of assessments with the "attracting attention" indicator, it can be concluded that the overall average for the attracting attention category shows that the highest point for the average is 77.75% agreeing that the speech in the Instagram caption attracts the attention of respondents.

2. Information about Understandability Variables on Instagram Captions

To see the success of using speech on instagram captions, there are two indicators used, the reader understands the information contained on instagram caption and the reader understands the meaning of the speech contained on instagram caption. The following are the results of a questionnaire from respondents regarding the use of speech acts on instagram captions.

1) Indicator (The words on Instagram caption are easy to read and see)
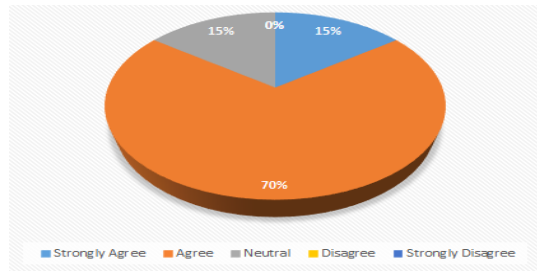
Figure 18. Respondents' Assessments on Variable **"Comprehensibility of Speech on Instagram Captions"**

Based on figure 18 above regarding respondents' assessments regarding the understandability of speech on instagram captions, it can be seen that as many as 70% of respondents agreed that speech in Instagram captions was easy to read and see. From this respondent's assessment, it can be concluded that instagram captions have a good level of readability so that they are easy for readers to understand.

2) Indicator (The meaning of the speech on instagram caption is easy to read and see)
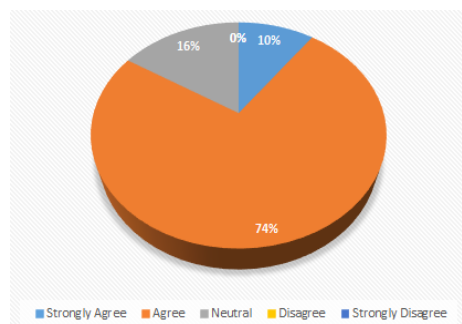
Figure 19. Respondents' Assessments on Variables "Understanding the Meaning of Speech on Instagram Captions"

Based on figure 19 above regarding respondents' assessments on understandability of the meaning of speech on nstagram captions, it can be seen that as many as 74% of respondents agreed that the meaning of speech in Instagram captions was easy to understand. From the respondents' assessments, it can be concluded that instagram captions have meanings that are easy for readers to understand.

**Table 2.** Percentage of Assessment of "Understanding of Information in Instagram Captions"

No	Indicator	Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1	Readers understand the speech contained in Instagram captions	15%	70%	15%	0%	0%
2	Readers understand the meaning of the speech contained in the Instagram caption	10%	74%	16%	0%	0%
Average		12.5%	72%	15.5%	0%	0%

From table 2 which contains the percentage of respondents' assessments on the variable use of speech on instagram captions, it can be concluded that the overall average for the speech understandability category shows that the highest point for the average is 72% agreeing that the speech in Instagram captions is easy to understand.

3. Variable "Growing the desire to visit tourism object"

There are 3 indicators used on this variable, messages contained on instagram captions can increase knowledge about tourism object, messages contained on instagram captions can increase awareness of visiting tourism object, and messages contained on instagram captions can motivate you to visit tourism object[43]. The following are the results of the questionnaire from the relevant respondents.

1) Indicator (Messages in Instagram captions can increase knowledge about tourism object)
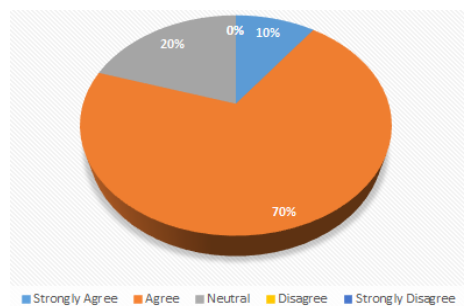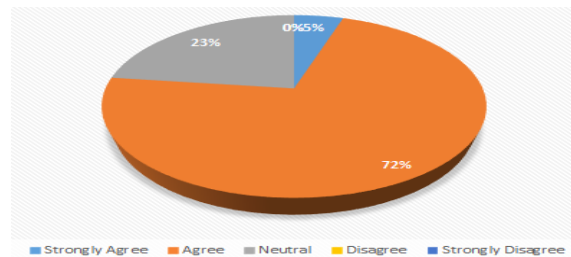

Figure 20. Respondents' Assessment Based on Variable "Messages on Instagram Captions Increase Knowledge about Tourism Object"

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[43] D Hays, S., Page, S., Buhalis, "Social Media as a Destination Marketing Tool: An Exploratory Study of the Use of Social Media among National Tourism Organisations," *Current issues in tourism* 16, no. 3 (2013): 211–239.

Based on figure 20 above regarding respondents' assessments regarding messages in Instagram captions, it can be seen that as many as 70% of respondents agreed that messages in Instagram captions can increase knowledge about tourism object.
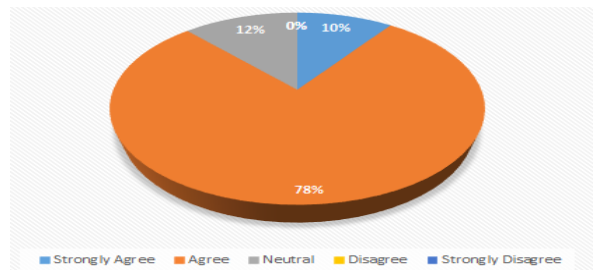
2) Indicator (Messages on instagram captions can raise awareness about visiting tourism object)

Figure 21. Respondents' Assessment Based on Variable "Messages on Instagram Captions can Raise Awareness of Visiting Tourism Object"

Based on figure 21 above regarding respondents' assessments on instagram captions, it can be seen that as many as 72% of respondents agreed that messages on instagram captions could raise awareness about visiting tourism object[44].

3) Indicator (Messages on instagram captions can motivate you to visit tourism object)

Figure 22 Respondents' Assessment Based on Variable "Messages on Instagram Captions Motivate to Visit Tourism Object"

Based on figure 22 above regarding respondents' assessments on instagram captions, it can be seen that as many as 78% of respondents agreed that messages on instagram captions give motivation to visit tourism object in Bangkalan.

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[44] Ibid.

Table 3. Percentage of Assessment "Growing Interest in Visiting a Place"

No	Indicator	Strongly agree	Agree	Neutral	Don't agree	Strongly Disagree
1	The messages contained in Instagram captions can increase knowledge about tourism object in Bangkalan	10%	70%	20%	0%	0%
2	The message contained in the Instagram caption can raise awareness about visiting tourism object in Bangkalan	5%	72%	23%	0%	0%
3	The message contained on Instagram caption can motivate to visit tourism object in Bangkalan	10%	78%	12%	0%	0%
Average		8.3%	73.3%	18.3%	0%	0%

Based on table 3 which contains the percentage of assessments for "growing interest in visiting a place", it can be concluded that the overall average for the category of growing interest in visiting a place shows that the highest point for the average is 73.3% agreeing regarding Instagram captions. The effective in attracting readers' interest in visiting tourism object in Bangkalan, Madura.

The use of speech contained in the Instagram captions @adindarigama and @alfisuma is considered effective in providing information related to tourism object in Bangkalan, Madura. The choice of words used to invite people to visit Bangkalan shows that the speech in the caption contains the right directive verbs to attract people's attention and encourage them to visit a place. This finding is in line with [45] who emphasized that the choice of invitation words in directive illocutions on tourist posters requires care in choosing directive verbs. This is also relevant with research conducted [46], which shows

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[45] Akbar Afghari, "A Sociopragmatic Study of Apology Speech Act Realization Patterns in Persian," *Speech Communication* 49, no. 3 (2007): 177–185.

[46] Setiawati et al., "Peran Tindak Tutur Direktif Dalam Poster Edukasi Di Mass Rapid Transit (Mrt) Jakarta Sebagai Pencegahan Virus Corona Pada Masa Pandemi."

that the use of directive speech on the MRT as an educational effort to prevent Covid-19 virus.

In the use of instagram captions, there is a use of language politeness that gets attention from the caption, which is adapted to the language norms. This is in line with research conducted [47] showing several markers of politeness. The results of this research are in line with the findings of research conducted by Putri, *et.al* (2023) which concluded that in digital tourist posters, the use of invitational directive speech politeness strategies is very important as an effort to invite people to visit tourism object [48].

In the context of politeness, it can be observed that instagram captions are written with very good politeness strategies. This finding is also in line with research conducted by Pujiati & Gunawan (2019) which examined the use of directive speech politeness strategies in health student discussions[49]

CONCLUSION

This research provides an illustration that the use of speech contained in IG captions shows that IG captions can be used as an effective promotional tool to the public. The pragmatic power of IG captions is obtained from readers' responses which can be seen from 3 indicators, namely from the variable "attracting attention" with an average of 77.75% who agree that the speech in Instagram captions attracts attention. In the variable "Use of language" an average of 72% agreed that the message in the speech contained on instagram caption was good. The results of the questionnaire on the indicator "increasing the desire to visit tourism object" obtained an average of 73.3% who agreed that speech acts on instagram captions could increase the desire to visit tourism object in Bangkalan.

This research provides an overall description about the use of speech in IG captions functions to provide an overview of tourism object in Bangkalan, Madura. The recommendation from this research is that the use of speech in IG captions can be made using language that is interesting, unique, and easy to understand. Further research can be carried out by analyzing language errors on IG captions and reader responses in the IG comments column.

ACKNOWLEDGMENTS

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[47] Rahardi, "Linguistic Impoliteness in The Sociopragmatic Perspective."

[48] Jafar Fakhrurozi and Shely Nasya Putri, "Fungsi Wawancan Dalam Upacara Adat Pengantin Lampung Saibatin," *Jurnal Salaka : Jurnal Bahasa, Sastra, dan Budaya Indonesia* 1, no. 2 (2019): 17–26; putri alinda Andita, Arjulayana, and Ramadhaniah, "The Correlation in Speaking English Ax," *Globish (An English-Indonesian journal for English, Education and Culture* 7, no. 2 (2019).

[49] T Pujiati and Et.al., "Gender, Ethnics, and Level Of Politenes: A Study Of Directive Speech Acts At Medical School In South Of Tangerang, Indonesia," *Impact Journals, International Jurnal of research on humanities, Art, and Literature* 6, no. 10 (2019): 307–316.

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