

ANALYSIS OF DIRECTIVE UTTERANCES IN “SOME BY ME” ADVERTISEMENT IN INSTAGRAM

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Abstract: This research aims to analyze the use of directive utterances in the “Some by Me” advertisement published on Instagram. The study focuses on identifying the meaning and functions of directive speech acts employed in the advertisement to influence consumer behavior. Using Semantic and pragmatic approaches, this study adopts a qualitative descriptive method to examine the meaning and pragmatic functions of the directives. The data consist of captions from selected Instagram posts by the official “Some by Me” account. The findings reveal that directive utterances in the advertisement are predominantly in the form of imperatives in direct and indirect speech. Additionally, some directives are expressed indirectly through modal constructions and rhetorical questions to maintain politeness and engage audiences more persuasively. The study concludes that directive utterances are a crucial persuasive strategy in digital marketing, especially in beauty product advertisements, where language is carefully crafted to generate interest, urgency, and action among followers. This research contributes to understanding how linguistic choices in social media advertising reflect pragmatic goals and consumer engagement strategies.

Keywords: directive utterances, advertisement, meaning, Function, Some by Me

Abstrak: Penelitian ini bertujuan untuk menganalisis penggunaan ujaran direktif dalam iklan “Some by Me” di Instagram. Penelitian ini berfokus pada identifikasi makna dan fungsi tindak tutur direktif yang digunakan dalam iklan tersebut untuk memengaruhi perilaku konsumen. Dengan menggunakan pendekatan semantik dan pragmatik, penelitian ini mengadopsi metode deskriptif kualitatif untuk mengkaji makna dan fungsi pragmatik dari ujaran direktif. Data yang digunakan berupa teks dari unggahan Instagram terpilih oleh akun resmi “Some by Me”. Temuan penelitian ini mengungkapkan bahwa ujaran direktif dalam iklan tersebut sebagian besar berupa imperatif dalam tuturan langsung dan tidak langsung. Selain itu, beberapa ujaran direktif diungkapkan secara tidak langsung melalui konstruksi modal dan pertanyaan retorik untuk menjaga kesopanan dan melibatkan audiens secara lebih persuasif. Penelitian ini menyimpulkan bahwa ujaran direktif merupakan strategi persuasif yang krusial dalam pemasaran digital, khususnya dalam iklan produk kecantikan, di mana bahasa disusun dengan cermat untuk membangkitkan minat, urgensi, dan tindakan di antara pengikut. Penelitian ini berkontribusi untuk memahami bagaimana pilihan linguistik dalam iklan media sosial mencerminkan tujuan pragmatis dan strategi keterlibatan konsumen.

Kata Kunci: tuturan direktif, iklan, makna, Fungsi, Some by Me

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PENDAHULUAN

Language is a central part of our everyday lives, affecting how we interact, learn, and even make decisions. It is not only essential for daily communication but also plays a major role in the world of commerce. From a young age, people use language to share information, negotiate, and build relationships. Because of this, language is a vital tool that helps individuals understand one another and work together. Language is a complex and dynamic system of communication that extends far beyond the literal meanings of words and sentences (Givano, 2023). It functions not only to describe the

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world but also to influence it. Among the many ways in which language achieves this function is through the use of directive utterances as linguistic expressions that serve to prompt or direct the actions of others.

A directive utterance occurs when a speaker uses language with the intention of getting the hearer to do something. This seemingly simple communicative act is, in fact, underpinned by a range of semantic, pragmatic, and contextual factors that complicate its interpretation. Understanding the meaning in directive utterances, therefore, demands a deeper exploration into both the literal content of the language and the intentions, assumptions, and social dynamics that accompany it. The importance of meaning in communication becomes a medium between speakers and listeners to understand each other (Leech, 1993).

In the commercial field, clear and effective communication is very important. Advertisements, for example, act as a bridge between sellers and buyers. Sellers use carefully chosen words to present products and services in a way that encourages people to take action. To make the meaning can be delivered and accepted easily, people can explore the meaning of language through linguistic study (Suryandani & Budasi, 2021). The way these messages are understood is influenced by semantics, which is the study of how the listeners interpret the meaning behind what the speaker says and also how the readers understand the meaning what the writer writes as the core element of marketing efficacy of a commercial.

The study of meaning in language falls within the domain of semantics and pragmatics, two closely related but distinct subfields of linguistics. Semantics is concerned with the systematic study of meaning encoded in linguistic expressions in the literal which is dictionary-type meanings of words and how they combine according to grammatical rules (Brown & Levinson, 1987). Pragmatics, on the other hand, is concerned with how meaning is constructed in actual communicative situations, taking into account context, speaker intention, and the inferential processes that listeners use to understand what is meant beyond what is explicitly said. When applied to directive utterances, these two perspectives interact in important ways. While semantics helps to identify the base meaning of directive forms such as imperatives, modals, and interrogatives, pragmatics is essential for understanding how these forms function in context.

In today's competitive market, advertising stands out as one of the most powerful tools for influencing consumer behavior. An advertisement is a paid form of communication delivered through a medium by a recognizable source, aimed at convincing the audience to take immediate or future action (Kerr & Richards, 2020; Khodabandeh, F. 2007). This definition emphasizes how central persuasion is to advertising, as advertisers carefully craft messages that resonate with the target audience's needs and preferences. A notable aspect of language in advertisements is the use of directive utterances, particularly commands. Fatmawati (2014) argued that such directives were deliberately crafted to evoke a sense of urgency and action among consumers. These directives are designed to guide the audience towards a specific action by providing clear instructions. Commands are crafted carefully to leave little room for ambiguity, ensuring that the intended call to action is both noticed and followed.

Wulandari (2018) in her journal article *A Pragmatic Analysis of Directive Speech Acts in Beauty Product Advertisements*, examined advertisements from international beauty brands. She found that besides imperatives, modal verbs like “should,” “must,” and “can” were also frequently used to guide consumers’ decisions indirectly. These forms helped in softening the directive force while maintaining the persuasive intent of the advertisement. Suryani and Wahyuni (2017) stated that many directives in advertisements use both direct and indirect strategies which functioned persuasively while maintaining politeness. Lestari (2021) focused on *Directive Utterances in Online Learning Contexts during the COVID-19 Pandemic*. The research found that teachers frequently used modal verbs like “should,” “need to,” or “please” in their directives to balance authority and empathy in online settings. The study highlighted how technological mediation influenced the tone and structure of directives, as educators adapted to new communication norms.

These studies collectively demonstrate that directive utterances in advertisements are designed to prompt immediate consumer action through a mix of direct commands and polite or emotionally appealing suggestions. The choice of directive strategy often depends on the product type, target audience, cultural context, and medium of advertisement. While imperatives remain dominant, advertisers also rely heavily on indirect strategies to maintain consumer trust and engagement. This study focuses on the use of commands in *SOME BY ME* advertisement captions and investigates how these utterances influence consumer responses. Through a semantic lens, the research uncovers the structures and functions of these directives within broader marketing contexts.

RESEARCH METHOD

The descriptive qualitative research was performed in this study. This approach focuses on gathering and examining descriptive and unstructured data. This approach involves giving explanations of the meanings of directive utterances present in the *Some by Me* Advertisement. data. By categorizing, evaluating, and elucidating the data gathered using theories, the descriptive analysis approach provides a methodical explanation of anything. Understanding a phenomenon is the primary objective. The purpose of this study was to identify the phenomena of meaning in directive utterances. The author employed non-participant observation and note-taking techniques to gather data. According to Sudaryanto (1993), the note-taking technique involves taking notes on the entire data set and then classifying it. A non-participant observational technique is one in which the writer observes the data process rather than participating in it.

RESULTS AND DISCUSSION

In the world of advertising, interactive communication between the advertiser and the consumer is very much needed to increase engagement from the advertised product. Various ways of communication are carried out in order to produce creative interactions and form chemistry between consumers and the advertised product. One of the communicative ways that is carried out is by using directive utterance in the application of its words.



Directive utterances are illocutionary acts used by speakers to encourage the listeners to perform something. These actions communicate what the speaker wants, and the speaker uses the hearer to try to make the world suit the words (Yule, 1997). Moreover, command as one of the directive utterances aims to influence or direct the behavior or actions of others. It is featured in SOME BY MI, a South Korean skincare brand that focuses on skin care. This brand uses commands in the captions of their product advertisements to prompt and persuade the audience to do what the seller wants, for example to buy their product.

In this study, the researcher discusses the use of directive utterance in the form of commands in some by mi product advertisements, which are widely applied in the product advertisement captions. Some of the advertisement products that the researcher collected were serum, toner, daily cream, body cream, face mask, double cleanser, sunscreen and lip sun protector. This study focuses on the advertisement captions used on some by mi social media for related products

Directive Utterances as A Command

Through structuring the sentence as a command, the advertisement not only encourages user interaction but also subtly implies that swiping will provide valuable and trustworthy insights. The combination of directive language and positive semantic choices makes the miracle line products appear reliable and desirable, increasing the likelihood of consumer engagement.

"Swipe to see real reviews from our happy users!"

The phrase above functions as a clear directive utterance, serving as a command that encourages the audience to take a specific action. It employs the command form "Swipe" directly instructing the audience to take an action. Commands typically omit the subject, but the implied subject is "you" addressing the consumer directly without explicitly mentioning them. The verb "Swipe" is an action-oriented command that aligns with the interactive nature of social media platforms, where users are accustomed to swiping to navigate through content. This imperative verb urges immediate engagement, making the advertisement more dynamic and compelling. Semantically, the phrase "real reviews" functions as a persuasive element. The word "real" emphasizes authenticity and credibility, appealing to consumers who seek genuine testimonials before making a purchase decision. Additionally, "happy users" evokes positive emotions, reinforcing the idea that previous customers have had satisfying experiences with the products, which is miracle line that consist of miracle toner, miracle serum, and miracle cream.

Directive Utterances as Explicit Instructional Expressions



“Fill your skin with moisture Strengthen your barrier!”

The statements above function as explicit instructional expressions, each utilizing commands such as “Fill” and “Strengthen” that directly prompt the reader to perform specific tasks. Although the pronoun “you” is not overtly mentioned, it is implicitly understood, thereby creating a direct engagement with the audience. The verbs “Fill” and “Strengthen” are vigorous in nature, intended to spark immediate interest in the product’s benefits, namely, enhanced hydration and reinforced skin protection. Their succinct and commanding tone presents these recommendations as straightforward yet effective measures, appealing to consumers who desire rapid and perceptible improvements in their skincare routine.

In terms of meaning, the words “moisture” and “barrier” evoke favorable images associated with nourishment and defense. “Moisture” implies the restoration of vital hydration, while “barrier” suggests the concept of shielding the skin from harmful external factors. Together, these terms address common concerns related to maintaining healthy and resilient skin. Structuring these suggestions as commands, the advertisement not only instructs but also subtly encourages the audience to have confidence in the product’s ability to deliver measurable, positive outcomes. This integration of commanding language with constructive semantic choices is designed to enhance consumer trust and motivate engagement with the beta panthenol body cream.

Directive Utterances as A Straightforward Instruction



“Use it before makeup or before bed — Once a day for glowing skin.”

This recommendation serves as a straightforward instruction, conveyed through a command-based verb (“Use”), which directly addresses the reader’s daily routine.

Although the pronoun “you” is not explicitly included, it remains implied, establishing a personal connection with the audience. It also specifies the timing (“before makeup” or “before bed”) and frequency (“once a day”), the brand clarifies how and when to incorporate the product, emphasizing practicality and ease of adoption.

“Experience the perfect synergy of Galactomyces and Glutathione with the Glow Skin Boosting Mask.”

Here, the word “Experience” functions as a prompt, urging readers to actively try the product and discover its purported benefits. The phrase “perfect synergy” evokes a sense of harmony and efficacy, suggesting that these ingredients work seamlessly together for optimal skin results. This commanding tone encourages consumers to envision the glow skin boosting mask’s potential impact on their own skincare journey.

“Start your glow journey today!”

This closing statement acts as another directive, motivating readers to embark on a transformative process. The expression “glow journey” highlights a desirable outcome, radiant skin and frames it as an attainable goal, thus reinforcing the notion that immediate action will yield visible benefits. Through this succinct yet encouraging invitation, the advertisement aims to instill confidence in prospective users and inspire them to begin using the product without delay.

Directive Utterances as An Imperative Utterance



“Try Lactosoy’s vegan-certified Cleansing Oil & Bubble Cleanser for a gentler, safer skincare routine!”

This command functions as an imperative utterance, designed to prompt the audience to take specific action. The verb “Try” serves as an encouraging prompt, inviting consumers to experiment with the product firsthand. Although the subject “you” is omitted, it remains implicitly understood, making the tone both direct and persuasive.

The use of “vegan-certified” and “gentler, safer skincare routine” enhances the appeal of the product by emphasizing its suitability for sensitive skin, while also reflecting ethical values that resonate with a growing consumer base. The combination of these descriptive phrases constructs a positive image, suggesting that this lactosoy cleansing oil & bubble cleanser is both effective and considerate of skin health. This conveys that by using this product, buyers no longer need to be afraid to do double

cleaning. Framing the sentence as a recommendation rather than a command softens the tone while still motivating action. This strategic use of language makes the product seem accessible and reassuring, reinforcing the idea that giving it a try is a sensible and beneficial choice.

Directive Utterances as A Clear Command



“Protect your skin from UV rays with V10 HYAL AIR FIT SUNSCREEN & LIP SUN PROTECTOR”

The phrase above serves as a clear command, functioning as a directive that prompts the audience to perform a specific action. It utilizes the imperative verb form “Protect”, instructing the audience directly without stating the subject, which is implicitly understood as “you”. This makes the tone straightforward and purposeful. The verb “Protect” conveys a sense of responsibility, reminding consumers to take proactive measures against UV exposure. Additionally, mentioning “UV rays” and “SUN PROTECTOR” highlights the product’s function, reinforcing its relevance for summer skincare.

Semantically, the words “V10 HYAL AIR FIT SUNSCREEN” and “LIP SUN PROTECTOR” suggest effectiveness and protection, appealing to those looking to maintain healthy skin during sunny weather. The combination of commanding language and practical phrasing makes the statement both engaging and convincing, motivating consumers to prioritize sun protection by using these products.

CONCLUSIONS

The semantic analysis of directive utterance commands in SOME BY MI advertisement captions reveals the significant role of language in influencing consumer behavior. Advertisements are not only designed to inform but also to persuade, using commands as a powerful linguistic tool. These commands are carefully crafted to capture attention and motivate action, aligning with consumers' expectations and preferences. The study shows that the commands used in SOME BY MI advertisements are structured to be straightforward yet persuasive. The absence of explicit subjects makes the messages feel universal, enhancing personal engagement without sounding overly forceful.

Furthermore, the analysis highlights the importance of combining directive language with positive and reassuring semantic choices. This approach not only

commands attention but also appeals to consumers' desires for effectiveness, authenticity, and safety. Using words that build trust and credibility, the advertisements subtly encourage consumers to take the desired actions, such as making a purchase or trying a product. This balance is crucial in marketing, as it avoids being forceful while still guiding the audience toward the intended response.

In conclusion, this study also shows the effectiveness of SOME BY MI advertisement captions lies in their strategic use of directive utterance commands, which are clear, direct, and emotionally appealing. By leveraging semantics, the brand successfully guides consumers behavior by raising awareness of need, creating a sense of instant benefit, and encouraging immediate action through persuasive and direct language. Therefore, this study can serve as a reference for advertisers and marketers to improve the effectiveness of their marketing strategies.

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