

ABSTRACT

In the entertainment industry, artists need to promote themselves and make people aware of them. Twitter is one of the media used by artist as a promotion tool. In promotion, language plays an important role. This study is to find out the pragmatic features used by the artists when promoting on Twitter, the written contents of the responses of the followers and discover the attitude of public toward the artist communication on Twitter. The methods used are quantitative and qualitative research. The qualitative research is conducted by observing 60 tweets of American artists and 45 responses from the readers of the artists' tweets. The quantitative research is done by spreading questionnaires via online survey and to one of the English Department classes. The results found that there are 4 types of speech act functions: Directives, Representatives, Commisives, and Expressive. Some of the illocutionary acts found in the analysis are ordering, asking, instructing, suggesting, stating, informing, reporting, promising, confirming, inviting, offering, showing happiness, showing anticipation, praising, thanking, and appreciating. It is also found out that Twitter users tend to use a spoken style of expression rather than written style, where they tend to ignore the proper usage of capitalization, punctuations, and standard grammar.

Keywords: speech act, spoken language, written language, promotion