

The Analysis of Speech Acts in Comments on Cinta Kuya's Instagram Post: Literacy-Shaming as a Form of Cyberbullying

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ABSTRACT

This study examines the linguistic phenomenon of literacy shaming as a form of cyberbullying within the Indonesian digital landscape, specifically focusing on the comment section of Cinta Kuya's Instagram post regarding the looting of her house. While previous studies on speech acts have extensively covered educational and political discourse, there remains a significant gap in understanding how English proficiency is leveraged as a status symbol to facilitate moral judgment and social domination in Indonesia's cyberspace. This research aims to identify the types and pragmatic functions of illocutionary acts that constitute literacy shaming and to explain how these acts reproduce social hierarchies. Using a descriptive qualitative method grounded in Searle's Speech Act Theory, the researchers analyzed a purposive sample of 30 high-engagement comments categorized into themes of intellectuality, family background, and animal welfare. The results demonstrate that expressive acts are the most dominant (11 data points), frequently utilizing sarcasm and insults to attack the victim's intelligence. This is followed by declarative acts (8 data points) which construct negative social realities, and assertive acts (5 data points) that frame subjective assessments as facts. This study contributes academically by expanding the application of Pragmatics into Cyber Discourse, highlighting how language functions not merely for communication but as a tool for social control and psychological aggression. The findings emphasize the urgent need for digital literacy and empathy to mitigate the harmful impacts of linguistic-based bullying in online public spaces.

I. Introduction

The increasing use of social media has changed the way humans communicate and connect, blurring the boundaries between private and public life. This has made social media a subject of study and research by academics, particularly in the aspects of Pragmatics and Cyber Discourse. Platforms such as Instagram, TikTok, and X (formerly Twitter) allow anyone to instantly share their thoughts with a wide audience. While this global connectivity encourages participation and visibility, it also creates space for harmful behaviors such as cyberbullying and online harassment, where language becomes a weapon to judge and humiliate (Prayitno et al.,2021) [1]. These actions are often formed through speech acts, expressions that not only convey ideas but also perform actions such as criticizing, mocking, or commanding (Searle, 1979; Aulia & Kurniadi, 2020) [2] [3]. In the digital environment, such expressions can influence how people view themselves and others, shaping power relations and social hierarchies. The importance of research addressing cyberbullying opens up opportunities for academics to explore how speech acts occurring in digital spaces not only convey a message, but also refer to complex social actions, such as insults and even domination, which influence power relations among social media users themselves.

Globally, the problem of cyberbullying has reached alarming levels, as evidenced by statistical data showing high rates of cyberbullying in various countries. A UNICEF report (2019) [4]. Adolescents in 30 countries have been victims of online bullying, while a Pew Research Center survey revealed that

59% of US adolescents have faced some form of online harassment, ranging from insults to spreading rumors (Anderson, 2018) [5]. Gohal et al. (2023) [6] found that 42.8% of adolescents in the Jazan region of Saudi Arabia have experienced cyberbullying, and 21.1% reported thoughts of self-harm as a result of ongoing online harassment. These statistics highlight how digital aggression has become a serious psychological and social problem, closely linked to the way language operates online.

In Indonesia, one form of Linguistic aggression that has recently received attention is Literacy shaming. While research on Speech Acts has established a strong foundation, there remains a gap in the analysis of how language proficiency, particularly English, as a status symbol, is used to make moral judgments within Indonesia's digital space. A high-profile case occurred in October 2024, when Indonesian public figure Cinta Kuya apologized on her personal Instagram account for a possible typo in her post ("aku minta maaf kalau ada typo/salah tulis"). Instead of receiving understanding, she received a massive backlash, attacking her English skills and even questioning her intelligence. Some users sarcastically "corrected" her grammar, while others defended her and called for empathy. This case clearly illustrates how speech acts, particularly directive speech acts (advising or correcting) and expressive speech acts (mocking or praising), can act as tools of control, ridicule, and social domination in online communication.

II. Literature Review

Several previous studies have explored how language can harm others in digital spaces. Gadavani & Saengprang (2021) [7] identified that the most common expressions of daring occurred towards Korean and English celebrities and found that the most common expressions of daring involved revealing and disclosing. Interestingly, many participants did not perceive their comments as sibling bullying, but rather described them as harmless expressions of opinion. Similarly, Dewi & Seli (2023) [8] found that declarative and assertive speech acts are frequently used in cyberbullying on Instagram, where users label or mock others in ways that construct negative social realities. Meanwhile, Gohal et al. (2023) [6] found that repeated exposure to daring aggression is associated with anxiety, depression, and social withdrawal among adolescents.

Although research on speech acts is well established, most studies still focus on educational or political discourse (Aulia & Kurniadi, 2020; Mufiah et al., 2018) [3] [9] rather than how language functions as a tool of aggression on social media. While Dewi & Seli (2023) [8] examines cyberbullying speech acts in general, few studies specifically examine literacy shaming as a pragmatic act that leverages linguistic abilities and cultural attitudes toward English. This gap is particularly relevant in Indonesia, where English proficiency is often considered a sign of intelligence, and public figures are routinely judged through their use of language. Using speech act theory provides a way to understand how everyday comments can perform acts of ridicule, exclusion, and assert power in digital spaces.

Theoretically, this research refers to the theory of speech acts, which was first introduced by Austin (1962) [10] and later developed by Searle (1979) [2]. Austin proposed that language is performative, that is, when we speak, we also act. He distinguishes three layers of speech acts: locutionary acts (what is said), illocutionary acts (the speaker's intention), and perlocutionary acts (the effect on the listener).

Therefore, this study aims to explain how literacy shaming operates as a pragmatic phenomenon, reproducing the levels of social hierarchy studied within Indonesian cyberspace. This research will focus on one of the elements examined, namely the illocutionary aspect of speech acts. The study examines the types and pragmatic functions of speech acts that appear in the comment section, uncovering how they reflect social intentions such as criticism, mockery, empathy, or defense.

III. Method

This study employs a descriptive qualitative design to analyze linguistic phenomena on social media without involving complex statistical calculations. According to Moleong (2007), the descriptive qualitative study means a type of research in which it does not include any calculation or enumerations. The data population consists of all comments on the official Instagram account of @cintakuya, specifically a post published on September 14, 2025. The choice of the Instagram platform is based on the fact that this social media platform is the most commonly used by various age groups (Lekscha & Mirbabaie, 2025) [11]. The post is a "heartfelt letter" spanning seven slides regarding a looting incident at the subject's family home that occurred on August 30, 2025, in East Jakarta. From a total population

of 4,837 comments, the researcher utilized a purposive sampling technique to determine the research sample. The primary inclusion criterion was comments with the highest number of interactions or "likes," as this indicates public consensus and significant social impact within the digital space. Based on this criterion, 30 selected comments with the highest likes were chosen as a representative sample, which were then proportionally categorized into three major themes: intellectuality issues (10 data points), paternal background (10 data points), and pet-related issues (10 data points).

The data collection procedure was conducted through documentation by directly observing the comment section, capturing screenshots, and transcribing the text of the comments into research notes. As the primary analytical instrument, the researcher employed the illocutionary speech act taxonomy based on Searle's (1979) theory, which served as the coding framework. This written text then reveals cyberbullying acts that occur through media-based communication (Yi & Zubiaga, 2023) [12]. Rides et al. (2024) [13] Each collected data point was systematically analyzed to identify whether the utterance was assertive, directive, expressive, commissive, or declaration. To determine whether a comment is categorized as cyberbullying, the researcher referred to characteristics of intentional and repetitive aggression aimed at shaming the victim in a public space. The final step in the analytical procedure involved linking the types of speech acts found to the socio-cultural context in Indonesia, particularly how English proficiency is often utilized as a standard of intelligence and a tool for social dominance in digital interactions.

IV. Results and Discussion

A. *Description of Cinta Kuya's upload and the case*

Instagram is a social media platform widely used. Information shared on Instagram makes it easy for users to encounter various types of speech acts, especially since many users currently use speech acts to perpetrate cyberbullying. This can cause some users to feel threatened, hopeless, panicked, stressed, and have various other consequences for those affected by cyberbullying. Many public figures (such as artists, singers, and others) frequently experience cyberbullying. Therefore, Instagram researchers categorized speech acts on Instagram by looking for illocutionary acts related to cyberbullying frequently used on Instagram.

On September 14, 2025, Cinta Rahmania Putri Khairunnisha, better known as Cinta Kuya, daughter of Surya Utama, also known as Uya Kuya, a public figure in Indonesia. Cinta Kuya is known for her involvement in the entertainment world as a presenter and singer. Furthermore, Cinta is also known as a phenomenal figure with a unique appearance. Cinta uploaded a post in the form of a heartfelt letter regarding the looting of her house by a mob. The looting occurred on August 30, 2025, in the Duren Sawit area of East Jakarta, Indonesia, at approximately 11:00 PM (Mardianti, 2025) [14].

This letter was uploaded as a multi-slide post consisting of seven slides, six of which were letters sent by Cinta via her personal Instagram account (Kuya [@cintakuya], 2025) [15]. In her post, she expressed her concerns about the situation of her family and her cats in Indonesia, following the looting of her house by a mob, related to the case of her father, Uya Kuya. Cinta wrote the letter while she was studying in the United States (US). Below, we will present a single slide of Cinta's heartfelt letter uploaded to Instagram. The researcher will not focus on the letter itself, but will continue to present related evidence to obtain relevant information for this study.



Fig. 1. Cinta Kuya official Instagram feed slide 2 on September 14, 2025

On the second slide, (the first page showing a heartfelt letter) Cinta related the news she received from her father's friend regarding her house being looted by a mob. Cinta then felt shocked and asked about the condition of her family and also her pet, cats. Cinta also explained that her house that was looted was a house full of memories. She said that she was full of overthinking and anxiety, because she was almost graduating from her education abroad. She also mentioned that many of her friends there gave support to Cinta by bringing food, because they knew that Cinta would not eat in the difficult situation she was experiencing. Cinta then said that there was someone who sent a text message via Direct Message (DM) named Indira, as the person who bridged information about the condition of her family and her cats. Furthermore, the transcription will be explained as follows:

8/30/25 in USA

“Pagi hari beberapa teman menelephone aku...”
“Temen papa aku tanya kalau aku apa aku sudah lihat berita. Aku buka HP dan melihat beritanya. lihat video hanya satu detik, aku langsung tutup HP ku.”
“Rumah aku habis dijarah.”
“Aku hanya bisa nangis saja. gimana keadaan keluarga aku? mama papa aman? oma opa? tante dan keluarganya? kucing kucing aku?”
“Rumah ku habis, Rumah dimana saat aku masih kecil syuting, untuk membangun rumah tersebut. Sakit sekali. Overthinking dan anxiety attack aku datang.”
“I feel useless. I don't know what to do. Jauh dari mereka karena aku sedang belajar di sini dan sudah hampir lulus sekolah. Bingung. Aku bingung.”
“Untungnya saja banyak teman teman datang dari sini support aku. Membawa makanan banyak sekali, karena mereka tau kalau aku dalam keadaan mental ku seperti ini.”
“Malam di USA, Indira text aku melalui DM, Betanya bahwa apa betul ada orang yang nemui kucing ku dan ingin dikembalikan. Awalnya aku mau iklas aja, karena keadaan lagi tidak kondusif, tidak bisa kabar dengan papa mama ataupun keluarga aku. Tapi Indira baik sekali dan ingin membantu aku, akhirnya kita text melalui Whatsapp.”
“Aku masih saat ini tidak bisa menghubungi kedua orang tua aku. Aku takut dan Khawatir sekali. Gigit kuku, tarik helai rambut, dada sakit dan susah buat napas dan tremor seluruh badan ku.”

Fig. 2. The transcript of Cinta Kuya's heartfelt letter post

Excerpts from the letter were obtained through Cinta's official personal account (Kuya [@cintakuya], 2025) [15]. Through this expression, the public reacted through the Instagram comments column regarding Cinta's post. Instead of gaining sympathy, this post actually brought negative comments in the form of criticism and also sarcasm given by the public to Cinta. The comments were also varied. There were comments discussing her use of non-standard language, then linking it to Cinta's education in the USA. There were comments linking it to her father, Uya Kuya. Finally, there were also comments saying that Cinta's letter actually only focused on the condition of her cats, rather than the current chaotic situation, (Kuya [@cintakuya], 2025) [15].

Through this phenomenon, researchers will classify public comments by dividing them into three categories for in-depth discussion. They will also discuss the analysis of illocutionary acts contained in

Instagram comments related to Cinta Kuya's post and the looting of her house by a mob. Illocutionary analysis itself focuses on the meaning of a sentence in the context of what the speaker/signifier intended in an utterance. According to Habermas (1998) [16], an illocutionary act is the act of doing something based on what has been said. In speech act theory, the term illocutionary act refers to the use of language to express an attitude with a specific function or "power" called illocutionary force. In simple terms, illocutionary force is the speaker's intention or purpose. Some examples of illocutionary force in question are affirming, ordering, promising, forgiving, shooting, etc. Therefore, illocutionary acts are the dominant study of pragmatics. According to Austin, the core of speech acts and simultaneously the study of performative language is the illocutionary content of a statement (Austin, 1962) [10].

Cyberbullying is defined as deliberate and repeated aggressive actions carried out through digital media such as smartphones, with the aim of sending or spreading harmful or dangerous messages to others. This behavior encompasses not only specific cyber actions but can also be a form of social violence. The primary impact of cyberbullying is the significant harm suffered by the victimized individual. Cyberbullying is considered easier to recognize than physical violence due to the digital footprint left when the victim is involved or targeted. The rise of social media has substantially influenced the language used, and the misuse of mobile devices and social media platforms is now a global issue (Hidajat et al., 2015) [17]. Responding to and commenting on social media, especially with the support of mobile technology, has the potential to trigger cyberbullying. Ironically, the nature of social media, which encourages the use of universally understandable language, actually exacerbates this problem in various segments of society, particularly among public figures.

The researcher then grouped the speech acts contained in Instagram comments, especially the heartfelt letter post, written by Cinta Kuya, on September 14, 2025. After the researcher defined and clarified the speech act, the data from this grouping will be displayed in the form of a bar chart, which shows the Illocutionary in the speech act.

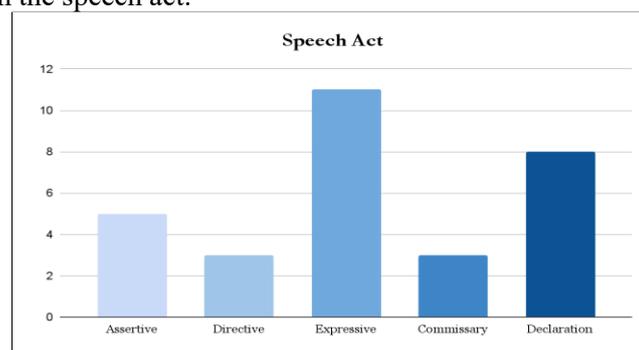


Fig. 3. The bar chart of each type of Speech Acts

Based on the bar chart above, the number of speech acts from the data found by the researcher, on Cinta Kuya's personal Instagram account, through comments of 4,837 comments, the researcher then classified the selected comments into 30 comments, consisting of 10 comments about intellectuality, 10 comments about her father, and 10 comments about her cats. Through 30 speech acts data, the researcher then selected comments with the highest number of "likes" comments, and the researcher has also identified the findings that the speech acts that are the focus of this study, can be classified again into 5 (five) parts, namely assertive (5 speech acts founded), directive (3 speech acts founded), expressive (11 speech acts founded), commissary (3 speech acts founded), and declaration (8 speech acts founded).

B. Assertive Speech Act

An assertive speech act forces the speaker to engage in the truth of what is being said (Abi et al., 2024; Ahmadi et al., 2024) [18] [19]. The purpose of this speech act is to provide or state facts and information that describe a reported situation. This information can explain something that is considered true, describe the situation, and provide significant information about an object (Dewi & Seli, 2023) [8]. This assertive speech act, when associated with comments on Instagram, is a comment that explains or provides information about someone's shortcomings. This assertive comment will give rise to subjective assessments created by the speaker, and this will be considered as justification by the public. Below, we will present discussion points accompanied by evidence of comments that represent assertive

speech acts, seen from the number of comments with the most “likes,” but adjusted if the data found has a number of “likes” that are not too many.

Table 1. Assertive speech acts in comments on Cinta Kuya’s post

Category	Form of the speech acts (comments)	
Assertive	Intellectual (1 data)	<p>Comment 01: (salmonsushi10) “tulisan, muka, sifat sama semua. sama sama jelek”</p> <p style="text-align: right;">❤️ 2.023 likes</p>
	Father (1 data)	<p>Comment 01: (kinderjol) “papa kamu joget disidang dpr saat pengumuman kenaikan tunjangan, kamu gak mau akui itu?”</p> <p style="text-align: right;">❤️ 120 likes</p>
		<p>Comment 01: (simp4dils) “girl this is more than just your ‘beloved cats’”</p> <p style="text-align: right;">❤️ 8 likes</p>
	Cats (3 data)	<p>Comment 02: (hueseepperfectsea) “your cat was found in such bad condition, cinta, and its not because of that one event but its because you and your family ‘own’ those cats without even caring for their whole wellbeing. and this whole mess were caused by your own family who were being such incompetent member of Indonesian house of representatives, your parents took the people’s tax money and do nothing in favor, in those money there are also money from someone who had to work 2 jobs in your age just to make ends meet for their family, so stop acting like such an entitled kid”</p> <p style="text-align: right;">❤️ 9 likes</p>
		<p>Comment 03: (tammsky) “Aduh jauh-jauh kuliah di US, nulisnya cuma kucing kucingku”</p> <p style="text-align: right;">❤️ 805 likes</p>

Based on the author's identification of 30 comments, five were categorized as assertive speech acts. These five entries were divided into one addressing Cinta Kuya’s intellect, one addressing Cinta Kuya’s father, and the most frequent, three addressing Cinta Kuya’s cats.

The assertive speech acts found in these comments present a variety of information and depictions of the situation. Comments in entry [2], which focus on Cinta Kuya’s intellect, describe information that the commenter considered Cinta Kuya’s writing style poor, which was then expanded into a negative description. The commenter explicitly equated the quality of the writing with Cinta Kuya’s physical appearance and personality, which were considered ugly.

Meanwhile, comments in entries [2] and [3] present facts about the looting tragedy. Comment [2] linked the looting to Cinta Kuya’s father's actions during the House of Representatives session, which was deemed to have sparked public outrage. This continued with comment [3] which reported the fact that Cinta Kuya’s cats were also taken during the looting. However, instead of blaming the perpetrators, the commenter criticized Cinta Kuya’s parents. The commenter stated that Cinta Kuya’s parents were the cause of the cats being taken because they were deemed incompetent in caring for animals, considering that the cats were found to be malnourished. This criticism was then used to attack Cinta Kuya’s parents, implying that they were incapable of caring for something as simple as a cat, let alone taking on greater responsibilities.

C. Directive Speech Act

A directive speech act means that this speech act functions to influence behavior or actions. This speech act can take the form of a command, request, or even an invitation from the speaker to the other person (Dewi & Seli, 2023) [8]. When associated with cyberbullying comments on Instagram, this type of comment can refer to comments that are in the nature of ordering victims to limit themselves or even make decisions that are detrimental to the victim themselves. This action is considered negative because it forces the victim to remove their presence on social media. The following are discussion points, which are of course accompanied by evidence of comments that represent directive speech acts, seen from the

number of comments with the most “likes,” but adjusted if the data found has a number of “likes” that are not too many or no data at all.

Table 2. Directive speech acts in comments on Cinta Kuya’s post

Category	Form of the speech acts (comments)	
	Comment 01: (rinomafhrz) “i think you need a ghost writer, jelek banget tulisannya 🙄”	❤️ 43,2k likes
Intellectual (2 data)	Comment 02: (oscarwhitemain) “ketikan lu noh remed”	❤️ 1.076 likes
Directive		
Father (1 data)	Comment 01: (itsnotadeliaa) “So dramatic for what, you already born rich girl? At least say sorry to show us you’re not just like your father, because everything happened because he started it first”	❤️ 3 likes
Cats (0 data)	Based on 30 data identified by the researchers, no directive speech acts were found related to Cinta Kuya’s cats.	

Based on the author's identification of 30 comments, three fell into the directive speech act category. These three items were then further subdivided into two comments discussing Cinta Kuya’s intellectual abilities, one comment discussing Cinta Kuya’s father, and no comments relevant to the directive speech act related to Cinta Kuya’s cats. These directive speech acts were further clarified by user comments, which were delivered in the form of commands and requests for the perpetrator to comply with their wishes.

Comments in data [1], which focused on Cinta Kuya’s intellectual abilities, indicated that the letter uploaded by Cinta Kuya was deemed to require remedial treatment. This implied that the commenter instructed Cinta Kuya to improve her writing. This comment was further emphasized by stating that Cinta Kuya needed a "ghost writer" to correct her writing. Comments on data [2], relate to the problem of Cinta Kuya’s father, where the commentator says why Cinta Kuya has too much drama, and relates it to Cinta Kuya’s condition of being born rich. Cinta Kuya should apologize to the public, regarding her father's case which was the initial cause of the riots that occurred. Meanwhile, the speech act that shows in data [3], which explains the directive speech act, was not found in the 30 data that have been identified, related to Cinta Kuya’s cats.

D. Expressive Speech Act

An expressive speech act is a speech act that expresses the speaker's feelings, emotions, and even attitudes. Yusep et al. (2024) [18] state that expressive speech acts are expressions of apology, gratitude, and congratulations to someone. However, in the case of cyberbullying, this has a negative meaning, where expressive speech acts are used as a measure of the speaker's changing moods, such as gratitude, sadness, happiness, or even anger (Dewi & Seli, 2023) [8]. Abi et al. (2024) [18] argue that expressive speech acts also reveal a person's psychological attitude, as they can take various forms, ranging from expressions of gratitude, congratulations, apologies, criticism, praise, and even condolences. In the context of cyberbullying comments, these expressions often take the form of verbal insults and taunts, as they also contain emotional elements. The following are the points of discussion, which are accompanied by evidence of comments that represent expressive speech acts, based on the number of “likes” that the comments received, but adjusted if the data found did not have many “likes”.

Table 3. Expressive speech acts in comments on Cinta Kuya's post

Category	Form of the speech acts (comments)	
Intellectual (2 data)	Comment 01: (rlaskarls) "Pusing aku baca tulisan kamu muter2 ga jelas 🤔"	♥ 1.671 likes
	Comment 02: (tspaygorn) "@rinomafhrz FRRRRR JELEK BGT WRITTINGNYA, kirain cabut ke us belajar nulis 🤔🤔🤔🤔🤔"	♥ 2.139 likes
Expressive Father (3 data)	Comment 01: (moondownspark) "Jauh-jauh disekolahkan pakai uang pajak rakyat, nulis aja gak bener. Minta maaf engga, yapping ga jelas iya!! Mana bacanya bikin pusing! Anxiety anxiety, nihh rakyat di dapil Enak Bapak lu banyak yg susah cari kerja, makan sehari sekali, kurang gimana bikin anxiety tuh hidup begitu...ahh kuyaaa! 🤔🤔"	♥ 6 likes
	Comment 02: (rwidwijaya) "Kamu tuh anxiety takut transferan duit papa kamu seret kan 🤔"	♥ 296 likes
	Comment 03: (lynsvenus) "Girl, the DPR including ur FATHER/DAD/PAPA robs US everyday and YES us too we have anxiety attacks and INSANE HAIR LOSS bc of it... EVEN SEVERAL PERSONS DIED BECAUSE OF IT, GOVERNMENT, PEOPLE LIKE YOUR DAD??? WAKE UP??? IF YOU STUDY IN THE US AND HAVE A WHITE BD YOU CAN AT LEAST UNDERSTAND WHAT IM TRYING TO SAY?????"	♥ 11 likes
Cats (2 data)	Comment 01: (tqyoi) "WKWKWKWK inti dari demo kemarin buat anak pejabat hanya sebatas 'kucing gue hilang' 🤔👍"	♥ 50 likes
	Comment 02: (aditbm_) "Nobody gaf with that damn cats people are dying 🤔"	♥ 265 likes

Based on the author's identification of 30 comments, it was found that 11 comments were categorized as expressive speech acts, which the author then classified into 7 data points. The seven data points were divided into 2 data points discussing Cinta Kuya's intellectual abilities, 3 data points discussing Cinta Kuya's father, and the most numerous were 2 data points focusing on discussions about Cinta Kuya's cat.

The expressive speech acts found in these comments present attitudes and feelings towards a situation or reactions to people's attitudes and actions. Based on the findings in data [1] regarding Cinta Kuya's intellectualism and [3] regarding her cat, the author identifies that in the first comment of the data [1], the commenter expresses confusion and an inability to understand the content of Cinta Kuya's emotional post, which is considered too convoluted. The comment is also supported by the emoji [🤔], which clarifies the commenter's sense of confusion. In the second comment in data [1] and [3], the commenter expressed sadness and sarcasm, saying that as a student studying abroad, Cinta Kuya should at least have good literacy skills and sympathy for the community and protesters who have fought for the voice of the people, rather than her cat. The post is accompanied by the emoji [🤔], which expresses sadness and laughter at the situation, followed by the emoji [🤔👍], and [🤔], where the commenter

indirectly feels sad about the post, as they are concerned about the protesters' efforts but the post does not address that, instead focusing on the cat. In data [2] regarding comments that offended Cinta Kuya's father, comment one and comment two expressed anger at the post, with commenters using emphasis such as "CapsLock" and the emoji [🔥]. The commenters were furious about the post because they believed that Cinta Kuya was seeking sympathy for the robbery that had befallen her family, which had affected her mentally. However, on the other hand, the commenters felt that Cinta Kuya should be more sympathetic to the community because they had suffered a much greater impact than she had.

E. Commissary Speech Act

Commissary or commissive is a speech act that requires the speaker to commit to an action that will be carried out in the future, which can take the form of an oath, a promise, or even a threat (Ahmadi et al., 2024) [19]. Commissary speech acts often aim to build trust with the reader. When related to the context of cyberbullying, this speech act is not often found, because of its nature which must be bound by negative commitments. The following are the discussion points, which are accompanied by evidence of comments that represent commissive speech acts, based on the number of "likes" in the comments, but adjusted if the data found has a small number of "likes" or no data at all.

Table 4. Commissary or commissive speech acts in comments on Cinta Kuya's post

Category	Form of the speech acts (comments)
Intellectual (0 data)	Based on 30 data identified by the author, no commissary/commissive speech acts related to Cinta Kuya's intellectual
Father (1 data)	<p>Comment 01: (schnoccers) "You cried in your comfortable home in LA. What do you think the middle lower class people went through just because people like ur father gabisa tahan ga korupsi, after what we've been through here in indo it's hard to feel sorry for nepo babies like u. We went to the same school back then, you and ur brother haven't changed ya apparently."</p> <p style="text-align: right;">❤️ 85 likes</p>
Commissary / Commissive	<p>Comment 01: (serumenderu) "Waw lebih sayang kucingnya dan mengesampingkan kelakuan bapaknya yg mewakili ribuan jiwa di dapilnya. LoL"</p> <p style="text-align: right;">❤️ 221 likes</p>
	<p>Cats (2 data)</p> <p>Comment 02: (chaoticaldawn) "u have so many times buat renungin alasan apa yang terjadi dibalik itu semua but instead of doing that u choose to ngedit feeds estetik yang isinya cmn self centered. so sorry for ur loss but it isnt just about cats. Bahkan kucing kucing yang katanya disayang ditemukan dalam keadaan malnutrisi. 🙄"</p> <p style="text-align: right;">❤️ 345 likes</p>

Based on the author's identification of 30 comments, it was found that 3 comments were categorized as commissary speech acts. The three data points were divided into 1 data point discussing Cinta Kuya's father, and the most numerous were 2 data points focusing on discussions about Cinta Kuya's cat. However, no commissary speech acts related to Cinta Kuya's intellectual abilities were found.

The commissary speech acts found in these comments present actions that require the speaker to commit to doing something in the future. In data [2] regarding Cinta Kuya's father, commenters referred to Cinta Kuya's background, calling her a "nepo baby," an expression meaning that Cinta Kuya was born into a very well-established family, enabling her to attend school in Los Angeles, where she now lives. The commenter believes that Cinta Kuya will never feel what the lower middle class feels regarding the impact of corruption on them. The commenter also mentions Cinta Kuya's past with her brother when they were still in the same school, where the commenter feels that there has been no change in Cinta Kuya's view of the situation around her. In the first and second comments [3], they mention that Cinta Kuya does not show any sympathy for the protesters who are fighting for the voices of the people. Commenters feel saddened by Cinta Kuya's response to the post because she only talks about her cats. Commenters hope that Cinta Kuya will think twice about what she writes before posting it.

F. Declaration Speech Act

Declaration or declarative speech acts enable speakers to create new realities (Dewi & Seli, 2023) [8]. These speech acts often cause changes or discrepancies between proportions and reality (Yusep et al., 2024) [19]. When related to cyberbullying, the comments generated often create negative statements that are outside the reality of the world. The following are the discussion points, accompanied by evidence of comments that represent declarative speech acts, based on the number of “likes” received by the comments, but adjusted if the data found has a small number of “likes” or no data at all.

Table 5. Declaration speech acts in comments on Cinta Kuya’s post

Category	Form of the speech acts (comments)
Intellectual (3)	<p>Comment 01: (takdirhaechan) “@zhrarhzz_wallahi, ini typing kalo ketemu guru b.indo langsung suruh remedial tanpa dibaca sekalipun”</p> <p style="text-align: right;">❤️ 647 likes</p>
	<p>Comment 02: (kkeepyousafe_) “benernya dia di USA tu sekolah apa negpunk sih anjir? Tulisannya berantakan banget”</p> <p style="text-align: right;">❤️ 1.701 likes</p>
	<p>Comment 03: (rnrellns) “Ini serius kualitas dari org yg kuliah di US? *bertanya dengan nada dering”</p> <p style="text-align: right;">❤️ 5.313 likes</p>
Declaration/ Declarative	<p>Father (0 data) Based on 30 data identified by the author, no declaration/ declarative speech acts related to Cinta Kuya's intellectual</p>
Cats (3 data)	<p>Comment 01: (rumdungs) “Your parents being this country problem aside. Girl, they found your cats malnourished. Do you really love them or are they important because you are a backyard breeder”</p> <p style="text-align: right;">❤️ 10 likes</p>
	<p>Comment 01: (holyfuckingshit50000) “THEY FOUND YOUR CATS MALNOURSISHED, DO YOU ACTUALLY LOVE THEM OR THEYRE JUST DISCARDABLE TOYS TO YOU?”</p> <p style="text-align: right;">❤️ 63 likes</p>
	<p>Comment 01: (kkayyana) “tone deaf bgt. kata maaf gaada, isinya hampir semua tentang kucing, tulisan ancur. are u fr?? wkwkw”</p> <p style="text-align: right;">❤️ 636 likes</p>

The author has also identified 30 comments and classified declarative speech acts into three parts, relating them to the intellectual Cinta Kuya, her father, and her cats. Eight data points discussing this speech act were found. This data was then further classified into declarative speech acts about Cinta's intellectual side in 5 comments, which will be represented by 3 comments based on the highest number of “likes.” There were no comments about this speech representing Cinta Kuya's father, and 3 comments were found discussing Cinta Kuya's cats.

Comments on data [1], which show Cinta Kuya's intellectualism regarding her grammar, which must be corrected by her Indonesian language teacher, without first reading her letter, then another commenter added that Cinta Kuya's purpose for studying abroad was purely to study, or simply to follow the “Punk” style, which is a fashion trend, because they considered that the letter written by Cinta did not meet the standards of good and correct grammar. Then another commenter added his uncertainty by questioning the quality of Cinta Kuya's writing as someone who is pursuing an education,

but suddenly diverted his question with a joke about a “ring tone,” which he actually wanted to write by asking in a certain tone of voice, so that readers would not misinterpret the tone of the comment, but instead asked a question outside the context of reality.

Comments on data [2], which describe Cinta Kuya's father, related to declarative speech acts, were not found in the 30 pieces of data that were identified, whereas in data [3], the commenter said that all of these mistakes stemmed from Cinta Kuya's father. Massa found the cats when they were looted, malnourished, and questioned Cinta Kuya whether the cats were indeed beloved pets, or just “backyard breeders,” which in reality are cats that only reproduce continuously on the back porch of the house, without providing welfare for the cats. The same comment was also written by another commenter, but in the context of “discardable toys,” suggesting that Cinta Kuya's cats were either animals that were indeed kept as pets, or just toys that could be thrown away at any time. Finally, the last comment states that Cinta Kuya is “tone deaf,” meaning that in this context, Cinta Kuya is insensitive to the situation and instead questions the condition of her cats.

V. Conclusion

This study investigated speech acts in comments on Cinta Kuya's Instagram post to understand how literacy shaming functions as a form of cyberbullying within Indonesian digital culture. Using a descriptive qualitative method grounded in Speech Act Theory Searle 1979, the study analyzed 30 comments focusing on assertive, directive, expressive, commissary, and declarative speech acts. The findings revealed that commenters use language not only to criticize Cinta Kuya's English proficiency but also to socially judge and diminish her and her family, reflecting broader social power dynamics and attitudes toward language in Indonesia (Anderson, 2018; Dewi & Seli, 2023; Gohal et al., 2023; Prayitno et al., 2021) [5] [8] [6] [1]. Literacy shaming thus emerges as a tool of exclusion and cyber aggression that affects public figures and online communities alike. This highlights the urgent need for increased awareness, empathy, and digital literacy efforts to promote respectful communication and mitigate cyberbullying on social media platforms.

This research also shows that the form of negative comments that most dominantly occurs is in the form of expressive speech acts. The use of taunts, sarcasm, and insults expresses feelings of anger or superiority, which reinforces the practice of shaming in the digital space. Besides, declarative and directive speech acts can create new social realities and make the victims decide on certain issues-for example, to withdraw from social media. Language in this online space does not function merely as a tool of communication but also functions as a means of creating power and social control that could affect the psychological condition of individuals. Overall, this study confirms that literacy shaming reflects inequality in the social assessment of Indonesian language skills, especially when English language skills are used to measure intelligence. That is why it is important for the digital community to be more considerate and empathetic in communication within online public spaces, to create a healthier and more polite atmosphere, free from bullying based on language.

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