

## COMPLIMENT SPEECH ACTS: GENDER REPRESENTATION AND SELF IMAGE OF JISOO BLACKPINK IN INSTAGRAM COMMENT SECTIONS

Fajriani Fitri<sup>1</sup>

<sup>1</sup>Universitas Gadjah Mada  
([fajrianifitri@mail.ugm.ac.id](mailto:fajrianifitri@mail.ugm.ac.id))

### Abstrak

Penelitian ini meneliti tindak tutur ekspresif pujian yang ditujukan kepada Jisoo Blackpink, dengan menggunakan teori tindak tutur dan teori representasi gender. Dengan menggunakan metode penelitian kualitatif deskriptif dan teknik dokumentasi, penelitian ini menganalisis 100 komentar di 8 unggahan Instagram Jisoo Blackpink. Temuan menunjukkan bahwa sebagian besar pujian berfokus pada penampilan fisik, citra diri, memperkuat peran gender tradisional yang memprioritaskan kecantikan daripada bakat. Namun, beberapa komentar juga mengakui kepribadian dan fashion Jisoo yang dianggap sangat menarik. Penelitian ini memberikan wawasan tentang bagaimana pujian berkontribusi pada representasi gender dan citra diri di kolom komentar unggahan Instagram Jisoo. Penelitian ini juga menyoroti hubungan yang kompleks antara kecantikan, bakat, dan gender dalam penggambaran idola perempuan.

**Kata Kunci:** Tindak tutur; Pujian; Representasi gender; Jisoo Blackpink

### Abstract

*This study examines expressive speech acts of compliment directed at Jisoo Blackpink, using speech act theory and gender representation theory. Using descriptive qualitative research methods and documentation techniques, this study analyzed 100 comments on 8 of Jisoo Blackpink's Instagram posts. The findings show that most of the compliments focused on her physical appearance, self-image, reinforcing traditional gender roles that prioritize beauty over talent. However, some comments also recognized Jisoo's personality and fashion, which are considered very attractive. This study provides insights into how compliments contribute to gender representations and self-image in the comment sections of Jisoo's Instagram posts. It also highlights the complex relationship between beauty, talent and gender in the portrayal of female idols.*

**Keywords:** Speech acts; Compliments; Gender representation; Jisoo Blackpink

### A. Introduction

In recent years, social media platforms have revolutionized the way individuals interact with one another, particularly in the context of celebrity culture (Cashmore, 2014). Social media platforms have transformed the way we interact with each other, especially when it comes to our

beloved stars. Among these platforms, Instagram has become a go-to space for fans to engage directly with their idols. This interaction often takes the form of comments on posts, where fans adore, support, compliment and delight their favorite celebrities. For example, Jisoo, is a member of the globally popular K-pop



group Blackpink. With millions of followers hanging on to her every post, Jisoo's Instagram feed is a treasure trove of comments that reveal the intricacies of gender representation and self-image in contemporary society. As researchers have noted, "social media has become a significant site for the negotiation of identity, particularly for young women" (Gill, 2007). Jisoo's online presence, in particular, offers a fascinating case study of how celebrities navigate the complexities of online engagement and self-representation.

The phenomenon of social media celebrity compliments raises important questions about the nature of these interactions and their implications for individuals and broader cultural contexts. Compliments, as a form of expressive speech act, serve not only to convey admiration, but also to reinforce social norms and expectations regarding gender, for example, Jisoo Blackpink. By analyzing these compliments, we can uncover underlying themes related to beauty standards, personality, overall appeal, fashion, and self-image. As we know the ways in which individuals present themselves online can have a profound impact on their sense of self and identity (Goffman, 2023). By examining the compliments directed at Jisoo, we can gain a deeper understanding of how online interactions shape our perceptions of ourselves and others.

The significance of this research lies in its potential to reveal how social media

interactions shape celebrity identities and influence public perceptions of gender. By focusing on Jisoo, this study provides a unique opportunity to analyze the intersection of gender representation and social media, particularly in K-pop culture, characterized by its highly curated images and performances. The K-pop industry often emphasizes visual appeal and talent, creating a complex environment where female idols like Jisoo are celebrated and researched. Understanding the nature of the compliments directed at her can reveal how fans navigate their admiration and how this admiration is framed within social expectations.

Social media, especially Instagram in the entertainment industry, has become an important part of our daily lives. However, research on social media interactions and celebrity identity is still limited, especially in the context of K-pop. This study is crucial because it can provide insight into how social media can influence public perceptions of gender and identity through expressive speech acts of compliment. This study can also help us understand how K-pop celebrities use social media to promote themselves and engage with their fans. Jisoo's Instagram comments can serve as a valuable data source for analyzing social media interactions between Jisoo and her fans, and for understanding the impact of social media on public perceptions of gender and identity in the K-pop context.

In an effort to understand how comments can influence the relationship



between Jisoo and her fans, this research draws on theoretical frameworks that have proven effective in analyzing this phenomenon. Specifically, this study is grounded in Speech Act Theory and Gender Representation Theory. According to Searle (1979) speech act is a theory that explains the meaning of expressions by considering the rules that apply when performing speech acts in accordance with the context. Speech acts are divided into locution, illocution, and perlocution. Based on the type of illocution, they are further divided into 5 types, namely assertive, directive, commissive, expressive, and declarative speech act (Searle, 1979). In this study, the focus is on examining the expressive speech act of compliment in the comment section of Jisoo Blackpink's Instagram posts.

On the other hand, gender representation Theory provides a lens through which to examine how gender is constructed and represented in media. The way we talk about women in the social media can have a profound impact on how we perceive them and themselves. That's why gender representation Theory is such a powerful tool for examining how gender is constructed and represented in the social media (Butler & Trouble, 1990). This theory is particularly relevant in the context of K-pop, where female idols are often subjected to rigid standards of beauty and behavior.

Based on the background that has been explained, here are the reasons why the author is researching expressive speech

acts of compliment in the Instagram comment section of Jisoo Blackpink, which is highly relevant to the study of gender representation and self-image. This topic is particularly significant in the context of gender representation and self-image. One key aspect of this research is how Jisoo's Instagram presence shapes her self-image and the expectations that society places on her as a celebrity. By focusing on Jisoo, the study seeks to reveal broader cultural implications and understand how the compliments she receives play a role in shaping her identity. To achieve this, the research utilizes speech act theory and gender representation theory, which together offer valuable insights into the intricate connections between social media, celebrity culture, and the dynamics of gender in our contemporary world.

This study is guided by several key research questions that aim to delve deeper into the dynamics of social media interactions. First, what kinds of compliments are directed at Jisoo in the comment sections of her Instagram posts? Second, how do these compliments reflect issues of gender representation and impact Jisoo's self-image? Lastly, why is it essential to analyze these compliments within the broader context of gender dynamics and celebrity culture?

To explore these questions, the research will utilize a qualitative content analysis approach. This involves examining a selection of Jisoo's Instagram posts along with the comments they received. By



categorizing the compliments into various types and analyzing their meanings, the study seeks to uncover how social media interactions not only shape the identities of celebrities like Jisoo but also influence public perceptions of gender in our society. Through this analysis, the research aims to shed light on the intricate relationship between social media, celebrity culture, and gender representation.

This research is grounded in two main theories that help us understand:

Speech Act Theory the theory of speech acts explains how language is not only used to convey information but also to perform actions (Searle, 1969). Searle classifies speech acts based on their illocutionary force, which refers to the intention or goal that the speaker aims to achieve when using language. Here is an explanation of the types of speech acts based on their illocutionary force according to Searle:

#### 1. Representatives

This type of speech act is used to state something that is considered true or to describe a state of the world. Examples include statements, descriptions, or claims. For instance, when someone says, "The weather is very sunny today," they are conveying information that can be verified.

#### 2. Directives

This type of speech act aims to request or direct the listener to do something. Examples include requests, commands, or suggestions. For example, "Please close that

window," where the speaker hopes the listener will take the requested action.

#### 3. Commissives

This type of speech act involves the speaker's commitment to perform a certain action in the future. Examples include promises or offers. For instance, "I promise to help you tomorrow," where the speaker commits to a specific action.

#### 4. Expressives

This type of speech act is used to express the speaker's feelings or emotions. Examples include expressions of gratitude, apologies, compliment, or expressions of sympathy. For example, "I am very sorry about that incident," where the speaker conveys a feeling of regret.

#### 5. Declaratives

This type of speech act functions to change the state of the world simply by uttering certain words. Examples include announcements, marriages, or appointments. For instance, "I declare you husband and wife," where the utterance directly changes the status of the relationship.

#### Gender Representation Theory

Understanding Gender Representation Theory is crucial for grasping the wider cultural implications of the compliment that female idols receive. These compliments are not merely personal expressions of admiration; they are embedded in a larger context of gender dynamics and social expectations. In reality, there is a complex relationship between gender and media representations

(Gill, 2007). Gill argues that media plays a crucial role in constructing and reinforcing gender norms, often portraying women in ways that emphasize their physical appearance and relational roles. This portrayal can lead to the internalization of these norms by audiences, influencing their understanding of gender and femininity.

Gender Representation Theory explores the ways in which gender is depicted and constructed in the media, influencing our perceptions of social norms and expectations. This theory provides a useful framework for understanding the compliments directed at Jisoo, as they often mirror broader cultural ideals about femininity and the roles of female celebrities. For example, when fans compliment Jisoo for her beauty or fashion choices, these comments do more than just express admiration; they also reinforce specific standards of attractiveness and behavior that society tends to expect from women, especially those in the spotlight. By looking closely at these compliments, we can gain insights into how they either align with or push back against traditional ideas of femininity. This includes the focus on beauty, personality, overall appeal, and fashion. Ultimately, analyzing these interactions helps us understand the complex ways in which social expectations shape the way we view and celebrate female figures like Jisoo.

Research on expressive speech acts has been done by Christina & Amna (2022), Fitriyah et al. (2022), Ramaputra &

Meilasari (2023), Yoga & Roselani (2024), and Marsela & Asnawi (2024). Research by Christina & Amna (2022) examines expressive speech acts by netizens in responding to rising oil prices on Instagram @infopadang\_id. Using a descriptive qualitative approach, data were collected through purposive sampling from comments posted between March 16 and March 22. Ten expressive acts were identified: anger, irritation, resignation, mocking, surprise, sadness, disappointment, ignorance, suspiciousness, and satire, reflecting netizens' social identity and responses.

Then, research by Fitriyah et al. (2022) analyzes expressive speech acts of compliment and criticism in BBC Arabic Instagram comments. Using a descriptive-qualitative approach, 200 comments from January to February were analyzed, collected through purposive sampling. Based on 200 comments from January to February, criticism (87%) dominates over compliments (13%), reflecting a shift toward outspoken criticism on social media, contrasting with traditional Arab-Islamic values. The study aims to influence language use on these platforms. Next, research by Ramaputra & Meilasari (2023) examines expressive speech acts in comments on Sam Smith's Instagram post about their album Gloria. Using Norrick's (1987) classification, 52 comments were analyzed, identifying five types: thanking, compliment, greeting, protesting, and complaining. Each type serves functions





like expressing gratitude, admiration, or criticism. The findings enhance understanding of expressive speech acts in social media contexts.

Research by Yoga & Roselani (2024) analyzes expressive speech acts on Instagram regarding mental health in America, using comments from @gemmacorrell. Seven types were found, with compliments (39) being most frequent. Most expressions were explicit and direct. The findings reveal a shift from real-life to digital support, urging further research on social media, language, and mental health. Lastly, research by Marsela & Asnawi (2024) analyzes expressive speech in comments on @Erick Thohir's TikTok about the U-20 National Team. Using a qualitative descriptive method, the study found the most common expressive speech function was expecting (61 instances), followed by thanking (27), complaining (11), compliment (8), and sarcasm (17). The prevalent expressions of hope reflect the public's desire for Indonesia to remain the host of the U-20 World Cup, responding to FIFA's decision.

The aim of this research is to analyze the comments directed at Jisoo on Instagram and to understand how social media interactions can influence celebrity identities and public perceptions of gender. By focusing on this dynamic, the study hopes to shed light on the relationship between celebrities and their fans in the realm of social media. What makes this research particularly interesting is its

contribution to the existing body of work on social media interactions and celebrity identity, especially within the vibrant K-pop scene. It also seeks to reveal how these interactions influence social views on gender and identity. Ultimately, the findings from this study are expected to deepen our understanding of the complex dynamics between celebrities and their fans, enriching the ongoing conversation about the role of social media in shaping celebrity culture.

## **B. Research Method**

### **Data and Data Source**

For this research, the data source for this research was collected from Jisoo's Instagram account, focusing on several of her posts from September to November 2024. From 8 Instagram posts on Jisoo's comment section, 100 data points or comments were selected based on relevance and frequency of compliment. The selection process involved identifying posts that received significant interaction to ensure that the comments analyzed represented a broader fan engagement on her account. The comments we collected were then grouped into different categories of compliment, such as beauty, personality, overall appeal, and fashion. This categorization is really important because it helps us understand which aspects of Jisoo's identity resonate most with her fans. It also sheds light on the values and expectations society has regarding female celebrities. The method of categorizing comments aligns with qualitative research



practices that emphasize the importance of context and meaning in data analysis (Creswell, 2014).

### Data Collection and Data Analysis Methods

This research method uses a qualitative descriptive approach to analyze the expressive speech acts of compliment on Jisoo Blackpink's Instagram comment section. The qualitative approach offers a richer understanding of the data because it focuses on the meanings and interpretations behind the comments and participants experiences, providing a nuanced understanding of the data (Braun & Clarke, 2006). The comments were examined in a qualitative way, focusing on uncovering patterns and themes in the types of compliments shared. Documentation techniques allows researchers to gather insights from various written sources that are relevant to their study, highlighting the importance of context in understanding qualitative data (Denzin & Lincoln, 2017). The data collection method involves using documentation techniques, specifically by taking screenshots of the comments section on Jisoo Blackpink's Instagram posts. By capturing these interactions, researchers can tap into the genuine perspectives and reactions of fans towards Jisoo.

Data collection was carried out through the following steps: 1) searching for Jisoo's Instagram posts from September to November. 2) Viewing each post one by one and reading the comments. 3) After

reading all the comments, taking screenshots of the compliment comments and organizing them into a table. 4) The table is created based on four main categories: beauty, personality, overall appeal, and fashion. 5) The statements in the comments based on these four categories are analyzed using speech act theory and gender representation. 6) Drawing conclusions from the overall data analysis.

### C. Result and Discussion

#### Types of Compliments

The analysis of the comments directed at Jisoo revealed four primary categories of compliments, each reflecting different aspects of her identity and self image. The distribution of these compliments provides insight into how fans perceive and engage with her as a celebrity.

1. Beauty: The most frequent category of compliments, highlighting the emphasis on physical appearance in the comments.
2. Personality: Significant representation, indicating appreciation for Jisoo's personal qualities beyond looks.
3. Overall Appeal: Shows a balanced view, acknowledging Jisoo's overall attractiveness and charm.
4. Fashion: While present, it's less prevalent than beauty or personality, suggesting a focus on Jisoo's personal traits.

**Table. 1. Chart of Compliment Categories**



Category	Frequency	Percentage
Beauty	58	82%
Personality	20	9%
Overall Appeal	15	6%
Fashion	7	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Expressive speech acts of compliment in the Instagram comments for Jisoo from Blackpink show that the "Beauty" category recorded the highest frequency with 58 respondents or 82%. This shows just how much people value beauty in Jisoo. Following that, her "personality" also shines through, with 20 respondents or 9 % compliment her kind and warm nature. Comments in this category often reflect admiration for her character. When it comes to her "overall appeal", 15 respondents or 6 % expressed their appreciation for how she carries herself, showcasing that her charm goes beyond just looks. Finally, the "Fashion" category has the lowest frequency, with 7 respondents or 3%, regarding the fashion often worn by Jisoo from Blackpink. Overall, it's evident that beauty is the most celebrated aspect of Jisoo, but her personality, overall appeal, and fashion sense also earn their share of love.

### Compliment Speech Acts

Expressive speech acts are a type of speech act that serves to state or express the speaker's attitudes, feelings, or emotions toward a particular situation or condition.

In this study, expressive speech acts focus on compliments found in 8 posts from Jisoo Blackpink's Instagram account (@sooyaaa\_). Based on the results of this research, the researcher found 100 expressive speech acts of compliments in the comment section of Jisoo Blackpink's Instagram posts. The explanation of this data is as follows:

### *Beauty of Jisoo Blackpink*

#### 1. Context

In the uploaded photo, Jisoo is in the car to go to the Dior event. Jisoo wore an all-black outfit with her black hair in one ponytail. Jisoo posed elegantly and beautifully while smiling faintly.

#### Utterance

@adelynnchong: The amazing about Jisoo is she always stands in front of the public with a genuine smile, not fake smile, and she looks beautiful on the inside (Data No.: 05)

Based on data number 05, the expressive speech act made by Instagram user @adelynnchong is a form of compliment for Jisoo Blackpink. The utterance combines appreciation for both Jisoo's physical appearance and her personality. The user highlights Jisoo's smile, describing it as genuine rather than fake, which reflects her authentic and warm personality. Additionally, the utterance "she looks beautiful on the inside" emphasizes admiration for Jisoo's inner beauty, going beyond just her



physical looks. This speech act not only expresses compliment but also helps build a positive image of Jisoo as a sincere and authentic public figure. Such comments show that compliment in expressive speech acts is not solely focused on visual aspects but also values the inner qualities of a person.

## 2. Context

In the uploaded photo, Jisoo is posing sitting on her side with her hair down, wearing a jacket and shoes. Even though Jisoo is not smiling, she is still beautiful despite wearing light makeup.

### Utterance

@michels091 You love you jisoo, you are the most perfect woman in the world, I always want to see you happy and achieving everything you want. (Data No.: 39)

In data number 39, the expressive speech act conveyed by @michels091 is a form of compliment towards Jisoo Blackpink. In this utterance, the user expresses love and appreciation for Jisoo's beauty, by calling Jisoo "the most perfect woman in the world". In addition, the utterance also conveys a sincere wish for Jisoo to always be happy and achieve all her dreams. This not only shows compliments for Jisoo physically and personally, but also builds a stronger emotional connection between fans and idols. Through this kind of speech act, fans place Jisoo in a very ideal position and provide moral support. This speech act

shows the social function of compliment, which is to strengthen the sense of closeness and give deep appreciation to someone.

### *Personality of Jisoo Blackpink*

**Context** : In the uploaded photo, Jisoo posed for a mirror selfie with her white coat. Jisoo also wrote a caption to remind her fans that winter has arrived.

### Utterance

@splotrc: Jisoo, you are very kind, very beautiful, you are the best idol IR (Data No.: 59)

Based on data number 59, @splotrc's expressive speech act is a form of compliment for Jisoo Blackpink's personality. By writing utterances "very kind" and "the best idol," it shows appreciation for Jisoo's kind nature and status as an admired idol. In this utterance, the personality aspect is the main focus, although it is still accompanied by compliment for Jisoo's appearance. This combination of personality and appearance recognition reflects fans views that Jisoo is not only physically outstanding, but also morally and emotionally. Such expressions show a close emotional connection between fans and their idols, where compliment is not only limited to what is seen, but also to the values that Jisoo represents. This speech act reinforces the positive image of Jisoo as a public figure who is not only visually appealing, but also inspiring through her kind personality.

*Overall Appeal of Jisoo Blackpink*

**1. Context**

In the uploaded photo, Jisoo posed for a mirror selfie with a slightly grumpy expression. Jisoo is wearing a sweater and jeans that look beautiful.

**Utterance**

@lavenderhhhzae: Your beauty is both inside and out (Data No.: 52)

The expressive speech act in data number 52, written by @lavenderhhhzae, is a compliment to Jisoo Blackpink's overall appeal. The statement "Your beauty is both inside and out" highlights Jisoo's beauty, which is not only visible physically but also radiates from within. This compliment reflects the view that Jisoo possesses a harmony between her captivating outer appearance and her positive personality or character. By acknowledging both inner and outer beauty, the user appreciates not only Jisoo's visual aspects but also her moral values, personality, and character. This expressive act of compliment demonstrates a comprehensive recognition of the idol, portraying Jisoo as an ideal and inspiring figure. Such compliments help to build a positive image of Jisoo as a public figure who is captivating in all aspects, both physically and internally.

**2. Context**

In the uploaded photo, Jisoo is posing while kissing a red balloon. Jisoo is wearing a jacket from tommyhilfiger

which makes her look more attractive and beautiful.

**Utterance**

@\_021\_tata\_016: Jisoo, I'm more and more obsessed with you. You're the most beautiful girl I've ever seen in Korea, you charmed me, your voice, your laugh, your way of being yourself, your hair, your smell, your eyes. All of this, charmed me, and all of this is perfect in you. I love you Jisoo, never give up because of haters, you're here to hear support and not listen to haters, right? We, fans, are always supporting you! (Data No.: 86)

Based on data number 86, the expressive speech act written by @\_021\_tata\_016 is a compliment to Jisoo Blackpink's overall appeal. The utterance reflects a deep level of admiration through various aspects being complimented, ranging from her physical appearance, such as her eyes, hair, and scent, to her personal character, including the way Jisoo stays true to herself, her voice, and her laughter. The utterance "All of this, charmed me, and all of this is perfect in you" emphasizes that Jisoo is perceived as an ideal and captivating figure in every aspect. Additionally, the utterance expresses strong emotional love and support by encouraging Jisoo not to give in to criticism or hate. This utterance highlights the role of compliments in fostering a positive and supportive relationship between fans and their idol.



This expressive act of compliment reinforces Jisoo's image as an extraordinary, respected, and admired public figure, not only for her appearance but also for her personality and inspirational presence.

### *Fashion of Jisoo Blackpink*

#### 1. Context

In the uploaded photo, Jisoo is wearing a white shirt, gray jacket and glasses. Jisoo's photo also looks candid, where she poses while looking at the dslr camera.

#### Utterance

@kieumy\_90: woah Jisoo looks so cool with glasses (Data No.: 75)

In data number 75, the expressive speech act delivered by @kieumy\_90 is a compliment to Jisoo Blackpink's fashion style. The utterance "woah Jisoo looks so cool with glasses" expresses admiration for Jisoo's appearance, particularly when wearing glasses. This utterance highlights appreciation for Jisoo's unique style, which successfully creates a "cool" impression. The use of the word "woah" as an opening conveys an element of positive surprise, intensifying the admiration. This compliment not only focuses on the accessory worn but also on Jisoo's ability to look captivating in various styles. This speech act reflects Jisoo's influence as a fashion icon capable of capturing fans' attention through subtle details in her appearance.

#### 2. Context

In the uploaded photo, Jisoo is wearing a white jacket from @alo. With her hair down, Jisoo looks beautiful and sweet with her smile.

#### Utterance

@itzjust\_rayee It's the dress to impress jacket queen has served (Data No.: 97)

Based on data number 97, the expressive speech act delivered by @itzjust\_rayee is a compliment to Jisoo Blackpink's fashion style. The utterance "It's the dress to impress jacket queen has served" highlights Jisoo's ability to mix and match outfits to create an impressive look. Utterance "dress to impress" reflects admiration for Jisoo's choice of attire, which is not only stylish but also leaves a lasting impression. The term "jacket queen" further emphasizes respect for Jisoo as a fashion icon who can showcase elegant and charismatic styles through details like jackets. This utterance not only compliments Jisoo's fashion choices but also reinforces her position as an influential figure in fashion trends.

#### Gender Representation and Self Image

In the context of gender representation theory, the compliment directed at Jisoo Blackpink not only serves as an expression of personal admiration and self image but also reflects and reinforces gender norms constructed by society and social media especially for celebrities.

### 1. Remark

@raniya.ya.66: beauty face of korea is Kim jisoo (Data No.: 9)

In data number 9, the utterance "beauty face of Korea is Kim Jisoo" by @raniya.ya.66 reflects how gender representation plays a role in framing female celebrities. This compliment highlights Jisoo's physical beauty as a defining characteristic and self image, portraying her as the "beauty face of Korea." The utterance not only expresses personal admiration but also reinforces specific beauty standards constructed by media and society. In this context, a woman's beauty often becomes a primary indicator of her value or identity, especially in the entertainment industry. From the perspective of gender representation theory, this comment demonstrates that focusing on physical appearance as a dominant attribute reflects social expectations of women. As a symbol of national beauty, Jisoo represents how gender norms are reinforced through such compliments, further establishing women's roles as cultural aesthetic representations in the public and media spheres.

### 2. Remark

@evemdrgr: Jisoo is a breath of fresh air. So sweet, humble, nice, kind and so funny in today's generation. (Data No.: 25)

In data number 25, the utterance "Jisoo is a breath of fresh air. So sweet, humble, nice, kind, and so funny in today's

generation" by @evemdrgr reflects gender representation by highlighting the qualities traditionally associated with self image femininity, such as kindness, humility, and warmth. This compliment positions Jisoo as an ideal example of these gender norms, where women are appreciated for their pleasant personality. From the perspective of gender representation theory, the comment shows how social expectations shape perceptions of women, reinforcing the idea that women must meet certain standards to be valued. Jisoo, through her public image, becomes a cultural representation of these ideals.

### 3. Remark

@mrsasad001: Hello my dear sister jisoo you are very sweet, humble, and kind person, true blinks are always with you and all members (Data No.: 30)

Based on data number 30, the utterance "Hello my dear sister Jisoo you are very sweet, humble, and kind person, true blinks are always with you and all members" by @mrsasad001 reflects gender representation theory by emphasizing traits traditionally associated with self image femininity, such as being "sweet," "humble," and "kind." These qualities align with social expectations of how women, especially public figures, should behave. The utterance "dear sister" adds a sense of warmth, reinforcing the nurturing role often ascribed to women. This comment illustrates how women, particularly idols

like Jisoo, are expected to embody these idealized feminine traits to maintain positive public images, reflecting the reinforcement of traditional gender roles in society.

Compliments directed at Jisoo Blackpink reflect gender representation issues by emphasizing traditional social norms that prioritize women's physical appearance over their talents. Comments focusing on her beauty and fashion reinforce the idea that women are valued primarily for their looks, aligning with gender representation theory. This focus impacts Jisoo's self-image by simultaneously boosting her confidence as a beauty icon while potentially overshadowing her skills as a performer. Such compliments highlight the tension between social expectations and personal identity, illustrating how media and public perception shape the way female idols are viewed and how they perceive themselves.

### **Compliments in the Context of Gender Dynamics and Celebrity Culture**

Analyzing these compliments within the broader context of gender dynamics and celebrity culture is essential because they reveal how social norms and media representations influence perceptions of women, especially Jisoo Blackpink. Compliments often reflect and reinforce traditional gender roles, such as prioritizing physical appearance or relational traits over professional skills. This focus perpetuates stereotypes, limiting

how female idols like Jisoo are valued and understood by society.

In the context of celebrity culture, these compliments also shape the public's expectations of how women in the spotlight should look, act, and present themselves. By examining these patterns, we can better understand the pressures female idols face to conform to these ideals and how these dynamics contribute to the construction of their public and self-identities. Such analysis highlights the need for more diverse and equitable representations of women in media, fostering a culture that appreciates their talents and achievements alongside their appearance.

### **Discussion**

This study reinforces existing research on gender representation, self image, and the role of compliment in shaping public perceptions of female idols. Although research on expressive speech acts of compliment with Jisoo Blackpink as the object of study is still rare, this study wants to answer further research that discusses gender representation. The data shows that most of the comments directed at Jisoo Blackpink focus on her physical appearance rather than her talent as a singer or artist. This is in line with gender representation theory, which suggests that social expectations often prioritize women's appearance over their professional abilities. While these findings support previous research, they also highlight a more complex representation of Jisoo. Compliments also recognized her





personality, kindness, and pure focus on beauty. This suggests that, despite the emphasis on appearance, Jisoo's multifaceted identity as a talented and charismatic figure also resonates with fans, defying traditional gender norms.

#### D. Conclusion

This study was conducted to explore the expressive speech acts of compliment directed at Jisoo Blackpink and how they align with gender representation theory and self image. The findings highlighted a significant trend where most comments focused on Jisoo's physical appearance rather than her talent as an artist. This research exists to answer the broader question of how social norms and gender expectations shape the way female idols, especially in the K-pop industry, are perceived and complimented. By examining these compliments, this research addresses a gap in understanding the complex relationship between beauty and talent in social media representations. The research emphasizes how these compliments reflect traditional gender norms, where women are often valued for their appearance rather than their professional abilities. This research provides valuable insights into the role of compliments in reinforcing or challenging gender expectations, offering a deeper understanding of how public figures like Jisoo fit into the Instagram space.

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