

PRAGMATIC ILLOCUTIONARY ACTS USED IN ENGLISH SPEECHES YOUTUBE CHANNEL

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ABSTRACT. *This research discusses about the illocutionary act types which were performed on English Speeches YouTube Channel. The purpose of this study is to find out the types and to know how illocutionary acts used in English Speeches YouTube Channel. This research used qualitative descriptive and using Searle's illocutionary act theory. The subject of this research was three videos uploaded by English Speeches on YouTube. This research finding 80 data that has been analyzed from three videos English Speeches YouTube Channel. The researcher found five type of illocutionary acts, the first is assertive illocutionary act, the second is commissive illocutionary act, the third is directive illocutionary act, the fourth is expressive illocutionary act, and the last one is declaration illocutionary act. Based on the analysis, assertive acts have the highest frequency of use among all types, with 50 out of 80 data identified. Meanwhile, commissive and declarative acts appear the least, with only two instance each. This finding indicates that the speakers in the analyzed videos primarily use language to express their beliefs, opinion, experiences, and statement of fact rather than to commit to future actions or bring about changes. The dominance of assertive acts reflects the communicative purpose of these speeches, which is to share personal reflections, inspire audiences, and convey messages of empowerment and identity. In contrast, commissive and declarative acts are less common because the contexts of the speeches are inspirational and personal. Therefore, the results show that the use of illocutionary acts in the videos aligns closely with the speakers' intent to inform, persuade, and emotionally engage the audience.*

Keywords: Pragmatic; Illocutionary Acts; Speech Acts; English Speeches; YouTube Channel

ABSTRAK. Penelitian ini membahas tentang jenis-jenis tindak ilokusi yang dilakukan di Kanal YouTube *English Speeches*. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis dan mengetahui bagaimana tindak ilokusi digunakan di Kanal YouTube *English Speeches*. Penelitian ini menggunakan deskriptif kualitatif dan menggunakan teori tindak ilokusi Searle (1976). Subjek penelitian ini adalah tiga video yang diunggah oleh *English Speeches* di YouTube. Penelitian ini menemukan 80 data yang telah dianalisis dari tiga video Kanal YouTube *English Speeches*. Peneliti menemukan lima jenis tindak ilokusi, yang pertama adalah tindak ilokusi asertif, yang kedua adalah tindak ilokusi komisif, yang ketiga adalah tindak ilokusi direktif, yang keempat adalah tindak ilokusi ekspresif, dan yang terakhir adalah tindak ilokusi deklaratif. Berdasarkan analisis, tindak asertif memiliki frekuensi penggunaan tertinggi di antara semua jenis, dengan 50 dari 80 data teridentifikasi. Sementara itu, tindakan komisif dan deklaratif muncul paling sedikit, dengan masing-masing hanya dua data. Temuan ini menunjukkan bahwa para pembicara dalam video yang dianalisis terutama menggunakan Bahasa untuk mengungkapkan keyakinan, opini, pengalaman, dan pernyataan fakta mereka, alih-alih berkomitmen pada tindakan di masa mendatang atau membawa perubahan. Tindak asertif mendominasi mencerminkan tujuan komunikatif dari tutur kata, yaitu untuk berbagi refleksi pribadi, menginspirasi audiens, dan menyampaikan pesan pemberdayaan dan identitas. Sebaliknya, tindak komisif dan deklaratif kurang umum karena konteks tuturnya bersifat inspiratif dan personal. Oleh karena itu, hasil penelitian menunjukkan bahwa penggunaan tindak ilokusi dalam video-video tersebut selaras erat dengan niat pembicara untuk menginformasikan, membujuk, dan melibatkan audiens secara emosional.

Kata kunci: Pragmatik; Tindak Ilokusi; Tindak Tutur; English Speeches; Kanal YouTube

INTRODUCTION

Humans, as language speakers, always communicate meaning, sentiments, ideas, and thoughts through their words in the context of communication. By communicating humans can say the word that the speaker means. Language allows individuals to communicate with one another in order to transmit their ideas, emotions, and feelings. To ensure that others get what is being said, communication must be expressed clearly at all times. As a communication tool, language is used as a means of conveying messages from one person to another, or from speakers to listeners, and conveying self-expression.

Humans are social creatures who have relationships and interact with each other. One of the relationships between humans is by communicating. People not only generate or display grammatical structure phrases, but also behaviors in that language.

Language as the primary means of human communication is an important subject in the field of linguistics, which studies language as a system of structure and meaning. Linguistics provides the basis for understanding how language works, while pragmatics, as one of its branches, focuses on how language is used in real-life communication situations. By examining how context, speaker intention, and listener interpretation shape meaning,

pragmatics bridges the gap between the study of linguistic form and communicative function. In this way, pragmatics emphasizes how speakers' and listeners' actual language usage and interpretations impact communication meaning in addition to linguistic structures.

Yule (1996) explains that pragmatics is the study of the speaker's meaning and how the hearer or reader interprets it. One can utter the term regarding the person's intended meaning, assumptions, purpose, and the types of activities displayed when speaking. Pragmatics is a discipline of linguistics that explores how people communicate using human language. Learning the meaning of words is inextricably linked to speech act theory in pragmatics. Speech actions are the smallest unit of linguistic communication and might be any statement, inquiry, demand, or other. People do not only give words or phrases in their utterances, but also demonstrate action or desire something in exchange for their assertions. According to Yule (1996) speech acts include apologies, complaints, praises, invites, pledges, or requests communicated through utterances.

Austin (1962) introduced the speech act in his book, speech act is divided into three acts performed by someone who pronounces a sentence: locutionary act, illocutionary act, and perlocutionary act. In the next development, Searle (1976) classified illocutionary speech acts into five categories: assertive (representative), directive, commissive, expressive, and declarative. Lubis (2018) informs that the illocutionary act is an important component of the speech act since it is the most crucial to linguistic components of communication. The illocutionary act is the act of accomplishing something. It refers to the function of the word, the particular goal that the speakers have in mind.

Speech acts are interesting to discuss since they may be used to understand one's actions through the speech acts stated by the speaker. This research is using videos of English Speeches YouTube channel, is being examined since it provides education for many groups that need to understand what inspires many individuals, most notably all undergraduates worldwide, through the statements of various personalities supplied in this channel. These influential people will be there with former Microsoft and Apple CEOs Steve Jobs and Bill Gates, as well as a few more well-known role models for the general public.

Since English Speeches has a large audience, a variety of people from different backgrounds and occupations watch that program. Sidik (2022) states that every person who requires comfort can benefit

from their verbal activities, which can increase self-assurance and do other good things. As a result, by employing assertive speech act, the inspiring discourse of these inspirators might be studied.

There are several studies on illocutionary acts have been carried out by previous researchers. The first previous research was by Isnaeni (2021) this study uses Allan's theory and Yule's theory. The types of directive illocutionary acts used in this study are request, question, requirements, prohibition, permission, and advisories. Another study was conducted by Perdani (2023) The content analysis is carried out in the research devoted to investigating the illocutionary act phenomenon in the film *Brave*.

This study uses Searle's and Austin's theory. Directions are the most common illocutionary acts in the film *Brave*. Another study was conducted by Amalia (2021) this study used Nadhira's speech as the main data. This study applies Yule's theory. In this term, one of illocutionary acts type which is declarative did not find in the speech.

In the videos studied, it is very interesting to study because in the first video studied, there are Michelle Obama, Melinda Gates, and also Amal Clooney, they are concerned about women's empowerment, self-doubt, and the fight for gender equality, emphasizing the importance of confidence, education, and justice for women and girls around the world. The second video is also interesting to study because Leen Al Kassab discusses her becoming Muslim when she was a Harvard student, and also how she deals with the way people stereotype her as a Muslim. The last one is also very interesting to study because of how Taylor Swift organized her emotions during her time as an artist. All three videos have the same theme of self-expression, identity, and empowerment through language. Each speaker, in their own context, uses language not only to convey information but also to construct meaning, challenge social perception, and express individuality, which aligns with the study's focus on pragmatics and communication.

Therefore, the research aims to identify the types of illocutionary acts and how the illocutionary acts conveyed in the English Speeches YouTube channel. The illocutionary acts contained in the videos on the English Speeches YouTube channel are interesting to investigated.

METHOD

The method of this study uses qualitative descriptive to analysis the data. A qualitative analysis is a way for identifying the importance that an

individual or a society places on a social or human problem. It refers to a research project that required a comprehensive inspection.

This method is used to identify type illocutionary acts and how the illocutionary acts conveyed used in the videos English Speeches YouTube channel transcript. The researcher choose 3 videos from the English Speeches YouTube channel as data.

The three videos address issues rooted in women's experiences and self-expression in various social contexts. In Michelle, Melinda & Amal: Stronger Together, the characters discuss the importance of women's empowerment, self-confidence, and gender equality. Meanwhile, in Leen Al Kassab: Breaking Stereotypes focuses on reflections on identity, representation, and social responsibility as a Muslim woman and aspiring physician in a multicultural environment. Taylor Swift: Crafting Emotions, Taylor Swift explores the creative and emotional process behind her work, highlighting how personal experiences and struggles for professional recognition are expressed through language and music. Collectively, these three videos demonstrate how language is used to convey values, shape self-image, and affirm women's position in the public sphere.

These three videos are relevant for researchers because they represent real-life spoken discourse rich in social and psychological context. Through these utterances, researchers can explore how language is used to express thoughts, construct self-identity, and influence the perceptions and actions of others. Analyzing the speech acts in these three videos also provides a deeper understanding of how context, speaker intention, and listener interpretation play a role in the construction of meaning the essence of pragmatics. Thus, these three videos serve not only as sources of linguistic data but also as concrete representations of how language becomes an influential social act and functions in everyday life.

As for the titles of the videos that the researcher examines, namely:

1. Title "ENGLISH SPEECH | MICHELLE, MELINDA & AMAL: Stronger Together (English Subtitle)". Uploaded on July 22nd 2023. Duration 9:33 minutes.
2. Title "ENGLISH SPEECH | LEEN AL KASSAB: Breaking Stereotypes (English Subtitles)". Uploaded on November 18th 2023. Duration 8:27 minutes.
3. Title "ENGLISH SPEECH | TAYLOR SWIFT: Crafting Emotions (English Subtitles)". Uploaded on December 17th 2023. Duration 9:03 minutes.

The instrument in this research is the researcher, namely by watching several videos on the YouTube channel English Speeches then the researcher focuses on classifying these utterances into illocutionary acts by using relevant theories. The researcher involved a deep understanding of the research objectives.

The data in this research were collected through several stages, namely:

1. The researcher selected three videos from the *English Speeches* YouTube Channel that ere relevant to the topic of language use and speech acts. the chosen videos feature public figures delivering speeches or interviews that reflect various communicative intentions.
2. The researcher carefully watched each video several times to understand the context, tone, and communicative situation of the speakers. After that, the researcher downloaded and transcribed each video into written form to facilitate detailed analysis. The transcripts were then checked for accuracy by comparing them with the audio to ensure that every utterance was correctly represented.
3. The researcher identified and classified utterances containing illocutionary acts based on Searle's (1976) theory. Each utterance analyzed to determine its type, such as assertive, directive, commissive, expressive, or declarative. The classification process was supported by contextual interpretation, taking into account the speakers' intentions, the relationship between the speaker and listener, and the situational background of each video.

RESULTS AND DISCUSSION

In analyzing the data, the researcher uses the Searle's theory of illocutionary acts, they are assertive, commissive, directive, expressive, and declarative. The following is the finding data collected from the three videos of English Speeches YouTube Channel, which has been arranged and analyzed based on Searle's theory of illocutionary acts. The following is a classification table for the types of illocutionary acts that found in three videos of English Speeches YouTube Channel. (Table 1).

From the table above shows that there 80 data contain all five types of the illocutionary acts from three videos of English Speeches YouTube Channel. Furthermore, the illocutionary acts types that were performed in the video are explained in the following bellow.

1. Assertive

If Assertive act that found in three videos from English Speeches YouTube Channel are 50 data.

Table 1. Classification of Illocutionary Acts in Three Videos of English Speeches YouTube Channel

No	Video Title	Number of Data	Types of Illocutionary Acts				
			Assertive	Commissive	Directive	Expressive	Declarative
1.	Michelle, Melinda & Amal: Stronger Together	22	13	1	7	1	0
2.	Leean Al Kassab: Breaking Stereotypes	25	14	0	1	8	2
3.	Taylor Swift: Crafting Emotions	33	23	1	5	4	0
TOTAL		80	50	2	13	13	2

Source: Research data processed by the author based on Searle (1979)

DATUM 6

Amal Clooney: *“Well, actually, my son drew a picture the other day of a prison, and he was like, Putin should be in here”*

Based on datum [6] Amal Clooney conveys a statement of fact or belief about what happened that her son drew a picture and made a comment. The utterance reflects Amal’s intention to assert or inform the listener about a real event that expresses a viewpoint indirectly related to political justice.

The linguistic marker that indicates this as an assertive act lies in the use of the reporting verbs “drew” and “was like,” which function as implicit performative verbs. These verbs signal that the speaker is asserting or reporting information rather than commanding, promising, or expressing emotion. The phrase “Putin should be in here” express a belief or judgment, which strengthens the assertive nature of the utterance because it represents an opinion about a state of affairs.

2. Commissive

Commissive act that found in three videos from English Speeches YouTube Channel are 2 data.

DATUM 52

Michelle Obama: *“After that, I swear I won’t let those negative messages bring me down again”*

Based on datum [52] Michelle Obama who answered Sara Sidner’s question about self-doubt. Michelle said that everyone has self-doubt. And self-doubt is carried around throughout life.

This is considered a commissive action because the speaker commits herself to a future course of action and not letting negative messages bring her down again in the future.

3. Directive

Directive act that found in three videos from English Speeches YouTube Channel are 13 data.

DATUM 57

Melinda Gates: *“my daughter was five, my oldest, and she told her doll to lay down because it had HIV/AIDS and she needed to take care of it.”*

Based on datum [57] Melinda Gates has two children, one of whom is her five- year-old daughter. One day Melinda saw her daughter playing with her doll, which every girl must have played with her doll. Melinda Gates saw her daughter who played as a doctor ordering her doll who played the role of a patient to lie down, because the doll who was a patient had HIV / AIDS so that Melinda Gates’ child who played as a doctor could take care of the doll.

This utterance is considered a directive action because it commands something. Melinda Gates’ daughter ordered her doll to lie down because she has HIV/AIDS so that her daughter can take care of her doll.

4. Expressive

Expressive act that found in three videos from English Speeches YouTube Channel are 13 data.

DATUM 67

“Good afternoon, everybody. Marhaba”

Based on datum [67] Leen Al-Kassab who was going to deliver a speech for her graduation from Harvard, Leen delivered a speech in front of everyone greeting everyone who was there.

This utterance is reflects an expressive act because the speaker greets the audience warmly, expressing friendliness and respect. The use of “Marhaba,” an Arabic greeting, emphasizes cultural connection and hospitality, which aligns with the study’s aim to identify how speakers express emotions and build rapport with the audience through language use.

5. Declarative

Declarative act that found in three videos from English Speeches YouTube Channel are 2 data.

DATUM 79

“When I first got into Harvard, my uncle called me Sefiritna, which translates to ambassador.”

Based on datum [79] because Leen Al-Kassab is Syrian and also a Muslim who must have carried her identity when she went to Harvard, so her uncle named her Sefiritna because Leen Al-Kassab carried her identity as a Muslim.

This utterance is considered a declarative act of naming. Leen Al-Kassab said that her uncle named her Sefiritna.

CONCLUSION

Based on the analysis, the researcher found 80 data that indicated illocutionary acts from three videos of English Speeches YouTube Channel that has been analyzed. The findings reveal that the speakers; Michelle Obama, Melinda Gates, Amal Clooney, Leen Al Kassab, and Taylor Swift employ various types of illocutionary acts to express their ideas, emotions, and personal values. Among them, assertive and expressive acts appear most frequently, reflecting how the speakers use language to share experiences, convey beliefs, and express sincerity in promoting empowerment and identity. Directive acts are also evident, especially when the speakers attempt to encourage or inspire their audience to take action toward self-confidence, equality, and justice. Through these acts, language becomes not merely a tool of communication but also a medium for constructing meaning, shaping social identity, and influencing others.

From the first video entitled Michelle, Melinda & Amal: Stronger Together, the researcher found 22 data divided into 13 data of assertive act, 1 data of commissive act, 7 data of directive act, 1 data of expressive act, and 0 data of declaration act. From the second video entitled Leen Al-Kassab: Breaking Stereotypes, the researcher found 25 data divided into 14 data of assertive act, 0 data of commissive act, 1 data of directive act, 8 data of expressive act, and 2 data of declarative act. From the third video entitled Taylor Swift: Crafting Emotions, the researcher found 33 data divided into 23 data of assertive act, 1 data of commissive act, 5 data of directive act, 4 data of expressive act, and 0 data of declarative

act. Based on the analysis, the assertive act has the highest frequency of use among the others; there are 50 data out of 80 data found on the three videos of English Speeches YouTube Channel. Meanwhile, only 2 data found on commissive act and 2 data found on declarative act, has a lowest frequency of use among others. The findings demonstrate that illocutionary acts play a crucial role in conveying the speakers' intentions and in strengthening the persuasive and emotional impact of their messages, which aligns with the study's focus on pragmatics and communication.

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