

Analysis of Locutionary, Illocutionary and Perlocutionary Speech Acts in Youtube Ads

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Abstract

In the digital era, communication media are very diverse and fast in conveying messages. One of them is social media that has an important role in language development, namely YouTube. Apart from functioning as a social media for watching videos, YouTube functions to earn income for YouTubers. This income is obtained through advertisements contained in videos on several YouTube channels. Ads are texts that persuade the reader to do something according to the message in the ad. Advertising is one type of communication or also known as speech act. Speech acts have three types, namely locutionary, illocutionary, and perlocutionary. This research uses a descriptive qualitative method with the listening method. The data source in this study was obtained from YouTube advertising videos. The data in this study were obtained from trending videos with different account channels. Based on the research that has been done, 14 utterances were found in the five videos, namely, shopee candy ads, aqua ads, gopay ads, tea shoots ads, garnier ads, and head and shoulders shampoo ads. Based on the findings, the most violations were found in illocutionary speech acts. This is consistent with findings which show that producers of goods or services use sentences that are not convoluted and have clear meanings. The use of these sentences aims to make people understand and catch the meaning of the speech easily.

Keywords: Speech Acts, Youtube, Advertising.



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INTRODUCTION

Humans as social beings who cannot live alone interact with each other to survive. Every human interaction uses language as a means of communication. In accordance with its function, language is a means of conveying messages from speakers to speech partners. In the current digital era, communication media are very diverse and fast in conveying messages. One of them is social media which has an important role in language development. One of the familiar social media in the current generation is YouTube (Kesya et al., 2022).

Youtube is a social media that is used to watch various kinds of videos without having to upload videos on each account. On YouTube there are various kinds of videos, ranging from daily videos, music clips, short films, news, and more. These various videos can be enjoyed according to the wishes of the users (Suffi, 2019). Apart from functioning as a social media for watching videos, YouTube is also used by YouTubers as a medium for earning income. Youtuber is a term for content creators on YouTube social media. These ads do not appear on all videos on YouTube, but only on channels with a minimum of a thousand subscribers, have video content that has been watched for at least 4,000 broadcast hours in a year, and is linked to Adsense (Risna et al., 2022).

Ads are texts that persuade the reader to do something according to the message in the ad. In line with those who say that advertising is a message that offers a product to the public through the media (Indrawati dkk, 2017). Youtube is a social media that knows no age and

background so that advertising on YouTube has a great opportunity to increase sales of a product or service. Advertising is one type of communication. Communication can also be called a speech act which has meaning as an activity of conveying a message. Speech acts are one of the pragmatic studies that examine the accuracy of language according to the context of communication. In the process of speech the speakers not only express what they think in the form of speech acts, but also carry other meanings. Yule said that speech acts are actions carried out through utterances or utterances. Austin also argues that speaking activity is not only limited to telling something, but also doing something based on that utterance (Setiawati dan Arista, 2018). There are three divisions of speech acts according to Austin and Searle's division, namely locutionary, illocutionary, and perlocutionary (Audian et al., 2022).

The locutionary speech act is the easiest form to identify because it can be done without including the speech context and speech situation. Locutionary speech acts prioritize the contents of the speech expressed by the speaker. This is in accordance with Wijana and Rohmadi (Setiawati and Arista, 2018) who said that a locutionary speech act is a speech act that states something. Furthermore, illocutionary speech acts are speech acts that contain the power to perform certain actions in relation to saying something. Illocutionary speech acts are performed by speakers by saying something for a specific purpose and influencing the listener to do something. Nadar (Setiawati and Arista, 2018) states that illocutionary action is what the speaker wants to achieve when saying something and can be an act of declaring, promising, apologizing, threatening, predicting, ordering, asking and so on. Finally, perlocutionary speech act is the effect or impact caused by the speech on the speech partner, so that the speech partner takes action based on the content of the speech. Tringan (Setiawati and Arista, 2018) also said that perlocutionary speech act is a speech act that has a specific meaning with the intention of having an effect on the environment of the speech partner.

This research regarding speech acts has been carried out by several researchers. One of them was a study on Analysis of Speech Acts of Traders and Buyers at Pemangkat Market, Sambas Regency, by Sutrisno et al in 2015. This study described the speech acts that occurred between traders and buyers at Pemangkat market, Sambas Regency. This research found that locutionary speech acts were found in the form of statement locution, command locution and question locution. Furthermore, there are also illocutionary speech acts with assertive, directive, commissive and expressive types. Lastly, perlocutionary utterances were found in the types of verbal perlocutionary and nonverbal verbal perlocutionary. Another research was also conducted by Wiranty in 2015 with the title Acts of Speech in the Discourse Novel Laskar Pelangi by Andrea Hirata (A Pragmatic Review). The results of this study explained that locutionary speech acts were found in 24 speech acts in the speeches of bu Mus, Lintang, Ikal, a' Kiong, Flo's father, Flo, Mahar, Samson, Nurzaman, Driver, and Ikal. Furthermore, 28 illocutionary speech acts were found in the speeches of Mr. Harfan, Mrs. Harun, Mrs. Mus, Ikal, Lintang, Syahdan, Mahar, Mr. Harfan, A Ling, Samson, Kucai, a' Miaow, and Sahara. Finally, perlocutionary speech acts were found in 30 speech acts in the speeches of Mr. Harfan, Mrs. Mus, Ikal, shop keepers, Lintang, a' Kiong, Trivanny, Kucai, Harun, Mahar, Flo, Samson, and Professor. Based on the presentation of the research, this research is different from the two studies because it has a different object, namely advertisements on YouTube. Another difference lies in the study of pragmatics which discusses all kinds of speech acts, namely locutionary, illocutionary and perlocutionary.

RESEARCH METHODS

This research uses descriptive qualitative method. Qualitative research is research that produces descriptive data in the form of written or spoken words. According to Creswell (Sugiyono, 2015) qualitative research is research that seeks to understand social events that

exist in society individually or in groups so that the results found will be presented narratively. This research study focused on analyzing locutionary, illocutionary, and perlocutionary speech acts in advertisements on YouTube. This study also has supporting instruments in the form of books used as reference materials, laptops used to type reports, and stationery used to take notes during the data collection process. The data source in this study was obtained from YouTube advertising videos. This study also uses the see method.

Searching for data in this study was carried out by videos that were trending with different account channels on YouTube social media. The search results found six video ads containing 20 speech data. The five videos are, a shopee candy ad, an aqua ad, a gopay ad, a shoot tea ad, a garnier ad, and a head and shoulders shampoo ad. The results of the data findings are then grouped according to the categories of illocutionary, locutionary, and perlocutionary speech acts. The data that has been grouped is then analyzed and described in a narrative manner so that it is easy to understand. Finally, the researcher draws conclusions according to the title and purpose of this study.

RESEARCH RESULTS AND DISCUSSION

Based on the research that has been done, 14 utterances were found on delicious YouTube ads. The utterances are grouped into three types of speech acts, namely 3 utterances for locutionary speech acts, 7 utterances for illocutionary speech acts, and 4 utterances for perlocutionary speech acts. The speech analysis is presented as follows.

1. Locutionary speech acts. Context: two men and one woman who are tired and thirsty see a fridge containing fragrant shoot tea. They opened the fridge and saw the soccer edition fragrant shoot tea and they drank the tea. Speech in shoot tea ad:

N: waw the fragrant shoots of soccer edition

A: wow

N: get fresh, get fun

A: aaahhh

N: let's get the fragrant shoot tea soccer edition

(A= male artist 1, N= narrator)

The narrator's quote in the first dialogue "waw tea shoots fragrant soccer edition" is to inform that the tea has a new football edition (soccer edition). It is known that in November 2022 the world cup will take place which is held every four years so that the soccer edition tea shoot is a special edition enlivening the world cup event. Furthermore, the utterance is a form of locutionary speech act because it gives information that the shoot tea has a special edition of soccer packaging.

The narrator's quote in the second dialogue "get it fresh, get it exciting" is to inform that the tea is fresh and exciting at the same time because it has a football edition packaging (soccer edition). This utterance is a form of locutionary speech act because it conveys information that shoot tea is a fresh and exciting tea drink because it has a special edition of soccer packaging.

Context: Vincent and Desta are eating meatballs. Desta felt the spiciness and wanted to drink the chili sauce. Then Vincent reminded him that this was wrong and handed him aqua. Next, it shows Vincent and Desta who are drinking aqua facing sideways.

Speech in the aqua ad:

D: why is it so spicy? (while lifting the chili container to drink)

V: wrong. What do you want to eat (while handing out aqua)

N: aqua first ah

(D= artist 1, V= artist 2, N= narrator)
Text in aqua ads:



Figure 1. Aqua advertisement

Source: <https://www.youtube.com/watch?v=HcUEYz-Pk6o>

The text on the aqua ad image above “aqua, pure and protected” is informative. This speech is a form of locutionary speech act because it conveys information that the source of water used by Aqua is pure water and its purity is still protected.

2. Illocutionary speech acts. Context: showing how to play shopee candy and the prizes it gets.
Speech in the shopee candy ad:
N: do you want something sweet with a prize? Let's play Shopee Candy. Match as many candies as you can and earn diamonds. Exchange diamonds for cashback vouchers, store vouchers and shopee coins. Download shop now
(A= male artist 1, N= narrator)

In the narrator's quote “do you want something sweet with a gift? Come on, let's play shopee candy” is inviting ad viewers to play shopee candy. This speech is a form of illocutionary speech act because it invites to play shopee candy by offering sweet games and having prizes.

Another narrator quote “Trade diamonds for cashback vouchers, store vouchers and shopee coins” is both informative and commanding. This utterance is a form of illocutionary speech act because it instructs the audience to exchange diamonds at the shopee candy game to get various vouchers and shopee coins.

Context: two men and one woman who are tired and thirsty see a fridge containing fragrant shoot tea. They opened the fridge and saw the soccer edition fragrant shoot tea and they drank the tea.

Speech in shoot tea ad:

N : waw the fragrant shoots of soccer edition

A : wow

N: get it fresh, get it fun

A : aaahhh

N : let's get the fragrant shoot tea soccer edition

(A= male artist 1, N= narrator)

The narrator's quote in the last dialogue "let's get the soccer edition of fragrant shoots tea" (let's get the soccer edition of fragrant shoots tea) is to invite the audience to buy the product. This speech is a form of illocutionary speech act because it invites the audience to buy fragrant shoot tea to get soccer edition fragrant shoot tea.

Context: showing three boys sitting on a sofa in a room playing or playing together. Then one of them felt an itch on their head and scratched it. Then the characters in the

game suggested switching to head and shoulders and then the shampoo appeared on the screen, which surprised the three children.

Speech in head and shoulders ad:

A : ouch, wet dandruff!

B : why silent?

A: very itchy

N : that's why, move on to head and shoulders!

(A= boy sitting in the middle, B= boy sitting on his right side, N= narrator)

The narrator's quote in the last dialogue is "hence, move on to head and shoulders!" is ordered to switch to using that brand of shampoo. This speech is a form of illocutionary speech act because it conveys information that head and shoulders shampoo can get rid of wet dandruff and at the same time instructs the audience to switch to using head and shoulders shampoo as a dandruff hair solution.

Context: showing a photo of her acne-prone face and blemishes. Then he sat down and showed me the bottle of garnier serum. Speech in the garnier ad:

A: It's really hard to get rid of acne and breakouts. It doesn't feel confident, it feels like it's bearfaced. The answer to all my worries is garnier bright complete anti-acne serum, the most effective skincare for pimples and acne scars. I really really like the state of my skin right now. So more confidence. (A=artist)

In the artist's dialogue quote "skincare that is really good for pimples and acne scars" is informative. This utterance is a form of perlocutionary speech act because it states information about garnier products that can cure acne and fade acne scars and at the same time states that this product is the most popular skincare product with the aim of influencing ad viewers to use garnier bright complete anti-acne serum.

Context: a man eating alone. However, when he paid, he felt restless because he was worried that the people around him would see his GoPay pin. Suddenly a motorcycle taxi driver's hair slapped his cheek. Then the motorcycle taxi driver advised him to use the fingerprint and face features so that when paying he was still safe.

Speech in gopay ads:

N: Have you used the fingerprint and face features yet?

N: Just activate it. So that only you can use your GoPay

(N= narrator)

In the excerpt of the artist's dialogue "Have you used the fingerprint and face features yet?" informative and inquiring. This speech is a form of illocutionary speech act because it gives questions as well as information that Gojek has a fingerprint and face scan feature when making online transactions on the Gojek application.

Another quote in the last narrator's dialogue is "just activate it. So that only you can use your GoPay" is commanding. This speech is a form of illocutionary speech act because it orders people not to hesitate to activate the fingerprint and face scan feature so that online transactions using GoPay can only be done by the account owner.

3. Perlocutionary speech acts. Context: showing how to play shopee candy and the prizes it gets. Speech in the shopee candy ad:

N: do you want something sweet with a prize? Let's play Shopee Candy. Match as many candies as you can and earn diamonds. Exchange diamonds for cashback vouchers, store vouchers and shopee coins. Download shop now.

(A= male artist 1, N= narrator)

In the narrator's quote "Download shopee now" it is ordered to download shopee right now so you can play shopee candy and get prizes. This utterance is a form of perlocutionary speech act because it gives an order to download shopee as well as informs ad viewers who download shopee that the shopee candy game has prizes that can be exchanged for various shopee vouchers and coins.

Context: Vincent and Desta are eating meatballs. Desta felt the spiciness and wanted to drink the chili sauce. Then Vincentt reminded him that this was wrong and handed him aqua. Next, it shows Vincent and Desta who are drinking aqua facing sideways.

Speech in the aqua ad:

D: why is it so spicy? (while lifting the chili container to drink)

V: wrong. What do you want to eat (while handing out aqua)

N: aqua first ah

(D= artist 1, V= artist 2, N= narrator)

In artist 2 (V) quote "What do you want to eat" is informative and has an effect on the audience. The advertisement shows artist 1 (D) who feels the spiciness of being given a drink of aqua. This makes ad viewers have the perception that aqua is a drink at every meal, especially when eating spicy food. This speech is a form of perlocutionary speech act because it states information and gives an audience effect for every meal, especially when eating spicy food, drinking it is still aqua.

Context: showing a photo of her acne-prone face and blemishes. Then he sat down and showed me the bottle of garnier serum. Speech in the garnier ad:

A: It's really hard to get rid of acne and breakouts. It doesn't feel confident, it feels like it's bearfaced. The answer to all my worries is garnier bright complete anti-acne serum, the most effective skincare for pimples and acne scars. I really really like the state of my skin right now. So more confidence. (A=artist).

In the artist's dialogue quote "skincare that is really good for pimples and acne scars" is informative. This utterance is a form of perlocutionary act because it states information about garnier products that can cure acne and fade acne scars and at the same time states that this product is the most popular skincare product with the aim of influencing ad viewers to use garnier bright complete anti acne serum.

Context: a man who is eating alone. However, when he paid, he felt restless because he was worried that the people around him would see his GoPay pin. Suddenly a motorcycle taxi driver's hair slapped his cheek. Then the motorcycle taxi driver advised him to use the fingerprint and face features so that when paying he was still safe.

Speech in gopay ads:

N: Have you used the fingerprint and face features yet?

N: Just activate it. So that only you can use your GoPay
(N= narrator)

Text in gopay ads:



Figure 2. Gopay Ads

Source: https://www.youtube.com/watch?v=QD35ZFIBW_U

The text on the gojek ad image above “gopay is safe. Pay with fingerprint and face scan” is both informative and inviting. This speech is a form of perlocutionary speech act because it states information and at the same time invites ad viewers to use gopay with fingerprints and face scans instead of using a pin when making online transactions.

Based on the findings above, there are six YouTube video ads. The six video ads are obtained from trending videos on YouTube with different channels. Based on the six YouTube advertisements, 14 speech data were found with 3 utterances in locutionary speech acts, 7 utterances in illocutionary speech acts, and 4 utterances in perlocutionary speech acts. The most frequent violations were found in illocutionary speech acts. This is consistent with findings which show that producers of goods or services use sentences that are not convoluted and have clear meanings. The use of these sentences aims to make people understand and catch the meaning of the speech easily. This is in accordance with Nadar's statement (Setiawati & Arista, 2018) that illocutionary action is what the speaker wants to achieve when saying something and can be an act of declaring, promising, apologizing, threatening, predicting, ordering, asking and so on.

CONCLUSION

Based on the research results, the use of illocutionary speech acts is the most common. This shows that producers of goods or services use sentences that are not convoluted and have clear meanings so that people can easily understand and grasp the meaning of the utterance. This purpose is in line with the function of the illocutionary speech act of stating or informing something and is used to perform an action. In addition, research on advertisements on videos on YouTube can also be deepened by including various forms of speech based on their function in each speech act.

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