

AN ANALYSIS OF SHERLY ANNAVITA ILLOCUTIONARY ACT VIDEO IN YOUTUBE CHANNEL

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Abstract

This research is an analysis of Sherly Annavita illocutionary speech acts on a video on her YouTube channel. The purpose of this study is to describe the types and functions of illocutionary speech acts expressed by Sherly Annavita on her YouTube channel. The author uses a qualitative descriptive method in this study. This research also describes the illocutionary speech acts that are the most widely used and the least used. The author collects the necessary data sources by observing a video of Sherly Annavita on her YouTube channel, then the author notes the important information that is obtained and puts it in written form. After the author makes observations and obtains the data, then the writer classifies the data based on the type of illocutionary speech act. In the results of this study the authors analyzed all types of illocutionary speech acts and in this study showed that there was five illocutionary speech acts used in Sherly Annavita video in her video, namely representative, directive, commissive, expressive, and declarative. From the research results, it can be concluded that Sherly Annavita uses 27 utterances with a representative percentage of 59.25%, directive 14.81%, commissive 14.81%, commissive 3.7%, and declarative 7.4%. The result of the percentage shows that the representative is the type of illocution that is most widely used, in other words, Sherly Annavita makes many statements so that someone is motivated to make changes.

Keywords: YouTube; Pragmatic; Speech Act; Illocutionary

INTRODUCTION

YouTube is a social media platform to get information in the form of videos. Baskoro cited in (Samosir et al., 2018), he stated that YouTube is a digital media site in the form of videos where we can download videos that we like, upload videos that will be made into content, and share them so that they can be seen and witnessed by all people in all regions. Today YouTube is a familiar platform for people to hear and use, from all walks of life, both young to old, using YouTube for entertainment, information, and learning. According Cayari cited in (Chairani et al., 2020), YouTube is a platform for users to learn many things from various sources to share and view videos. With the increasing public interest in using YouTube, it has attracted everyone, especially content creators, to create a YouTube channel and upload their videos with different purposes and themes. One of them is Sherly Annavita, a young content creator and influencer who has inspired many people on videos on her YouTube channel. for young people. The narrative in its delivery is very appropriate to produce an action. As a speaker, you must use language that is good and easy to understand in communicating. A speaker must be able to communicate his language so that it can be understood and understood by listeners so that listeners can grasp the meaning conveyed by the speaker. To learn the meaning uttered by a person requires pragmatics to understand what meaning a speaker wants to convey. Pragmatic is a branch of linguistics that studies the background of speech and the intent of the speech. Crystal cited in (Rosyidi et al., 2019) stated, Pragmatics is a science that studies the meaning of language use which includes objectives, problems, and the influence of language in

communicating. Pragmatic itself explains how a speaker uses and explains the language in context and the listener grasps the meaning or understands the meaning of the utterance. In other words, pragmatics explains the purpose and purpose of speech and the meaning to be understood from pronunciation and produces the type of action. Actions are the same as speech acts, speech acts are the study of how a speech is spoken by a speaker in a speech and what meaning is contained in that speech. Yule 1996 cited in (Hutajulu & Herman, 2019) stated speech acts are actions that are carried out through an expression or utterance when someone speaks. Speech acts are often carried out in the daily life of the speaker saying something and the listener captures the meaning and purpose of the speaker in communicating so that producing good communication is very important to learn speech acts so that listeners can understand the meaning or message to be conveyed in a speech. Speech often occurs in communication if someone does not understand speech acts in communicating, then good communication will not occur between the speaker and the listener because they cannot convey and capture the meaning of a conversation. The use of speech acts is defined as successful if the listener can know and understand the meaning of the speech of the speaker or speakers. Speech acts are divided into three parts, the first is the locus speech act, illocutionary speech act, and perlocutionary speech act Austin 1969 cited in (Tutuarima et al., 2018). In this study, the authors examined illocutionary speech acts which were then described and classified according to the types of illocutionary speech acts conveyed by Sherly Annavita in the video on her YouTube channel which the author entitled Sherly Annavita illocutionary act analysis on the YouTube video channel. Pragmatic is the study of the meaning conveyed by the speaker and then interpreted by the listener. Yule 1996 cited in (Tutuarima et al., 2018) stated Pragmatic is the science that studies the meaning of the speaker or the speaker. In line with what was stated by Thomas cited in (Ayeomoni & Akinkuolere, 2012) that Pragmatics is meaning in usage and meaning in context. So it can be concluded that Pragmatics is the study of language in relation to users and interpreters. A Speech act is the pronunciation of a sentence from the speaker so that it can be understood or interpreted by the listener. Yule 1996 cited in (Tutuarima et al., 2018) stated speech act is the intention that someone wants to convey in a speech, using language that is easily understood and determined by the goal from the narrative itself such as to request, apologize, and report something. In line with Austin cited in (Saputra, 2020) stated that speech acts are actions that refer to the act of doing utterance. So it can be concluded that speech acts are used to express meaning and purpose. According to Austin cited in (Tutuarima et al., 2018) speech acts can be divided into 3 types

- a. The locus of action is the basic action of speech and produces actual food.
- b. Perlocutionary action is an action taken to say something in a certain context.
- c. Illocutionary actions are the specific acts of intent in speaking.

According to Searle 1975 cited in (Tutuarima et al., 2018) the Illocutionary Act is divided into 5 types :

a. Representative

The purpose of the representative is that the speaker can convey information about a situation to the listener such as affirming, claiming, characterizing, stating, concluding, etc.

b. Directive

The purpose of the directive is that the speaker asks the listener to take an action of command, give advice, ask, request, give permission, and give advice.

c. Commissive

The purpose of commissive is that the speaker can do something by expressing intentions such as promises or threats.

d. Expressive

The purpose of expressiveness is to express the speaker's state of the situation such as congratulations, apologies, and thanks.

e. Declarative

The purpose of a declarative is that the speaker asks the listener to make changes such as resigning, pointing out, declaring, defining, etc.

METHOD

The research method is the method used by the author to obtain research data. In this study, the authors used a qualitative descriptive method aimed at describing, explaining, and analyzing the phenomena that occurred in line with the Moleong cited in (Rosyidi et al., 2019) states that qualitative descriptive research is research that aims to understand the phenomenon of the research subject then describe it in writing. Meanwhile, according to Kamajaya cited in (Chairani et al., 2020), descriptive qualitative research is research by describing phenomena that occur in-depth in the process of analyzing data. Therefore, this study focuses on illocutionary speech acts used in the video to analyze and describe the types of illocutionary speech acts used in the video. The research subject here is Sherly Annavita in a video on her YouTube channel. The data technique used in this study is non-interactive because here the author does not relate and interact directly with the research subject. The author only listens and observes what the subject says in a video then records all the information that will be used as data in the research and continues by analyzing the writing according to the type of illocutionary speech used by the research subject. The data collection procedure carried out by the author is as follows: first, the writer downloads Sheryl Annavita video, second, the writer watches and observes the Sherly Annavita video, third, the writer describes the data in written form, fourth, the writer identifies the types of illocutionary speech acts, fifth, the writer classifies the data is according to the type of illocutionary speech act, sixth, the writer analyzes the data that has been concluded and seventh, the writer concludes the data that has been obtained.

RESULTS AND DISCUSSION

Results

In this study, the authors found that there were 5 types of data used including representative, directive, commissive, expressive, and declarative. After the writer classified the data according to the type of speech act, the most common data found were representations, and the least data found was expressiveness expressed by Sherly Annavita in a video on her YouTube channel.

Table 1. Analysis Illocutionary Act Sherly Annavita

No	Illocutionary Act	Utterance
1	Representative	16
2	Directive	4
3	Commissive	4
4	Expressive	1
5	Declarative	2
	Total	27

Discussion

After the authors analyze and classify the data obtained. In the words of Sherly Annavita on her YouTube video channel, the author can find 4 types of illocutionary speech acts used. The

data below are the results of the author's analysis of the types of illocutionary speech acts accompanied by examples of sentences expressed by Sherly Annavita.

Representative

1. "Friends, do you know what one of our greatest enemies is? not focus".
The sentence above is included in the type of representative illocution because in that sentence the speaker stated that one of the biggest factors of failure is being unfocused. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
2. "Repeat is out of focus".
The sentence above is included in the type of representative illocution because in that sentence the speaker reiterates what he said earlier that one of the biggest factors of failure is being unfocused. It is in line with Searle 1975 that one of the speaker's representative aims affirms the situation to the listener. Therefore, the sentence above is included in one representative example.
3. "Thomas Carlyle a western piously once said".
The sentence above is included in the type of representative illocution because in that sentence the speaker affirms his statement quite from a well-known figure. It is in line with Searle 1975 that one of the speaker's representative aims is to state and affirm the situation to the listener. Therefore, the sentence above is included in one representative example.
4. "Someone with a clear goal will make progress even if the road is difficult. someone who is aimless will not make progress even if I am on a smooth path".
The sentence above is included in the type of representative illocution because in that sentence the speaker restates the point raised by Thomas Carlyle that in living one's life one must have a purpose. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
5. "Bruce Lee, a well-known martial arts actor, has also said".
The sentence above is included in the type of representative illocution because in that sentence the speaker reinforces his statement with a quote from a famous figure. It is in line with Searle 1975 that one of the speaker's representative aims is to state and affirm the situation to the listener. Therefore, the sentence above is included in one representative example.
6. "I'm more afraid of someone who trains one invitation type 1000 times than someone who goes through 1000 kinds of kicks just 1 time".
The sentence above is included in the type of representative illocution because in that sentence the speaker restates the point raised by Bruce Lee that one of the factors of success is a focus. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
7. "Two quotes from two famous figures above indirectly tell us".
The sentence above is included in the type of representative illocution because in that sentence the speaker summarizes 2 quotes from 2 well-known figures. It is in line with Searle 1975 that one of the representative goals of the speaker concludes about the situation to the listener. Therefore, the sentence above is included in one representative example.
8. "That in this life the focus is on our purpose in life".
The sentence above is included in the type of representative illocution because in that sentence the speaker states that one of the success factors is focused on goals. It is in line

- with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
9. "Is the most important rule if we want to achieve success".
The sentence above is included in the type of representative illocution because in that sentence the speaker summarizes the main rules for success. It is in line with Searle 1975 that one of the representative goals of the speaker concludes about the situation to the listener. Therefore, the sentence above is included in one representative example.
 10. "Distraction that makes it difficult for us to concentrate, it is difficult to mature a skill".
The sentence above is included in the type of representative illocution because in that sentence the speaker concludes and states that the cause of difficulty in concentration and sharpening skills is a distraction. It is in line with Searle 1975 that one of the representative goals of the speaker concludes and states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 11. "It is difficult to achieve maximum results without realizing that a lot of our time is wasted".
The sentence above is included in the type of representative illocution because in that sentence the speaker states a lot of time is wasted if someone is not maximized in an achievement. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 12. "On things that are not our goals and do not exist at all in our list of goals in life".
The sentence above is included in the type of representative illocution because in that sentence the speaker states not to waste time on unimportant things that are not the purpose of life. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 13. "The distraction can be in the form of wrong associations, entertainment, fun, pleasure, or other things".
The sentence above is included in the type of representative illocution because in that sentence the speaker concludes and states an example of distraction in the form of wrong association. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 14. "Stay focus on your goals and energy on our ideals".
The sentence above is included in the type of representative illocution because in that sentence the speaker states to focus on the goal. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 15. "Remember carefully the faces of the loved ones and closest in our lives".
The sentence above is included in the type of representative illocution because in that sentence the speaker states to always remember loved ones so that they are always enthusiastic. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.
 16. "Who always patiently await our maxim".
The sentence above is included in the type of representative illocution because in that sentence the speaker states that a person must be maximal in achieving his goals. It is in line with Searle 1975 that one of the speaker's representative aims states about the situation to the listener. Therefore, the sentence above is included in one representative example.

Directive

1. “So, before that continues, before our ideals get further out of reach”.
The sentence above is included in the type of directive illocution because in that sentence the speaker suggests focusing on the goal before the dream moves away. It is in line with Searle 1975 that one of the objectives of the speaker directive is to suggest the situation for the listener to take an action. Therefore, the sentence above is included in one example of a directive.
2. “Before our reputation gets worse than better let's fix it together now”.
The sentence above is included in the type of directive illocution because in that sentence the speaker gives orders to fix something before it gets worse. In line with Searle 1975 that one of the objectives of the directive of the speaker is to give orders about the situation to the listener to take an action. Therefore, the sentence above is included in one example of a directive.
3. “Stay away from unimportant things that are addictive, negative, annoying, and Toxic”.
The sentence above is included in the type of directive illocution because in that sentence the speaker suggests staying away from negative things. It is in line with Searle 1975 that one of the objectives of the speaker directive is to suggest the situation for the listener to take an action. Therefore, the sentence above is included in one example of a directive.
4. “Focus on the goal, endeavor as much as possible do it right now”
The sentence above is included in the type of directive illocution because in that sentence the speaker gives orders to immediately focus and make every effort to achieve the goal. It is in line with Searle 1975 that one of the objectives of the speaker's directive is to give orders about the situation to the listener to take an action. Therefore, the sentence above is included in one example of a directive.

Commissive

1. “Our position that is not focused on our life goals earlier will make us vulnerable”.
The sentence above is included in the type of commissive illocution because in that sentence the speaker gives a warning to always focus on the goal. It is in line with Searle 1975 that one of the commissive goals of the speaker is to give a warning about the state to the listener to do something. Therefore, the sentence above is included in one of the commissive examples.
2. “Distracted his concentration and attention from the way of success or his cool language is distracted”.
The sentence above is included in the type of commissive illocution because in that sentence the speaker gives a warning that if it does not focus on one's goals, it will be easily distracted by one concentration and attention. It is in line with Searle 1975 that one of the commissive goals of the speaker is to give a warning about the state to the listener to do something. Therefore, the sentence above is included in one of the commissive examples.
3. “And success will already be waiting for us at the finish line”.
The sentence above is included in the type of commissive illocution because in that sentence the speaker promises that if someone focuses on the goal then he will get success. It is in line with Searle 1975 that one of the commissive goals of the speaker is promising the situation for the listener to do something. Therefore, the sentence above is included in one of the commissive examples.
4. “Everything will is paid in the end”.
The sentence above is included in the type of commissive illocution because in that sentence the speaker promises to always focus, no matter how difficult the obstacle is encountered, it will pay off beautifully in time. It is in line with Searle 1975 that one of the commissive goals of the speaker is promising the situation for the listener to do something. Therefore, the sentence above is included in one of the commissive examples.

Expresive

1. "Keep spirit".

The sentence above is included in the expressive illocutionary type because in that sentence the speaker expresses the speaker's state of mind to always be enthusiastic. It is in line with Searle 1975 that one of the speaker's expressive goals is to express the speaker's thoughts to the listener. Therefore, the sentence above is included in one of the expressive examples.

Declarative

1. "How many talented people end up not getting to the maximum point".

The sentence above is included in the type of declarative illocution because in that sentence the speaker stated that so many talented people who do not focus, end up not maximally achieving their goals. It is in line with Searle 1975 that one of the declarative goals of the speaker states about the situation for the listener to make changes. Therefore, the sentence above is included in one of the declarative examples.

2. "Its success point because they are not focused, the focus has been taken by the things around him".

The sentence above is included in the type of declarative illocution because in that sentence the speaker states that because he is not focused, a person cannot achieve his success. It is in line with Searle 1975 that one of the declarative goals of the speaker states about the situation for the listener to make changes. Therefore, the sentence above is included in one of the declarative examples.

After the author analyzes all the data, data on Sherly Annavita's statement in the video on her youtube channel can be found 27 sayings which are included in several speeches acts, such as representative speech acts, directive speech acts, commissive speech acts, expressive speech acts and declarative speech acts. The type of speech act that is most widely used is the representative speech act.

CONCLUSION

After the writer analyzed Sherly Annavita video on her YouTube channel, the writer found 27 utterances and then classified them into 5 types of illocutionary speech acts used including representative, directive, commissive, expressive, and declarative, with speech included in the representative 16 utterances, directive 4 utterances, commissive 4 utterances, expressive 1 utterance and declarative 2 utterances with the percentage of representative illocutionary speech acts of 59.25%, directive 14.81%, commissive 14.81%, commissive 3.7% and declarative 7.4%. Thus, it can be concluded that the illocutionary speech act that is often used is a representative illocutionary speech act that refers to circumstances. In this case, Sheryl Annavita often states several circumstances so that other people are motivated and moved to make a change.

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