

Analysis of Illocutionary Speech Acts on the 7 Comedy YouTube Channel

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ABSTRACT

This research is motivated by the importance of understanding illocutionary speech acts in communication, especially in digital media such as YouTube, which presents verbal interactions in the form of entertainment. Studies on the types and functions of illocutionary speech acts on the YouTube channel 7 Comedy, especially the episode of the 4th Anniversary of Lapor Pak!, are still limited, so this research was conducted. The research aims to describe the types and functions of illocutionary speech acts contained in the broadcast. The method used is descriptive qualitative with listening and note-taking techniques. Research data were obtained from dialogue transcripts in the video, then analyzed using Searle's speech act theory and Leech's illocutionary functions. The results of the study indicate the existence of five types of illocutionary speech acts, namely assertive, directive, commissive, expressive, and declarative. In addition, four illocutionary functions were found, namely competitive, convivial, collaborative, and conflictive. The most dominant type of speech act is assertive because comedy dialogue contains more information, statements, and reports to build humor. Meanwhile, the collaborative function is the most dominant because most of the speech is used to support the flow of conversation together so that the interaction flows, is communicative, and entertaining for the audience

INTRODUCTION

Language is a communication tool that plays a vital role in human life. Through language, humans can convey their ideas, thoughts, feelings, and desires to others, thus creating good social relationships in society. As social beings, humans cannot be separated from the use of language, as it is the primary means of interaction and communication. Kusmiarti (2020:207–208) states that language is not only used to convey information but also serves as a tool for achieving mutual understanding between speakers and interlocutors. This demonstrates that successful communication is determined not only by the use of words, but also by the ability of both speakers and interlocutors to understand the intent of a speech utterance. Therefore, language is a crucial part of human life and continues to evolve with the times and technology.

The development of technology and digital media has meant that language use is no longer limited to face-to-face communication but also through various modern communication media. Noermanzah (in Hakim 2019:307–308) explains that language can be conveyed through various communication media, such as writing, symbols, gestures, and digital media, which are developing rapidly in the current modern era. The presence of digital media makes it easier for people to communicate and obtain information without being limited by space and time. Besides being a means of communication, digital media has also developed into a popular entertainment medium. One of the most popular digital media today is YouTube. YouTube is a video-based platform that provides various types of content, including entertainment, education, information, and digital communication. Setiadi et al. (2019) state that YouTube plays a crucial role in the world of digital communication because it can serve as a medium for delivering information and entertainment that is easily accessible to the public anytime and anywhere.

In linguistics, the use of language in communication is studied within the branch of pragmatics. Pragmatics is a branch of linguistics that studies the use of language in specific contexts. Nadar (2009:2) states that pragmatics is a branch of linguistics that studies language used to communicate in specific situations. Pragmatics examines not only literal meaning but also the context of the utterance, the relationship between the speaker and the interlocutor, and the intended meaning of the conversation. Yule (in Palimbong 1996) emphasizes that pragmatics studies the meaning conveyed by the speaker and interpreted by the listener based on the communication context. Thus, pragmatics plays an important role in understanding how language is used effectively in everyday life.

One important area of study in pragmatics is speech acts. A speech act is an action performed by a person through utterances or utterances. Rustono (in Astri 1999:31) states that uttering an utterance can be viewed as performing an action. In the communication process, a person not only conveys words but also performs certain actions through those utterances, such as giving commands, requests, invitations, suggestions, or expressing feelings. According to Suandi et al. (2010), uttering a language is the same as performing a speech act. Thus, a

speech act can be understood as an action carried out by a speaker through language to achieve a specific goal in communication.

Austin divides speech acts into three types: locutionary, illocutionary, and perlocutionary acts. Of these three types, illocutionary acts are particularly important because they are directly related to the speaker's intent and purpose in delivering an utterance. Putrayasa (2014:87) explains that an illocutionary act is an utterance used to convey a specific purpose, such as giving a command, requesting, threatening, inviting, or stating something. Illocutionary speech acts not only serve to convey information but also have power or influence over the interlocutor. Therefore, illocutionary speech acts are frequently used in various forms of communication, including digital entertainment media.

In humorous communication, illocutionary speech acts play a crucial role because humor is often constructed through hidden meanings, satire, wordplay, and spontaneous responses between speakers. The utterances used in comedy broadcasts not only have literal meanings but also contain specific intentions that can create a humorous effect on the audience. For example, an utterance may be a casual statement, but actually contain the intention to satirize, command, or mock the interlocutor. This demonstrates the importance of understanding the context of the conversation in understanding illocutionary speech acts in humorous communication.

One interesting YouTube channel to study in pragmatic research is the YouTube channel 7 Comedy. This channel features various comedy programs from Trans 7, one of which is "Lapor Pak!". This program presents conversations between characters filled with humor, satire, and spontaneous responses that are interesting to analyze. In addition to being a medium of entertainment, the show "Lapor Pak!" also demonstrates how language is used to build communicative and entertaining social interactions. In the show, the characters frequently use illocutionary speech acts to create humor, offer satire, and convey indirect social criticism.

In one conversation, for example, in the utterance "No need, just get straight to the point," the speaker not only makes a statement but also conveys an order or directs the interlocutor. Furthermore, the utterance "there's a barrel, there's a devil" creates a humorous misunderstanding because the interlocutor understands the term literally, when in fact the speaker is referring to the entertainment attraction "a devil's barrel." This phenomenon demonstrates that the meaning of an utterance is strongly influenced by the context of the conversation and the interlocutor's understanding of the speaker's intent.

Research on illocutionary speech acts on the YouTube channel 7 Comedy is important because communication in digital entertainment media has different characteristics from communication in other media. Comedy shows are not only intended to entertain, but also utilize language as a means of building social interaction, conveying criticism, and creating humor through conversational context. In addition, research on illocutionary speech acts on the YouTube channel 7 Comedy is still rare, so this study is expected to contribute to the development of pragmatic studies, especially regarding the use of illocutionary speech acts in digital entertainment media. Thus, this study is expected to be able

to provide a deeper understanding of the types and functions of illocutionary speech acts used in comedy shows on the YouTube channel 7 Comedy.

LITERATURE REVIEW

Pragmatics

According to Tarigan (in Putri Mayna 2022), pragmatics is the general study of how context influences how a person interprets a sentence. By analyzing an utterance, the listener will more easily understand the intended meaning of the utterance. Pragmatics is closely related to the functional use of language. Kridalaksana (1993:177) states that pragmatics is the study of speech, its context, and its meaning. Yule (2006) proposes four scopes within pragmatics: 1. pragmatics is the study of speaker intent, 2. pragmatics is the study of contextual meaning, 3. pragmatics is the study of how to convey more than is said, and 4. pragmatics is the study of expressions from a distance.

Speech Acts

According to Chaer (2010:27), a speech act is a person's utterance that is psychological in nature and carries meaning according to the action within the utterance. Speech acts are crucial in the study of pragmatics. Uttering a particular utterance can be viewed as performing an action (influencing, ordering), in addition to actually uttering or saying the utterance (Rustono, 1999: 31). Wisudariani (2021) states that speech acts in communication activities are related to the language activities of the speech community within a particular social group. A speech act is an action carried out with the aim or intention of providing information, or conveying what the speaker wants to the interlocutor through direct or face-to-face communication. This aligns with Ristiyani's (2016) statement that a speech act, or what is commonly called a speech act, is defined as a speech activity with a specific purpose and objective. The study of speech acts explains how language is used by speakers to achieve a goal or intent from the utterances they deliver and how the interlocutor interprets the speaker's own utterances (Widianto & Fathurohman, 2020).

Illocutionary Speech Acts

An illocutionary act is what the speaker wants to achieve when uttering something and can be an act of stating, promising, apologizing, threatening, predicting, ordering, requesting, and so on (Putrayasa, 2014:87). As stated by Saifudin (2019:7), an illocutionary act refers to the use of speech to express attitudes with a specific function or "power," called illocutionary force. Indriani (2012) states that illocutionary acts are related to forms: statements, offers, promises, questions, and so on. Illocutionary acts occupy a central place in pragmatic studies (Sriasih and Suandi, 2012).

Types of Illocutionary Speech Acts

Searle (in Rahardi, 2002, p. 17) will explain each illocutionary speech act below.

Assertive

Assertive speech acts are speech acts related to the delivery of information or statements that are considered to be in accordance with reality. These speech acts are tied to the truth of the proposition expressed by the speaker, thus aiming to provide statements that can be trusted or held accountable for their truth.

These types of speech acts include statements that state, demand, acknowledge, report, indicate, mention, etc.

Directive

Directive speech acts are speech acts that aim to influence the actions of the interlocutor. In everyday communication, these speech acts often appear in the form of commands, requests, invitations, suggestions, or advice. The main characteristic of directive speech acts is the speaker's attempt to encourage the listener to do something, either directly or indirectly.

Commissive

Commissive speech acts are speech acts that bind the speaker to perform an action in the future. These utterances often contain promises, oaths, or commitments that are positive and provide assurance to the interlocutor. Commissive acts occur in the form of oaths, threats, promises, and so on.

Expressive

Expressive speech acts function to express the speaker's feelings, emotions, or psychological attitude toward a situation or event. In everyday communication, these speech acts can be found in various forms, such as expressions of gratitude, apologies, praise, criticism, congratulations, or condolences.

Declarative

Declarative speech acts are utterances that have the power to change reality or create a new state of affairs when uttered by someone with authority in a particular situation. These utterances often contain expressions such as permitting, deciding, prohibiting, authorizing, and so on.

Function of Illocutionary Speech Acts

Leech in Tarigan (2009: 40) divides the function of illocutionary acts with the aim of social function as follows:

- a. The competitive function is intended to command, recommend, request, order, and demand.
- b. The convivial function is intended to invite, offer, greet, persuade, praise, express thanks, congratulate, and permit.
- c. The collaborative function is intended to announce, report, teach, and declare.
- d. The conflictive function is intended to scold, punish, complain, and prohibit.

YouTube Social Media

According to Baskoro (in Rohman and Husna 2017), YouTube is defined as a digital media site (video) that can be uploaded and shared across countries. YouTube is an online medium where anyone can view, listen, and search for information or other things they need, as well as offering entertainment recommendations. According to Miller (in Rohman, 2017), YouTube is a video-sharing community, meaning YouTube users can upload and view all kinds of video clips online using any web browser. Based on all the expert explanations, it can be concluded that YouTube is a website that utilizes the web to run its highlights. With YouTube, a client can post or display recordings or movements so that they can be seen and appreciated by a wide audience.

7 Comedy YouTube Channel

The 7 Comedy YouTube channel has become one of the most popular comedy channels in Indonesia, with a massive following of 990,000 users. Every show uploaded to this channel consistently receives a very positive response from viewers, with likes reaching hundreds to thousands. This demonstrates that the channel has succeeded in building a strong and loyal community, who always look forward to the channel's latest shows. 7 Comedy YouTube Channel continues to produce high-quality and entertaining content, thus maintaining a large and growing following. With its engaging and entertaining shows, this channel has become one of the most popular sources of entertainment in Indonesia. Furthermore, this channel has also successfully built a reputation as one of the most creative and innovative comedy channels in Indonesia.

METHODOLOGY

The research design used in this study is a qualitative descriptive study that aims to describe in depth the types and functions of illocutionary speech acts on the YouTube channel 7 Comedy, especially in the episode Celebrating 4 Years of Work Lapor Pak!. This study was conducted to understand how the utterances used by characters in comedy shows contain certain intentions and have pragmatic functions in creating humor and interesting communication. The subjects of this study were all utterances contained in the videos on the YouTube channel 7 Comedy, while the objects of the research were illocutionary speech acts that appeared in the conversation, including the form of the utterance, the context of the conversation, and the function of the speech act. Data collection was carried out using the listening method and the note-taking method. The listening method was carried out by repeatedly watching the video so that researchers could understand the context of the conversation and find utterances containing illocutionary speech acts, while the note-taking method was carried out by recording the utterances that had been found along with their context to then be classified based on the type and function of the illocutionary speech act. In the data collection process, researchers used the help of digital devices to replay the video so that the data obtained was more accurate and in accordance with the focus of the research. The data collection instrument used in this study is a data card that functions to record, group, and facilitate the process of analyzing illocutionary speech acts data so that the research can be carried out systematically, directed, and produce more valid data regarding the use of illocutionary speech acts in digital entertainment media, especially in comedy shows on the YouTube channel 7 Comedy.

RESULTS

Types of Illocutionary Speech Acts in the YouTube Video 7 Comedy

Based on the analysis, the researcher identified five types of illocutionary speech acts: assertive, directive, commissive, expressive, and declarative. The following is a detailed discussion of the research analysis conducted by the researcher regarding the types of illocutionary speech acts in the YouTube video 7 Comedy, presented in table form:

Table 1. Analysis of Types of Illocutionary Speech Acts

NO	Types of Illocutionary Speech Acts	Types of each speech act	Number of Types of Speech
1.	Assertive	Declare	29
		Mention	1
		Demand	7
		Acknowledge	18
		Show	8
		Announce	6
		Report	8
		Teach	8
	Amount	8	85 (41,26%)
2.	Directive	Commanding	13
		Requesting	15
		Inviting	9
		Suggesting	4
		Advising	3
		Scolding	3
		Reprimanding	1
			Amount
3.	Commission	Promising	4
		Threatening	4
		Offering	6
			Amount
4.	Expressive	Thanking	2
		Apologizing	4
		Praising	12
		Criticizing	11
		Greeting	2
		Complaining	12
	Amount	6	43 (20,87%)
5.	Declarative	Permit	4
		Decide	7
		Prohibit	5
			Amount
	Total	27 Types of Speech	206 (100%)

Based on the table above regarding the types of illocutionary acts in the YouTube video "7 Comedy," the researchers found 27 types of illocutionary acts, consisting of 8 assertive illocutionary acts, 7 directive illocutionary acts, 3 commissive illocutionary acts, 6 expressive illocutionary acts, and 3 declarative illocutionary acts. Overall, 206 utterances were found, representing 100% of the total. The highest number of utterances, which were dialogues, was found in the assertive speech act type (85 utterances, representing 41.26%), while the lowest number of utterances was found in the commissive speech act type (14

utterances, representing 6.80%). The following is an explanation of each type of illocutionary act.

Functions of Illocutionary Acts in the YouTube Video "7 Comedy"

Based on the analysis, the researchers identified four functions of illocutionary acts: competitive, convivial, collaborative, and conflictive. The following is a detailed discussion of the research analysis conducted by the researcher regarding the function of illocutionary speech acts in the YouTube video 7 Comedy, presented in table form as follows:

Table 2. Analysis of the Function of Illocutionary Speech Acts

NO	Function of Illocutionary Speech Acts	The function of each speech act	Number of Speech Functions
1.	Competitive	Commanding	13
		Demanding	7
		Amount	20 (16,12%)
2.	Convival	Offering	6
		Greeting	2
		Inviting	9
		Praising	12
		Allowing	4
Amount	5	33 (26,61%)	
3.	Collaborative	Announcing	6
		Reporting	8
		Teaching	8
		Declaring	29
Amount	4	51 (41,12%)	
4.	Conflicting	Scold	3
		Complain	12
		Forbid	5
Amount	3	20 (16,12%)	
	Total	14	124 (100%)

Based on the table regarding the function of illocutionary speech acts in the YouTube video 7 Comedy above, the researcher found 14 illocutionary speech functions consisting of 2 competitive illocutionary speech acts, 5 convivial illocutionary speech acts, 4 collaborative illocutionary speech acts, and 3 conflictive illocutionary speech acts. Overall, 124 utterances were found with a percentage of 100% of that number, the highest number of utterances in the form of dialogue was found in the collaborative speech act function of 51 utterances with a percentage of 41.12%, while the lowest number of utterances was found in the competitive and conflictive functions of 20 utterances with a percentage of 16.12%. The following is an explanation of each function of the illocutionary speech act.

DISCUSSION

The research results show that assertive speech acts are the most dominant type of speech act. This indicates that the characters in *Lapor Pak!* predominantly use statements, explanations, and information to build the flow of the conversation. Assertive speech acts are used to create humor through spontaneous responses and wordplay between characters. In comedy shows, assertive speech acts are important because the conversations delivered by the characters are not only intended to provide information but also to create a humorous and engaging atmosphere for the audience. This indicates that humorous communication in digital media is greatly influenced by the characters' ability to deliver communicative and easily understood speech.

Directive speech acts are also quite dominant in *Lapor Pak!* because many conversations contain commands, invitations, and requests between characters. The use of directive speech acts in comedy shows is often delivered spontaneously and laced with humor, eliciting humorous responses from other characters. Furthermore, expressive speech acts are also quite common, as the characters frequently express feelings, such as anger, annoyance, surprise, praise, and sarcasm, to enhance the comedic elements of the conversation. Meanwhile, commissive and declarative speech acts were found in smaller numbers because their use was less dominant in constructing humor than other types of speech acts.

Regarding the illocutionary function of speech acts, the dominance of the collaborative function indicates that the success of humor in *Lapor Pak!* is heavily influenced by the cooperation between the characters in constructing the conversation. The actors mutually support each other's dialogue, creating lively, spontaneous, and entertaining communication. The collaborative function is used to maintain the continuity of the conversation so that humor can be conveyed effectively to the audience. Furthermore, the convivial function is also quite prevalent because the characters often use friendly, joking, and entertaining speech to create a relaxed atmosphere.

The conflictive function, used in the form of sarcasm, mockery, and disagreements between characters, is actually one source of humor in the show. The conflicts that arise in the conversation are not serious, but rather used as a humorous strategy to elicit laughter from the audience. Thus, the results of this study indicate that illocutionary speech acts play a significant role in constructing humorous communication in digital media. The utterances used by the characters not only serve to convey information but also contain specific intentions that can elicit responses, humor, satire, and social criticism. The results of this study also reinforce pragmatic studies that the meaning of an utterance is greatly influenced by the communication context, the relationships between speakers, and the conversational situation occurring in digital entertainment media.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research and discussion, it can be concluded that in the video "Celebrating 4 Years of Work" on the YouTube channel 7 Comedy, five types of illocutionary speech acts were found: assertive, directive, commissive, expressive, and declarative. The most dominant type of speech act used was assertive, as the characters predominantly used statements, explanations, and information delivery to build humorous conversations. Furthermore, this study also identified four functions of illocutionary speech acts: competitive, convivial, collaborative, and conflictive. The most dominant function was collaborative, as communication between characters in comedy shows was primarily aimed at maintaining dialogue continuity and creating an engaging and entertaining humorous atmosphere for the audience.

The results of this study indicate that illocutionary speech acts play a crucial role in communication in digital entertainment media. The utterances used by the characters not only serve to convey information but also carry specific intentions such as satirizing, inviting, commanding, and entertaining. The use of illocutionary speech acts in the program "Lapor Pak!" This study proves that humor in digital media is constructed through collaboration between characters, language play, and the use of conversational contexts that can create spontaneous responses from the audience. Therefore, this research is expected to contribute to the development of pragmatic studies, particularly regarding illocutionary speech acts in social media and digital entertainment media.

FURTHER STUDY

The results of this study on illocutionary speech acts on the YouTube channel 7 Comedy, specifically the program Lapor Pak!, can be used as a reference for readers and other researchers who want to study the use of speech acts in digital entertainment media. Findings regarding the types and functions of illocutionary speech acts are expected to provide an overview of how language is used to build humor, convey social criticism, and create effective interactions between speakers and audiences. Furthermore, this study on illocutionary speech acts in comedy shows still has limitations and is not yet fully complete. Therefore, further research is needed using different objects, approaches, or perspectives so that the study of speech acts, especially in digital media, can develop more broadly and in-depth.

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