

CHAPTER I

INTRODUCTION

1.1 Background of the research

According to Levinson, pragmatics is the study of those relations between language and context that are Grammaticalized or encoded in the structure of a language (1983, p. 8). Otherwise, Stanford Encyclopedia of Philosophy (2006), Pragmatics is the utterances of specific events and the intention of the speaker to the hearer at times and place involving language. Pragmatics consists of several aspects including deixis, implicature, presupposition, politeness and also speech acts.

Speech acts is a central point of pragmatics. Speech acts always found in our daily communication or in text. In communication, we use utterances in acting that is known as speech acts. Speech acts is used to describe about language actions. Speech acts is an act that a speaker performs when making utterance. Yule (1996, p. 53) classifies speech acts based on the general function into five types: declaration, representative, expressive, commissives, and directives.

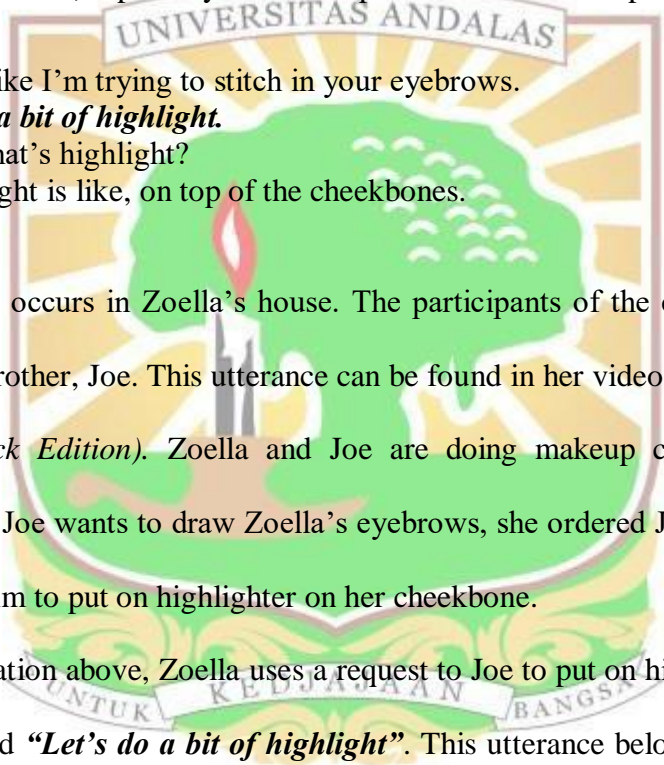
One of the interesting phenomena in speech act is directive speech acts. Yule (1996, p. 93) explains that directive is the type of speech acts that focus on the speakers use to get someone else to do something. Searle (1969) also argues that the directive speech acts are an illocutionary act that aims to produce an effect in the form of the action taken by addressees. Directive expresses what the speaker wants such as commands, requests and suggestions. The theories can be applied into media entertainments. The example of media is www.youtube.com (YouTube).

According to PC Magazine Encyclopedia, YouTube is the largest video sharing site on the Web. YouTube lets anyone upload videos for private or public viewing. Nowadays, in the

world, YouTube is becoming popular. Many people upload their videos on YouTube. Some of them are Beauty *vloggers*, mostly girls, who upload beauty video such as makeup tutorial and makeup review. One of the most famous beauty *vloggers* in YouTube is Zoella.

Zoe Elizabeth Sugg (born 28 March 1990 in Lacock) is an English fashion and beauty *vlogger*, YouTuber, and author. She is best known by her YouTube username Zoella, with the most subscribed channel on YouTube in the world. She has more than 12 million subscribers in her channel. In her video, Zoella often makes beauty haul, makeup tutorials, product review and fun challenges.

Based on Zoella's videos, the writer found many kinds of speech acts in the conversation of Zoella's videos, especially directive speech acts. For example:



Joe : It looks like I'm trying to stitch in your eyebrows.
Zoella : ***Let's do a bit of highlight.***
Joe : Okay, what's highlight?
Zoella : So highlight is like, on top of the cheekbones.
Joe : Okay.

This conversation occurs in Zoella's house. The participants of the conversation are Zoella and her younger brother, Joe. This utterance can be found in her video entitled *Brother Does My Makeup (Shock Edition)*. Zoella and Joe are doing makeup challenge in her YouTube channel. When Joe wants to draw Zoella's eyebrows, she ordered Joe to apply a bit of highlight. She wants him to put on highlighter on her cheekbone.

From the conversation above, Zoella uses a request to Joe to put on highlighter on her cheekbones when she said ***"Let's do a bit of highlight"***. This utterance belongs to the types of directives speech acts which is categorized into a request. It is indicated as the directive speech acts of request because Zoella gives a request to Joe to give highlighter on her cheekbones. It can be identified as the types of directive speech acts of request.

In analyzing the video, the writer observes that there are many kind of the types of directive speech act that appear from the conversation. Based on explanation above, the writer is interested in conducting a research entitled, *“The Types of Directive Speech Acts in Zoella’s YouTube Channel”*.

1.2 Identification of the Problem

The writer analyzes the types of directive speech acts found in Zoella’s YouTube channel. Thus, there is one problem which is analyzed in this research. The research problem is formulated as follows;

What are the types of directive speech acts found in the videos of Zoella’s YouTube channel?

1.3 Objective of the Research

The research is conducted to study the use of the types of directive speech acts by the YouTubers, especially beauty *vloggers*. The purpose of this study is to identify the types of directive speech acts as found in Zoellas’s YouTube Channel. The types of directive speech acts consist of command, request and suggestion.

1.4 Scope of the Research

According to Searle (1979), speech acts consist of five categories, they are: representative, declarative, expressive, commisive and directive. This research will focus on directive speech act only to analyze the types of directive speech acts that are found in three new videos makeup tutorial and makeup challenge from Zoella’s YouTube Channel. The writer applies the theory from Kreidle’s theory (1998) to categorize the types of directive

speech acts. Then, the writer also notices the context of the utterance by using the theory from Yule (2010)

1.5 Method of the Research

A method is one of the important parts in doing a research. In conducting this research, the writer uses the linguistic research method that proposed by Sudaryanto (1993: 131). A research method that is used to conduct the research is divided into three procedures: collecting the data, analyzing the data, and presenting the result of analysis the data.

1.5.1 Collecting the Data

In collecting the data, the writer watches the video than decide which video will be taken as the source of data. After the data has been decided, the three videos are downloaded. The videos were downloaded at the beginning of August 2017 until the beginning of November 2017. All the duration of the videos are less than 20 minutes which was uploaded on a different date. The videos were downloaded from YouTube. The data for this research are taken from 3 latest videos of makeup tutorial and makeup challenge from Zoella's YouTube Channel. This YouTube Channel is chosen because it is the most subscribed channel on YouTube in the world. She has more than 12 million subscribers in her channel. After the videos have been downloaded, the writer makes the transcript. Then, the writer prints the transcript. The reason for this is to make the writer analyze the data easily. The transcript is used to group the directive speech acts and the types.

1.5.2 Analyzing Data

In analyzing the data, the writer uses pragmatic identity method proposed by Sudaryanto (1993 pp. 14). The writer identified the language of the types of directive

speech acts of Kreidler (1998) used by Zoella in her YouTube Channel. After that, the writer classified the types of directive speech acts such as commands, request, and suggestions. The writer also identified the percentage of the most dominant directive type that is uttered by Zoella using the formula: the number of the utterance type divided by the number of all data timed 100%.

1.5.3 Presenting the Result of Analysis the Data

In presenting the result of analysis, the writer uses both formal and informal methods to present the result of analysis. Formal methods is used to describes the tabulation types of directive speech acts found in the video by using the table as well as to show the dominant type. Then, the informal method is used to explain what the writer wants to present. Therefore, the writer applies both formal and informal methods.

