

CHAPTER IV

CONCLUSION

This thesis uses Directive Speech Acts theory proposed by Kreidler (1998) to identify directive speech acts used by Zoella in her YouTube channel. The writer also uses the context theory propounded by Yule (2010) to know the situation and to understand the utterance of the speaker.

Zoe Elizabeth Sugg (born 28 March 1990 in Lacock) is an English fashion, 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.

This thesis analyzed several utterances that contained directive speech acts. In particular, the writer wanted to determine the types of directive speech acts from the selected data and its relationship with context. After analyzing 15 data in the previous chapter, the writer comes to the conclusion that there are three types of directive speech acts in *Zoella's YouTube Channel* videos uttered by Zoella. They are command (6 data), request (5 data) and suggestion (4 data). The percentage for each category is command (40%), request (33,3%) and suggestion (26,7%). The dominant type of directive speech acts used by Zoella is command. It is used by Zoella six times in the whole of the videos. The writer assumes that the reason why Zoella uses it dominantly because Zoella is a professional makeup artist on her YouTube channel. So, she has a power in giving a command on her YouTube channel.

In this thesis, the writer found characteristics of each types of directive speech acts in the Zoella's videos. In the data it is found for command, Zoella often uses exclamation marks in her sentences. The cause of this is because Zoella has authority in the video. For request,

Zoella uses question mark to make her utterances more polite. The last, for suggestion, in giving suggestion Zoella more often uses the phrase 'could you' and 'can you'.

