

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of The Research**

Pragmatics is the study of speaker meaning. It analyzes the meaning behind utterances or language expressed or communicated. By using words, humans can express what they feel in order to be understood by their interlocutor. In producing words daily, human is not only stating words but also doing some action. Searle in Ronan explained that the utterances are used to elaborate our surrounding, they also can be used to ‘encourage’ people to do actions (Ronan, 2015, p. 27).

Human needs to communicate to each other. In order to communicate, language is needed as a tool to convey or express the meaning of the speaker. In expressing themselves, human will use words. Every words uttered have a particular meaning intended by the speaker. Therefore, in everyday speaking, human will produce speech or words that have a specific purpose.

The action which is done by using language or utterance can be considered as speech act. Yule (1996) explained that all of the actions done through utterances are considered as speech act (p. 47). The term speech acts was first introduced by J. L. Austin in 1955. Austin proposed that there are three kinds of speech acts; Locutionary acts, Illocutionary acts, and Perlocutionary acts. His student, John Searle focused on dividing the types of Illocutionary acts. Searle (1976) divided illocutionary acts into five types. The types of Illocutionary acts by Searle are assertives, directives, commissives, expressives, declarations. (p. 12). Searle explained that expressive

utterances express the psychological condition in particular situation of the speaker in the sincerity condition about a proposition.

In the past couple of years, the use of social media by the people has increased a lot. In 2018, people spent about 136 minutes per day on social media. (Clement, 2019). Because of using social media, many people tend to buy product that was advertised online because it is considered convenient to shop online. Beauty products is one of the famous product people buy online. The growth of online retailer of beauty products has increased a lot in 2017, the beauty category grew 23.6% in 2017 by reaching more than \$5 billion in web sales. (Crets, 2018, p. 1)

Beauty Vlogger or beauty influencer can be considered as someone who produces or creates videos about beauty products, lifestyle, fashion, and any other beauty related topic and actively sharing it on social media. People tend to read a review on product before purchasing. As explained by Heinz Marketing, people tend to purchase a product after reading or watching a review that can be trusted. (McCabe, 2019, p. 2). This also happened among customers of beauty products, people choose to see the review of the make up product first before buying it, and they often rely on Beauty Vlogger as the first consumer to see whether it is worth buying. The role of Beauty Vloggers in promoting make up product also impacting the brand and formed societys perception towards the quality of certain make up brand. (Ananda & Wandebori, 2016, p. 265.)

In this research, the writer wants to analyze the expressive illocutionary acts used by the Beauty Vlogger's in reviewing beauty product, the writer took the data

from videos of famous Beauty Vloggers in reviewing beauty products found on Youtube. Videos of Beauty Vloggers found on Youtube are sourced from James Charles's (James Charles), Nikki's (Nikkie Tutorials), and Jeffree Star's (Jeffree Star) Youtube channel. They are famous Beauty Vloggers on Youtube and actively producing videos related to beauty lifestyle. The writer selected three Beauty Vlogger's channel with more than 10 million subscribers and often review make up products. In doing this research, many expressive Illocutionary acts are seen in the video of Beauty Vloggers found on Youtube. As in the video from James Charles (Video 1) Youtube channel entitled *Tarte Shape Tape Foundation Full Review* :

*James : Oh my god the color difference. Flashback mary says hi, are you kidding, oh my god?*

In this video the speaker (James Charles) is shocked by the colour difference from the product that he use compare to his skin tone. He chooses the light colour and he can see the difference after looking at the mirror. The reason why Charles was shocked and stated the utterance is because he used the same method to apply two different kind of foundation. The second type showed obvious colour difference with the first type of foundation, but he actually used the same exact shade. *Flashback mary* refers to the condition when someone is using excessive amount of powder on their face, as a result of that, when taking a photo using the flash, the picture of the person in the photo would come out very pale almost like a ghost.

The utterance belongs to the non-directed complaints in exclamations. Non-directed complaints in exclamaton is the type of expressive speech act that shows exclamations by using or not using some religion related words, swear words are also included in non-directed complaints. This type of expressive speech used when the speaker is supriised or shocked in a particular situation or something. The function of this utterance is to complain. To complain here means to denote's a speakers dissatisfaction towards a preposition or a person. Another expressive illocutionary acts found in the data is an utterances by Nikki Tutorials (Video 3):

*Nikki : Pigment on the matte is really impressive!*

This utterance is expressed by Nikki. Nikki in her video is revieweing make up products by Kylie Cosmetics, a well known brand used by many people around the world. In this video, she reviewed the eye shadow palette. The product claimed that the pigmentation of the shades is great, therefore the colours is supposed to be liven up the customer's eyelids. The eye shadow palette proved that the colours have good pigmentation on skin and Nikki is satisfied with it. Therefore, she uttered *Pigment on the matte is really impressive!*. This utterance is belong to the type of agreements expressive speech acts. Agreements type of speech act shows that the speaker denotes positive attitudes towards the proposition. Agreements is used to show the hearer that the speaker agrees with the particular proposition. The function of this utterance is to compliment. To compliment here means to show approval towards a particular proposition, in this matter, the eye shadow palette. Nikki is showing her approval and appreciates the eye shadow palette reviewed in her video.

## 1.2 Research Question

This research focuses on analyzing expressive illocutionary acts used by three Beauty Vloggers on Youtube. The writer decided to use two research question. Therefore, the writer states the research questions as follows:

1. What are the types of expressive illocutionary acts found in three Beauty Vlogger's video on Youtube?
2. What are the functions of expressive illocutionary acts found in three Beauty Vlogger's video on Youtube?

## 1.3 Objectives of the research

Based on the research questions above, this research is aimed to analyze and classify, and describe the types of expressive illocutionary acts and functions of expressive illocutionary acts used by three Beauty Vloggers on Youtube. In relation to this, there are two related objectives in conducting this research. Those are :

1. To find out the types of expressive illocutionary acts found in Beauty Vlogger's video on Youtube.
2. To identify the functions expressive illocutionary acts found in Beauty Vlogger's video on Youtube.

## 1.4 Scope of the Research

This research is using speech acts theory in pragmatics and analyzed the expressive illocutionary acts used by three Beauty Vloggers in their video on Youtube by using theory the types of expressive illocutionary acts (Ronan, 2015). The writer limited the research on expressive illocutionary acts, the types of expressive Illocutionary acts, the function of the expressive illocutionary acts (Searle

and Vanderveken, 1985). The data in this research are taken from Beauty Vloggers videos found on Youtube.

The writer selected 3 Beauty Vlogger's video with the category of channel having more than 10 million subscribers. Subscribers is one of the signs of fame in Youtube, because by having more than 10 millions subscribers means many people watch their videos and they are recognized by the people. The writer choose 3 famous Beauty Vloggers from the article *The Top 15 make up and beauty Youtubers in the world* written by Perelli (2019). Therefore, the selected videos are James Charles's video entitled *Tarte Shape Tape Foundation Full Review* published on Januari 20<sup>th</sup> 2018, Jeffree's video entitled *Edges Snatched Colourpop No Filter Foundation & Face Powder Review* published on June 15<sup>th</sup> 2018, and Nikkie's video entitled *BYE PR LIST? - KYLIE COSMETICS SUMMER 2018 COLLECTION REVIEW* published on July 15<sup>th</sup> 2018.

### **1.5 Method of the Research**

The data used in this research are all expressive utterances used by Beauty Vloggers youtube video in reviewing beauty product. They have been active on sharing their beauty related videos via Youtube. These 3 beauty vlogger are listed on the *The top 15 Make up Beauty Youtubers* in the world, some of the people that making millions of dollars out of Youtube. (Perelli, 2019). Beauty Vloggers are choosen as the object of this research because in reviewing make up products and to show some emotion towards the particular product, an influencer has to use a certain language style to be able to give impact to the audience, therefore, the writer is able



to identify expressive illocutionary acts used in the video. There are many expressive illocutionary acts seen on these type of video from Beauty Vloggers.

The data for this research is taken from the *The top 15 Make up Beauty Youtubers* based on Business Insider's article on August 6<sup>th</sup> 2019. The three Beauty Vloggers mentioned earlier are taken as the sources of data. They are famous Beauty Vlogger who have more than 10 million subscribers on Youtube and often review make up products. The writer will use three steps in conducting this research. They are, collecting the data, analyzing the data and presenting the result of the analysis.

The detailed information of each steps is described as follow :

#### **1.5.1 Collecting the Data**

In conducting the research, the writer uses observations note-taking technique. First, videos are searched on Youtube by typing the key words related to the video. Second, videos are opened and downloaded. Third, videos are watched and listened thoroughly. Fourth, the utterances found are typed into a transcription. Fifth, the expressive illocutionary acts are selected and classified based on theory by Ronan (2015) type of expressive speech act and Searle & Vanderveken (1985) the functions of expressive speech acts. Lastly, each of the utterances are analyzed based on the two research questions above.

#### **1.5.2 Analyzing the Data**

Before going further to analyze all the utterances found in the three videos, the writer first classify the utterances based on the type and the function using theory by Searle and Vanderveken (1985) and Ronan (2015).

This is done by marking the key words related to each of the types and functions of expressive illocutionary acts. The writer also used context to support her analysis by understanding the issue, product, and the terms related to the video. The writer highlighted the key words of each utterances. Then, the writer analyzed the types of the expressive illocutionary acts used in collection of Beauty Vlogger's Youtube video and put them into group. The analysis is focused on the types and the functions of the expressive illocutionary acts. The writer also used theory of speech acts (Yule, 1996), and theory of context (Leech, 1983) in analyzing all of the data.

All the three videos are watched by using a computer and headphones. Each video are played more than three times to make sure the all of the utterances are heard. The writer decided to play the video more than three times to carefully see all the gesture and facial expression made by the speaker while stating the utterances in the video to help the writer understand the context of the videos. There are 83 utterances found in three videos. There are 21 data found in the video 1, 34 data in video 2 and 28 data in video 3. All of the utterances found in the three videos are collected and classified based on the type of expressive speech acts theory by Ronan (2015) and the functions of expressive speect acts by Searle and Vanderveken (1985). The writer used the theory proposed by Ronan (2015) and Searle & Vanderveken (1985) as guidances to help the writer analyze and classify the utterances. The writer decided to analyze all of the data found in the three videos. However,



only 25 data are explained in chapter three. The rest of data are put in the appendix.

### 1.5.1 Presenting the Result of Analysis

After analyzing the data, the writer present the result of the analysis descriptively. The order of the utterances explained are based on the majority of the utterances found in the videos. Therefore, the data are described in order according to the most used type of expressive illocutionary acts found in the three video. The result of the analysis is presented and put into tables. The table show the dominant types and functions of expressive illocutionary acts used by the three Beauty Vloggers selected.

The formula used to find out the percentage for the data is,

$$percentage = \frac{data}{totalnumber} \times 100\%$$

