CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Communication is a tool to connect mutual relations. It can happen to one individual to another, individual to a group, or group to another group. Then, someone can communicate using direct speech or even use indirect speech with a specific purpose. Thus, their choice to use indirect comes from the speakers who speak. Therefore, there is a classification of the indirect speech act and the reasons for using indirect in *Grammarly* advertising videos.

After analyzing the ten videos selected by *Grammarly* Advertisement from the *Grammarly* YouTube channel, the speakers use all speech act classification. They are assertive, directive, commissive, expressive, and declarative. The assertive and declarative occur the most in the ten videos selected *Grammarly* advertisement. Besides, there are four of the universal use of indirectness that occurs in the video. They are interestingness, increasing the force of one's message, competing goals, and politeness. Politeness has a higher frequency of occurrence compared to the others.

The result of the analysis shows that five of the classification occurs in the video. The assertive, declarative, commissive, expressive, and directive order from the most occurs to the least. It may indicate that the speaker uses assertiveness to convey the proposition's belief to the hearer, strengthening its statement. The declarative as the second most occurs may indicate that the speaker gives the effect that it is changed on reality to the hearer while the speaker wants

to commit to future action. The fourth and fifth place is expressive that indicates speaker attitudes and emotions toward the utterance to make the hearer feel what the speaker already feels while the last is directive in which the speaker wants the hearer to take a particular action. The indirect speech acts will occur when there is two or more classification in the utterance.

As a conclusion, it can be said by the researcher that the video from the *Grammarly* advertisement tends to use indirect speech act. It can be seen from the occurrence of the classification of speech acts. Moreover, from the result of research, it can include the speaker wants to inform the indirect message in utterance so that the hearer knows the deep meaning of the indirect message. Assertive is a classification that conveys what the speaker believes and does not disbelief. Moreover, this research reveals assertive as the most dominant classification of occurrence. When they want to convey something, everyone uses the speaker's trust that the speaker conveys can be understood and easily understood. Speakers who convey it will be more expert in explaining everything they believe or do not believe something. Finally, in a conversation or an advertisement, even speakers use assertive as indirect speech acts. However, as stated in the analysis, there is an influence on why someone uses indirect speech acts. The most significant influence is on the politeness of a person speaking to the hearer. A person does not want to reveal something that the speaker feels can hurt him clearly or is too difficult to understand while the speaker needs to save the hearer's faces. Hence, using politeness is the most suitable and most dominant.

4.2 Suggestion

This research is the introductory study about the indirect speech act in the ten videos selected by *Grammarly* Advertisement from the *Grammarly* YouTube channel. This research is still far from perfect as a tool to find out and analyze the indirect speech act in the advertisement, and this research does not compare with the written advertisement. Thus, this research is conducted by one person, so that it will reduce the quality of analysis and objectivity of this research. Moreover, the amount of video advertisements analyze is still limited to the ten videos, which only have a duration of one minute to two minutes, so that it is still not enough to measure an indirect in the video advertisement. For further research about the indirect speech act, the researcher expected a long video to analyze many utterances. An analysis's depth expects to do further research to exceed this research's quality to get the best results.