CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Someone unintentionally reveals their behavior while performing an activity. It happens because people will show an answer to whatever happens to them. Depending on someone's behavior, it influences the actions of the listener. Due to the proper behavior of the speaker, they can express a positive reaction. In the meantime, someone might even give a negative response to something if they do not like it. It is called a complaint when someone is dissatisfied and tries to express how they feel about something they do not like. Someone's behavior can form a complaint about something.

According to Trosborg (1995) complaint is illocutionary which expresses a complainer or speaker's disapproval or negative feeling toward the propositions, either directly or indirectly. Said a complaint can affect a person's behaviors and affect the hearer to do some specific action. Wierzbicka (1987, p. 242) describes the action of complaining as involving a situation in which the speaker expresses the idea that something bad is happening to her/him and wants the addressee to intervene and to do something to improve her/his situation.

The research analyzed the utterance from four beauty vloggers selected videos. Those beauty vlogger's videos reviewing brush sets from Kylie Cosmetics. The speaker expresses their thoughts about the brush set

from their YouTube video. There are several expressions towards their utterances but in this research the writer focuses the research on the speech act of complaints. Then, an example of how the writer analyzes the utterance from one of the videos:

(1) *"I don't think you need this. I think you can get a cheaper option."*

The speaker said this sentence to convince the hearer about Kylie's brushes. This utterance includes the categories and strategies of complaints. In this video, the speaker assumes that the packaging and the price set of these brushes do not compare to the look and quality. She thinks the hearer does not do these pricey brushes while several brands have good quality and affordable pricing.

Based on the example above, the writer could say in this utterance into no explicit reproach and the strategies used by the speaker are hints. This is the reason why the writer wants to analyze the speech act of complaints as the research.

1.2 Identification of problem

Based on the background of the research, the question that needs to be answered related to the speech act of complaining in these videos:

1. What are the categories of complaints the speaker uses to express their complaints on their YouTube video?

2. What are the strategies of complaints the speaker uses to express their complaints on their YouTube video?

1.3 Objective of the research

According to the research question above, the writer has the following objectives:

1. To analyze the categories of complaints used by the speaker on their YouTube video.
2. To analyze the strategy of complaints used by the speaker on their YouTube videos.

1.4 Scope of the research

This research is to analyze the speech act of complaint and focuses on the categories and strategies of the complaint. The data are all utterances from four different beauty vloggers. The writer limited the data from those different beauty vlogger videos entitled *Reviewing Kylie Cosmetics Brush Set*.

1.5 Method of the research

The method of research is descriptive method. The descriptive method means the data collected in the form of language in words (Zaim, M. 2014, p. 14). The speaker's oral recordings from those of YouTube videos were transcribed by the researcher to be analyzed. There are several steps used in this research. Firstly, the writer selected the video from several beauty vloggers. Secondly, those videos download from four selected beauty vloggers' videos from their own YouTube channel. next to downloaded videos. Lastly, the writer identifies the sentence or utterance which contains complaints and puts it into the categories.

1.5.1 Data Collection

In collecting the data, the writer uses non-participant techniques. The non-participant means the writer does not involve in the utterances. The writer analyzes the speaker's utterances and takes the utterances as the data. There are several steps used in collecting the data. Firstly, there are four beauty vloggers videos. Those vlogger videos are chosen because they have many subscribers on their YouTube channel and their Instagram account. Those vlogger videos have many viewers on their YouTube channel and all of them have already launched their cosmetics brand. Secondly, those videos from different vloggers reviewing Brush sets from Kylie Cosmetics. The title of those videos are, *"I Spent $500 on Kylie Brushes & Lipstick | Try on Review"* by Tati Westbrook, *"The Truth… $360 Kylie Cosmetics Brush Set Review"* by Jeffree Star, *"$360 Kylie Cosmetics Brushes Tested! Honest AF Review"* by Manny MUA, and *"Kylie Cosmetics $360 Brush Set | Omg Dupes! Hit or Miss?"* by Laura Lee. Thirdly, the writer downloads these videos from vloggers, then listens to the videos and transcripts the utterance. In the final steps after the transcript, the writer takes all the utterances that contain complaints and take it as the data of the research.

1.5.2 Data Analysis

The writer applied pragmatics identity method. Pragmatic identity method is a method of analyzing the data by using the speaker's utterance based on the context. According to Zaim, pragmatic identity method devices are the speech partner (2014, p. 90-93). The writer analyzes the use of

categories of complaint from those vloggers by using Trosborg (1995) theorist. After that, the writer analyzed the strategies of complaint that is used by the vloggers by using Trosborg theorists (1995). There are forty-six complaint utterances from four vloggers' videos. The writer analyzes all of the data based on forty-seven complaint utterances in those videos.

1.5.3 Presentation of the result

In presenting the result of the analysis, the descriptive method is used to explain the analysis of the phenomenon of complaint utterances in reviewing Kylie Cosmetics brush set. Moreover, help the writer to explain the analysis of categories and strategies of a complaint by using the descriptive method.