

## INTRODUCTION

Human beings are social creatures who have goals. Therefore, the use of language means dialogic interaction (Weigand, 2017). Whether spoken or written, language serves as a bridge, allowing us to express our thoughts, feelings, and information to others. Furthermore, language nuances and variances represent the diversity of human experiences, enriching interactions and expanding perspectives. Being able to communicate effectively is essential for developing relationships and understanding among individuals, allowing us to navigate the intricacies of social interactions and establish a sense of community.

Language plays a crucial role not only in the context of everyday conversations but also in professional interactions. Public figures, in particular, use language strategically to build and engage with their community, creating a strong connection as well as maintaining their public personas. Weigand (2017) also stated that human are persuasive beings. Thus, through various platforms such as social media for instance, public figures craft their messages to resonate with the audience's emotions and interest. By using their platform, they are able to mobilize their audience to take action or raise awareness.

Social media provides a medium for public figures to connect with a wide and diverse audience. Through thoughtful and deliberate language use, they can inspire, motivate, and influence their audience, encouraging them to take action or raising awareness about important issues. They use rhetorical strategies and storytelling techniques to shape public opinion and influence their audience's beliefs and behaviours. Creating relatable and engaging content allows them to build a sense of community and solidarity among their audience, thereby strengthening their influence and impact.

YouTube remains as one of the most relevant and rapidly evolving social media platforms. This platform has revolutionized how we consume media by providing a space for creators to share their talents, opinions, and experiences with a global audience. YouTubers, as influential public figures, primarily use language to connect with their audience. Through the strategic use of language, they can effectively develop their brand, establish personal connections, and expand their

communities. This is achieved by combining authenticity with carefully crafted scripts, spontaneous dialogue, and interactive comments, which can make their communication both relatable and impactful.

Studying the linguistic strategies used by YouTubers is particularly valuable as it can indicate their strategies to engage with their audience and give insight into the mechanisms behind their success in attracting their audience. Analyzing their use of language can uncover how they craft messages that resonate with audience, maintain their interest, and build a sense of community. Therefore, this study is designed to analyze the speech acts performed by Doobydobap YouTube channel. Doobydobap, created by Tina Choi, is a YouTube channel that focuses on lifestyle and food-related content. Blending her background in food science, the channel showcasing a variety of recipes, cooking tips, and engaging vlog which is short for “video blog”, and food exploration videos. Since its establishment in 2020, the channel now has 3.9 million subscribers and over 363 videos. Studying the speech acts performed in Doobydobap YouTube channel offers insight into whether, beyond the unique video editing style, there are specific ways of using language that differentiate her from other content creators specifically that focus on food-related content. Examining the use of speech acts performed in Doobydobap YouTube channel can shed light on how different formats and contexts shape language use also provide valuable insights to how Doobydobap navigates and maintain audience engagement through interactive dialogue.

Several previous studies have investigated the linguistic strategies performed by YouTubers to engage with their audience (Chairani et al., 2020; Insan et al., 2023; Isanabiah & Fitrawati, 2022; Sidik et al., 2022; Sholihah & Syahrizal, 2021). Previous studies mainly used the theory of speech act proposed by Searle (1969), focusing more on the illocutionary act performed by the speaker. However, while Searle’s taxonomy of speech act has been highly influential and widely adopted in the field of pragmatics, it has been criticized for its lack of explanation about the listener’s role in these actions (Tsoumou, 2020). To address the gap, this study proposes to utilize Weigand’s (2017) expanded framework of speech acts, which emphasizes the dynamic nature of dialogue and the collaborative aspects of communication. By applying Weigand’s theory to the analysis of speech acts on the

Doobydobap YouTube channel, this study aims to provide an understanding of how Doobydobap engage with their audience through language to build and maintain a sense of community among audience. Specifically, this study aims to provide empirical answers to the following research questions.

- 1) What are the types of speech acts performed in Doobydobap YouTube channel?
- 2) How do audience responses reflect their engagement with the speech acts performed in Doobydobap YouTube channel?