

RESEARCH METHOD

The source of data that are used in this study is non-numerical data which in the form of YouTube videos, making this study qualitative in nature. Qualitative data analysis aims to describe, interpret, and obtain a thorough understanding of how research participants make meaning of their life events and experiences within unique sociocultural contexts (Cissé & Rasmussen, 2022). The research method specifically applied in this study is descriptive qualitative method. The descriptive qualitative method allows the findings of the research to be more detailed, making it easier to identify and analyze different speech act types observed in the data.

The data for this study were derived from the Doobydobap YouTube channel. To ensure a thorough and meaningful analysis, the researcher selected two videos from the 363 videos on Doobydobap YouTube channel as the primary data sources namely “Out of Control” and “Beauty in the Mundane”. The researcher analyzed the utterances performed by Doobydobap in both videos, which were not only in the form of spoken utterances but also in the form of written utterances.

The first video is “Out of Control” which was uploaded back in January 27th 2022 with a duration of 18 minutes and 45 seconds. The video is one of the channel’s most popular videos, with over 1.5 million views. The researcher chose this video because its popularity can indicate that Doobydobap successfully employed an effective communication strategy in engaging with the audience which linked to being able to attract more audience. This makes it ideal for studying how effective speech acts are employed to captive audience.

On the other hand, the “Beauty in the Mundane” video is the most recent videos on the channel which was uploaded in June 4th 2024 with a duration of 34 minutes and 40 seconds. The video was chosen in the aims of determining whether the linguistic strategies of speech act is still the same in the most recent content. This comparison will help identify any shifts in communication strategies over time, providing insights into the latest audience engagement techniques use in the video.

Furthermore, the researcher also analyzed the comment sections of both videos to assess audience responses and engagement with the speech acts performed

by Doobydobap. The data was selected from the top 50 comments across the two videos, with 25 comments selected from each video, with also taking into account the number of likes on each comment. This approach helps determine the level of relatability and engagement, indicating how effectively the content resonated with the audience.

In collecting the two data, there were several steps used:

- a. The researcher watched the two videos namely “Out of Contol” and “Beauty in the Mundane” on Doobydobap YouTube Channel.
- b. The researcher transcribed utterances of the speaker on both videos in typing based and saved the transcript.
- c. The researcher read through the top comment sections of both videos.

This study applied the concept of Minimal Action Games (MAG) in the process of data analysis. Minimal Action Games (MAG) is designed to explore how individuals communicate and interact in digital environments. This tool helps to understand how people use language to build connection in an online context. This concept of data analysis was first applied by Tsoumou (2020) in his research about political communication on Facebook. In video analysis, Minimal Action Games (MAG) is used to determine how each small action or unit of behavior contributes to the overall activity or interaction observed. Moreover, the data of this study were also analyzed by using several systematically steps:

- a. The researcher identified and classified the utterances in the videos to speech act taxonomy by Weigand (2017).
- b. The researcher determined the types of speech acts according to Weigand (2017) taxonomy of speech acts in each utterance by creating a table.
- c. The researcher determined the top 25 comments from both videos.

Table 1. Sample of analysis:

Types of Speech Acts	Utterances	Remark
Directives	1. “Spoon the chili crisp over the yogurt so the color shows” (Vid01 #65) 2. “ <u>Let’s let this</u> baby proof” (Vid02 #8)	The code “(Vid01 #65)” indicates that the utterance is taken from the “Out of Control” video and it is the 65 th utterance in the video. Meanwhile, the code “(Vid02 #8)” indicates that the utterance is taken from the “Beauty in the Mundane” video and it is the 8 th utterance in the video. Both utterances are classified as directives speech act because the speaker is directly instructing and encouraging the hearer to perform specific action which in this case is to spoon the chili crisp over the yogurt and to leave the bread dough to proof. The word “baby” in the second utterance means bread dough.
Representatives	1. “I had a frustrating week. Things weren’t going my way despite	Both utterances are classified as representatives speech acts as the speaker

	<p>how hard I tried.” (Vid01 #3)</p> <p>2. “I spent this week bouldering, doing laundry, grocery shopping, cooking, celebrating Mother’s Day, thrifting, and trying on new clothes and obviously all garnished with a little bit of dooby emo” (Vid02 #4)</p>	<p>are making a claim and giving information to the hearer. In the first utterance, the speaker is making a claim because they believe that they had a frustrating week. In the second utterance, by providing a list of activities, the speaker is describing how her week was spent, thereby committing to the truthfulness of her account.</p>
Exploratives	<p>“How many food YouTubers can you name that has fresh strawberries in their garden?” (Vid02 #114)</p>	<p>Exploratives often taking form of questions or requests for more information. Thus, this utterance is classified as exploratives speech act as it is in the form of question which is the aim is to make the hearer share their knowledge to the speaker.</p>
Declaratives	<p>1. “Good night, Doobies. <u>Love you!</u>” (Vid01 #104)</p> <p>2. “Next week’s vlog will be in Denmark” (Vid02 #158)</p>	<p>Making a commitment and expressing feeling or emotion constitutes a declarative speech act. Therefore, both utterances are classified as declaratives speech acts because the phrase “Love</p>

		you” in the first utterance indicates that the speaker is conveying her feelings towards the audience and in the second utterance the speaker is making a commitment which in this case is share a vlog set in Denmark in the following week.
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