

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study is conducted to analyze the speech acts performed on the Doobydobap YouTube channel to provide an understanding of how YouTubers engage with their audience through language to build and maintain a sense of community among audience. In analyzing the speech act types, this study uses Weigand's (2017) taxonomy of speech acts. The data for this study are in the form of YouTube videos from Doobydobap YouTube channel titled "Out of Control" and "Beauty in the Mundane". The Doobydobap YouTube channel, created by Tina Choi, is a YouTube channel that focuses on lifestyle and food-related content. Since its establishment in 2020, the channel now has 3.9 million subscribers and over 363 videos. In the process of data analysis, this study applied the concept of Minimal Action Games (MAG). 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.

Based on the result of analysis, there are four types of speech acts by Weigand (2017) identified from the data. The epresentatives speech acts took up 84,85% of the total speech acts. The directives speech acts came in second with the 10,61% proportion. Declaratives and exploratives speech acts accounted for a smaller proportion, taking up respectively 2,65% and 1,89%. The result of analysis also reveals that representatives type of speech act is the dominant speech act performed in Doobydobap YouTube channel. This type of speech act is prevalent in Doobydobap's content which primarily consists of cooking, food reviews, and lifestyle vlogs.

The effective use of all four types of the speech acts, as identified by Weigand (2017), has played an important role in the success of the Doobydobap YouTube channel. By strategically employing representatives, directives, declaratives, and exploratives type of speech act, Tina has been able to engage her audience on multiple levels. Not only she is able to captivated viewers but also fostered a sense of community and loyalty among her subscribers. As a result, the channel is now cumulating an impressive milestone of 3.9 million subscribers. This

achievement also indicates the power of the effective use of speech acts in digital media can drive audience expansion and engagement.

In conclusion, it is evident that food serves primarily as a medium through which Tina expresses herself more honestly and openly. This combination of personal storytelling and food sets her apart from other YouTubers who focus solely on food content. Tina carefully crafts her statements to ensure that her messages resonate deeply with her audience. A key pattern in her speech acts is her thoughtful selection of themes and her willingness to share her vulnerabilities. These themes resonate with a wide audience because they address common concerns that many people face. As a result, she creates a sense of intimacy with her viewers, allowing them to form an emotional connection with her, and fostering a sense of community as well as loyalty among her viewers.

5.2. Suggestion

This study provides an initial overview of the use of speech acts in YouTube videos. However, there are still many aspects that can be further explored. For instance, future research could also examine other aspects such as audience responses in addition to the speech acts performed by the speaker. It is also suggested that future research expand the scope of study to other popular social media platforms, such as Twitter, Instagram, or TikTok. On these social media platforms, speech acts can be found in both verbal and written forms, providing a richer and more interesting dimension of research. Research on these social media platforms can examine how speech acts function in different contexts of digital interaction, such as text comments on Twitter and Instagram or short videos on TikTok. The application of Weigand's (2017) framework, which expands Searle's theory of speech act, is advised as it offers more thorough framework for analyzing speech acts in digital contexts.