YouTube Headlines as Copywriting: An Interpersonal Meaning Analysis of ||*Superwoman*||'s

A Research Paper

Submitted in partial fulfillment of the requirements for

Sarjana Sastra Degree

by:

Dennissa Aulia Adiesti

1501450

ENGLISH LANGUAGE AND LITERATURE STUDY PROGRAM
ENGLISH EDUCATION DEPARTMENT
FACULTY OF LANGUAGE AND LITERATURE EDUCATION
UNIVERSITAS PENDIDIKAN INDONESIA
2020

PAGE OF APPROVAL

YOUTUBE HEADLINES AS COPYWRITING: AN INTERPERSONAL MEANING ANALYSIS OF ||*SUPERWOMAN*||'S

A Paper

by

Dennissa Aulia Adiesti

1501450

Approved by

Main Supervisor	Co-Supervisor
Iwa Lukmana, M.A., Ph.D.	Riesky, S.Pd., M.Ed.
NIP. 196611271993031002	NIP. 198105252005011002

Head of Department of English Education

Faculty of Language and Literature Education

Universitas Pendidikan Indonesia

Wawan Gunawan, M.Ed., Ph.D.

NIP. 197209162000031001

PREFACE

Bismillahirrahmanirrahiim. All praises are due to Allah SWT, the Almighty of the worlds, who entrusted me to finish this research paper entitled "YouTube Headlines as Copywriting: An Interpersonal Meaning Analysis of ||*Superwoman*||'s". This research has been written to be submitted to the English Language and Literature of FPBS UPI Bandung as partial fulfillment of the requirements for *Sarjana Sastra* degree.

This research paper aims to seek the interpersonal meaning and headline types in the selected headlines of ||*Superwoman*|| YouTube channel by employing the theoretical frameworks of Halliday's (1994) interpersonal meaning and Maslen's (2010) headline types. It focuses on analyzing how the speech functions and headline types could convey meanings and affect numbers of views.

Having put some endeavor in it, this study is believed to be far from perfect. However, the writer hopes that this study can give contribution to the development of studies in the field of Systemic Functional Linguistics and Copywriting.

Bandung, January 2020

Dennissa Aulia Adiesti

STATEMENT OF AUTHORIZATION

I hereby declare that this paper entitled "YouTube Headlines as Copywriting: An Interpersonal Meaning Analysis of ||*Superwoman*||'s" is my original work. I am utterly aware that I have quoted some ideas and statements from other sources and they are properly acknowledged in the text. This study is submitted in Partial Fulfillment of the Requirements for Sarjana *Sastra* Degree.

Bandung, January, 2020

Dennissa Aulia Adiesti

ACKNOWLEDGEMENTS

First and foremost, the biggest gratitude is aimed at Allah SWT, the Almighty who has given me a never-ending strength, mercy, and direction in doing this research. Without Your help, this research could never be completed. Furthermore, I would like to express my gratitude to these names Allah has sent me.

I would like to thank my supervisors, Pak Iwa Lukmana, M.A., Ph.D. and Pak Riesky, S.Pd., M.Ed. Both of my supervisors have given me valuable knowledge, time, and guidance that I will always appreciate. My sincere gratitude also goes to all lecturers in English Language and Literature study program, especially Ibu Dr. Rd. Safrina Noorman, M.A., as my academic supervisor. And all of the administrative staff of the English Department and also Faculty of Language and Literature Education, especially Pak Irvan, A Dede, Kang Nunun, Kang Hagi, and Pak Engkus. Thank you for the endless support, help, and lessons during my time in campus.

My deepest thanks go to my entire family who already give their all to me. Thank you Yangkung, Mama, Mbak Dea, Mas Tyo, Mbak Diendha, and all of the Kismosuharto and Sudirman family, especially Tante Icay and Om Ameng. I am eternally grateful for all of your love, prayers, support, help, and advice. I am immensely indebted to you all, may Allah will always grant my prayers for all of you.

Last but not least, I would also express my sincere thanks to my closest ones who always be by my side when I need them the most. Kak Prima, Puspa, Iki, Ucup, Nyims (Alif, Aziz, Adit, Nana, Najmi, Syahra, Della, Tami, Tita, Bara, Radit, Ray), Tane, Dhea, Sudir, Kucingers, MPM, all of Fireworks, class B 2015, and ESA UPI members, Tante Wahyu's family, and all of the people unmentioned here but stays in my heart. I am beyond blessed to have all of you in my life.

TABLE OF CONTENTS

PAGE OF APPROVAL ..... **i**
PREFACE ..... **ii**
STATEMENT OF AUTHORIZATION ..... **iii**
ACKNOWLEDGEMENTS ..... **iv**
TABLE OF CONTENTS ..... **v**
LIST OF TABLES ..... **vii**
LIST OF FIGURES ..... **viii**
ABSTRACT ..... **ix**
CHAPTER I **1**
INTRODUCTION **1**
1.1 Background of the Study 1
1.2 Purposes of the Study 4
1.3 Statements of Problems 5
1.4 Clarification of Terms 6
1.5 Significance of the Study 5
1.6 Scope of the Study 5
1.7 Organization of the Paper 6
CHAPTER II **7**
LITERATURE REVIEW **7**
2.1 Systemic Functional Linguistics 7
2.1.1 Interpersonal Meaning 9
2.2 Headline in Copywriting 18
2.2.1 Types of Headlines 19
2.3 Related Studies 19
2.3.1 Speech Function in Written Cases 20
2.3.2 Speech Function in Spoken Cases 21
2.3.3 Analysis of Headlines 22
2.3.4 Clickbait 23
CHAPTER III **24**
METHODOLOGY **24**
3.1 Research Design 24

3.2 Data Collection 24
3.3 Data Analysis 25
CHAPTER IV 28
FINDINGS AND DISCUSSION 28
4.1 The Realization of Interpersonal Meaning through the Use of Speech Function and Its Typicality 28
4.1.1 General Overview of Finding 28
4.1.2 Statement 31
4.1.3 Command 36
4.1.4 Question 40
4.1.5 Combination 41
4.2 The Use of Headline Types in ||*Superwoman*|| YouTube Channel 44
4.2.1 General Overview of Finding 44
4.2.2 Arousing Curiosity 45
4.2.3 Promising News 47
4.2.4 Offering a Benefit 49
4.3 The Realization of Speech Function in Different Types of Headlines 51
4.3.1 General Overview of Finding 51
4.3.2 The Realization of Statement in Headline Types 53
4.3.3 The Realization of Command in Headline Types 54
4.3.4 The Realization of Question in a Headline Type 56
CHAPTER V 58
CONCLUSIONS AND SUGGESTIONS 58
5.1 Conclusions 58
5.2 Suggestions 60
REFERENCES 61
APPENDICES

LIST OF TABLES

Table 2.1 Three Strands of Meanings (Halliday & Matthiessen, 2014) 9
Table 2.2 Basic Speech Roles (Halliday, 1994, p.69)..... 16
Table 2.3 Speech Function and Responses (Halliday, 1994, p.69)..... 16
Table 2.4 Speech Function and Typicality (Eggins & Slade, 1997, p.183)..... 17
Table 3.1 Example of Data Analysis 27
Table 4.1 The Speech Functions Discovered in Headlines of Videos with Three Categories of Views..... 29
Table 4.2 Headline Types in 240 Videos of ||Superwoman|| YouTube Channel.. 45
Table 4.3 The Distribution of Speech Functions in Headline Types..... 52

LIST OF FIGURES

Figure 2.1 Mood Types (Gerot & Wignell, 1994) 17
Figure 4.1 Speech Function and Its Typicality 30
Figure 4.2 The Realization of Statement in Each Categories of Views..... 32
Figure 4.3 The Realization of Command in Each Category of Views 37
Figure 4.4 The Realization of Arousing Curiosity in Each Category of Views ... 46
Figure 4.5 The Realization of Promising News in Each Category of Views..... 48
Figure 4.6 The Realization of Offering a Benefit in Each Category of Views..... 49

YouTube Headlines as Copywriting: An Interpersonal Meaning Analysis of ||*Superwoman*||'s

Dennissa Aulia Adiesti

1501450

ABSTRACT

Supervisor : Iwa Lukmana, M.A., Ph.D.
Co-Supervisor : Riesky, S.Pd., M.Ed.

YouTube is one of the most influential video-based platforms nowadays. This platform has become the source of living for many people, especially youth. Apparently, one of the considerations for people to click a video on YouTube is its attractive headline. Therefore, this study aims to investigate the interpersonal meaning of the headlines through the use of speech function and its typicality, to discover the types of headlines used in ||*Superwoman*|| YouTube channel, and to find out the realization of interpersonal meaning in different headline types. This study employs a qualitative descriptive design with the help of simple descriptive statistics. The data include 240 headlines of the highest, in-between, and the lowest views videos collected from ||*Superwoman*|| YouTube channel. These headlines are categorized based on the speech function and its typicality proposed by Halliday (1994) to see the realization of interpersonal meaning. The data are also classified by using the theory of headline types by Maslen (2010). It is found that there are three initiating speech functions realized in the headlines: statement, command, and question. The dominant speech function is statement which is realized typically in a declarative mood. It also shows that the predominant type of headline is arousing curiosity as it gains the highest number of views. Lastly, this study discovers that statement that arouses curiosity is the most desirable type of headline. The findings indicate equal status between the YouTuber and the viewers through the typical realization of statement, and also signify that viewers are most likely to click a video with a headline that arouses their curiosity. Consequently, the videos can get vast numbers of viewers.

Keywords: interpersonal meaning; speech function; typicality; headline types.

REFERENCES

Alwasilah, A. C. (2002). *Pokoknya kualitatif: Dasar-dasar merancang dan melakukan penelitian.* Jakarta: PT. Dunia Pustaka Jaya.

Andriani, R. (2016). Thematic relation of Jokowi's news headline in The Jakarta Post. *Language Horizon, 4*(3), 18-25.

Andriani, S. (2019). Speech functions in the teacher-student classroom interactions at SMKN 11 Medan (Bachelor's thesis). *Universitas Sumatera Utara*.

Artha, D. J. & Listiani. (2018). Speech function on the text Romeo and Juliet drama. *The 1st Annual International Conference on Language and Literature, KnE Social Sciences*, (pp. 228-236). doi:10.18502/kss.v3i4.1934

Bricki, N. & Green, J. (2007). *A guide to using qualitative research methodology.* New York: Medicins Sans Frontieres.

Burgess, J., & Green, J. (2018). *YouTube: Online video and participatory culture.* Cambridge: John Wiley & sons.

Chakraborty, A., Paranjape, B., Kakarla, S., & Ganguly, N. (2016). Stop clickbait: Detecting and preventing clickbaits in online news media. *IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining.*

Choroś, K. (2013). Automatic detection of headlines in temporally aggregated TV sports news videos. *2013 8th International Symposium on Image and Signal Processing and Analysis (ISPA)*, (pp. 147-152). doi:10.1109/ISPA.2013.6703730

Choroś, K. (2013). Headlines usefulness for content-based indexing of TV sports news. *Multimedia and Internet Systems: Theory and Practice* (pp. 65-76). Springer, Berlin: Heidelberg.

Egan, K. (2017). *The difference between Facebook, Twitter, Linkedin, Google+, YouTube, & Pinterest*. Retrieved from Impact: https://www.impactbnd.com/blog/the-difference-between-facebook-twitter-linkedin-google-youtube-pinterest

Eggins, S. & Slade, D. (1997). *Analysing casual conversation.* London: Cassell.

Eggins, S. (2004). *An introduction to systemic functional linguistics (2nd ed.).* London, United Kingdom: Continuum.

Fathonah, E. (2015). Speech function used by all speakers in Allison L. Randalls short story end of the line (Bachelor's thesis). *Dian Nuswantoro University, Semarang*.

Fauzi, D. Z. (2013). Mood and speech function realizations of rights and resposibilities in "Twitter's Terms of Service" (Bachelor's thesis). *Dian Nuswantoro University, Semarang*.

Fitriyani, D. Z. (2018). Speech function and attitude in fake news (Bachelor's thesis). *Universitas Sumatera Utara*.

Forbes. (2019). *World's top-earning YouTube stars 2015*. Retrieved from https://www.forbes.com/pictures/gjdm45jih/8-tie-lilly-singh-2/#254bbd8631bb

Garfinkel, D. (2018). *Advertising headlines that make you rich: Create winning ads, web pages, sales letters and more.* New York, United States: Morgan James Publishing.

Gerot, L. & Wignell, P. (1994). *Making sense of functional grammar: An introductory workbook.* Queensland: Antipodean Educational Enterprises.

Gettins, D. (2006). *How to write great copy: Learn the unwritten rules of copywriting.* London & Philadelphia: Kogan Page Publishers.

Halliday, M. A. (1994). *An introduction to functional grammar (2nd ed.).* London, United Kingdom: Edward Arnold.

Ifantidou, E. (2009). Newspaper headlines and relevance: Ad hoc concepts in ad hoc contexts. *Journal of Pragmatics, 41*(4), 699-720.

Jha, A., Jha, A., Kushwaha, A., & Aeloor, D. (2019). Video analysis with image recognition in TensorFlow. *International Journal of Computer Science and Mobile Computing, 8*(4), 103-107.

Kuiken, J., Schuth, A., Spitters, M., & Marx, M. (2017). Effective headlines of newspaper articles in a digital environment. *Digital Journalism, 5*(10), 1300-1314.

Liu, M. (2014). The social interpretation of language and meaning. *Theory & Practice in Language Studies, 4*(6), 1238-1242.

London, B. & Cliff, M. (2014). *Forget footballer or actress, young Brits' dream job is a YouTube star (and judging by the teen vloggers' success, it's hardly surprising)*. Retrieved from Mail online Femail: https://www.dailymail.co.uk/femail/article-2777511/Forget-footballer-actressyoung-Brits-dream-job-YouTube-star-judging-teen-vloggers-success-s-hardly-surprising.html

Maslen, A. (2010). *The copywriting sourcebook: How to write better copy, faster-for everything from ads to websites.* London, United Kingdom: Marshall Cavendish International Asia Pte Ltd.

Matthiessen, C. & Halliday, M. A. K. (2004). *An introduction to functional grammar (3rd ed.).* London: Hodder Arnold.

Matthiessen, C. M., & Halliday, M. A. K. (2009). *Systemic functional grammar: A first step into the theory.*

Maxwell, J. A. (2005). *Qualitative research design: An interactive approach (2nd ed.).* Thousand Oaks, CA: Sage.

MiniMatters. (2020). *The best video length for different videos on YouTube*. Retrieved from MiniMatters: https://www.minimatters.com/youtube-best-video-length/

Nasution, A. N. (2018). Speech function in Vladimir Putin's speech at FIFA World Cup 2018 in Moscow (Bachelor's thesis). *University of Muhammadiyah Sumatera Utara, Medan*.

Ningsih, A. W., & Rosa, R. N. (2013). Types and processes of compound words used in headline news columns in "The Jakarta Post" newspaper. *E-Journal English Language and Literature, 1*(2), 13-21.

Nur, S. (2015). Analysis of interpersonal metafunction in public speeches: A case study of Nelson Mandela's presidential inauguration speech. *The International Journal of Social Sciences, 30*(1), 52-63.

Octavianus, J. (2018). An analysis of interpersonal meanings and headline types in online news portals (Unpublished bachelor's thesis). *Universitas Pendidikan Indonesia, Bandung, Indonesia*.

Pertiwi, T. I. (2015). The interpersonal meaning of Indonesian newspapers in Presidential Election 2014 (A Systemic Functional Linguistics approach). *Jurnal Bahasa, Sastra dan Studi Amerika, 21*(1), 8-14.

Qu, J., Hißbach, A. M., Gollub, T., & Potthast, M. (2018). Towards crowdsourcing clickbait labels for YouTube videos. *HCOMP (WIP & Demo)*.

Rizqi, I. D. (2018). The speech function in utterance used by Angel and Vina in Doppelganger movie script (Bachelor's thesis). *University of Muhammadiyah North Sumatera Medan*.

Sandelowski, M. (2010). What's in a name? Qualitative description revisited. *Res Nurs Health, 33*(1), 77-84.

Shu, K., Wang, S., Le, T., Lee, D., & Liu, H. (2018). Deep headline generation for clickbait detection. *2018 IEEE International Conference on Data Mining (ICDM).*

Sianturi, S. & Sinar, T. S. (2019). Speech functions analysis in "Indonesia Lawyers Club" talk show program on TV One. *Prosiding Seminar Nasional Fakultas Keguruan dan Ilmu Pendidikan*, (p. 198).

Sisodia, D. S. (2019). Ensemble learning approach for clickbait detection using article headline features. *Informing Science: The International Journal of an Emerging Transdiscipline, 22*, 031-044.

So-in, R. (2002). An analysis of phrasal verb in news front page headline in an English newspaper: A case study of the Bangkok Post. *Research Paper, MA (Language and Communication). Bangkok: National Institute of Development Administration.*

Statista. (2019). *Most popular social networks worldwide as of July 2019, ranked by number of active users (in millions)*. Retrieved from Statista: https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

Stats, I. W. (2018). *Internet usage statistics*. Retrieved from https://www.internetworldstats.com/stats.htm.

Sugarman, J. (2012). *The adweek copywriting handbook: The ultimate guide to writing powerful advertising and marketing copy from one of America's Top Copywriters.* John Wiley & Sons.

Swift, N. (2017). *The truth about the richest female YouTuber on the planet*. Retrieved from YouTube: https://www.youtube.com/watch?v=3Ng7IJxGYD0

Syafirah, D. (2017). An analysis of interpersonal meaning in Sri Mulyani Indrawati's speech (Bachelor's thesis). *Universitas Sumatera Utara*.

Tarigan, T. K. (2014). Speech function in Jokowi's speeches (Bachelor's thesis). *Universitas Negeri Medan*.

Tehseem, T. (2018). Building interpersonal relations: A grammar for construing socio-political persona. *NUML Journal of Critical Inquiry, 16*(2), 21-VIII.

Tribunal, H. (2019). *61+ internet statistics that prepare you for 2020*. Retrieved from Hosting Tribunal: https://hostingtribunal.com/blog/internet-statistics/

Vähäjylkkä, M., & Lepistö, E. J. (2017). YouTubers' impact on viewers' buying behavior (Bachelor's thesis). *JAMK University of Applied Science*.

Westenberg, W. (2016). The influence of youtubers on teenagers (Bachelor's thesis). *Ensenada, Mexico: University of Twente*.

Zannettou, S., Chatzis, S., Papadamou, K., & Sirivianos, M. (2018). The good, the bad and the bait: Detecting and characterizing clickbait on YouTube. *2018 IEEE Security and Privacy Workshops (SPW)*, (pp. 63-69). doi:10.1109/SPW.2018.00018