

CHAPTER I INTRODUCTION

This chapter explains the introduction of this research. It contains the background of the research, purpose of the study, statements of problems, and clarification of terms.

1.1 Background of the Study

In this audiovisual era, YouTube is a platform of video-based category that is visited by the largest number of social media users from all over the world. YouTube was launched in June 2005. In 2019, YouTube has been accessed monthly by 1.9 billion users, making it the second most popular media platform in the world after Facebook (Statista, 2019). YouTube has no limits for those who upload videos; therefore, it can be operated as a platform that orients in professional production to gain benefits (Burgess & Green, 2018).

As this well known video-based platform for business purposes emerged, the occupation of a YouTuber emerges as well. Not only for entertainment, but YouTube has also become a source of earning money for many youths. YouTube has become a part of teenagers' daily lives (Westenberg, 2016). Even almost 40% of youngsters in the United Kingdom had a dream profession to become a YouTuber instead of a reality TV star and other careers (London & Cliff, 2014). That fact might be related to the appearance of many successful young YouTubers who establish their positions as real influencers on their viewers (Vähäyjylkkä & Lepistö, 2017).

Lilly Singh is one of the successful YouTubers who have many achievements. Lilly Singh is a Canadian-Indian YouTuber who started to upload her video in December 2010. Until December 2018, Singh has uploaded 765 videos with 2.9 billion views in her *||Superwoman||* channel with 14,465,916 subscribers, and the numbers continue to grow until now. She serves comedy and parody videos on her channel. Her name is on the list of World's Top-Earning Youtube Stars 2015 Forbes. According to Forbes (2015), her income reached \$2.5 million in 2015, making her the only female YouTuber with comedy content who reached Forbes

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YouTube Millionaires. In 2016, she became the richest female YouTuber in the world who earned \$7.5 million from her channel and other ventures (Swift, 2017).

Aside from their engaging content, Youtubers' success is also inseparable from the role of Youtube and its features. There are plenty of YouTube features utilized by users based on their purposes. The followings are the five main features on YouTube. Firstly, a comment section that is used to let the viewers give feedback in the form of sentences or words; YouTubers can also use this feature to interact with the viewers by replying to their comments. Secondly, a thumbnail is an image that appears first as the cover of the video that is commonly used to attract people to see the video. Thirdly, like and dislike button to show the viewers' interest in the video they watch. Fourthly, subscribe and notification button, which signifies that the viewers follow certain channels on YouTube, and they are going to receive some notifications regarding the subscribed channels' activities. Lastly, there is a headline that shows the title of the video.

YouTube's headline plays a big part in a video. A headline is basically a string of words or a sentence that can lead readers to other information. It can be everywhere, for instance: websites, magazines, billboards, and brochures. According to Garfinkel (2018), headlines are supposed to light up the desire and waken curiosity of the readers to read more and possibly do something. Headline plays an important role because it is something that is commonly first seen by the readers. In the case of YouTube, a headline can influence people to click and watch the video.

According to Maslen (2010), there are three types of headlines: those promising news, those arousing curiosity, and those offering a benefit. These types of headlines serve their kind of function in a particular way, although the most responsive one according to Maslen is a headline that contains the three types. It is believed that the right type of headline at the right time will be effective in capturing people's attention. Therefore, the investigation of types of headlines is needed in this study to see what types of headlines are used by the successful channel of *||Superwoman||*.

Headlines communicate with people through language that has meaning and function. Halliday and Matthiessen (2004) argued that language always establishes our personal and social relationships with others. People make their own different objectives accomplished through language (Liu, 2014). Moreover, Eggins (2004) asserted that the extent of their intimacy, level of familiarity, attitudes, and judgments can be realized through the choice of language systems. The meaning behind a headline derives from its structure of language and its choice of words. The language conveyed to the target readers will be crucial for the success of the purpose. Despite the quality, purpose, and value of the video which are pertinent on YouTube, as stated by Egan (2017), people can also use headlines to give a meaningful idea of their video. Hence, headlines will be significantly beneficial to engage people with the videos they share.

Headlines exchange something with audiences through the use of languages; therefore, a headline may have a certain speech function in it. Speech function is one of the materials in interpersonal meaning that shows how the speaker and hearer interact with each other. Halliday (1994) classified speech function into four types: statement, question, offer, and command. These basic move types work in keeping the dialogue going, involving speech roles and commodity (Eggins, 2004). Either giving or demanding, the speaker certainly has an interaction with the hearer. These giving and demanding are called as speech roles. In doing the speech roles, the speaker should have the commodity to be exchanged: goods or services and information.

Numerous studies have found that the realization of interpersonal meaning can be obtained by using speech functions. These studies use either written or spoken language as the data. First of all, in written cases, Octavianus (2018) used headlines in two online portal news as the data. Then, there is also speech function analysis in drama text (Artha & Listiani, 2018), short story (Fathonah, 2015), and texts that are found in social media (Fauzi, 2013; Fitriyani, 2018). On the other hand, in spoken cases, presidential speeches (Tarigan, 2014; Syafirah, 2017; Nasution, 2018) are mostly used in the study of speech function. In addition, utterances from a movie script, talk show, and classroom interaction (Rizqi, 2018;

Sianturi & Sinar, 2019; Andriani, 2019) also have been studied using the perspective of interpersonal metafunction by Halliday.

Furthermore, previous studies about headlines in general and in YouTube as social media also have been conducted. For instance, the study of headline in a newspaper by So-In (2002) analyzed the use of phrasal verbs, as well as the three studies that analyze headlines in different media (Andriani's, 2016; Ningsih and Rosa, 2013; Choroś, 2013). In addition, the topics of these studies also lead to clickbait studies. The first study is conducted by Zannettou et al. (2018) about clickbait detection on YouTube through its features. The second study is the investigation of features; Chakraborty et al. (2016) used the comparison between non-clickbait and clickbait headlines to build an extension of clickbait detection.

Considering the explanation about related studies above, it can be inferred that so far, none of the studies above analyzes the interpersonal meaning in YouTube headlines through the use of speech function and its typicality. Therefore, this study attempts to fill the gap which lies in the analysis of YouTube headlines. This study aims to know how a headline plays an important role on a YouTube channel, especially a channel with a huge number of subscribers. Furthermore, the social relationship that the YouTuber built through headlines also can be seen, and thus the study will focus on interpersonal metafunction (Halliday, 1994), and headline types (Maslen, 2010). Along with the knowledge about headlines, this study is expected to be useful for YouTube headline writing in copywriting and the development of Functional Grammar study.

1.2 Purposes of the Study

This study aims to investigate the interpersonal meaning behind the headlines through speech function and its typicality derived from Halliday's (1994) Functional Grammar. It also tries to see what types of headline used in *||Superwoman||* YouTube Channel using the theory of Maslen (2010) to make the potential viewers want to watch. Moreover, this study also examines the interpersonal meaning of speech functions realized in different types of headlines.

1.3 Statements of Problems

This study attempts to answer these three questions below:

1. How is interpersonal meaning realized through the use of speech function and its typicality in the headlines of *||Superwoman||* YouTube channel?
2. What headline types are used in the headlines of *||Superwoman||* YouTube channel?
3. How is interpersonal meaning realized through speech function across different types of headlines?

1.4 Significance of the Study

This study is expected to make a contribution to the development of Systemic Functional Linguistics and Copywriting fields of study. Other than that, it is also expected to give benefits to YouTubers so that they are able to know how to engage potential viewers through headlines. Hopefully, this study will be useful for readers and other researchers to understand more about headlines, especially YouTube headlines.

1.5 Scope of the Study

This paper is limited only in analyzing the speech functions behind 240 headlines of *||Superwoman||* YouTube channel using the theory of interpersonal meaning by Halliday's Functional Grammar (1994). Moreover, it also tries to investigate the types of headlines by using Maslen's (2010) theory of headlines in copywriting. The 240 headlines are derived from 763 headlines of uploaded videos from January 2011 until December 2018.

1.6 Clarification of Terms

To avoid miscomprehension and give better insights of some terms mentioned several times in this study, some terms are followed by clarification below:

- **Interpersonal meaning** is one of the metafunctions created by Halliday that shows social relations (Halliday, 2002).
- **Headline** is the first sentence or set of words that readers see on a copy (Garfinkel, 2018).
- **YouTubers** are people who have a channel and constantly upload videos on YouTube.
- **Speech Function** refers to four basic move types which indicate exchanges in an interaction, namely: statement, question, offer, and command (Halliday, 1994).
- **Mood system** is a system of grammar which indicates the interpersonal meaning.
- **Copywriting** means a written form of communicating to advertise something (Sugarman, 2012).

1.7 Organization of the Paper

This paper is systematically arranged into five chapters. Chapter I is the introduction; it introduces the background of the study. It also describes the purpose of the study, statements of problems, clarification of terms, the significance of the study, and the organization of paper. Chapter II is literature review that consists of the theories used in this study: Systemic Functional Linguistics and Headline in Copywriting. It also contains previous studies that are related to this study. Chapter III is methodology that presents the methodology used in this study: research design, stages of research, data collection, data analysis, and data presentation. Chapter IV provides findings and discussion. Lastly, chapter V is about the conclusions related to this study and suggestions for future study.