

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter provides the conclusions drawn from the results of this study. It also explains the suggestions for future studies that can be developed out of the present study.

5.1 Conclusions

This research aims to uncover the interpersonal meaning through the use of speech function and its typicality; the use of headline types; and the realization of speech function in various types of headlines.

Firstly, as stated in the result of data analysis, three speech functions, namely statement, command, and question, are found in the overall 240 headlines. It is found that statement is the preferable type of speech function used by Lilly Singh in writing the headlines since most of the time, she intends to give information about her videos through headlines. Moreover, the use of declarative mood in almost all of the statement indicates an equal relationship that the YouTuber and the viewers shared. Furthermore, the realization of the three speech functions is found in the three categories of views: the highest, in-between, and the lowest views. By comparing the findings of each category of views, salient differences exist within the categories. In the highest and in-between views category, the dominant type of speech function is statement. Meanwhile, in the lowest views category, command is the dominant type. Evidently, statement gains the most views by seeing the emergence of it in the category of the highest views with 77 appearances. Apart from the engaging content and other enticing elements of the videos, the viewers seem to be attracted more with headlines that take the form of statement, rather than command. It is because the viewers prefer to be provided with information regarding the content of the videos rather than being asked what to do. In addition, one significant type of speech function, which is question, only appears in the category of in-between views. Apparently, the viewers feel that this kind of headline is passable to be watched because the content is neither good nor bad.

Secondly, there are three types of headlines found in the three categories of views. Arousing curiosity is the type of headline that occurs the most in the category of the highest views. Meanwhile, promising news appears the most in the lowest views category, and offering a benefit appears mostly in the in-between views category. The viewers of *||Superwoman||* YouTube channel prefer to click videos that contain headlines with arousing curiosity type because the headlines can lure or entice the viewers by making them wonder about the content of the video; as a result, they would click and watch the videos. On the contrary, videos with headlines that promise news is the least viewed because the viewers are not curious anymore about the content of the videos as the headlines already sum up the information regarding the videos. Meanwhile, headlines that offer a benefit are in the category of in-between views because the viewers might feel that they can either get the benefit or not after watching the videos as they already know that this channel serves comedy.

Finally, in terms of the realization of speech function in the headline types, statement that arouses curiosity is the most frequent type that emerged in this channel, as evidenced by its occurrence with a percentage of 47.9% from the overall 240 headlines. Statement that arouses curiosity has a distinctive construction with the other type. It is usually written with incomplete information, so that the viewers will try to find the rest of the information by watching the video.

In regard to the findings, it seems that the type of headline and speech function used by the speaker has an important role in making people click and watch the videos. The use of particular speech function and headline type is also considered an effort of the YouTuber to establish a connection between her and the viewers. For that reason, Lilly can serve her relatable comedy videos to the viewers as they already have a close distance of relationship. As a result, Lilly gains massive views on her YouTube channel that lead to economic benefits.

5.2 Suggestions

This study examines the interpersonal meaning of headlines in one particular YouTube channel and focuses only on the notion of speech function and headline types. Based on that, two suggestions are made. Firstly, future studies may be conducted by using headlines in other media, such as newspapers, magazines, and advertisements. Along with that, the future study can also compare one headline to another in one or several media. Secondly, other than speech functions, future studies can also employ MOOD element to seek the interpersonal meaning in headlines.