



## The Realization of Expressive Speech Act Used in Smartphone Advertisement Videos on YouTube

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### Abstract

This qualitative descriptive study analyses the use of illocutionary speech acts by pragmatic analysis, especially expressive speech acts, used in 5 selected Samsung advertisements found in YouTube, in which the brands tried to mock or make fun of Apple, its competitor. In its relation to the study of language, advertisements are known employ the functions of language to conduct communication between the sellers or brand producers and the customers, include providing informative and persuasive contents to the customers, in which the brand conveys some message and persuade the consumers to make them buy the products. Just like other kinds of communications, speech acts are employed in advertisements. In comparative advertisements, the brands compare their features to other brands' to give the audience insight that their products are better than their competitors, and this kind of advertisement is the focus of this study, taking the example of Samsung advertisements with comparing their products to Apple's. Author used the classification of Searle (1979) in identifying the kind of illocutionary acts in each advertisement. Focusing on the use of expressive illocutionary acts, this study found that not all selected advertisements contain its implementation. From all five selected advertisements, only three advertisements utilize expressive illocutionary speech acts. Expressive illocutionary speech acts found in this study are criticizing, apologizing, boasting, and greeting. This study would be helpful for further research reference and additional insight in learning and discussing expressive speech acts in communication.

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## INTRODUCTION

Human, as social creature, utilizes language as a communication tool to share information in many ways; language acts as a media for all information, and this is where language has important roles in daily life (Saputri et al., 2014). Language in advertisement, which includes emotive words, metaphors, slogans, and colloquial language, has a powerful ability to grab the interest of prospective customers. Furthermore, advertising employs persuasive language to accomplish its goals (Prastio, 2021).

When asked to define communication, most people say that it involves talking and listening. It makes sense for researchers to start their study of communication with a definition. Clearer notions also specify their boundaries in terms of communication concepts (Sharma, 2017). They highlight the essential elements of the idea we are working on. Unfortunately, no single concept of communication can satisfy everyone's demands. However, different writers have varied perspectives on communication.

Moving to the persuasive function of a language and communication, we know that a topic, good, or service is drawn attention to by being announced to the public orally or in writing. This is where the word advertisement originates, according to Danesi (2015). It is derived from the Medieval Latin verb "advertere". Every commercial wants to convey the same core message: Buy our products (Habas, 2020). Furthermore, Habas stated that since most consumers need a little convincing before parting with their hard-earned money, the message now becomes: Purchase our items because they will satisfy you.

While the commercials are purposed to persuade the audience to consume or purchase the products, in debate, for an example, the speech acts can also purpose to criticize and rebut (Perdana et al., 2020). Correlating with this study, but in advertisement, we know that some brands sometimes criticize and compare their premium features to their competitors'. In teaching and learning English, for example in the English materials provided in English books,

speech acts are also employed to represent the expressions usually used in the society in conveying ideas or elaborating them (Zulfa & Haryanti, 2023).

In the late 1970s, pragmatics emerged as a distinct field of research within linguistics. The comprehension and production of speech acts during conversations are the main topics of pragmatics study. It discerns between two intents or meanings with each phrase or vocal communication act. Speech act, according to Searle (1979), is a branch of pragmatics that studies how words can be used to do acts as well as convey information when used.

From a pragmatic point of view, locutionary acts, illocutionary acts, and perlocutionary acts are the three types of speech acts that are employed in daily life language use, according to Searle. It is also common to refer to illocutionary acts as actions; to comprehend speech in illocutionary acts, context is necessary; and perlocutionary acts can also be referred to as the act of persuading someone (Rahardi, 2019). In practice, expressive speech acts can also be used for expression of politeness in expressing apologies and thankful (Dewi & Surya, 2023).

Saifudin (2019) asserts that to comprehend an utterance, locutionary speech needs to be grounded and require reason, feeling, and references. Illocutionary speech is speech that possesses certain abilities, such as the ability to command, warn, or act. Put otherwise, the illocutionary arises from an act of locution. A reaction that is perlocutionary is one that is made without reference to any external factors, such as persuasion, surprising, blocking, or convincing. The interlocutor's psychology, attitude, or behavior are impacted by the outcomes of the perlocutionary act when utterances are produced.

In Indonesian context, Halim (2016) analysed some Indonesian commercials. We can take an example from Mie Gelas advertisement, "Praktis! Tinggal seduh!" and the utterance, "Hmmm ... buat saya pas porsinya!" Even in Indonesian, expressive speech act is also implemented the same way and function. And in this example of Indonesian commercials, this type of speech is also uttered for expressing the

amazement towards the product. Correlated to EFL context, the findings of the Speech Act study on commercials can be utilized as instructional resources in classrooms to enhance students' understanding (Komalasari, 2022).

Fadlilah (2022) noted that in the context of instant noodle advertisement in Indonesia, the word "Seleraku!" also represented expressive speech acts for a brand, to give the image that all people in Indonesia could consume this product. This product was also well-known with its simplicity to serve and affordable price. Besides, the various flavours were also advertised with a lot of expressive speech acts such as, "Inspired by Indonesian taste."

The forms of act illocutionary observed in kid milk adverts on television are declarative, representative, expressive, and commissive, according to Novianti and Maliyani's (2018) analysis of speech acts in these commercials. The illocutionary function demonstrates dominance representative and commissive speech acts in children milk television commercials. Their study concentrated on dissecting each speech act utilized in the milk commercial individually. Even yet, I wasn't worried about the journal while knowing that those brands are rivals. Putting aside ethical considerations for marketing ethics, this current study compares the attributes of Samsung and Apple using expressive speech acts in Samsung's commercials. The research recognizes the significance of brand comparisons in advertisements, representing the phenomena occurring in society, as the novelty of this research. Samsung vs Apple is a well known competition which is relevant to discuss, knowing that those two brands are included in best-selling brands.

In conducting this study, researcher does not consider other elements in the commercials; the researcher simply studies the utterance. Searle (1979) created the classification, which was divided into five categories:

- a. Representatives are speech acts, like concluding or complaining, that are intended to make the speaker express the truth of what is conveyed.

- b. Directive speech acts persuade the other person to do something, such making an order, requesting something, pleading, praying, inviting, or offering counsel.
- c. Commissive acts compel the other person to do something in the future, like making a promise, using profanity, or making a guarantee.
- d. Expressive speech acts include expressing gratitude, expressing regret, expressing delight, expressing sadness, and apologizing, among other things, to reflect the speaker's emotions or psychological state.
- e. Declarative speech act is a spoken act that modifies a person's status or situation; examples include dismissing, penalizing, and expressing feelings, including when someone declares the vow in the procession of marriage.

With the comparative advertisements (Samsung vs. Apple) containing expressive speech acts as the feature of this study, this study is hoped to be beneficial in addition to some reference for the students who want to study illocutionary speech act, especially expressive speech act, in terms of advertisements. In terms of practice, the language user can know how to use expressive speech acts and the interpretation by the hearer in doing daily communication.

## METHOD

This study is aimed to investigate the realization of expressive illocutionary speech act in YouTube advertisement, especially comparative advertisement in which Samsung compared its products to Apple's. This study employed descriptive qualitative method, which examine data from transcripts and recordings to provide descriptive data in the form of text or images, as similarly stated by Bogdan and Biklen, as cited in Emzir (2014). To conduct this study, five selected comparative advertisements of Samsung mocking Apple were analysed. As expressive speech acts are the focus of this study, the analysis included only three of the videos since the two other videos did not contain the

employment of expressive speech act. All the advertisements were available on YouTube.

Descriptive data from a qualitative investigation is reported as words rather than numbers. It elaborates predominantly the participant's comments, or the terms examined within the item or figure (Fraenkel & Wallen, 1993). For a qualitative descriptive investigation, statistical numeric data are not necessary.

Creswell (2014) divides qualitative approaches into five categories: case studies, grounded theory, phenomenology, ethnography or biography, and phenomenology.

The main information derived from the data in a few chosen Samsung advertisements on YouTube. The secondary data are then gathered from additional sources that are relevant to the subject, such as books, articles, and journals.

In qualitative techniques, researchers are essentially tools for collecting data; they are not usually assigned tasks or obligations (Semiawan, 2010). This suggests direct interaction between participants and researchers. The researchers directly collect the data. The individual is the ideal tool in naturalistic study.

The researcher will note that while more instruments might be used in later phases of the study, the human subject is still the main and most important element. However, if the human instrument has been used extensively in earlier stages of the study, an instrument should be constructed using the data that the human instrument has generated (Lincoln & Guba, 1985).

To analyze the data, the researcher used table of checklist consisting of number, the utterance (transcription from the video), and the category of speech act to make it easier for the researcher to see the data generally. In analyzing the data, researcher referred to the available video transcription. And to make sure the utterance, the researcher re-listened to the videos twice to three times.

After the general illocutionary speech acts were all identified, the researcher sorted the realization of expressive speech act as the focus of this study to analyze further. To analyze this stage, the researcher used the table as well,

consisting of number, utterance, purpose, and explanation. Table of frequency was used to help the calculation of the data.

## RESULTS AND DISCUSSIONS

The complete set of data used in this study is made up of illocutionary speaking acts that are used in Samsung commercials that mock Apple.

The table below serves the data findings of the classifications of speech acts. In identifying the utterance in the table, some codes are utilized. The code R means representative speech acts, D means directive speech acts, C means commissive speech acts, and E means expressive speech acts. In the end of each identification table of each video, data frequency of the employed speech acts is served.

**Table 1.**Speech act classification from the first video

No.	Utterances	Typ
1.	Here we go again, another day shackled by wires.	R
2.	How long do we have to keep untangling for just a little taste of power?	D
3.	Who knew charging could be so draining?	D
4.	You can keep plugging away or you can change the way you charge.	C
5.	The Samsung Galaxy S6 and S6 Edge with built-in wireless charging capabilities.	R
6.	You are terrible. I can't see.	E
7.	Ooh, turn up the brightness. It's already up.	R
8.	Sorry, buddy. You know, some of us destroy zombies and some of us feed them.	E
9.	How am I supposed to win? Your screen is like as big as my phone.	D
10.	Not everything's about winning. I like to win, you like to whine. You do.	R

No.	Utterances	Typ	No.	Utterances	Typ
11.	The bigger, brighter Super AMOLED screen on the new Samsung Galaxy S III available at all major carriers. It's exciting.	R	29.	Then what, get a new phone? Doesn't take a genius to see that, Milady!	D
12.	I've been waiting 2 years, 2 years for us to do something groundbreaking.	R	30.	He hath not known what he'd done. Hey, what do you think that is? Look at this! Ah, a watch for the ages. Much more interesting than your phone.	D
13.	Here it is, here it is. A bigger screen! Wait, hang on.	R	31.	Let me see the phone. This watch is Very fascinating. Just put the phone in your back pocket. It doesn't take a genius to see that. My watch can do things.	R
14.	A bigger screen? Yeah, it's like every phone has a bigger screen.	D	32.	Oh yeah? Like what? Like it's phone back? Hey! Be cool, all right? What's the matter with you? What's happened? You can't handle a live stream? Go. This is unbelievable. Ink.	D
15.	It's not unbelievable. Looks like the battery's getting a little better.	R	33.	I don't know what your problem is. You work in technology. You can't handle this? Unbelievable.	D
16.	A little needs to be a lot. We need a faster charging phone.	R	34.	Are you frozen?	D
17.	Look at all this. We're gonna be here all night long, order pizza.	R	35.	No, stream. Okay. Ink. Sort of you are is back. Sort of you are is back, it's an extremely simple tool but also extremely pointy It's been used to make tentative appointments and to cheat at golf.	R
18.	I can't, my phone's in that pile. Which one's yours?	D	36.	Students have used it to play ceiling darts. It's, wait a second, what's hiding behind this pencil?	D
19.	Uh, there's like a little nick on top. What am I, a savant?	D	37.	Ah, an iPad Air. Almost didn't see you back there. And what's this? Hide behind the iPad?	D
20.	These all have little nicks at the top.	R	38.	Ah, the even thinner Galaxy Tab Pro 10.1. Interesting. Not only are you thinner, your HD screen is killer for more Robo beat down action and would you look at that?	D
21.	Start digging? I don't know.	D	39.	The Galaxy Tab even does multitasking. 2 things on screen at once versus up to 1 thing on screen at once.	R
22.	Still no multitasking windows, huh? At least it has 1 window, which is more than we have here.	D			
23.	They don't think we could do 2 things at once? Oh, I know we can do 2 things at once.	D			
24.	We're ready. Doesn't take a genius to see that.	R			
25.	I'm nuts. You broke it, didn't you? How'd you know?	D			
26.	Huh. It says here the new phone doesn't have a pen.You have to use your fingers still. I just want to watch my superhero vids and sketch my cosplay at the same time. Use your fingers.	R			
27.	Like I can draw the woman of my dreams with my fingers.	R			
28.	I think Lady Redwood needs a bit more precision. So get 1 of those S-Pen things.	R			

No.	Utterances	Typ	No.	Utterances	Typ
40.	You know what? I'm gonna take this Samsung Galaxy Tab. And I'm gonna take this pencil. The thinner, higher-resolution Samsung Galaxy Tab Pro 10.1.	D		sure Maybe not this time, but the next time right? Galaxy note launched in 2011, it was ahead of its time and naturally when things are new and different.	
41.	Hey, they're saying that this phone's gonna be like a precious jewel. Ooh, I love that. The headphone jack is going to be on the bottom.	E	50.	Sometimes people aren't ready for them. Experts saw the bigger screen and were like, you look like you're talking into a piece of toast.	R
42.	I heard the connector is all digital. What? What does that even mean? Who knows? I'm psyched. All I'm saying is that they should have a priority line for people who've waited 5 times.	D	51.	The note is an unwieldy beast. Now it's not being dismissed by competitors. It's being imitated. Thing is the Note is more than big. It's about being more productive.	R
43.	I heard you have to have an adapter to use the dock on the new 1. Yeah, yeah, but they make the coolest adapters. Welcome back.	R	52.	Wait for it. I like that part. More innovative. Oh, cool. More fun.	E
44.	I just think Galaxy S3 didn't work out. No, I love the GS3. It's extremely awesome. I'm just saving a spot in line for someone.	E	53.	Today people are saying, is it just me or does the new iPhone 6 look like a Samsung Galaxy Note 2 from 2012?	D
45.	That's not cool. Yeah, man. This year. We're finally getting everything that we didn't get last year the big screen through 4G.	E	54.	It's cute how Apple thinks their phablet is a fresh idea when Samsung Mobile has been excelling at them for years already. Hashtag next big thing.	E
46.	What is that hey, what'd you just do I just sent him a playlist by touching phones yep The galaxy s3 thanks for holding our spot.	-			
47.	Hey, man.	-			
48.	Oh, hey. How's it going? Saved you a spot. I moved on. But you're not going to miss all this? I got the Samsung GS3 now.	D			
49.	Is that a Samsung? That's a new Samsung. It is. It's pretty cool. But I kind of like it. This one's 4G. Yeah, we've had that for a while. This one's got a big screen. This 1 has a bigger 1. And we can share videos instantly. You can watch a video while you're sending an email, but we're gonna get that for	D			

The first video shows us fifty-four sentences as the main data for the researcher in analyzing the speech acts, specifically those included in illocutionary acts. From those fifty-four data, the broken-down identification is as written in the table below.

**Table 2.** Numbers of speech act types found in the first video

No	Illocutionary Speech Acts	Frq
1	Directive speech act	23
2	Representative/assertive speech act	21
3	Commissive speech act	1
4	Expressive speech act	7
5	Unidentified/not included in illocutionary speech act	2
Total data		54

Because the goal of this advertisement was to highlight the directive function to be immediately persuasive, directive speech actions are used here in a dominant manner. For example, the expression of command is typically employed in advertisements to compel the viewer to act. With the intention of having the speech partner complete the tasks outlined in the speech, speakers perform directive speech acts (Albab & Setiawan, 2018). A sentence that directs a conversation partner to act in a way like what is said in the sentence is known as a command. The term "form of order" refers to a statement that conveys the order that is communicated to the conversation partner.

The sentence uttered, "How long do we have to keep untangling for just a little taste of power?" and, "Who knew charging could be so draining?" as the employment of directive speech act seemed to persuade the viewer that the cable issue is one of the crucial problems which the users need to get rid off in the modern era.

We also find the representative speech acts for 21 data. This category came first from the utterance, "Here we go again, another day shackled by wires." After that, the utterance employing representative speech act made it clear through saying, "The Samsung Galaxy S6 and S6 Edge with built-in wireless charging capabilities," to expose what this brand is bringing with its products, that could be the solution to the cable-related problem told as the first utterance.

The employment of commissive speech act in this advertisement gave the viewer some vision about what they could do in the future about charging through the sentence, "You can keep plugging away or you can change the way you charge." While cable makes charging limit the user in mobile phone's mobilization or movement, this sentence gave the users a clue that this issue could be solved with the technology brought by Samsung.

We can also see some sentences employing expressive speech act. One of those sentences can be seen from the utterance, "Hey, they're saying that this phone's gonna be like a precious jewel. Ooh, I love that. The headphone jack is going to be on the bottom." This utterance expresses some

amazement that is categorized as boasting, that the speaker conveyed through exposing the new feature different than others: jack is on the bottom part of the device.

As the focus of this study, the interpretation of expressive speech act would be further explained through the table below:

**Table 3.** Purposes of expressive speech acts in the first video

N	Expressive	Purpose	Explanation
1	You're terrible. I can't see.	Criticizing	This utterance in the advertisement was employed as the description of the product was being explained, and the communicant wanted to see it clearly.
2	Sorry, buddy. You know, some of us destroy zombies and some of us feed them.	Apologizing	This utterance does not really mean to apologize in because the communicator had done some mistake, but it was uttered to say just in case what the speaker wanted to say might bother, and this could be the initial

N	Expressive	Purpose	Explanation	N	Expressive	Purpose	Explanation
			expression when the speaker wanted to make correction or wanted to add some explanation.		spot in line for someone .		advertisement also emphasized with the word “extremely awesome” in describing the product.
3	Hey, they're saying that this phone's gonna be like a precious jewel. Ooh, I love that. The headphone jack is going to be on the bottom.	Boasting	This is categorized as the speaker was describing the product and describing that as a jewel to show that the product was excellent. The speaker also added the detail of headphone jack as the detailed information of the product novelty.	5	That's not cool. Yeah, man. This year, We're finally getting everything that we didn't get last year the big screen true 4G.	Boasting	Despite the expression saying, “that’s not cool”, but this line is categorized as the utterer wanted to express the excellence of the product through comparing it to the previous generation of the product, that they described as <i>the big screen true 4G</i> .
4	I just think Galaxy S3 didn't work out. No, I love the GS3. It's extremely awesome . I'm just saving a	Boasting	The expression is categorized as boasting because the advertisement used this expression to show the customer's love towards the product. The	6	Wait for it. I like that part. More innovative. Oh, cool. More fun.	Boasting	Like the previous line, this line is also categorized as boasting, because the line describes the good part of the product, with the word “more innovative”,



N	Expressive	Purpose	Explanation
			“cool”, and “more fun”. The utterer also said that he liked it to affect the customer to like the product too, by mentioning the positive qualities of the product then.
7	It's cute how Apple thinks their phablet is a fresh idea when Samsung Mobile has been excelling at them for years already. Hashtag next big thing.	Criticizing	This line shows that the advertisement of Samsung frankly expressed the competitiveness to Apple, and this is categorized as criticizing. They criticized Apple for thinking that the phablet was fresh, but Samsung had the similar product earlier.

**Table 4.** Speech act classification from the second video

No	Utterances	Typ
1.	Whoa, whoa, whoa, what is that? Here, it's the new Samsung Galaxy Note. It's got a pin?	D
2.	This is awesome. Yeah. Samsung.	E
3.	Yeah. Again. I don't know what I believe in my heart's in other drive and you're behind the steering wheel. I'm leaving the fickle love just to give it my all, cause the chance that you're making now will never come till the sun goes down.	R
4.	I'm leaving the fickle love I wanna kiss you every minute, every hour, every day. I'll leave the fake cold love just to stay with the fun. I love you, too!	E
5.	Hey, guys! Check this out! Hey! Hey! Hey! Hey! Hey! Hey! Hey! Hey! Hey, guys! Check this out!	E
6.	Introducing the Galaxy Note from Samsung. Well, that was over the top.	R
7.	Hey, guys. Hey, Scott. Great graduation party, sweetie. What are you doing?	D
8.	I'm taking a picture of these ribs with my new GS4. How do you smell?	D
9.	I smell the ribs. Come on, you don't be a one-on-one! Do it! Do it! Do it! Do it! Aah!	E
10.	These ribs are insane.	R
11.	Mm-hmm. Phone ringing.	R
12.	Hello? Yo, Scott, what's up, man? You gotta be kidding me. That's how you answer it? Yeah! Yeah, please! Bring it in. Bring it in. Okay. Oh, got it. Thanks, buddy. You want it? Yeah. Oh, wow.	D
13.	Here, I want to share. Can I share, too? No, yours doesn't do that.	D

No	Utterances	Typ	No	Utterances	Typ
	Wow. Got the whole flop in 1 picture.			even working. You're watching basketball.	
14	Hey, you nailed it. I nailed something. So, some smartphones are smarter than other smartphones?	D	25	Actually, I'm closing deals with clients and watching the game. Modern business, my friend. This is business.	R
15	Exactly. What are we doing with these phones? Call your phone with my phone.	D	26	What, the jacket? Do you have the partner snow-tos ready? Yep, here you go. All set up. All right. Are you sure these are secure enough? These have on-device AES 256-bit encryption, plus support for the PN and NTF.	D
16	Oh, you gotta be kidding me. Ooh, Tiffany texted. Oh, I got it. That was awesome. What'd she say she's wondering for stay long.	R	27	Now we need to decide, did the unicorn start the apocalypse or are they trying to prevent it? What about you? Are you going to consolidate your phone?	D
17	No, hey, what else does it do look inside? You can control TV with that thing?	D	28	Oh, no. I have a system. This 1 is for work, this 1 is for home. Great, but with a GS3 you can. Alex, respect my system.	R
18	Yeah, it recommends shows, too. Oh, yeah. I'm gonna like this. Do it again. 2, 000 times! Aah! Heh-heh.	R	29	Yeah, I wanted it to look like a real unicorn. The way they look in real life. Okay, but real-life unicorns have rainbow blood.	R
19	Introducing the Samsung Galaxy S4. The next big thing is here. Big thing is here. This is the Samsung Galaxy S6 edge. It comes with built in wireless charging capabilities. The iPhone 6.	R	30	You Got that new game trailer? Yeah. Hold still. Hey, what about like glitter for the maid? Really like how the horns decayed but still lethal? Oh, uh, by the way, guys, we're launching in 4 weeks.	D
20	Yeah, no, not so much. Check it out. The S6 takes wider selfies than fit everybody. The iPhone 6 just cut off. Nana Nana.	R	31	What? 4 weeks, people. No one's gonna sleep this month. I know a guy who can get us those Swedish energy drinks. The ones from Sweden? Oleg, it's Dave. It's go time. Oh, boy.	D
21	When you do the math, it's clear. 6 is greater than 6. The Galaxy S6 Edge. Now it's sprints. Get the Samsung Galaxy S6 edge for 0 down and just 5 dollars a month.	R	32	The next big thing for business is here. The Galaxy S III in Note II with safe technology. Thank you for watching!	R
22	All right guys, Unicorn Apocalypse promises to be the biggest mobile game we've ever launched.	R			
23	We'd also like to announce a new smartphone policy. To make things simple you can now use any phone you want at work.	E			
24	So you're finally going to retire that thing? It's cute. You're not	D			

The second video shows us thirty-two sentences as the main data for the researcher in analyzing the speech acts, specifically those

included in illocutionary acts. From those thirty-two data, the broken-down identification is as written in the table below:

**Table 5**  
Numbers of speech act types found in the second video

No	Illocutionary Speech Acts	Frq
1	Directive speech act	13
2	Representative/assertive speech act	14
3	Expressive speech act	5
Total data		32

In contrast to the first video, the second one displays various outcomes. The most common speech type used in the first video is directive illocutionary speech. With fourteen data points, the most common kind used in this video is the aggressive or representative act. It is followed by a directive illocutionary act. This video does not use any compliant acts. Every piece of information that is included in the illocutionary speaking act is identified in this video. In this video, expressive speech behaviors are recognized using just five data points. In this second video, compliant acts are not demonstrated. It appears that the commercial does not use the commissive feature to inform the public about the goods. Instead, they highlight the representative speech acts.

One example of the directive speech act is when a sentence said, "I'm taking a picture of these ribs with my new GS4. How do you smell?" When saying this as the representative of directive speech act, the speaker would like to highlight the feature of GS4's camera that brings realistic look. Though indirectly, this persuades the communicant about the realistic look the camera produced.

An example of representative speech act can be seen from the utterance, "Yeah, it recommends shows, too. Oh, yeah. I'm gonna like this. Do it again. 2, 000 times! Aah! Heh-heh." This was said as the speaker wanted to take the picture again and again because it was the fact

that the feature brought by the product brought satisfaction.

The employment of expressive speech act can be seen from the utterance, "I smell the ribs. Come on, you don't be a one-on-one! Do it! Do it! Do it! Aah!" as the response of the utterance representing directive speech act as mentioned before. This utterance expresses some "greeting" or agreeing, or positive response to the previous utterance.

The expressive speech acts employed in this video is further discussed in the table below:

**Table 6.** Purposes of expressive speech acts in the second video

N	Expressive	Purpose	Explanation
1	This is awesome. Yeah. Samsung.	Boasting	This is categorized boasting from the word "awesome". This advertisement wanted to show the quality of the product. The word, "Yeah, Samsung," was used to emphasize how the user of the product was satisfied.
2	I'm leaving the fickle love I wanna kiss you every minute, every hour, every day.	Boasting	This line is categorized boasting, though it was exaggerated, showing that the user loved the product very much that

N	Expressive	Purpose	Explanation
	I'll leave the fake cold love just to stay with the fun. I love you, too!		the user was very happy and satisfied with the quality of the product. This line showed how the user likes the Samsung product and that they love it.
3	Hey, guys! Check this out! Hey! Hey! Hey! Hey! Hey! Hey! Hey! Hey, guys! Check this out!	Greeting	This line is categorized greeting, showing the excitement of the utterer who wanted to show the feature or the quality of the phone. The advertisement wanted to show the vibes of excitement to the audience.
4	I smell the ribs. Come on, you don't be a one-on-one! Do it! Do it! Do it! Do it! Aah!	Greeting	Like the previous line, this line showed the excitement of the utterer, that is like the excitement of greeting something. Samsung used this expression to show to the

  

N	Expressive	Purpose	Explanation
			audience the representative of excitement of the customers in welcoming the product.
5	We'd also like to announce a new smartphone policy. To make things simple you can now use any phone you want at work.	Greeting	This line is categorized greeting as the utterer wanted to introduce, or greet, the product of Samsung. However, this part emphasized the policy. The advertisement did not mention explicitly about the policy, but this greeting purpose wanted to affect the customers to be aware about the new policy.

  

No	Utterance	Typ
1	I gotta plug in. You coming? Actually, I'm okay.	D
2	Are you changing your battery? Yep. Is that the new Samsung?	D

**Table 7.** Speech act classification from the third video

No	Utterance	Typ	No	Utterance	Typ
	Yep. Have a good 1, man. Don't be a wall hugger.			waiting. I must be happy. 1 second.	
3	Sorry. Get ultra power saving mode and interchangeable battery on the Samsung Galaxy S5.	E	13	Hey. It's everything you've been waiting for. 5.1 inches of full HD on the Samsung Galaxy S5. The Samsung Galaxy S4 was about to revolutionize the handset market.	R
4	The next big thing is here. Ooh, check out the edge of the Samsung Galaxy S6 Edge. It displays colors when your top 5 contacts call.	R	14	A phone so highly specced that it would reinvent how we communicate. It was the next big thing in smartphone technology. The only problem was coming from us.	R
5	The edge of the iPhone 6 displays nothing. But it has a vibrate function. The GS6 Edge also displays text, news, sports, stocks, weather, Twitter, email. It's a lot. While the edge of this guy has some buttons.	R	15	That kind of sounded like bullsh**.	E
6	When you do the math, it's clear. 6 is greater than 6. The Galaxy S6 Edge. Not all smartphones are created equal.	R	16	We decided the best way to launch the Galaxy S4 was to get our fans to launch it for us. So we saved them from lining up outside a store and got them to line up online.	R
7	London store has just opened. This is the first unboxing video. Aw, that looks like last year's phone.	R	17	Fans joined the smartphone line through Facebook and Twitter. Every day for the 2 weeks leading up to the launch we gave them features of the S4 to promote through their social media network. The more their friends liked, reposted, retweeted, commented and shared these features, the further up the line they moved.	R
8	What's up? Music charger. Alright, a destination. Turn by turn navigation? It is. That is awesome.	D	18	To get the first S4 in the country, all they had to do was get to the front of the line. The smartphone line was broadcast live to a massive electronic billboard, turning the virtual queue into a real-world line.	R
9	How much did you pay for that app? Ah, it didn't. Galaxy S2 just has it. It just comes with it? Oh, we just got Samsung.	D	19	The avatars moved and reacted like a normal line would. At night they would go under blankets and into sleeping bags, and when it rained, they put up umbrellas.	R
10	I don't like your roommate very much. Later, guys. Have fun. Voice guidance to get you there.	E	20	What happens is I tell all my friends and family about how great the new Samsung phone is and	R
11	The Galaxy SII from Samsung. Dude. iPhone might be getting a bigger screen. That hasn't happened yet? Whoa. You know that thing you've been waiting on for like 2 years, and how it's supposed to be awesome and how it's gonna blow your mind?	D			
12	Well, it's been here this whole time. But maybe you just like	R			

No	Utterance	Typ	
	every time I do a little speech bubble pops out and people coming down here at ATS Square can actually see what I'm talking about.		An example of directive speech act that can be found in this video is the utterance, "The Galaxy SII from Samsung. Dude. iPhone might be getting a bigger screen. That hasn't happened yet? Whoa. You know that thing you've been waiting on for like 2 years, and how it's supposed to be awesome and how it's gonna blow your mind?" This utterance gave some insight about the improvement of this gadget, the screen size. With this sentence, the speaker also said about iPhone that its development was not as promptly as Samsung.
21	The more I share it, the closer I go up to the front of the line. As a result, 12, 000 people queued for 2 weeks. They spread 85, 000 stories to over 3 million people, which had an organic reach of over 15 million people.	R	Then we could see the utterance, "Fans joined the smartphone line through Facebook and Twitter. Every day for the 2 weeks leading up to the launch we gave them features of the S4 to promote through their social media network. The more their friends liked, reposted, retweeted, commented and shared these features, the further up the line they moved," as the example of the employment of representative speech act. With this sentence, the speaker wanted to share the information of how the digital promotion of Samsung through social media works.
22	Since the Galaxy S4 launched, market share of the premium smartphone market has grown by 12%. Instead of leaving our biggest fans waiting outside a store for days, we turned them into our media channel and proved that the Galaxy S4 really is the next big thing.	R	The example of expressive speech act realization can be seen from the utterance, "I don't like your roommate very much. Later, guys. Have fun. Voice guidance to get you there." With this sentence, the speaker wanted to express dislike or negative feeling towards someone.

The third video shows us twenty-two sentences as the main data for the researcher in analyzing the speech acts, specifically those included in illocutionary acts. From those twenty-two data, the broken-down identification is as written below:

**Table 8.** Numbers of speech act types found in the third video

No	Illocutionary Speech Acts	Frq
1	Directive speech act	5
2	Representative/assertive speech act	14
3	Expressive speech act	3
Total data		22

The type employed most in the third video is like the second video, namely representative or assertive illocutionary speech. While commissive speech act, like the previous video, is not shown in this video. Expressive illocutionary speech is represented with three data in this video.

Further explanation about the realization of expressive speech act as the focus of this study can be seen from the table below:

**Table 9.** Purposes of expressive speech acts in the third video

N	Expressive	Purpose	Explanation
1	Sorry.	Get Apologizing	This line, though categorized as apologizing, was not purposed as the apologizing expression to make the

N	Expressive	Purpose	Explanation	<b>Table 10.</b> Speech act classification from the fourth video		
			hearer forgive the speaker. This was like the starter to mention the good quality of the product.	No	Utterance	Typ
				1	I hold it down like a Snapchat Go over your head like a snapback Uploaded a pic, double tap that and your flow so old, grandad.	R
2	I don't like your roommate very much. Later, guys. Have fun. Voice guidance to get you there.	Criticizing	This line is categorized as criticizing from the word, "I don't like your roommate very much," to show the expression of dislike from the speaker towards the specific someone referred directly in the utterance.	2	It's just banter I'm way too much like a black cap.	R
				3	Why you slapchatting in the club for? Just dance man Like yo fam a lamb, yo fam, yo fam a lamb.	D
				4	And no gal better than. I ain't got time to be ticked off. But I got a new wristwatch. Dun dun dun dun. Bang, dun, dun, dun. Bang, dun, dun, dun, dun, dun, dun. Ding, ding.	R
				5	The I swear the kids a genius when it comes to deleting my stuff. I can't find that chart. Doesn't that have different logins for the kids?	D
				6	No. Your Samsung can do that? Yeah. Wow. Well, mine can do Pony Princess hair salon.	D
3	That kind of sounded like bullsh**	Criticizing	This line criticized the previous speaker's statement, and this line showed that the speaker did not agree or did not approve what the previous speaker said.	7	I hear there's amazing hairstyles in that. The next big thing is here. Do more on the new Galaxy Pro tablet with multi-user mode.	R
				8	Do you want to know what else it comes with? An audio jack.	D
				9	I'm just saying. If All this means you've decided it's time to take a step up to the Note 7.	R
				10	She's looking through the wrong end. She's looking through the wrong end.	R
				11	She's looking through the wrong end of the telescope.	R
				12	Raindrops and roses and whiskers on kittens bright, kappacattles and warm woolen mittens. Brown paper packages tied up with stringless.	R
				13	These are a few of my favourite things I simply remember. My	R

No	Utterance	Typ	No	Utterance	Typ												
	favorite thing Alright guys, Unicorn Apocalypse promises to be the biggest mobile game we've ever launched.		24	I know a guy who can get us those Swedish energy drinks. The ones from Sweden? Oleg, it's Dave.	R												
14	We'd also like to announce a new smartphone policy. To make things simple, you can now use any phone you want at work. So you finally gonna retire that thing? It's cute. You're not even working and watching basketball.	D	25	It's go time. Oh, boy. The next big thing for business is here. The Galaxy S III in Note II, with safe technology. Thanks for watching!	R												
15	Actually I'm closing deals with clients and watching the game. Modern business my friend. This is business.	R	<p>The fourth video shows us twenty-five sentences as the main data for the researcher in analyzing the speech acts, specifically those included in illocutionary acts. From those twenty-five data, the broken-down identification is as written below:</p>														
16	What the jacket? Do you have the partners note twos ready? Yep here you go All set up.	D	<p><b>Table 11.</b>Numbers of speech act types found in the fourth video</p> <table border="1"> <thead> <tr> <th>No</th> <th>Illocutionary Speech Acts</th> <th>Frq</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Directive speech act</td> <td>12</td> </tr> <tr> <td>2</td> <td>Representative/assertive speech act</td> <td>13</td> </tr> <tr> <td colspan="2">Total data</td> <td>25</td> </tr> </tbody> </table>			No	Illocutionary Speech Acts	Frq	1	Directive speech act	12	2	Representative/assertive speech act	13	Total data		25
No	Illocutionary Speech Acts	Frq															
1	Directive speech act	12															
2	Representative/assertive speech act	13															
Total data		25															
17	All right. Are you sure these are secure enough? These have on-device AES 256-bit encryption, plus support for the piano and the audio.	D	<p>The fourth video only shows two illocutionary speech, they are directive illocutionary speech with twelve data, and representative or assertive illocutionary speech with thirteen data. There is no illocutionary speech with types of commissive and assertive speech act. This advertisement emphasizes the two functions of illocutionary speech.</p>														
18	Now we need to decide, did the unicorn start the apocalypse or are they trying to prevent it?	D	<p>An example of directive speech act we can find in the video is the utterance, "No. Your Samsung can do that? Yeah. Wow. Well, mine can do Pony Princess hair salon." Analyzing the purpose, this employment of directive speech act was meant to give the hearer information as well as persuade the hearer to choose some gadget brand for a unique feature. Besides, the question starting this utterance led the hearer to compare a brand to another.</p>														
19	What about you? Are you going to consolidate your phone?	D	<p>The next example is for the category of representative speech act. An example that we can see from the table is the utterance, "Actually I'm closing deals with clients and watching the</p>														
20	Oh, no. I have a system. This 1 is for work, this 1 is for home. Great, but with a GS3 you can. Allie, respect my system.	R															
21	Me? Yeah, I wanted it to look like a real unicorn. The way they look in real life.	D															
22	Okay, but real life unicorns have rainbow blood. Got that new game trailer? Yeah. Hold still. Hey, what about like glitter for the maid? Really like how the horns decayed but still lethal?	D															
23	Oh, by the way, guys, we're launching in 4 weeks. What? 4 weeks, people. No one's going to sleep this month.	D															



game. Modern business my friend. This is business.” In this sentence, the purpose of representative speech act tends to assert or assure the hearer about the fact that something had to be the speaker’s business.

Because this video does not have any utterance categorized as expressive illocutionary act, this video does not include the description of the purpose and explanation of the expressive illocutionary act employed within the video.

**Table 12.** Speech act classification from the fifth video

No	Utterance	Type
1	Does the tank come with a fast charger? No. I hear the Galaxy S9 comes with a fast charger.	D
2	Yeah, but you could just buy a USB-C to lightning cable and then also get the fast-charging adapter. Oh.	R
3	Should do the job. Have a great day. Alright, let's eat this up! It's really slow. You can turn off the performance management feature, but it may lead to unexpected shutdowns.	R
4	Battery throttling. Or you can just upgrade it. But I mean, the camera's great, man. Better than the Galaxy S9?	D
5	Ooh, you've been reading DxOMark scores, haven't you? Why? Is the Galaxy S9 rated higher? Technically, according to those scores.	D
6	Do you believe in the scores? I believe in this. Are you pointing to your heart or to the low? Yeah.	D
7	Name's Pat. Oh, hi, Pat. Um, this is embarrassing. I can't find the micro-SD slot. Yeah, that's because it doesn't have one.	R
8	Mm-hmm. Galaxy S9 has one. So, how do I get more storage? Cloud. Oh, yeah. I don't want my	R

No	Utterance	Type
	stuff up there. I don't want it on the phone.	
9	Forget this guy. Buy this guy. Oh. It's just \$140 more. So are we doing this? Can I still use these headphones with the tent? Yeah, but you'll need an adapter, or as most people like to call it, a dongle.	D
10	A what?	-
11	A dongle. A dongle? Yeah, dongle. It comes in the box. But what if I just need to charge at the same time? Then you're gonna need another type of dongle. Like a double dongle? Yeah, double dongle, I guess. That sounds explicit. Rosie? Hey, okay so the X doesn't have the fastest download speeds.	D
12	Well no, but it is faster than the iPhone 8. But the download speeds aren't faster than the Galaxy S9.	R
13	Mm. But I thought it was the smartphone of the future. Look, um... The Notch. The Notch, right. Doesn't The Notch cover up some of the screen if you watch a movie? Uh, not in the default view.	R
14	Yeah. But what if you want to fill the screen? Oh, you just... Voila. There you go. It does still cover up some of the movie. Yeah. Not... Not a lot, though. Yeah, a little bit, though. Significant enough portion. I mean, it takes time. You get used to it.	D
15	Oh, what's going on over there? Oh, no. They come here all the time. Hold me close till I get up. Time is barely out of sight I don't wanna waste what's left. The storms we chase are leading us	D

No	Utterance	Type
	and love is all we'll ever trust, yeah.	
16	No, I don't wanna waste what's left and I wanna know we'll go through the wastelands, through the highways, through my shadow, through the sun rays and on and on.	R
17	We'll go Through the wastelands, through the highways and on and on we'll go.	R

The fifth video shows us seventeen sentences as the main data for the researcher in analyzing the illocutionary speech act. From those seventeen data, the broken-down identification is as written below:

**Table 13.** Numbers of speech act types in the fifth video

No	Illocutionary Speech Acts	Frq
1	Directive speech act	8
2	Representative/assertive speech act	8
3	Unidentified/not included in illocutionary speech act	1
Total data		17

Like the fourth video, this video only employs two types of illocutionary speech: directive illocutionary speech and representative illocutionary speech, with eight data for each type. While for commissive and expressive illocutionary speech acts are absent in this video. One data is known unidentified as the use of illocutionary speech act.

Directive speech act realization can be seen from an example, "Forget this guy. Buy this guy. Oh. It's just \$140 more. So are we doing this? Can I still use these headphones with the tent? Yeah, but you'll need an adapter, or as most people like to call it, a dongle." This utterance was purposed to persuade the hearer to buy some product. This sentence included some points such as price and feature to support the suggestion.

While the employment of the representative speech act can be seen from the utterance, "Name's Pat. Oh, hi, Pat. Um, this is embarrassing. I can't find the micro SD slot. Yeah, that's because it doesn't have one." In the video, the utterance occurred as a user checked on her mobile phone and found there was something missing (related to the feature she actually needed). Then she wondered why there was no slot on her device, and the man said that it was because the device was not completed with that.

After analyzing the first to the fifth video, we could find that there were fourteen data of expressive speech act employed in the five videos. Every speech act is categorized according to the purpose or type of message conveyed in the utterance, and speech intended to convey, explain, or educate about the speaker's psychological condition or direction toward a declaration of the desired condition is known as expressive illocutionary speech (Widodo & Sari, 2023). This study focused on the employment of expressive illocutionary speech acts in comparative advertisement of Samsung vs Apple.

Further, Widodo and Sari (2023) gave explanation related to expressive speech act in relation to EFL context. For example, a native Indonesian hearer might easily misunderstand the statement said by a native English speaker, "I couldn't agree more." Then this is misunderstood by some meaning that the hearer did not agree with the idea, even more so than others' ideas.

Given that English is a foreign language to Indonesian pupils, the teacher or instructor should consider several factors when teaching the speech act in the classroom, as demonstrated by the example above. The classroom environment contains the previously described barrier. Giving advice is one instance of how teaching linguistic expression might be misunderstood as something rude. Giving advice could easily be interpreted as a critical gesture by someone.

In social life, expressive speech acts are also used in multiple expressions of social media posts. In Tauchid and Rukmini (2016), for example, it was found that Wayne Rooney employed boasting expressions categorized in expressive speech acts, in his social media posts.

Other functions employed by the account were congratulating, thanking, and complimenting.

In line with this, Widayanti and Kustinah (2018) previously explored the use of speech acts in the movie *Frozen*. The example that they took for expressive speech act was when one character was shocked about the magical power. In the current study, the line said, “Mm-hmm. Galaxy S9 has one. So, how do I get more storage? Cloud. Oh, yeah. I don't want my stuff up there. I don't want it on the phone,” was the same, but in positive sense, towards the product power.

The utterance of amazement in expressive speech act can also be seen from Tutuarima et al. (2018) when analyzing a movie *London Has Fallen*, from the utterance, “What a pleasure this is, handsome men visiting me on such a lovely evening.” While Tutuarima et al. explored expression of amazement towards someone, this current study explores the expressive speech act towards some product.

Taking comparative advertisements of Samsung, in which mocking to its competitor is performed, this study's novelty can be the new insight as the addition from the previous similar research analyzing written advertisement. While Simon & Devica-Cartis (2015) said that expressive speech act can be in form of surprised feeling for unusual conditions of a product, and Sukarini (2022) who emphasized the use of punctuation, this study represents the form of the video that the people can also refer to the expression of the actor, how an utterance was said, and the situation of the conversation.

## CONCLUSION

As language develops, so does communication and advertisement. In advertising some products, the brand not only offers some advance or benefits of their products, but also perform some speech acts that make the consumer think the product is better than the others, especially compared to its competitors. Expressive illocutionary speech acts, as important part of advertisements, play important role in conveying the messages and the information to the audience, which in this case,

we can say consumers. Expressive illocutionary speech acts are not always performed in advertisements, like which the researcher discusses. Nevertheless, the message behind every advertisement is similar, to persuade the consumers to buy their products. In comparative advertisements as brought in this study, the advertisements are also meant to highlight comparison between one brand's product to another (mostly its competitors) and ensure the customers that the brand offers better features.

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