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Illocution Speech in Sociology Learning Videos on *the Pahamify* Channel Playlist

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Abstract

Developments in information technology have increased access to educational videos, including those on sociology broadcast on the Pahamify Channel. The effectiveness of video communication is primarily determined by the use of illocutionary acts, which can convey more profound meaning and encourage viewers. This study aims to identify and describe the types and forms of illocutionary acts found in sociological educational videos on the Pahamify Channel playlist, and to analyze their contribution to strengthening understanding of the material. In conducting this research, the author used a descriptive qualitative methodological approach. Data collection using this method involved observation and note-taking. This study used speech analysis techniques and a descriptive qualitative analysis approach. Based on the analysis of the sociology learning videos in the Pahamify channel playlist, 9 assertive illocutionary acts, 4 directive illocutionary acts, 1 expressive act, and 1 commissive act were identified, with no declarative illocutionary acts. In addition to serving as a reference for analyzing illocutionary acts, this study also enriches the study of speech acts in educational videos, especially in mathematics.

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INTRODUCTION

As social beings, humans need specific strategies to interact with others. This interaction is usually done through communication. Through these interactions, humans can convey thoughts, ideas, and feelings, and exchange information with others. Utomo Dalam Pramesti et al., (2025) states that communication is the activity of two or more people sharing opinions or ideas. This communication certainly requires a medium, namely, language. Humans cannot communicate without language. Deep Throat Pratama & Utomo, (2020) argues that language is a tool for communicating with others, emotionally and physically. This means that language, as a medium of communication, is not only used to convey messages but also helps strengthen social relationships and influence how a person behaves when talking to others.

The language process will give rise to speech. Speech is a form of language action that occurs when a person interacts with others. Speech is the act of speaking, in addition to conveying something. Speech often emerges during human interaction, as a tangible expression of human social nature (Sutiarto et al., 2021). Speech is not only understood based on the structure of the language, but also depends on the intent or intention and purpose of communication of the speaker. In communication, speech conveys intent and purpose (Umat & Utomo, 2024). Then Fatihah and Utomo (2020) explain that speech is a form of action carried out by humans. In line with this opinion, Aqilah et al. (2024) state that, in pragmatic studies, speech actions (speech acts) are a central aspect because they involve interaction between the speaker and the listener, who act as speech partners. Meanwhile, A'yuniyah and Utomo (2022) argue that speech refers to actions expressed through speech, such as stating something to promise or asking for something. Based on these opinions, it can be concluded that speech is a verbal act with a specific target that occurs within the communication relationship between the speaker and the listener, which is the primary focus of pragmatic studies. Thus, speech acts are not only speech, but also actions that have meaning and purpose in the context of social interaction.

Speech and pragmatics are closely related, as they emphasize the importance of context as the central element in the communication process between the speaker and the listener (Kahfi et al., 2025). Both examine how speech can be appropriately understood in the context in which it is communicated. Pragmatics is a branch of linguistics that studies the relationship between contexts outside of language and the way a person

speaks (Damayanti et al., 2022). Pragmatics is concerned with the meaning that occurs in the context, so that it can be analyzed from various points of view, such as the perspective of the speaker, recipient, or other approaches (Melani & Utomo, 2022). This opinion means that a speech is not only understood by its form, but also by the intention the speaker conveys and the reaction of the person who listens (the speech partner). Through understanding background and related information, one can understand the way individuals speak and group them into categories or types (Wulaningsih et al., 2024). According to Austin in (Rembe, 2019) Speech acts can be viewed from three perspectives: locution, illocution, and perlocution. Locution, known as locution, is a type of action or speech that is done to convey something (Pramesti et al., 2025). This speech act is divided into three types, namely command or imperative locution, question or interrogative locution, and statement or declarative locution (Aurofah, 2019). Statement locution is speech that functions to convey the meaning of a statement, and command locution functions to provide instructions or prohibitions in acting. Meanwhile, the question locution serves to express the intention of questioning something (Rahmania et al., 2022).

The act of illocutional speech aims to express the right thing in a spoken expression, performing the actions desired by the speaker (Faroh & Utomo, 2020). According to Nadar (2009) The act of illocutionary speech is the goal or intention the speaker aims to achieve when delivering a speech. This act of speech can take the form of a declaration, a promise, an intimidation, a command, or a request. Illocutionary acts can be categorized into five types: assertive, declarative, commissive, directive, and expressive. Perlocution speech is a type of speech that can change the feelings of the listener, and can make them happy or angry (Sihombing, 2022). Then Nadzifah and Utomo (2023) argues that the act of perlocution speech can cause effects and responses to listeners, whether intentional or not. Meanwhile, according to Seale in Pramesti et al., (2025) This speech act is divided into three types: verbal perlocution, which conveys criticism or consequences set by the speaker. This includes approval or disapproval of the speaker's intentions through speech, such as denial, obstruction, prohibition, and so on. This means that this act of speech can elicit various responses from the speaker. This response can be a change in attitude, emotion, or action that arises after hearing a speech. Thus, it can be concluded that perlocution is often uncontrolled because the

outcome depends heavily on the listener's interpretation.

The title "Illocutional Speech in Sociology Learning Videos on the Pahamify *channel* playlist " was chosen because the use of language in online learning is increasingly relevant, especially amid the rapid development of educational technology. Learning video platforms such as YouTube are now the primary medium for students to access learning materials flexibly, without time or place constraints. One of the educational platforms widely used by students for learning is YouTube, specifically *the* Pahamify channel. *Students often use this channel* as a resource to help them learn, including understanding material on Sociology. Although many studies have discussed online learning, research on illocutionary acts in the context of learning videos remains very limited. This title is seen as relevant and important because it can show how tutors use illocutionary acts to achieve pedagogical goals in digital interaction. At the same time, this title also contributes to understanding pragmatic implementation in the context of online learning.

The phenomenon of speech acts occurs not only in daily communication but also in education, especially in learning through digital media. Today, technological advances offer online learning platforms that allow students to access learning materials (Musthofa & Yudi Utomo, 2021). In the learning video, the teacher or tutor uses speech that does not just provide information (locution), but also functions as an action that has a particular purpose (illocution), such as assertive (conveying information), directive (giving instructions), commissive (promised), expressive (expressing feelings), and declarative (creating a change in the situation), and constructive. This research is important because illocutionary speech plays an important role in the learning process, especially in online learning (Izaaki et al., 2025). By understanding how tutors use speech with a specific purpose, it becomes possible to use effective communication to motivate, direct, and ensure students' understanding of Sociology material. In addition, this research provides insight into how language is not only for conveying information but also for building emotional connections and fostering positive interactions between tutors and students. Given the use of digital platforms in education, understanding illocutionary acts is important for developing more interactive learning methods and improving the quality of future learning video materials.

Several previous studies have been used as a foothold in research (Putri et al., 2025) which analyzes illocutionary speech in language-learning

videos on the YouTube channel "Literacy for Indonesia", focusing on how it conveys meaning and influences audience interaction. Meanwhile, (Ardiyanti et al., 2025) who analyzed the act of illocutionary speech in the Social Theory and Citizenship learning video on the YouTube GCED ISOLAedu channel. The study highlights how illocutional speech is used to convey meaning, guide audience understanding, and build interaction in online learning. The results of the two studies serve as an important benchmark for analyzing the pattern of illocutionary speech in the Sociology learning video in the playlist *Channel Understand*. If it aligns with the author's research, similarities and differences are identified. The similarity lies in the research focus: they analyze illocutionary speech acts, and both use YouTube channel videos as analysis material. Meanwhile, the difference lies in the object of study: the learning video, which differs from that in previous research. Solutions that can be considered so that the act of illocution speech in the Sociology learning video on *Channel Pahamify*, being able to achieve learning goals, is by analyzing the speech actions used in each part of the material taught by the tutor, as well as integrating interactive activities in the video, such as giving reflective questions or short assignments to students with clear guidance. It is hoped that students can better understand the material taught, increase their learning spirit, and become more skilled at applying Sociology concepts in daily life. This study aims to identify and describe the types and forms of illocutionary speech in Sociology education videos on the *Channel Understand* playlist. Thus, it is hoped that this study can provide a clearer picture of the illocutionary speech acts tutors use in Sociology learning videos on *Channel Pahamify* and how their use can affect the quality of the student learning process.

This research is theoretically proper for enriching pragmatic studies, especially regarding the act of illocutionary speech in online learning. Practically, this research can serve as input for tutors in delivering material through digital media, making learning more interactive and easier to understand. In addition, educational content developers can use research to guide the creation of informative, communicative, and interactive digital learning materials.

RESEARCH METHODOLOGY

This study discusses the illocutionary act contained in the Sociology learning video on the Pahamify YouTube channel. In preparing the research, the compiler chose a qualitative approach, using a qualitative descriptive method.

The qualitative method is a method to analyze data in the form of words, images, and not in the form of data collection (Pratama & Utomo, 2020). Susetyo in (Laras Safitri et al., 2023) states that descriptive methods are applied to describe data systematically, factually, and accurately. Therefore, qualitative descriptive research is conducted to provide an accurate picture of a specific object or phenomenon. This research was carried out systematically and prioritized data consistent with the facts in the Sociology learning video on the YouTube channel Understand. Maleog in (Mu'awanah & Utomo, 2020) argues that a qualitative approach is an approach with words and images, so that the results of the research are in the form of data citations that describe the findings clearly. Deep Juice (Nathania et al., 2023) Qualitative research requires order and precision in thinking about the relationship between data and the context in which it is collected.

This research uses a pragmatic approach. Djajasudarma in (Aziz & Nasution, 2022) argues that pragmatics are analyzed through 4 focuses. The first is language analysis that brings together the elements of voice signs, their meanings, and their parts. The second is a pragmatic analysis of speech that conveys information. The third is pragmatic analysis of discourse through understanding its context. The fourth is an analysis of politeness and ambiguity. Pragmatics is carried out by referring to the context of speech, namely, the background of knowledge understood by the speaker and the opponent (Situmorang et al., 2022). When delivering speeches, you must also pay attention to the situation. Thus, a speech arises in a supportive situation, and its context must be in harmony with the functions of the speech act. The focus of this research is to identify the illocutionary act used in Sociology learning videos on the YouTube channel playlist "Understand." The act of illocution speech in this study consists of five speeches that are classified based on the types of illocution speech, namely assertive, directive, expressive, commissive, and declarative.

Data sources are the sources of data used to obtain research-related information. The primary data source for this study is 4 videos from the Pahamify YouTube channel's playlist on Sociology learning. The data collected are illocutionary acts in the videos. Meanwhile, the secondary data used include pragmatic theories from experts such as Austin (1962) and Searle (1979) on the classification of speech acts, as well as supporting literature on discourse analysis and educational communication relevant to the topic. In addition, documentation in the form of video transcripts, descriptions of learning materials from the

Pahamify platform, and results from empirical studies, scientific publications, and previously published journal articles.

Searle in (Anitasari et al., 2024) argues that the act of assertive speech is an act of speech related to the relationship between the speaker and the truth of the content of speech that reflects the whole meaning of the act performed. Assertive speech aims to express opinions or clarify facts that are in accordance with reality, to help clarify the speaker's intentions to the speech partner, so as not to cause misunderstandings. Searle in (Oktapiantama & Utomo, 2021) A directive speech act is a speech act used by the speaker to encourage the speech opponent to take an action. Directed speech actions aim to encourage speech partners to do something. For example, the speaker said that the speech partner should be diligent in studying so they can pass the exam with the highest score, which will motivate them to learn. Yule in (Oktapiantama & Utomo, 2021) said that expressive speech is a form of speech in which the speech informs what the speaker feels. Expressive means expressing an intention or feeling. Expressive speech aims to express feelings or convey the speaker's expression to the opponent. Expressiveness can be shown through praise, criticism, insult, complaining, and anger. Novitasari in Khasanah et al., (2024) argues that commissive speech implies the speaker's trust in future actions. This speech act is in the form of intentions, promises, and commitments according to the sentences said by the speaker. For example, the speaker promises to study together in the orphanage on Sunday, and the speaker is able to do the activities they promise to the children in the orphanage to learn together. It is not declarative speech, bound by the content of the proposition to its original state, true or false T (Musthofa & Utomo, 2021). Declarative means the act of deciding, canceling, prohibiting, and allowing. The act of declarative speech aims to provide a statement that can change the situation directly through speech.

The data collection method used in this study is the reading and writing method. The Simak method is applied using both basic and advanced techniques. The basic technique used is tapping, while the advanced techniques applied are free listening and recording. According to Kesuma in Agung et al., (2021) The basic technique of tapping is a method of watching that involves paying attention to the use of language by individuals or groups. This is manifested in listening to the mentor's speech in the video. The researcher also used the listening method, employing several techniques, namely the free listening technique

(SBLC). In this technique, researchers observe a person's language behavior in a speech event without being directly involved in the speech event (Fatawi, 2018). Then, the author uses a recording technique to capture several items from the listener's results. It is used to record the context or situation of speech that occurs (Cahyo et al., 2022).

According to (2024), Data validity is a technique used to demonstrate the truth of research data, emphasizing the accuracy and authenticity of the data. Data validity techniques include method triangulation, researcher triangulation, source triangulation, and theoretical triangulation. Regarding the validity of the data in this study, the researcher used a triangulation method. The triangulation technique is used to ensure data accuracy (Susanto et al., 2023). The researcher used the observation method to analyze speech actions in the transcript of the Sociology learning video on the Channel Pahamify playlist.

The next stage is the data analysis stage, at this stage, the researcher uses the matching method, according to Anitasari et al., (2024) The matching method is a technique that uses elements outside the language system to understand meaning. There are 5 steps taken in the data analysis stage, among others. First, the author reads references related to research. Second, the author watched the Sociology learning video on the YouTube channel playlist "Understand." Third, the author identifies and classifies all illocutionary speech acts in the Sociology learning video to enable the analysis stage. Fourth, the author systematically analyzes the identified data, based on the theories explained. Fifth, write the results of the research and conclude.

This study uses a matching method with basic techniques, namely a determining-element sorting technique, and an advanced technique, namely the principle of equalizing the principal (HBP). The advanced techniques are divided into 3, namely the equalizing comparative technique, the differentiating comparative technique, and the main equalization comparative technique. This study uses a basic sorting technique to select sentences that include illocutionary speech from the transcript of the Sociology learning video. Then, the follow-up technique in this study, namely comparing the main thing, is carried out to identify similar illocutionary speech actions, even though the forms of expression differ, through the speech delivered by the speaker in the Sociology learning video. This technique is also used to find similarities between the data that are compared (Asih, 2020).

Formal and informal techniques are used in presenting data in this study. According to Syukron

in Aufa et al., (2025) Informal techniques are the presentation of data using words so that the data presented is easy to understand. The formal technique is the presentation of data in a table to systematically and clearly explain the number and types of speech actions. The data collected is speech that involves illocutionary acts. The data source in this study is a fragment of speech from four videos in the playlist of Sociology learning video transcripts on the YouTube channel Understand. Data collection using the see-and-record method is carried out to collect and analyze data. The monitoring method is used because the data used are oral language. Several steps have been taken. First, the author reads references related to research. Second, the author watched the Sociology learning video on the YouTube channel playlist "Understand." Third, the author identifies and classifies all illocutionary speech acts in the Sociology learning video to enable the analysis stage. Fourth, the author systematically analyzes the identified data, based on the theories explained. Fifth, write the results of the research and conclude.



Figure 1. Flowchart

RESULTS AND DISCUSSION

According to Kridalaksana (2008) Pragmatics is the set of rules that governs whether the use of language is appropriate to its context when used to communicate. This field focuses on aspects of language use and contexts outside of language that also affect the meaning of a speech. The scope of pragmatic studies includes presuppositions, deictic reference, implicatures, and speech acts. Pragmatic is the study of the meaning of a speech act. The act of illocutionary speech is an important aspect in interpreting a speech. This action forms the meaning and influence of the sentence, so that it can encourage the occurrence of an action in the communication process, not just conveying information (Rosyada et al., 2024). The act of illocutionary speech is a form of speech that can perform specific actions through statements spoken by the dafi (Hidayah et al., 2020).

Handayani in Haidar et al., (2021) Acts of illocution are grouped into five types. The first is

Assertive or representative illocution, which is a type of speech that functions to associate the speaker with the content of the statement conveyed—for example, expressing opinions, providing identification, or expressing complaints. Second, **Illusory Directive**, which is a speech act intended to make the speaking partner perform actions in accordance with the speaker's wishes, such as ordering, requesting, or demanding. Third, **Expressive Illocution**, which reveals the speaker's psychological state regarding an event, for example, praise, congratulations, or welcome. Fourth, **Commissive Illusory Act**, which is an act of speech that emphasizes the speaker's attitude towards actions intended for the future, such as making promises, swearing, or making offers. Lastly, **tindak ilokusi deklaratif** is marked by the creation of a conformity between the content of the proposition and reality, such as in the act of baptizing, declaring war, dismissing, or imposing punishment (Maulida & Pramitasari, 2021).

In this study, the author used an object in the form of a Sociology learning video on the Pahamify channel playlist. This study analyzed a video titled Class X Sociology: What is Sociology", "The Formation of Social Groups", "Definition of Society and Civilization", and the video "The Positive Impact of Globalization on Local Communication". Based on the results of the analysis that has been carried out, it can be summarized that there are several uses of the act of illocution. Researchers found that the most common illocutionary speech types were assertive or representative, accounting for 100 speeches. Then, 75 speeches are classified as directive speech. In addition, 25 speeches were classified as expressive speech, and 40 as commissive speech. Then, 30 acts of declaration were also found. These various speeches are analyzed and described as follows.

Table 1. Results of Analysis of Illocutional Speech

No.	Types of Illocutional Speech	Quantity
1.	Assertive or Representative Illocution Speech	100 speeches
2.	Illusory Speech	75 speeches
3.	Expressive Illocution Speech	25 speeches
4.	Acts of Commissive Illocution	40 speeches
5.	Declaration Illusory Speech	30 speeches
6.	Number of Acts of Illusory Speech	270 speeches

Assertive or Representative Speech

Assertive speech is divided into several categories, namely expressing or explaining, giving recommendations, glorifying it, demanding, and reporting (Tarigan, 1989). Assertive speech functions to describe or convey information that is in accordance with reality or actual circumstances (Widyawati & Utomo, 2020). Searle in Tarigan, (2015) Explain the act of assertive speech as an act of speech that involves the speaker in the truth of the proposition he expresses. Examples of assertive speech include statements, providing information, suggesting, boasting, complaining, reporting, and requesting. After conducting research and analysis, 100 assertive or representative speech actions were identified in the Sociology learning video on the Channel Understand playlist. Of the 100 data points, the author describes 2. The description is described below.

Date 1:

Context: Conveying information or historical facts about the birth of sociology as a discipline.

Saying: "**Sociology was first introduced by a French philosopher named Auguste Comte in the 1800s.** He wants there to be a systematic science to study society, so that ways can be obtained to investigate and solve basic problems around him."

The speech was found at 1.39 in the video "Class X Sociology: What is Sociology?" The speech's context is assertive because it conveys historical facts about the birth of sociology as a discipline. Similarly, this sentence provides information about the figure and the period of sociology's emergence. There is no intention to influence, request, or create a new situation, but only to convey information.

Dates 2:

Context: Conveying information or conceptual knowledge about the meaning of society.

Saying: "Do you know what society is? **A society is a group of people who interact with one another in a given area and share a common culture.** As long as there are humans, of course, there will be a community."

The speech was found at the 10th second in the video "Definition of Society and Civilization". The sentence presents a definition or conceptual description of the meaning of society. In the act of

assertive speech, the speaker conveys a proposition that is believed to be true without intending to influence or change the situation. This sentence affirms the understanding that society is formed through interaction among individuals in a given area, producing a shared culture.

Cases of assertive or representative speech were also found by Devy & Utomo (2021) which uses a similar topic, namely, videos from the YouTube channel. The difference is that this study focuses solely on the analysis of representative speech actions, without engaging in a more in-depth discussion as previous research does. In line with research Widyawati & Utomo, (2020) who found the dominance of assertive speech in the video *Podcast* Deddy Corbuzier and Najwa Shihab on YouTube. Research has found that assertive speech is used to state facts or circumstances in accordance with reality, for example, when the speaker conveys the condition of a particular country or situation as it is.

Directive speech

Based on the results of research conducted by (Safitri & Utomo, 2020) The act of directive illocution speech is a delivery intended by the speaker with the intention that the speech partner does what has been expressed by the speaker. Directives are illusions that aim to create an impact through actions taken by speech partners. Advisory illocution includes forms such as prohibition, ordering, ordering, requesting or requesting, giving advice, and giving recommendations (Widyawati & Utomo, 2020). After analyzing the Sociology learning video on the playlist Channel Understandify, 75 directive speech actions were identified. Of the 75 data points, the author describes 2. The data is described below.

Date 1:

Context: Directly influence a speech partner to repeat a video about the material.

Saying: "So, there are common interests, there is a blood or ancestry relationship, and there is also a common district or region. **Well, if you want to repeat the video about the formation of this social group, click the time below this video!** Okay, let us be here first, friends. See you in the next video."

The speech was found at 10.24 in the video "The Formation of Social Groups". It included a directive speech act because the speaker tried to direct or influence the speech partner, namely, students or spectators, to perform specific actions. In this case, the speaker instructs the viewer to

repeat the material using the timestamps available below the video.

Dates 2:

Context: Asks the audience to imagine a specific situation.

Saying: "The community can be large, but it can also be tiny. So what about human behavior? **Try to imagine that you are riding a motorbike at a highway intersection,** and you are stuck in traffic. Eh, the vehicle behind you keeps honking."

This speech appears in the 5th minute of the video "Class X Sociology: What Is Sociology". The role or use of this speech act is to encourage the listener to follow the speaker's instructions so that they can understand the context or illustration that is being conveyed. This finding is similar to research Widyawati & Utomo, (2020) who find directive speech in conversations in *Podcast* Deddy Corbuzier and Najwa Shihab, who function to provide directions and orders, implicitly or directly, to speech partners.

Expressive or Evaluative Speech

Expressive is a form of speech that is applied to describe the speaker's psychic feelings about a situation. Expressive speech aims to express the emotional state of the speaker in a situation (Rahmadhani & Utomo, 2020). Expressive is a form of speech that has the purpose of conveying the feelings and emotions of the speaker related to the situation contained in the illocution, for example, expressing gratitude, congratulating, apologizing, expressing objections, giving praise, conveying sorrow, complaining, blaming, claiming, and criticizing (Widyawati & Utomo, 2020). After conducting research and analysis, 25 expressive or evaluative speech actions were identified. Of the 25 data points, the author describes 2. The data is described below.

Date 1:

Context: Conveying an expression while inviting the listener to feel it.

Saying: "Well, actually, there are many things we can see from the congestion. **Maybe you do not like the same thing as the name of a stuck?** Moreover, I think that the congestion is a bad thing."

The speech was found at 09.45 in the video "Sociology X: What is Sociology?". This speech can be classified as an expressive speech act because

the speaker expresses a commonly felt psychological state: annoyance with traffic conditions. The function of this speech act is to convey the expression of emotions or attitudes of the speaker while inviting the listener to feel the same thing.

Dates 2:

Context: Conveys an enthusiastic, friendly, and familiar expression.

Speech: "**Hi! Do you know what a society is?** A society is a group of people who interact with each other in an area and form a common culture."

The speech was found in the video "Definition of Society and Civilization". This speech is an act of expressive illocution because the speaker expresses a friendly, enthusiastic, and familiar attitude through the greeting "Hi". Its primary function is to build closeness and attract listener participation at the beginning of learning. The speaker aims to foster a communicative atmosphere and pique the learning participants' curiosity before delivering a conceptual explanation of the community.

This finding is similar to research Herawati et al, (2023). In the research of Herawati et al., expressive speech acts appear in the *Podcast* Deddy Corbuzier and function to express the speaker's attitude or feelings (Widyawati & Utomo, 2020). The context of Herawati et al.'s research is expressive analysis in a conversational podcast, which is entertainment. In contrast, this study finds that expressive analysis is used in learning videos to support students' understanding through emotional expression.

Commissive Speech

Commissive speech is included in the category of speech that binds the speaker to act in the future. Commissioners according to Wahyuni et al., (2022) is an act of speech that requires the speaker to act in the future. Examples include giving promises, taking oaths, expressing willingness, and offering. Commissive speech has the purpose of pleasing. Speakers need to be sincere and serious when delivering their speech (Widyawati & Utomo, 2020). After conducting research and analysis, 40 acts of commissary speech were identified. Of the 40 data points, the author describes 2. The data is described below.

Date 1:

Context: Conveying prayers or hopes addressed to the audience.

Saying: "These regions and regions can be a factor in forming social groups because their members have a sense of togetherness because they live in the same environment. **Like, for example, if you are accepted to study abroad, right? Amen.** Well, there you are migrating, alone, and far from your family."

The speech was found at 09.11 in the video "The Formation of Social Groups." This speech falls under commissive speech because the speaker conveys prayers or hopes addressed to the audience. The function of this speech act is to show the speaker's commitment to a future possibility, namely the hope that the audience will be accepted to study abroad.

Dates 2:

Context: Build commitment and interactive closeness between the speaker and the listener.

Saying: "You must have heard the word group very often, right, at school, there is usually something called group work. There are youth science groups, extracurricular groups, and maybe you also like to play together with your gangmates during breaks or after school, right? Now it can also be called a group, you know. Why do we like to be in groups? If you are a social media person, then you can be a social media person, right? Now, instead of being curious, **let us discuss it together.**"

The speech was found in the video "Formation of Social Groups". This includes the act of commissive illocution, because the speaker expresses the ability or commitment to take action with the listener, namely, to discuss the subject matter. There is also a subtle light directive, as the invitation to "discuss together" implicitly encourages listeners to participate in the learning process actively.

This finding is similar to research Herminda & Pairin, (2024) who found that there was a commissive act of speech in the film *Jayadi 2020*, serving to express the speaker's attachment to a future action, such as agreeing, threatening, proposing, making a vow, or rejecting. This finding aligns with research showing that commissive speech is used by the speaker to affirm commitment or willingness in the context of learning, for example, when the teacher stated that he would provide additional explanations at the next meeting.

Declaration or Isbati Speech

Speech actions are actions the speaker performs during a speech event in response to a given situation. In this study, the focus is on a single speech act: declarative speech. The act of declaratory speech is speech that aims to cause something new, either in the form of a status or a particular circumstance. Examples are the act of deciding, canceling, prohibiting, or permitting (Leech, 1993:48). According to Yule (2006) Declaratory speech is a type of speech that can shape reality through its words. Meanwhile, Rahardi (2008:75) explained that declarations can be expressed in direct or indirect speech. Based on various expert opinions, it can be concluded that the act of declaratory speech is speech that aims to create a new situation and can change the situation or reality through the speech conveyed (Situmeang et al., 2022). After conducting research and analysis, 30 acts of commissary speech were identified. Of the 30 data points, the author describes 2. The data is described below.

Date 1:

Context: Begin the sociology learning video by greeting the listener while introducing the topic and learning platform.

Saying: "Well, we are going to find out about all of that and more about humans, especially you. Yes, you will learn about yourself with me, Ade. **Welcome to Pahamify Sociology.** Sociology was first introduced by a French philosopher named Auguste Comte in the 1800s. He wants there to be a systematic science to study society so that ways can be obtained to investigate and solve basic problems around him."

The speech was found at 1.15 minutes in the video "Class X Sociology: What Is Sociology." This is an act of declarative illocution, because through the speech, the speaker changes the listener's situational social status from what was originally just a "general audience" to a "learning participant" in the session "Understand Sociology." The act of speaking also marked the start of learning activities and gave an official yet friendly impression.

Dates 2:

Context: The speaker closes the learning video after explaining the material on the formation of social groups.

Saying: "For example, if you were to study abroad, right? Amen. Now there you are, traveling alone away from your family.

Instead of just a crazy weekend, you should join the Indonesian student association in the area so that you have activities to eliminate your longing for Indonesia and feel that there are relatives in the region. **Okay, friends, in this video, we learned about the formation of social groups, starting with the definition of groups and social groups.** So the group is a collection of people who are in a place, while this social group is a collection of people who have."

The speech was found at the 9:19th minute in the video "Class XI Sociology: The Formation of Social Groups". This speech is also an act of declarative illocution, because it changes the communication situation from "the learning process is ongoing" to "the learning is complete." It explains that the learning activity has been formally completed while emphasizing the achievements of the material discussed.

This finding is similar to the research of Sri Budi Astuti & Ira Eko Retnosari (2016), who examined speech in the Black and White talk show on Trans 7. In the study, it was explained that declarative speech functions to change the status or social condition of the opponent through an official statement, such as resigning, firing, naming, appointing an employee, or imposing a punishment (Astuti & Retnosari, 2016).

CONCLUSIONS AND SUGGESTIONS

The research was conducted to identify and describe the types and forms of illocutionary speech in sociological education videos on the Pahamify Channel playlist. Based on the research, the compiler can conclude that the illocutionary speech in the Sociology learning video on the Pahamify channel is predominantly directive and assertive, facilitating educational interaction between teachers and students. The language used not only informs factual information but also builds motivation, directs focus, and affirms students' understanding of sociological concepts. The form and function of the illocution effectively support communicative goals in digital learning. This research is expected to be helpful for the development of further pragmatic studies, especially in examining speech actions in digital learning media. It can serve as a reference for future research to expand the scope of study to speech acts of locution and perlocution, or to compare it with other learning platforms to enrich understanding of educational communication strategies in the digital era.

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