

Pragmatic Analysis on Social Media (YouTube): Perlocutionary Speech Acts in Digital Communication in the Modern Era

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Abstract- This study analyzes perlocutionary speech acts in digital communication on social media, especially YouTube, from a pragmatics perspective. In the modern era, YouTube serves as a dynamic platform where users engage in discussions related to political, social, and cultural issues. The focus of this research is on the comments on Rocky Gerung's YouTube content entitled Prabowo signals to keep Jokowi's Ministers in his cabinet. A tactic to please Jokowi temporarily, which often triggers interesting interactions in terms of support and criticism of the content. This research uses a qualitative approach with descriptive methods to categorize and analyze perlocutionary speech acts, namely how utterances affect the audience or encourage certain responses. Data were collected from several comments taken randomly from related videos, paying attention to how the utterances in the comments shape interactions and influence the views and emotional reactions or behavior of the audience. The results show that perlocutionary speech acts often appear in the form of expressions of support, criticism, and other emotional expressions. Comments such as "Disband Mulyono's Cabinet, arrest, prosecute, then make a new cabinet," reflect strong emotional reactions and a desire for social change. In addition, comments supporting or rejecting Rocky Gerung's views show that these digital platforms play an important role in shaping public opinion. This research shows that communication on social media, particularly YouTube, is not only a tool for exchanging information, but also a tool that can influence social interaction and build public opinion. The findings provide deep insights into the dynamics of speech acts in digital communication and their relevance in understanding the changing ways of communicating in the modern era.

Keywords: Perlocutionary speech acts, Digital communication, YouTube, Pragmatics

I. INTRODUCTION

The development of digital technology has changed the way people interact and communicate. One platform that plays an important role in this change is YouTube, a video-based social media that allows users to not only consume content, but also actively participate through the comment section. YouTube is a social media that allows users to express their creativity in conveying information

through short video uploads containing podcasts (Septora 2021). Comments on YouTube become an open discussion space for users to express opinions, provide criticism, or simply interact with content creators and fellow users in the comments column, according to Alim (2021) the comments column is an interaction column that allows any user to write a response to the information received. However, the communication that occurs in the comment

section is often brief, informal, and sometimes ambiguous, creating challenges in terms of interpreting the meaning and intent of the messages conveyed.

In linguistics, pragmatics is a branch of science that studies the meaning of utterances in specific contexts, focusing on how speakers and listeners interpret meaning based on the communication situation (Levinson 1983). Pragmatics examines aspects such as the intent, purpose, and effect of an utterance, which cannot always be inferred simply from the literal meaning of the words spoken. In direct communication, the physical and social context, as well as non-verbal expressions, help to understand the intended meaning. However, in the modern era, social media such as YouTube has changed this communication dynamic. Digital communication on social media platforms has a different pragmatic character, due to the limitations of non-verbal signals and changes in the way people interact virtually. Speech on social media often relies on textual, visual, and auditory cues that allow users to express intentions, intentions, and emotions differently from face-to-face communication (Watie 2016). Therefore, the analysis of pragmatics in digital communication on social media is important to understand speech acts in a different and more complex context.

Communication on this platform can be analyzed through the theory of speech acts introduced by Austin and Searle (in Rahardi 2005), who distinguish three types of speech acts: locution, illocution and perlocution. Locutionary acts refer to literal utterances that are spoken, such as simple comments on a video. Illocutionary acts involve the speaker's intent or intention, for example when someone suggests or requests through a comment or mention. Meanwhile, perlocutionary acts are concerned with the effect of the utterance on the audience, such as when a comment or repost elicits an emotional reaction or follow-up action from another user. In this context, speech act theory becomes relevant in understanding how digital communication shapes social interaction and meaning on platforms like YouTube.

In this study, the focus is on the content of Rocky Gerung's YouTube account comments because the account is often a place for discussion of various political, social, and actual issues followed by a wide audience. The communication that occurs on this account involves a variety of speech acts that reflect the

dynamics of digital communication in the modern era. In addition, Rocky Gerung's critical style of delivering opinions often triggers responses from the audience, both in the form of support and criticism, making it an interesting example of analyzing how speech acts are used in constructing, negotiating, or even confronting views in the digital realm. This is also relevant to understanding the role of social media in the formation of public opinion and social interaction in digital society.

Therefore, it can be seen from the explanation above that the development of technology and the emergence of social media have drastically changed the way people communicate in this modern era as YouTube has become the main means for individuals to interact, share information, and express opinions, resulting in a shift from face-to-face communication to digital communication which has resulted in changes in the way messages are conveyed and received. Unlike conventional communication that often involves non-verbal cues, speech on social media tends to be more direct yet complex. Social media users often utilize speech acts for various purposes, such as providing support, criticism, or promotion, all of which can have implied meanings or even unexpected effects on the audience. Communication on social media also allows for multiple speech acts, where one message can have multiple meanings depending on the context and the audience's interpretation. This study aims to analyze speech acts in the comments on Rocky Gerung's YouTube account, with a special focus on perlocutionary speech acts contained in the comments. The results of this analysis are expected to provide a deeper understanding of the dynamics of digital communication, where speech is not only seen as a means of conveying information, but also as a tool that influences social interaction in a digital environment.

II. METHODS

This research uses a qualitative approach with a descriptive design, according to Moleong (2014) Qualitative research is research that produces descriptive data in the form of words both written and spoken sourced from people and observed behavior. This research aims to analyze and understand the phenomenon of perlocutionary speech acts in the comments on Rocky Gerung's YouTube account. Documentation is a way of collecting data obtained from existing documents or stored

records, either in the form of transcripts, newspapers, books, videos, or others (Ziraluo, 2020). The author searches for videos from Rocky Gerung's YouTube content, then records things that state perlocutionary acts in the comments on Rocky Gerung's YouTube account.

The researcher collected the data using the following steps.

- 1) The author is looking for a video entitled Prabowo signals to keep Jokowi's ministers in his cabinet. A tactic to please Jokowi temporarily? This content has many interactions or comments, especially those that have the potential to trigger various kinds of emotional reactions or responses from the audience: <https://www.youtube.com/watch?v=bWUUexhQNY4>
- 2) The author randomly sampled comments relevant to perlocutionary speech acts, i.e. comments that seem to influence or cause reactions in readers or content creators.
- 3) The author categorizes the comments based on the category or type of perlocutionary speech acts such as directive speech acts, expressive speech acts, representative speech acts, and commissive speech acts.
- 4) The author analyzes the effect of perlocutionary speech acts that appear in the comments, by paying attention to how the reader or content creator responds or reacts to the comments given."

The data analysis technique in this study is in accordance with the opinion of Miles and Huberman (Ziraluo, 2020) which includes:

- a) Data Reduction
Reducing data is an activity of sorting out data or key things and focusing on what is considered important. In data reduction activities, the author will focus on the research objectives to be achieved.
- b) Data Presentation
By presenting the data, the data is organized so that it makes it easier to understand what is happening.
- c) Verification (Conclusion)
The data that has been obtained is then analyzed in order to make temporary or initial conclusions. If the temporary conclusion has obtained valid and consistent evidence when the research is carried out again, then the conclusion put forward is a credible conclusion.

III. RESULT AND DISCUSSION

In the description of the discussion, the author has reviewed the transcribed data in tabular form. The author found some data in the form of perlocutionary speech acts. The data were obtained from several comments on Rocky Gerung's youtube content entitled Prabowo signals to keep Jokowi's Ministers in his cabinet. A tactic to please Jokowi temporarily? By referring to the types of speech acts revealed by Yule (2006) in Insani (2016), in this study, an analysis of the form of speech acts is presented which is divided into several classifications of speech acts including: (1) directive speech acts, (2) expressive speech acts, (3) representative speech acts, and (4) commissive speech acts. Here are some of them. Here are the Perlokusi speech acts found in Rocky Gerung's videos.

Types of perlocutionary speech acts	Comment
Directive speech act	<ul style="list-style-type: none"> • <i>Bubarkan Kabinet Mulyono, tangkap, adili, baru bikin kabinet baru.</i> • <i>Kapan maju nya Indonesia klo yg dungu2 terus jadi menteri.. ayo pak Prabowo ikuti pak Harto saja. Pilih yg profesional dan ahli di bidangnya.</i> • <i>Pilih yg berkapasitas dan berkualitas</i>
Expressive Speech Acts	<ul style="list-style-type: none"> • <i>Kelihatannya akan berlanjut dan semakin berat beban utk masyarakat</i> • <i>Yang jelas 5 tahun kedepan rakyat Indonesia makin sengsara walaupun presiden telah berganti</i> • <i>Orang orang lama, harapan perbaikan kondisi ekonomi sebatas angan-angan</i>

	<ul style="list-style-type: none"> • <i>Yang jelas 5 tahun kedepan rakyat Indonesia makin sengsara walaupun presiden telah berganti</i> • <i>Menyenangkan sementara JOKOWI ? tetapi meresahkan sebagian besar MASYARAKAT !!! lah kok gitu ??? Prabowo menjadi Sapinya Jokowi !!!</i>
Representative Speech Acts	<ul style="list-style-type: none"> • <i>ITU SINYAL KEADAAN KITA (RAKYAT) AKAN TETAP BEGINI TERUS... AKAN TERUS SUSAH BAHKAN MAKIN TAMBAH SUSAH</i> • <i>Yakin dan percaya, Prabowo tdk akan mengikuti arus jokowi, utk sementara sebelum dilantik, Prabowo menyenangkan Jokowi, tapi dalam jiwa Prabowo lihat Saat debat presiden 2019.itulah asli Prabowo.</i> • <i>“Siapapun presidennya rakyat tetap menderita,kalo di Konoha.”</i>
Commissive Speech Acts	-

From the data above, the author analyzes some locutionary speech acts based on their categories. The following is the analysis.

a) Directive Category of Perlokusi Speech Acts.

“Bubarkan Kabinet Mulyono, tangkap, adili, baru bikin kabinet baru.

In the context of this sentence, the author clearly conveys a desire or call to take concrete steps against Mulyono's Cabinet, which includes dissolution, arrest, and trial before forming a new cabinet. This speech not only states an opinion, but also functions as a plea or command that directs the audience to support the action. As such, it creates a perlocutionary effect that encourages the reader to respond, either by agreeing, arguing, or engaging in further discussion on the issue. This directive speech act reflects power and urgency in the delivery of the message, potentially triggering emotional reactions and actions from the audience.

“apan maju nya Indonesia klo yg dungu2 terus jadi menteri.. ayo pak Prabowo ikuti pak Harto saja. Pilih yg profesional dan ahli di bidangnya.”

In the context of this sentence, the author directly invites Mr. Prabowo to follow Mr. Harto's steps and choose people who have expertise and professionalism to serve as ministers. The phrase “let's go Mr. Prabowo” shows an imperative invitation or call, which indicates that the author hopes for a change in the selection of government officials for the betterment of Indonesia. In addition, the

emphasis on “who are professionals and experts in their fields” reflects the author's hope for concrete actions from the authorities, namely Mr. Prabowo, to make better decisions for the future of the nation. Thus, the sentence not only reflects the author's opinion but also contains implications that lead to hope and urgency for action.

“Pilih yg berkapasitas dan berkualitas.”

In this case, the sentence conveys an instruction or request to others to choose something that meets certain criteria, namely capacity and quality. In other words, the speaker is trying to influence the listener to make a decision that is considered appropriate according to the criteria given. This speech act is usually expressed in the imperative form, which indicates the speaker's desire for the listener to carry out what is instructed.

b) Expressive Category of Perlokusi Speech

“Kelihatannya akan berlanjut dan semakin berat beban utk masyarakat.”

In this sentence, the speaker expresses concern and dissatisfaction with the upcoming conditions that are predicted to be increasingly burdensome for the community. This expression reflects feelings of anxiety and worry about the impact that will be felt by the community, showing empathy for the difficulties that may be faced. In other words, even though it does not directly request an action or expect a certain response, it still conveys a strong emotion, which

is concern for the burden that will be borne by the community. Therefore, this sentence falls into the category of expressive speech acts, as it emphasizes the speaker's feelings and views on the situation.

“Orang orang lama, harapan perbaikan kondisi ekonomi sebatas angan-angan.”

In this sentence, the speaker conveys a sense of pessimism and disappointment towards the hope of improving economic conditions which are considered unrealistic or just an illusion. The phrase “wishful thinking” shows that the speaker doubts the possibility of the expected improvement, expressing dissatisfaction and skepticism towards the existing economic situation. Thus, the sentence not only conveys information, but also reflects the speaker's emotions and critical views on the economic conditions being discussed, making it a clear example of expressive speech acts.

“Yang jelas 5 tahun kedepan rakyat Indonesia makin sengsara walaupun presiden telah berganti.”

In this sentence, the speaker expresses pessimism and concern about the future of the Indonesian people, despite the change in leadership. The mention of “the Indonesian people are getting miserable” shows that the speaker feels concerned and frustrated with the existing social and political situation, describing dissatisfaction and unfulfilled expectations. Thus, this expression not only conveys information, but also expresses the speaker's deep feelings about the condition of the people and the challenges they will face, making it a clear example of expressive speech acts in a communication context.

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example of expressive speech acts in a communication context.

“Menyenangkan sementara JOKOWI ? tetapi meresahkan sebagian besar MASYARAKAT !!! lah kok gitu ??? Prabowo menjadi Sapinya Jokowi !!!”

In the sentence, the speaker conveys mixed feelings, such as astonishment, criticism, and dissatisfaction with the relationship or situation involving Joko Widodo (Jokowi) and Prabowo. The use of punctuation marks such as exclamation marks and question marks, as well as phrases such as “why is that???” show that the speaker feels confused or disappointed with a situation that he considers unreasonable or troubling to the public. All these elements show that the sentence does not aim to direct or order someone (directive speech acts), state facts (representative speech acts), or make promises or commitments (commissive speech acts), but rather to express the speaker's feelings about the ongoing situation.

c) Representative Category of Perlokusi Speech Acts

“THAT IS A SIGNAL THAT OUR SITUATION (THE PEOPLE) WILL CONTINUE LIKE THIS... WILL CONTINUE TO BE DIFFICULT AND EVEN MORE DIFFICULT”

In this sentence, the speaker states a situation that he believes to be true, namely that the people will continue to live in difficulties, and the situation may get worse. This sentence describes the speaker's view of the current and future condition of society. Therefore, this speech act is not a request, a promise, or an expression of emotion, but a statement about a situation that the speaker considers to be true, which is the hallmark of a representative speech act.

“I am sure and believe that Prabowo will not go with the flow of Jokowi, for a while before being inaugurated, Prabowo pleased Jokowi, but in Prabowo's soul, see during the 2019 presidential debate, that is the real Prabowo.”

In this sentence, the speaker conveys his belief that Prabowo will not go with Jokowi's flow even though he temporarily seems to please Jokowi. In addition, the speaker also refers to the 2019 presidential debate to support his view of Prabowo's “original” attitude. This shows the speaker's action to express his opinion about

reality, which is characteristic of representative speech acts.

“Whoever the president is, the people still suffer, if in Konoha.”

In this sentence, the speaker conveys a view or assumption about the condition of the people who continue to suffer, regardless of whoever becomes president. Thus, the speaker conveys a proposition or opinion that is considered a fact in the context of the sentence. There is no invitation (directive speech act), expression of emotion (expressive speech act), or promise (commissive speech act) in this sentence.

Based on the data taken from random comments, a number of perlocutionary speech acts were found that have been classified according to the types of perlocutionary speech acts, including: (1) directive speech acts, (2) representative speech acts, (3) expressive speech acts, and (4) commissive speech acts. Of the four types of categories, researchers found that directive speech acts, representative speech acts, and expressive speech acts are often found in comments on Rocky Gerung's YouTube content, while commissive speech acts are not found.

Directive speech acts appear in the form of requests or invitations to others, such as asking for explanations or requesting certain actions. For example, comments requesting “Disband the Mulyono Cabinet, arrest, prosecute, then make a new cabinet” express their dissatisfaction with the current government. This sentence shows a strong push from the audience for significant changes in the government structure. The directive speech acts contained therein imply a concrete request that the cabinet be dissolved and certain members of the government arrested and prosecuted. It also reflects social and political unrest involving sharp criticism of public officials as well as the audience's desire for broader political reform in the digital realm. Representative speech acts, which function to convey statements or information, can be found in comments that express opinions or facts related to the topics discussed by Rocky Gerung, for example. “*itu sinyal keadaan kita (rakyat) akan tetap begini terus... akan terus susah bahkan makin tambah susah*” expresses the audience's pessimistic view of the socio-economic conditions of society.

This comment reflects the belief that the difficulties experienced by the people will continue and may get worse. This statement not only provides information about the conditions

perceived by the author of the comment, but also conveys an assessment of the situation that is considered unlikely to improve in the foreseeable future. In addition, expressive speech acts are often seen in the form of expressions of support, praise, or criticism, which show the emotional attitude of the audience towards the content presented e.g. It seems that it will continue and get heavier for the community expresses the audience's pessimism and concern about the situation being discussed. This sentence reflects the audience's expression of concern about the continuing impact of a policy or social condition that they perceive will further worsen the welfare of society. This emotional response shows that the audience is not only commenting on the facts, but also conveying their feelings about a perceived bleak future.

However, commissive speech acts were not found in these comments, indicating that viewers are less likely to make promises or commitments in their interactions, perhaps due to the more reactive and responsive nature of the comments. This also suggests that interactions on platforms like YouTube focus more on direct communication and expression of opinions rather than on more formal decision-making or commitment-making. These findings provide insights into the dynamics of communication between content creators and their audiences, and reflect how digital platforms shape the types of verbal interactions that take place.

IV. CONCLUSION

Speech Acts in Digital Communication in the Modern Era” shows that interactions on the YouTube platform reflect complex and diverse communication dynamics. The research identifies different types of speech acts, such as directive, representative, expressive, and commissive, that appear in user comments and interactions. The findings show that directive and expressive speech acts are most prevalent, reflecting the audience's desire to actively engage in the discussion and convey their views and emotions. In addition, the lack of commissive speech acts suggests that the audience tends to be more responsive and reactive, without any formal commitment in the interaction. As such, this article provides great insight into how pragmatics plays a role in shaping digital communication in the modern era, as well as the importance of understanding the context and meaning behind each speech act in social media interactions. The results of this study can serve as a basis for

further research on digital communication and its influence on social relations in society.

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