

An Analysis of Speech Acts Performed in *Doobydobap* Youtube Channel

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ABSTRACT

Studying the linguistic strategies used by YouTubers is particularly valuable as it can indicate their strategies to engage with their audience and give insight into the mechanisms behind their success in attracting their audience. This study is conducted to analyze (1) the types of speech acts and (2) the audience responses reflect their engagement with the speech acts performed in *Doobydobap* YouTube channel using the theory of speech act proposed by Weigand (2017). The data of this study consist of two videos derived from the *Doobydobap* YouTube channel. The method used in this study is descriptive qualitative method. The results of this study reveals that there are all four types of speech acts identified from the data. There are 84,85% of the representatives speech acts, 10,61% of the directives speech acts, 2,65% of the declaratives speech acts, and 1,89% of the exploratives speech acts. The result of analysis also reveals that representatives type of speech act is the dominant speech act performed in *Doobydobap* YouTube channel. The effective use of all four types of the speech acts has played an important role in the success of the *Doobydobap* YouTube channel.

Keywords: Audience Engagement, *Doobydobap*, Speech Acts, YouTube

ABSTRAK

Mempelajari strategi linguistik yang digunakan oleh YouTuber sangat berharga karena dapat menunjukkan strategi mereka untuk berinteraksi dengan audiens serta memberikan wawasan tentang mekanisme di balik kesuksesan mereka dalam menarik perhatian audiens. Penelitian ini dilakukan untuk menganalisis (1) jenis-jenis tindak tutur dan (2) bagaimana tanggapan audiens mencerminkan keterlibatan mereka dengan tindak tutur yang dilakukan di kanal YouTube Doobydobap, menggunakan teori tindak tutur yang diusulkan oleh Weigand (2017). Data penelitian ini terdiri dari dua video yang diambil dari kanal YouTube Doobydobap. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Hasil penelitian ini mengungkapkan bahwa terdapat empat jenis tindak tutur yang teridentifikasi dari data. Terdapat 84,85% tindak tutur representatif, 10,61% tindak tutur direktif, 2,65% tindak tutur deklaratif, dan 1,89% tindak tutur eksploratif. Hasil analisis juga mengungkapkan bahwa jenis tindak tutur representatif merupakan tindak tutur yang paling dominan dilakukan di kanal YouTube Doobydobap. Penggunaan yang efektif dari keempat jenis tindak tutur tersebut memainkan peran penting dalam kesuksesan kanal YouTube Doobydobap.

Kata Kunci: Keterlibatan Audiens, *Doobydobap*, Tindak Tutur, YouTube

INTRODUCTION

Human beings are social creatures who have goals. Therefore, the use of language means dialogic interaction (Weigand, 2017). Whether spoken or written, language serves as a bridge, allowing us to express our thoughts, feelings, and information to others. Furthermore, language nuances and variances represent the diversity of human experiences, enriching interactions and expanding perspectives. Being able to communicate effectively is essential for developing relationships and understanding among individuals, allowing us to navigate the intricacies of social interactions and establish a sense of community.

Language plays a crucial role not only in the context of everyday conversations but also in professional interactions. Public figures, in particular, use language strategically to build and engage with their community, creating a strong connection as well as maintaining their public personas. Weigand (2017) also stated that human are persuasive beings. Thus, through various platforms such as social media for instance, public figures craft their messages to resonate with the audience's emotions and interest. By using their platform, they are able to mobilize their audience to take action or raise awareness.

Social media provides a medium for public figures to connect with a wide and diverse audience. Through thoughtful and deliberate language use, they can inspire, motivate, and influence their audience, encouraging them to take action or raising awareness about important issues. They use rhetorical strategies and storytelling techniques to shape public opinion and influence their audience's beliefs and behaviours. Creating relatable and engaging content allows them to build a sense of community and solidarity among their audience, thereby strengthening their influence and impact. YouTube remains as one of the most relevant and rapidly evolving social media platforms. This platform has revolutionized how we consume media by providing a space for creators to share their talents, opinions, and experiences with a global audience. YouTubers, as influential public figures, primarily use language to connect with their audience. Through the strategic use of language, they can effectively develop their brand, establish personal connections, and expand their communities. This is achieved by combining authenticity with carefully crafted scripts, spontaneous dialogue, and interactive comments, which can make their communication both relatable and impactful.

Studying the linguistic strategies used by YouTubers is particularly valuable as it can indicate their strategies to engage with their audience and give insight into the mechanisms behind their success in attracting their audience. Analyzing their use of language can uncover how they craft messages that resonate with audience, maintain their interest, and build a sense of community. Therefore, this study is designed to analyze the speech acts performed by Doobydobap YouTube channel. Doobydobap, created by Tina Choi, is a YouTube channel that focuses on lifestyle and food-related content. Blending her background in food science, the channel showcasing a variety of recipes, cooking tips, and engaging vlog which is short for "*video blog*", and food exploration videos. Since its establishment in 2020, the channel now has 3.9 million subscribers and over 363 videos. Studying the speech acts performed in Doobydobap YouTube channel offers insight into whether, beyond the unique video editing style, there are specific ways of using language that differentiate her from other content creators specifically that focus on food-related content. Examining the use of speech acts performed in Doobydobap YouTube channel can shed light on how different formats and contexts shape language use also provide valuable insights to how Doobydobap navigates and maintain audience engagement through interactive dialogue.

Several previous studies have investigated the linguistic strategies performed by YouTubers to engage with their audience (Chairani et al., 2020; Insan et al., 2023; Isanabiah & Fitrawati, 2022; Sidik et al., 2022; Sholihah & Syahrizal, 2021). Previous studies mainly used the theory of speech act proposed by Searle (1969), focusing more on the illocutionary act performed by the speaker. However, while Searle's taxonomy of speech act has been highly influential and widely adopted in the field of pragmatics, it has been criticized for its lack of explanation about the listener's role in these actions (Tsoumou, 2020). To address the gap, this study proposes to utilize Weigand's (2017) expanded framework of speech acts, which emphasizes the dynamic nature of dialogue and the collaborative aspects of communication. By applying Weigand's theory to the analysis of speech acts on the Doobydobap YouTube channel, this study aims to provide an understanding of how Doobydobap engage with their audience through language to build and maintain a sense of community among audience. Specifically, this study aims to provide empirical answers to the following research questions.

- 1) What are the types of speech acts performed in Doobydobap YouTube channel?
- 2) How do audience responses reflect their engagement with the speech acts performed in Doobydobap YouTube channel?

METHODOLOGY

The source of data that are used in this study is non-numerical data which in the form of YouTube videos, making this study qualitative in nature. Qualitative data analysis aims to describe, interpret, and obtain a thorough understanding of how research participants make meaning of their life events and experiences within unique sociocultural contexts (Cissé & Rasmussen, 2022). The research method specifically applied in this study is descriptive qualitative method. The descriptive qualitative method allows the findings of the research to be more detailed, making it easier to identify and analyze different speech act types observed in the data.

The data for this study were derived from the Doobydobap YouTube channel. To ensure a thorough and meaningful analysis, the researcher selected two videos from the 363 videos on Doobydobap YouTube channel as the primary data sources namely "*Out of Control*" and "*Beauty in the Mundane*". The researcher analyzed the utterances performed by Doobydobap in both videos, which were not only in the form of spoken utterances but also in the form of written utterances.

The first video is "*Out of Control*" which was uploaded back in January 27th 2022 with a duration of 18 minutes and 45 seconds. The video is one of the channel's most popular videos, with over 1.5 million views. The researcher chose this video because its popularity can indicate that *Doobydobap* successfully employed an effective communication strategy in engaging with the audience which linked to being able to attract more audience. This makes it ideal for studying how effective speech acts are employed to captive audience.

On the other hand, the "*Beauty in the Mundane*" video is the most recent videos on the channel which was uploaded in June 4th 2024 with a duration of 34 minutes and 40 seconds. The video was chosen in the aims of determining whether the linguistic strategies of speech act is still the same in the most recent content. This comparison will help identify any shifts in communication strategies over time, providing insights into the latest audience engagement techniques use in the video. Furthermore, the researcher also analyzed the comment sections of both videos to assess audience responses and engagement with the speech acts performed by Doobydobap. The data was selected from the top 50 comments across the two videos, with 25 comments selected from each video, with also taking into account the number of likes on each comment. This approach helps determine the level of relatability and engagement, indicating how effectively the content resonated with the audience.

In collecting the two data, there were several steps used:

1. The researcher watched the two videos namely "*Out of Control*" and "*Beauty in the Mundane*" on Doobydobap YouTube Channel.
2. The researcher transcribed utterances of the speaker on both videos in typing based and saved the transcript.
3. The researcher read through the top comment sections of both videos.

This study applied the concept of Minimal Action Games (MAG) in the process of data analysis. Minimal Action Games (MAG) is designed to explore how individuals communicate and interact in digital environments. This tool helps to understand how people use language to build connection in an online context. This concept of data analysis was first applied by Tsoumou (2020) in his research about political communication on Facebook. In video analysis, Minimal Action Games (MAG) is used to determine how each small action or unit of behavior contributes to the overall activity or interaction observed. Moreover, the data of this study were also analyzed by using several systematically steps:

1. The researcher identified and classified the utterances in the videos to speech act taxonomy by Weigand (2017).
2. The researcher determined the types of speech acts according to Weigand (2017) taxonomy of speech acts in each utterance by creating a table.
3. The researcher determined the top 25 comments from both videos.

FINDINGS AND DISCUSSION

Findings

The result of analysis shows that there are four types of speech acts by Weigand (2017) identified from the data. The highest frequency is placed by representatives speech acts, followed by directives speech acts, then declaratives speech acts, and the lowest frequency is exploratives speech acts. For more detailed information, please refer to the table below.

Table 1. General Findings of Types of Speech Acts

No	Types of Speech Acts	Frequency Video 01	Frequency Video 02	Total frequency	Percentage (%)
1.	Representatives	87	137	224	84,85%
2.	Directives	14	14	28	10,61%
3.	Declaratives	4	3	7	2,65%
4.	Exploratives	1	4	5	1,89%
	Total	106	158	264	100%

Speech Acts Performed in Doobydobap YouTube Channel

Based on the table above, the researcher was able to identify four types of speech acts by Weigand (2017) namely representatives, directives, declaratives, and exploratives, in both “Out of Control” and “Beauty in the Mundane” video. In the “Out of Control” video, the *representatives* type were performed for 87 times (82,1%), *directives* performed 14 times (13,2%), *declaratives* performed four times (3,8%), and *exploratives* performed once (0,9%). Meanwhile, in the “Beauty in the Mundane” video, the *representatives* type were performed for 137 times (86,08%), *directives* performed 14 times (8,89%), *declaratives* performed three times (1,90%), and *exploratives* performed four times (2,53%). The result further indicate that the speaker is consistently employed all four types of speech acts in her video.

For the details of the four speech acts types can be seen as follows:

Representatives

Representatives are speech acts where the speaker commits to the truth of the expressed proposition. This type encompasses assertions, descriptions, and claims where the information believed to be true. Below are examples of the assertion types of representatives speech acts found in both videos. These utterances were identified as assertions because in both utterances the speaker conveys information that they believe to be true. The illustrations are provided below.

- (1) *I had a great leg day workout and my legs were shaky so I made shakshuka.* (Vid01 #45)
- (2) *So, these are ferns. In Korea we eat them but they're actually poisonous, but if you look at the back side...* (Vid02 #93)

The first utterance is taken from the “Out of Control” video and it is the 44th utterance in the video. In the utterance, the speaker mentions having a great leg work out and notes that her legs were shaky. The information is supported by preceding clips of her at the gym, demonstrating its truthfulness. The second utterance is taken from the “Beauty in the Mundane” video and it is the 95th utterance in the video. In the utterance, the speaker provides information about fern leaves while filming them. The statement is true, as bracken fern, known as “Gosari” in Korean, is usually boiled and soaked to remove any potential toxins before consumption, a fact that further validates the speaker’s assertion.

The next examples are related to descriptive types of representatives speech acts. These utterances were identified as descriptives because the speaker provide detailed descriptions of events, situations, or objects in which the speaker conveys information they believe to be true. The illustrations are provided below.

- (3) "This was a weekend night at 10PM. Due to COVID restrictions, everything closes at 9PM here in Korea except grocery stores." (Video01 #83)
- (4) "So, this is gochujang jjigae with some pork, zucchini, bean sprouts on top, onions, and some green chili" (Video02 #151)

In the first the utterance, the speaker was describing an empty street in Korea on a weekend night at 10PM during COVID restrictions. This description is supported by the visual evidence provided in the video. In the second utterance, the speaker was describing ingredients in gochujang jjigae that she cooked earlier in the video. Below are the examples of claim types of representatives speech acts found in both videos. These utterances were identified as claims because the speaker is expressing a belief or opinion on a particular topic. The illustrations are provided below.

- (5) "I felt things were slipping out of my realm of control." (Vid01 #4)
- (6) "Seoul is a really great place for thrifting because the culture of thrifting is actually not very big" (Vid02 #66)

In both utterances above, the speaker is making claims based on their personal experience. The first utterance is a claim that reflecting the speaker's personal belief about her sense of control. The phrase "I felt" indicate the speaker's personal truth based on personal experience which in this case the speaker may feel that things weren't going her way. In the second utterance, the speaker claims that Seoul is a great place for thrifting, as she believes that the culture of thrifting is not very big in Korea. The utterance reflects the speaker's personal experience, observation, and perspective about Seoul's thrifting culture.

Directives

Directives is where the speaker expected the hearer to perform future action or behaviour. Directives speech act include commands, requests, and suggestions. Below are the examples of command types of directives speech acts found in both videos. These utterances were identified as commands as the speaker is directly commanding the audience to do future action or behaviour. The illustrations are provided below.

- (1) "Doobies, a reminder to hydrate yourself. Get moist!" (Vid01 #36)
- (2) "You can't forget about sunscreen" (Vid02 #8)

In the first utterance, the speaker is directly addressing the audience (referred to as "Doobies") and commands them to drink a lot of water to stay hydrated. In the second utterance, the speaker emphasizes the importance of sunscreen. The phrase "You can't forget" suggests a sense of urgency, indicating that applying sunscreen is crucial step that should not be overlooked. By stating the command, the speaker expects the audience to consistently apply sunscreen to protect their skin.

The next example is related to request and command type of directives speech acts. This utterance was classified as directives types of speech act because the speaker is directly giving both request and instructions to the hearer.

- (3) "Don't take all my stash though because I'm sharing okay like don't be greedy. I'm talking to you Doobies." (Vid02 #72)

In the utterance above, the speaker is directly instructing the audience (referred to as "Doobies") not to take all the collection of items (the "stash") from thrifting, indicating a clear request for restraint. The speaker emphasizes the importance of mutual and equitable sharing, reinforcing the directive with a command-like tone to ensure compliance. Examples (4) & (5) illustrates the suggestion types of directives speech acts found in both videos. These utterances were identified as suggestions because the speaker was giving recommendation or advice to achieve the best result.

- (4) "Also, make sure to use scissors for cutting kimchi because it stains." (Vid01 #10)
- (5) "For cilantro, instead of the outer leaves, you want to do the inside so that it doesn't flower and we kind of keep forcing it to produce" (Vid02 #35)

In the first utterance, the speaker advises the audience to use scissors for cutting kimchi to prevent staining. The use of "make sure to" highlights the importance of following this recommendation

to achieve the best result. In the second utterance, the speaker suggests a method for harvesting cilantro by advising to pick the inner leaves. The phrase “you want to do the inside” indicate a suggestion, encouraging the audience to adopt the particular approach to prevent the cilantro from flowering and to maintain its productivity.

Declaratives

Declaratives are speech acts where the speaker makes a commitment about future action and expressing their feelings or emotions. Below are the examples of declaratives found in both videos.

(1) “*Good night, Doobies. Love you!*” (Vid01 #106)

In this utterance, the speaker is expressing her feelings by saying “Love you!” to the audience, whom she refers to as “Doobies”. This declaration serves as a warm sign-off for the video, indicating her affection and gratitude towards the audience as she concludes the video. By sharing her emotions, the speaker is able to strengthens her bond with the viewers, making them feel appreciated and valued.

(2) “*Next week's vlog will be in Denmark*” (Vid02 #158)

In this utterance, the speaker is providing information about the upcoming content on the channel. The speaker is making a commitment to her audience about her future plan. The utterance serves to inform the audience about what is to come, setting expectation and bring excitement to maintain the audience interest in her content. It exemplifies a declarative speech act as it involves both making a statement and fulfilling a promise to share new and engaging experiences with the audience.

Both utterances appeared at the end of the videos and function as closing remark. However, both utterances not only mark as the end of the videos, but also have strategic purposes in maintaining audience engagement by building a stronger relationship and increasing loyalty of the audience.

Exploratives

Exploratives are speech acts where the speaker engages in inquiry, reflection, or seeking for clarification, often expressing uncertainty or curiosity about a topic. The examples below illustrate the exploratives speech acts found in both videos.

(1) “*But if I don't push myself, who else will?*” (Vid01 #92)

The rhetorical question in this utterance invited the audience to consider the importance of personal motivation. This expression of self-inquiry opens up a space for introspection and discussion, making it an explorative speech act as it prompts the audience to think about their own motivations and challenges therefore encourage them to share their own experience.

(2) “*Biggest mystery 2024: does the rice paper I bought need to be dipped in water vs not. Help a dooby out, Vietnamese doobies.*” (Vid02 #45)

This utterance indicates the speaker’s curiosity and need for clarification. The speaker framing the question as the “biggest mystery 2024”, highlighting the significance of the question and seeks assistance from the audience, specifically the Vietnamese audience. This explorative speech act encourages interaction and engagement, as the speaker is seeking knowledge input from the audience.

Based on the results of the study in the Table 2, it is evident that the dominant type of speech acts performed in Doobydobap YouTube channel is the representatives type. Representatives are type of speech acts where the speaker asserts a proposition to be true, thereby committing to the truth of the expressed proposition. This type of speech act is prevalent in Doobydobap’s content, as her content is a vlog, short for “video blog” or “video log”, which primarily consist of cooking, food reviews, and lifestyle.

Tina, the host of Doobydobap, frequently engages in representatives speech acts by describing recipes, explaining cooking techniques, sharing personal experiences related to food, and describing her routines. For instance, when describing her recipe, she makes statements such as, “For example, I know that with my favorite ingredients: spam, kimchi, and rice I can achieve an amazing kimchi fried rice.” (Vid01 #9) or “So, this is gochujang jjigae with some pork, zucchini, bean sprouts on top, onions, and some green chili.” (Vid02 #151). These statements assert factual information about the ingredients and the expected outcome of the dishes. Tina also shares her cooking techniques by making statements such as, “I like cooking the spam separately so it gets crispy and I won’t get mashed while sautéing the rest of the ingredients.” (Vid01 #17). Additionally, Tina often shares details about her activities and routines, by making statements such as, “I’ve been pretty good about working out consistently. Helps me clear

out my mind and fight my inner demons," (Vid01 #43) and "Okay, but I got hungry so I stopped by one of my favorite mini *kimbap* places," (Vid02 #73).

In addition, Tina also discusses her concerns, thoughts, and opinions on various aspects of life. For example, she shares her concern about relationships and finding someone by making statements such as, "Not gonna lie, I think this year I really was kind of like anxious to find someone" (Vid01 #75) and "I keep thinking what's really wrong with me. I am nowhere close to getting married that's for sure, having a kid? My god" (Vid01 #76). These utterances further illustrate her use of representative speech acts as it expresses her personal thoughts and reflections. Not only that, in the "Out of Control" video, Tina shares her thoughts and opinions about "control" in life by repeatedly mentioning the word "control" in the video. For instance:

- (1) *"I felt things were slipping out of my realm of control." (Vid01 #4)*
- (2) *"One of the reasons why I love cooking is because of this sense of control I have." (Vid01 #5)*
- (3) *"But anyways, when I'm cooking, I decide what ingredients to use, how much or how little to put in, and how, with steps under my control, I'm able to achieve a delicious end product that I want." (Vid01 #7)*
- (4) *"Circling back to what I said about cooking & feeling in control, cooking calms me down because it requires my full attention." (Vid01 #39)*
- (5) *"Relationships and finding someone is something that's out of my control." (Vid01 #74)*
- (6) *"I know that's really difficult for me to fathom sometimes, but I'm doing the best I can with everything that's in my control, and good things will happen." (Vid01 #75)*
- (7) *"Maybe even if we think we're in control, we're not actually in control." (Vid01 #105)*

Tina's repeated focus on the concept of "control" thereby underscores the central theme of the video. As illustrated on the examples above, the word "control" appears at the beginning, middle, and end of the video, highlighting her personal struggle with the concept of "control". This recurring emphasis not only highlights Tina's personal struggle but also illustrates how the theme permeates Tina's reflections and experiences throughout the video.

Moreover, in her videos, Tina also frequently offers insights into Korean culture. For example, she makes statements saying, "Even now, I feel like Korea is definitely a little superstitious with spirits and aura like we're very spiritual country" (Vid02 #68). Being Korean herself, she also often references Korean customs, stating, "... a Korean can't have dinner without some soup or soup nation..." (Vid02 #145). These utterances further reflect her use of representative speech acts to convey information and personal observations about Korean culture and cuisine.

Overall, the extensive use of representative speech acts in both videos can be attributed to the nature of Tina's content, which revolves around her daily activities such as cooking, eating, and managing her routines. By employing the representative speech acts, Tina is providing explanations and descriptions on her videos to ensure that the audience understands the context of the video as well as making the audience feel connected to her. Furthermore, Tina's background in food science and her Korean heritage enhances her ability to offer detailed insights. As a result, her content often involves detailed explanations and factual statements which align with the nature of representative speech acts.

The audience responses of speech acts performed in Doobydobap YouTube channel

In analyzing the audience responses to Doobydobap's video titled "Out of Control", it was found that many of the comments expressed how viewers felt a strong connection to Tina's content. The comments frequently reflected audiences' personal experiences with themes discussed in the video, such as control, cooking as a calming activity, and relationships. For instance, Tina's statement, "*I felt things were slipping out of my realm of control*" (Vid01 #4), resonated deeply with viewers. One comment in particular highlighted this connection: "*Thank you for making this! I've been feeling out of control recently and it's been making me spiral like crazy! Knowing you went or are currently going through this makes me realize how a lot of people are going through the same things...*" (C01 #01).

In addition, Tina's utterance "*Circling back to what I said about cooking & feeling in control, cooking calms me down because it requires my full attention*" (Vid01 #39), also resonated with the audience. Many of the audience expressed how they also found solace in cooking during stressful times

by commenting "I totally resonated with 'cooking calms me down' because it's also how I cope with stress when things feel too overwhelming" (CS01 #02) and "*I left my PhD, and cooking was the only thing that kept me sane during that process. Thanks Dooby for reminding me that ppl like us aren't alone*" (CS01 #03).

Furthermore, Tina's reflections on relationships and finding someone drew significant engagement from the audience. Many viewers related to her experiences and shared their own stories as well as offers words of encouragement and advice for Tina. For instance, "*I'm a 23-yr old dude, soon to be 24 and I feel the same way. Haven't even had a formal relationship yet. You aren't the only one out here. It does feel good knowing there are others out there who I can relate to...*" (CS01 #05) and "*Learning to find happiness within yourself can be difficult but use your time as a single Pringle to explore life and truly find what makes Dooby Dooby, and then when you're ready the right person will find you...*" (CS01 #07).

While the examples above reflect audience responses to representatives speech acts, there were also notable reactions to Tina's exploratives and directives speech acts. For instance, in response to Tina's exploratives speech act, where she rhetorically asks, "*But if I don't push myself, who else will?*" (Vid01 #92), one viewer commented, "*If I don't push myself, who else will? Hits right in the spot. Love you and keep pushing!*" (CS01 #13). This shows that although the statement was a rhetorical question, it resonated deeply with the audience and invited them to respond, highlighting its emotional impact.

On the other hand, the directive speech acts also drew responses from viewers. For example, one comment read, "*Being a noob in cooking I always try new and different things because of you and Nila Ligyun*" (CS01 #24), while another stated, "*The kimchi fried rice looked so good! I was taught a different way but I'm def going to have to try it your way!*" (CS01 #25). These comments suggest that Tina successfully influenced her audience to take action, particularly in doing experiments in the kitchen.

The comments on the "*Beauty in the Mundane*" video show a distinct pattern, many viewers praising Tina for how she creates comfort and a calming environment through her content, as well as her cooking. For example, "*I love your vlogs. There's something so comforting about them, almost like meeting with a close friend after a while and them telling me how life has been...*" (CS02 #01) and "*This is such a lovely video with soothing, profound message. We can all take joy and meaning from the mundane repetition of life.*" (CS02 #02) highlight how Tina's content resonates emotionally with her audience. Others also praising Tina for her cooking saying for instance, "*Your cooking looks so amazing all the time.*" (CS02 #04).

In addition, when Tina mentioned, "*I like really don't consider myself to be a beauty, there's one thing that I'm proud of, it's not my beauty but it's my sense of humor*" (Vid02 #62), viewers responded with their opinions, reassuring her that they find her both beautiful and funny. One comment read, "It's funny how you were talking about not considering yourself a beauty, because I was thinking how GORGEOUS you are when you were doing your skincare at the beginning of the video. So you can consider yourself a hilarious beauty!" (CS02 #06) another added, "When I feel insecure about my life and can't keep it together, start overthinking. I LOVE watching your vlogs and your sense of humor. Especially after a good depressive cry, your jokes are the FUNNIEST..." (CS02 #05).

There were also responses to Tina's statement about fast fashion and thrifting culture, such as, "Thrift culture is definitely something that should be vocalized more!" (CS02 #20) and "I appreciate how conscious you are of consumption, I have also limited fast fashion purchases." (CS02 #21). Additionally, audience engagement extended to explorative speech acts, for example when Tina asked, "Biggest mystery 2024: does the rice paper I bought need to be dipped in water vs not. Help a dooby out, Vietnamese doobies" (Vid02 #45) a viewer responded, "Heeyy, heard you needed a Vietnamese Dooby's help so here I am, the rice paper that you mentioned doesn't need to be softened with water those are the freshly made rice paper kind, that's why they're very soft and pliable because it has some moisture inside it..." (CS02 #13).

Responses to declarative and directive speech acts were also present, with viewers making requests and reminders. One viewer requested, "Can you do a video about staples in your kitchen?! Do you blend and prepare the garlic and put it in a jar, or is it store-bought? Ahhh, would love to know your tips and tricks!" (CS02 #24) meanwhile, another offered a reminder for Tina's declarative statement: "Next week's vlog will be in Denmark' it's been 12 days, Tina." These interactions highlight the multifaceted ways in which Tina's audience engages with her content, from seeking advice to making direct requests for future videos.

Discussion

The aim of this study is to examine speech acts and the audience responses to the speech acts performed by Tina, the host of Doobydobap YouTube channel. Examining the speech acts are important as we can see how Tina engage with her audience. The framework used to uncover how Tina engages with the audience was Weigand's (2017) speech act theory, which classified speech acts into four types: directives, representatives, exploratives, and declaratives. The result of analysis reveals that all four types of speech acts, as defined by Weigand (2017), are presented in both "Out of Control" and "Beauty in the Mundane" videos as the data of this study.

According to the results of the study in the Table 2, *representatives* speech acts took up 84,85% of the total speech acts. The *directives* speech acts came in second with the 10,61% proportion. *Declaratives* and *exploratives* speech acts accounted for a smaller proportion, taking up respectively 2.65% and 1,89%. Specifically, in the "Out of Control" video, the *representatives* speech acts were performed for 87 times (82,1%), *directives* performed 14 times (13,2%), *declaratives* performed four times (3,8%), and *exploratives* performed once (0,9%). Meanwhile, in the "Beauty in the Mundane" video, the *representatives* type were performed for 137 times (86,08%), *directives* performed 14 times (8,89%), *declaratives* performed three times (1.90%), and *exploratives* performed four times (2,53%).

The result of analysis also reveals that *representatives* type of speech act is the dominant speech act performed in Doobydobap YouTube channel. According to Weigand (2017), *representatives* speech acts is where the speaker asserts a proposition to be true, thereby committing to the truth of the expressed proposition. This type of speech act is prevalent in Doobydobap's content which primarily consists of cooking, food reviews, and lifestyle vlogs. Tina frequently engages in *representatives* speech acts by describing recipes, explaining cooking techniques, sharing personal experience related to food, and explaining her activities or routines. In addition, Tina also engages in *representatives* speech acts as she often expresses her thoughts and opinion about aspects of life. Moreover, Tina also discusses Korean culture and customs, highlighting her observations and personal experiences as Korean herself.

The use of *representative* speech acts in Doobydobap YouTube channel then further reinforces the informative and relatable nature of her content, keeping the audience engaged and invested in her content as they get to know her activities, preferences, and personality. By performing the *representatives* speech acts, Tina able to provides her audience with clear and reliable information that enhances their understanding in their culinary endeavours as well as in Korean culture. Also, by sharing personal moments, and her personal beliefs and viewpoints, Tina able to build a deeper connection with her audience as her thoughts or opinion can resonate and being relatable to her audience.

Therefore, by effectively utilizing the four types of speech acts by Weigand (2017), Tina able to provides the audience with valuable information, insights, and content that resonates with the audience. A more comprehensive understanding of interactional competence has the potential to complement available descriptions of interactional skill in assessment scales of speaking and aid learners and teachers in communicative classrooms by Melati (2019). As the members of society, humans are totally dependent on the use of language to interact in everyday life. According to Lucy, J. A., & Gaskins, S. (2003), every language expresses in how people think, feel, act and in how they related to the context that their statements are occurred.

This approach creates a diverse and dynamic viewing experience thereby capturing the audience's interest and fostering a strong sense of community. Additionally, by effectively utilizing the four types of speech acts by Weigand (2017), Tina also able to maintain audience interest with her content. By creating interactive segments, she can gather audience input and encourage them to share their thoughts or knowledge. Furthermore, by also reveal her plans for future content and expressing her gratitude to the audience, Tina not only can set expectations and builds anticipation among the audience but also makes her audience feel appreciated which further can maintain audience interest.

The approach also can be seen in other studies that have explored how speech acts are used to engage with audience. For instance, Yunanda et al. (2022), which analyzes speech acts performed by Fiersa Besari on the YouTube playlist "Episode Sebuah Jurnal", reveals that Fiersa Besari employs four out of five of Searle's (1969) speech act types to engage with the audience, namely *representatives/assertives*, *directives*, *expressives*, and *commisive*. The findings indicated that *representatives/asservives* speech acts is the most performed speech acts, followed by *directive* and *expressive* speech act, while *commisive* speech acts were the least common. Similarly, Chen et al. (2023) examined how YouTuber influencers performed speech acts in popular marketing videos and

discovered that the YouTuber influencers performed four out of five of Searle's (1969) speech act types: representatives/assertives (50,6%), expressives (26%), commissives (10,1%), and directive (7,4%).

The absence of declaratives speech acts in both studies can be attributed to the differing definitions between Searle's and Weigand's classifications. Searle's declaratives involve changes in social reality, whereas Weigand's declaratives correspond to Searle's expressives and commissives speech acts. Weigand's taxonomy merges expressives and commissives speech act under the declaratives speech act, reflecting the interplay between expressing a stance and committing to an action or attitude. Moreover, Weigand's concept of exploratives highlights another distinction between Weigand's and Searle's taxonomy of speech acts. Exploratives speech act by Weigand (2017) encompass reflection and inquiry in which the speaker articulates their beliefs and seeks audience action which in the form of responses. This represents a combination of Searle's (1969) representatives/assertions and directives speech acts.

The findings from both studies by Yunanda et al. (2022) and Chen et al. (2023) are aligned with the result of this study which examine how Tina or Doobydobap engages with her audience and creates popular contents. Tina's use of Weigand's (2017) speech acts: representatives, directives, declaratives, and exploratives resonates with her audience, resulting on how she is able to make engaging and popular contents. Additionally, both studies and this study shows the predominance of the representatives speech acts. This indicates that asserting information, sharing opinions or beliefs, and providing explanations are fundamental in creating engaging content. The ability to effectively communicate truthful and relatable information can foster a strong connection with the audience, resulting in high engagement that leads to popular content.

From the audience responses, it can be concluded that the representative speech acts that Tina delivers are the ones that elicit the most engagement. This is because she carefully crafts her statements, ensuring that what she communicates resonates deeply with her audience. A prominent pattern in her speech acts is her thoughtful selection of themes, such as *"Control"* and *"Mundane,"* and her openness in sharing her vulnerabilities. She talks about personal concerns, such as feeling out of control, her anxiety about relationships, insecurities, her continuous learning process, and her interests as well as her passions.

These themes resonate with a wide audience because they address common concerns that many people face. As a result, viewers form an emotional connection with her and they are able to feel motivated and encouraged by her words. For example, one commenter noted, *"The comments here just say it all, really inspiring. It really feels better to know there are some people experiencing the same things as you do..."* (CS01 #18). Additionally, she creates a sense of intimacy from her use of speech acts. She is able to make the audience feel as if they are her close friends, which fosters comfort and calmness when watching her content. This sentiment is reflected in one comment that say, *"God, she just makes me feel like a really close friend. I mean that in the most wholesome way ever."* (CS01 #19).

Therefore, it can be seen that food becomes only a medium through which she expresses herself more honestly and openly. This combination of personal storytelling and food sets Tina apart from other YouTubers that focused solely on food content. As one viewer commented, *"To stand out among a massive crowd of food content creators is an achievement in itself. Thank you for turning food into such a story and sharing with us the good and bad..."* (C01 #23). This unique blend of content is likely what distinguishes Tina from many other creators in the same genre.

In conclusion, the effective use of all four types of the speech acts, as identified from the results of data analysis using framework from Weigand (2017), has played an important role in the success of the Doobydobap YouTube channel. By strategically employing representatives, directives, declaratives, and exploratives type of speech act, Tina has been able to engage her audience on multiple levels. Not only she is able to captivated viewers but also fostered a sense of community and loyalty among her subscribers. As a result, the channel is now cumulating an impressive milestone of 3.9 million subscribers. This achievement also indicates the power of the effective use of speech acts in digital media can drive audience expansion and engagement.

CONCLUSION

This study is conducted to analyze the speech acts performed on the Doobydobap YouTube channel to provide an understanding of how YouTubers engage with their audience through language to build and maintain a sense of community among audience. In conclusion, it is evident that food serves

primarily as a medium through which Tina expresses herself more honestly and openly. This combination of personal storytelling and food sets her apart from other YouTubers who focus solely on food content. Tina carefully crafts her statements to ensure that her messages resonate deeply with her audience. A key pattern in her speech acts is her thoughtful selection of themes and her willingness to share her vulnerabilities. These themes resonate with a wide audience because they address common concerns that many people face. As a result, she creates a sense of intimacy with her viewers, allowing them to form an emotional connection with her, and fostering a sense of community as well as loyalty among her viewers.

This study provides an initial overview of the use of speech acts in YouTube videos. However, there are still many aspects that can be further explored. For instance, future research could also examine other aspects such as audience responses in addition to the speech acts performed by the speaker. It is also suggested that future research expand the scope of study to other popular social media platforms, such as Twitter, Instagram, or TikTok. On these social media platforms, speech acts can be found in both verbal and written forms, providing a richer and more interesting dimension of research. Research on these social media platforms can examine how speech acts function in different contexts of digital interaction, such as text comments on Twitter and Instagram or short videos on TikTok. The application of Weigand's (2017) framework, which expands Searle's theory of speech act, is advised as it offers more thorough framework for analyzing speech acts in digital contexts.

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