



ANALYSIS OF SPEECH ACTS USED BY DIGITAL CONTENT CREATORS IN ENDORSEMENT VIDEOS OF BEAUTY PRODUCTS

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Abstrak

Penelitian ini bertujuan untuk menganalisis bentuk tindak tutur yang digunakan oleh kreator konten dalam video promosi produk kecantikan di platform TikTok. Metode penelitian yang digunakan adalah kualitatif dengan mengumpulkan data ujaran yang terdapat dalam video promosi produk kecantikan yang diunggah oleh kreator konten TikTok. Sembilan video dipilih dari tiga kreator konten kecantikan teratas yang memiliki jumlah pengikut terbanyak. Tiga video yang dipilih dari masing-masing kreator konten kecantikan didasarkan pada tingkat keterlibatan yang diperoleh video tersebut (yaitu jumlah komentar, jumlah penayangan, dan jumlah like). Ucapan tersebut dianalisis dengan menerapkan teori tindak tutur J.L. Austin (1962) untuk mengkategorikan jenis tindak tutur pada tiga tingkatan lokusi, ilokusi, dan perlokusi, yang digunakan dalam video promosi digital. Hasil penelitian menunjukkan bahwa kreator konten sebagian besar menggunakan tindak tutur direktif dan asertif dalam video promosi mereka. Pada tingkat perlokusi, bagian komentar diamati dan ditemukan bahwa pemilihan tindak tutur telah menciptakan rasa resonansi bagi audiens; dengan demikian, memengaruhi evaluasi mereka terhadap produk yang dipromosikan. Temuan ini membawa implikasi tentang bagaimana tindakan komunikatif dapat membentuk identitas merek yang mengarah pada keterlibatan dan kepercayaan audiens terhadap produk.

Kata Kunci: *Kreator Konten Digital, Tindakan Bicara, Video Dukungan*

Abstract

This study aims to analyze the form of speech acts used by content creators in beauty product endorsement videos on TikTok platform. The research method used is qualitative collecting the data of utterances found in beauty products endorsement videos posted by TikTok content creators. Nine videos were selected from three top beauty content creators who have the highest number of followers. Three videos picked from each beauty content creator were based on the engagement rate that the video got (i.e. number of comments,

number of views, and number of likes). The utterances were analysed by applying J.L. Austin's (1962) speech act theory to categorize the types of speech acts at the three levels of locution, illocution, and perlocution, which are used in digital promotional videos. The results showed that content creators mostly used directive and assertive speech acts in their endorsement videos. At the perlocutionary level, comment sections were observed and it was found that the selection of speech acts have created a sense of resonance to the audiences; thus, influencing their evaluations to the promoted products. These findings have brought implications on how communicative actions can shape brand identity leading to audiences engagement and trust towards the products.

Keywords: *Digital Content Creators, Speech Acts, Endorsement Videos*

1. INTRODUCTION

Speech acts are entities that are fundamental in pragmatics as they provide a framework for understanding how language is used in context to convey meaning and achieve social goals. Previously, linguists thought that a sentence only served to describe a situation or state a fact, and that the sentence could be proven to be true. Austin (1962) argued that not all sentences were simply uttered to state or report something. According to Austin, in saying a sentence, a person not only states something but he also performs an action. Austin's opinion is supported by Searle (1979) by saying that the smallest unit of communication is not a sentence, but rather certain actions, such as making statements, questions, orders and requests.

Austin continues by explaining that when a person speaks, they are simultaneously engaged in three different types of action events: locutionary acts, illocutionary acts, and perlocutionary acts. Locution is simply saying something, conveying information, talking, asking, etc. The second act is an illocutionary act, namely the act of doing something based on what is said (Habermas in Johnson, 1991). Austin (1962) divided types of illocutionary acts into five categories. Austin's categorization was then developed by his student, Searle (1979) on the grounds that it was arranged only on a lexicographical basis and the boundaries between the five categorizations were unclear and overlapping. Searle then created five categorizations; assertive, directive, expressive, commissive, and declarative.

The existence of endorsement as a marketing strategy on social media is a promotional platform that features a variety of products, including food products, fashion, skincare to makeup. Among the various products advertised, beauty products such as skincare and makeup are one of the products that dominate advertising pages on social media. According to TikTok Indonesia's Head of User and Content Operation, Angga Nugraha Putra, there are five most popular contents including comedy, fashion and beauty, vlogs, and food (Praisra, 2019). Endorsement is a strategy for promoting goods and services to support or agree with something (Widi, 2017).

All the five categories of speech acts were previously identified in existing bodies of research focusing on endorsement in social media (Derita, 2023; Dewi, 2021; Harini & Husnan, 2024; Malik, Dako, & Abdullah, 2024). Masruri, Hafifah, Fiamanillah, and Fatmawati (2023) look at the forms of expressive speech acts used by consumers in the review column of the TikTok application. This research uses

qualitative analysis with analytical descriptive methods. The results obtained from the research are, there are three forms of expressive speech acts used by buyers, namely thanking, apologizing and regretting. This explains the buyer's consideration to show an expression of regret towards the seller regarding the product purchased. Sheila and Assidik (2022) find forms of promotional language speech acts (endorsement) on Instagram and describe forms of promotional language speech acts (endorsement) on Instagram. The results of this study reveal 6 instances of promotional language speech acts on Instagram. 10 of directive speech acts, 4 of expressive speech acts, and 10 of commissive speech acts. Corpus collection was conducted by Dewi (2021) focusing on illocutionary and perlocutionary speech acts on the beauty brand NYX account. The results obtained from this study are in the form of directive and expressive acts. Directive illocutionary acts in the form of commanding and demanding, while perlocutionary acts aim to describe the act of offering to someone.

Based on the review above, this research aims to investigate how the form of speech acts through the communication style that used by content creators on endorsement on TikTok social media, this research will focus on the endorsement beauty products. Although many have looked into types of speech acts used in digital promotional contents, this study took a step further by exploring the comment sections to allow analysis on what kind of responses mostly gained through the selections of certain types speech acts. Through this research, it is also expected to inform how speech acts can play a role in shaping modern promotional strategies. This study focuses on analyzing the form of speech acts, the dominant speech acts used, the responses elicited, and the functions of speech acts in endorsement videos of beauty products by TikTok content creators TikTok.

2. RESEARCH METHOD

This research uses descriptive qualitative research method which aims to search and process data qualitatively and the results of the data processing are presented descriptively. Purposive sampling technique was chosen in selecting data sources with the following criteria:

Table 1. Data Criteria

	Content Creator	Content Category
Number of data taken	3 content creators	3 videos from each content creator
Criteria	<ul style="list-style-type: none"> - Individuals who are actively posting beauty content on TikTok - Have more than 1M followers - Fair gender representation (1 female, 2 males) 	Videos promoting beauty products with high engagement rate evaluated by: <ul style="list-style-type: none"> - More than 100.000 views - More than 50.000 likes - More than 25.000 comments

The data collection techniques used this research are the free listening technique and note taking technique. First, in the process of watching the videos, the authors listen and carry out transcription of the speech. With the written data, identification of locutionary and illocutionary speech acts are conducted. This coding

step was conducted manually by separating line by line said by the content creators and then categorized to the relevant type of speech acts. Cross-coding and review of coding results were done between the three researchers to ensure the consistency and accuracy. After finishing the coding step, further look are given to the comment sections which allow identification of responses from viewers towards the videos or perceived as the perlocutionary acts. Content analysis are used to categorize speech data into their respective categories.

3. RESULT AND DISCUSSION

This study has a sample consisting of 3 different content creators. The total data used in this research is 9 speech data taken from 9 beauty product endorsement videos. Each content creator provides 3 speech data, so that overall there are 9 data analyzed.

3.1 Results

The types of illocutionary speech acts used by content creators in beauty products endorsement videos are shown in the following table.

Table 2. Frequency of Illocutionary Speech Acts

Speech acts	Data	Percentage
Assertive	9	39,1%
Directive	10	43,5%
Expressive	4	17,4%
Commisive	0	0%
Declarative	0	0%
Total	23	100%

The table above shows that there are 3 types of speech acts used in beauty products endorsement videos conducted by content creators namely assertive, directive, and expressive speech acts. Of the 23 data found, there 9 (39,1%) of assertive speech acts, 10 (43,5%) of directive speech acts, 4 (17,4%) of expressive speech acts, 0 % of commissive and declarative speech acts.

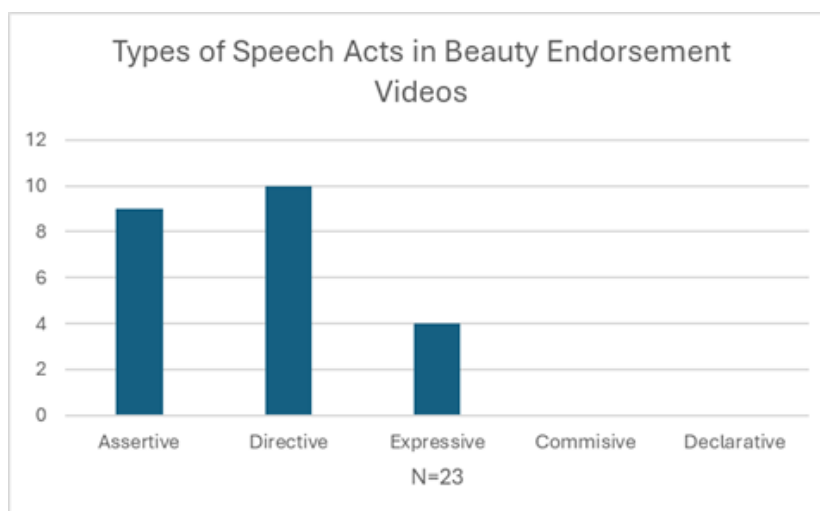


Figure 1. Frequency of Illocutionary Speech Acts

Based on the comparison in Figure 1, the most dominant speech act used is directive speech act with the highest percentage of 43,5% with a total of 10 data out of 23 data found. Directive speech acts include commands, invitations, or suggestions that aim to motivate speech partners to take certain actions, such as buying products or trying products. This dominance of directive speech acts shows that content creators are more likely to use their endorsement videos to actively influence speech partners purchasing decisions. The second highest usage is assertives which were observed when content creators describe the ingredients and main features of a beauty product. The third type of speech act found was expressives where content creators express their feelings toward the products such as gratitudes, passionate, and loving. However, no instances of commissive and declarative speech acts were identified in this study. Overall, this result can be explained by the nature of endorsement video itself which aims to direct viewers to take actions, supplemented by supporting facts to the recommendations that the promotor expressed.

Directive

This data is taken from an endorsement video uploaded by content creator MaharajaSP on TikTok on August,16, 2024. The video promoted Jelly Booster moisturizer Cleora beauty product. The content creator intends to direct the audiences to immedietly purchase the product.

Utterance (translated): "For all of you who are still using merkucrit, switch to Cleora beauty moisturizer, check out now in the yellow basket."

There are two types of illocutionary acts presented; giving advise and commanding. The subtype of giving recommendation is evidenced by the phrase "switch to Cleora beauty moisturizer" which signifies that the speaker is advising the audience to transition from their current product, merkucrit, to the recommended moisturizer. This recommendation indicates the speaker's belief in the superiority or appropriateness of the Cleora beauty moisturizer for the audience's needs, suggesting that it is a better option.

On the other hand, the subtype of commanding is illustrated by the phrase "check out now in the yellow basket", serves as an urgent call to action. It directs the audience to proceed with the purchase immediatly, with the word "check out now" emphasizing the urgency and prompting quick action. In this case, the speaker is not only advising but also strongly encouraging the audience to follow the directive, thereby creating a more assertive command.

Assertive

This data is taken from an endorsement video by content creator Tasya Farasya on TikTok on May 23, 2022. This video promotes Skintific 5x Ceramide Barrier Repair Moisturizer Gel, which is a moisturizing gel product formulated to support skin barrier repair and protection.

Utterance (translated): "This is a skintific 5x ceramide barrier repair moisturizer gel, here there is hyaluronic acid, centella asiatica, marine collagen, and there is 5xceramide, what I really like first is the texture, apart from the fact that the texture is really good, super hydrating and easy to absorb, and really makes the skin feel immediatly

moisturized, here the ingredients used are what my dry and dehydrated skin needs.”

In the data above, both asserting and claiming are evident in different parts. In this utterance, several parts reflect the asserting type. First, the statement *“This is a skintific 5× ceramide barrier repair moisturizer gel”* clearly asserts the identity of the product, which is a fact that can be verified. Next, the phrase *“here there is hyaluronic acid, centella asiatica, marine collagen, and there is 5× ceramide”* provides specific information about the product's composition, also categorizing it as a verifiable fact.

Additionally, the statement *“the ingredients used are what my dry and dehydrated skin needs”* expresses the speaker's belief that the ingredients are suitable for their dry and dehydrated skin. Although this statement is somewhat more subjective, it still conveys information based on personal experience that can be considered factual for the speaker. Overall, these three elements clearly demonstrate the presence of asserting, where the speaker conveys verifiable information about the product and its composition.

Meanwhile, claiming is evident when the speaker makes a stronger, more specific statement about the product's suitability for certain skin conditions. The sentence *“The ingredients used are what my dry and dehydrated skin needs”* represents a claim, as the speaker is not merely describing their personal experience but asserting that the product's ingredients are particularly beneficial for dry and dehydrated skin. This statement implies a broader truth that would apply to others with similar skin conditions, and thus requires more validation. Unlike the assertions, which are based on immediate personal observation, this claim suggests the product's specialized effectiveness, making it a stronger, more targeted statement about its benefits.

Expressive

This data is taken from an endorsement video uploaded by content creator Reizuka Ari on TikTok on July 13, 2024.

Utterance (translated): “Starting from being endorsed, it turns out that this product has become my mainstay, and I really love it, thank you!”

This speech is included in expressive speech acts, because the speaker conveys his personal feelings and experiences about the endorsed product. The speaker reveals how the product that was originally known through endorsement is now her favorite, and the speaker feels very satisfied which is shown in the phrase *“really love”* the product. The phrase *“thank you!”* shows the speaker's gratitude for the quality of the product.

Perlocutionary Speech Act

The comments are indicated as the effects or impacts resulting from the assertive speech acts used by the speaker in the endorsement video. The effects of assertive speech acts appear in comments that show a statement of belief, opinion, or evaluation of the product discussed in the endorsement video. In the comments column, speech partners give testimonials, recommendations, or responses to product claims conveyed by the speakers.

Below data is a speech partner's comments (translated) that responds to one of the content creators' videos speech identified in the comment section.

01 (A1): *"This is definitely the best combo"*

02 (A2): *"I used this and my acne scars vanished, really love it"*

03 (A3): *"At first I underestimated and was doubtful. But finally I tried it and really loved it, it was so good I almost finished 1 jar and have ordered more for stock"*

04 (A4): *"That's right, sis. I've tried it on super oily plus acne skin. It really works and the redness has reduced."*

05 (A5): *"The redness does go down immediately though"*

Overall, these comments collectively illustrate the impact of the speaker's assertive statements, showing that the speaker's claims have resonated with the audience and influenced their experiences and evaluations of the product.

3.2 Discussion

Speech acts in social media can have various functions, depending on the context and purpose of their use. In the context of this study identifying the functions

on speech act pragmatics in social media. Based on the analysis, it is found that the functions of speech acts in endorsement videos include informative, directive, expressive, and persuasive functions.

Regarding the informative function, speech acts are used to convey information or knowledge to social media users. In the context of informative function in endorsement videos, speech acts are used by content creators to convey information and describe products in the form of content and characteristics of the products being promoted. This finding aligns with Sheila and Assidik (2022) where promotional videos tends to give information in an advisory tone for selected viewers.

Speech acts are used to give instructions or directions to social media users. For the directive function in endorsement videos, speech acts are used by content creators to provide recommendations, instructions, directions or invitations to speech partners to take actions intended by speakers, such as product recommendations, instructions for product use and selection, as well as directions and invitations to purchase products promoted by content creators. Similar finding has also been pointed out by Dewi (2021) which content creators used directive tone to describe meaning of advising and recommending people to buy certain product.

Speech acts are used to express the feelings or emotions of social media users. In terms of expressive functions in endorsement videos, speech acts are used to express praise or appreciation of content creators for the products being promoted, this can be in the form of praise about product quality such as product performance and formulation, as well as product price. Masruri, Hafifah, Fiamanillah, and Fatmawati (2023) have previously stated that expressing speech acts can be used to support the information previously presented in the endorsement videos.

Finally, speech acts are used to influence or convince social media users. In relation to persuasive function in endorsement videos, speech acts are used to influence and convince speech partners to be interested in buying the promoted product, this can be in the form of using testimonials, personal experience reviews, and demonstrations of product use. The persuasive function in endorsement videos not only highlights the product features positively, but also seeks to build a connection with the audience, influence the audience's behavior and decisions, and inspire them to consider or buy the endorsed product.

4. CONCLUSION

Speech acts play a crucial role in the communication process, especially in endorsement videos where effective message delivery is essential. The study reveals that content creators use various forms of speech acts to achieve their communication goals. Specifically, locutionary acts are employed to provide information and describe products. Illocutionary acts include assertive acts, which present factual statements and claims about the product; directive acts, which aim to influence or persuade viewers to consider the product; and expressive acts, which convey satisfaction or praise for the product. Perlocutionary acts are observed through responses in the comments section of the videos, reflecting the impact of the illocutionary acts on the audience, such as inquiries, praise, criticism, personal experiences, and expressions of interest.

This study has shed light on the modern marketing strategies especially how their selection of language can impact the engagement they can achieve in their endorsement videos. Activities of digital endorsement can take considerations on organizing their endorsement script to successfully persuade their audiences. Further research can investigate differences in speech act strategies between platforms such as YouTube, Instagram, and TikTok to understand how the social media context affects the type and effectiveness of speech acts used.

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