Illocutionary Acts of Thomas Brag on *Yes Theory* Channel on Youtube

Frans Sayogie[1], Moh. Supardi[2], Farhan Razzak Oktalianza[3], Novian Halim Pratama[4]
[1,2,3,4]*Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia*
frans.sayogie@uinjkt.ac.id, moh.supardi@uinjkt.ac.id, farhan.razzak17@mhs.uinjkt.ac.id,
no.vez17@mhs.uinjkt.ac.id

Abstract

This paper aims to identify the illocutionary act types which were performed by Thomas Brag from a Canadian digital media which has been growing around on Yes Theory YouTube Channel. The method used in this paper is the descriptive qualitative and using Searle's speech act theory. The subject of this research was a video that was uploaded by Yes Theory's channel on YouTube. In analysing the data, the writers have taken most of the interactional conversations of Thomas Brag's viewers and also his speaking partner making Thomas be able to deliver various information regarding the country that he has travelled to what was seen from the video. The illocutionary acts performed by Thomas Brag were classified and analysed using Searle's theory. The result indicates that there were five of the illocutionary acts that were being performed by Thomas Brag. These speech acts on the video are giving proper information, being interactive, and positively impacting the change of the world. The interaction between Thomas Brag and his viewers make his Yes Theory YouTube Channel having many viewers in each of his videos. In conclusion, the communications that are built on this YouTube channel are very interesting and joyful keeping the viewers interested.

I. Introduction

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). YouTube as a social media is a popular video sharing website where users can upload, watch and share video clips for free. The most frequently used services to achieve such a fantastic number of users are video and music streaming services. This was revealed by Youtube CEO Susan Wojcicki when presenting the Youtube Brandcast. Wojcicki said Youtube now has 1.8 billion registered users or who log in every month. This figure does not include users who watch videos without registering an account. Social influencers like Youtube are used to spread messages quickly on a large scale to their loyal fans at a relatively low cost. Currently, personal opinions and experiences are a valuable source of information to assist consumers in their decision-making process (Chua & Banerjee, 2014).

To give the information on video, Searle has stated that the speech act is the act of speaking something and doing something related to speaking at the same time (Chairani et al., 2020). The speech act has many functions to gain communication using verbal language more beneficial. Furthermore, Searle explained that the use of utterance in communication could depend on the situation around us, in which, it can also be used to 'encourage' someone to start an action (Ronan, 2015). Bahing (2018) says that the speech act is functioned to 'convey', 'promise', 'ask', 'demand', 'request', 'deny', 'complaint',

and 'announce'. In other words, the speech act is the way of using language that reflects our action in a way to achieve a solid purpose.

Directives can be a form of commanding, defying, or ordering (Fitriani, 2020: 88). When making a communication, we should have at least 'a partner' or 'a hearer' to make a conversation which involves stating and responding to each other around a particular topic to make a successful communication (Della & Sembiring, 2018). This was due to the reason that to achieve successful communication, a conversation between two peoples, needed to respond to each other by sharing or exchanging opinion through the form of understanding within a subject or topic. Ronan (2015) is claiming that communication, however, is not only happening in our daily real life, but it is also can happening on screen with involves third party media such as YouTube. This was possible because a partner from both parties is involved in communication; a speaker from a YouTube video towards the viewer that is hearing.

II. Review of Literature

The speech act is divided into three types. The first type is the locutionary act which is the act that is being performed in a way to achieve a lead in communication (Tutuarima et al., 2018). The second type is the illocutionary act, which is the act that is performed with communicative force within an utterance (Mufiah & Rahman, 2018, p. 126), and the last type is the perlocutionary act which is the 'effect' or 'influence' towards 'feelings', 'thoughts', or 'actions' of the listener (Dylgjeri, 2017, p. 21). Searle categorizes the illocutionary act into five different types (Rahayu et al., 2018, p. 176). Representative/assertive is a type of illocutionary acts that is representing a state of affairs. Representative is used to showing what a person knows or believes. The representative can come in a form of admitting, claiming, describing, telling, stating, etc. (Wati & Amri, 2020, p. 67). Expressives are the act of expressing the speaker's attitude when states an utterance (Ariadini & Imperiani, 2020, p. 3). Expressives can be a form of thanking, welcoming, congratulating, etc. Declaratives are the kinds of speech act that can change the state of the world by using utterance (Hutajulu & Herman, 2019). Declaratives can be in a form of arresting, firing, marrying, etc. Commissives are statements that are committing the speaker to possible action in the future (Dylgjeri, 2017). These statements could be in a form of promises. Directives are statements that try to get the hearer to do something for the speaker.

Edel (2017) stated that representative act is how the speaker conveying a situation or stating a proposition to the hearer. There are several types of representative such as statement, prediction, state, suggest, lie, complaining, guess, predict, announce, report, claim, discriminate suggestion, fact, etc. The second classification of illocutionary act is expressive. In this expressive utterance classified several types of utterances, there are apologizing, complimenting, condoling, congratulating, deploring, praising, regretting, thanking, pleasure, pain, likes, dislikes, joy or sorrow. The expressive utterance is how the speakers intentionally state what they feel with some expressions. Furthermore, Rosyidi (2019, p. 738) defines the function of expressive as to express the psychological attitude of the speaker to the situation implied in illocutionary. As it means this utterance emerging the psychological statement that performed by the speaker to reveal the feeling. The speaker would use performative verbs such as thank, praise, congratulate, compliment, apologize, etc. Declarative is the third classification of the illocutionary act that refers to declaration expression in some way to change the real-world situation. Del Campo Martínez (2015) further stated that Declarative sentences are relatable with the nature of

orders since these involve the presentation of future incoming action. This utterance needs a particular role to be performed by the speaker appropriately to change the previous situation. There are several types of declarative such as approving, betting, blessing, christening, confirming, cursing, declaring, disapproving, dismissing, naming, resigning, etc. The speaker utterance would change the real-world situation into a new one. This utterance could be direct or indirect depending on the situation. Commissive one classification of an illocutionary act that express some kind of expression within the speaker commitment of plans or action. Furthermore, Nainggolan & Arifin (2020: 479) point out that this act of commissive is used to commit the speaker to do a certain future action which, in other words, the speaker intended to the situation that is happening. There are several types of this utterance expression such as agree, ask, offer, refuse, swear that is concerned with the speaker's commitment to future action. In this utterance, the speaker performed with a performative verb such as to ask, offer, refuse, etc. A directive illocutionary act is an expression of the speaker intended the hearer to do something like the speaker desires. Furthermore, Searle claims that defining the characteristics of directive will bring the success of the member of correspondence between the propositional content and reality, which, successful performance will grant the propositional content corresponds to the world (Nainggolan & Arifin, 2020: 479). There are several types of directive utterance such as advising, asking, begging, challenging, daring, demanding, forbidding, insisting, inviting, ordering, permitting, recommending, requesting, suggesting, etc. They will directly express what they want or desire to the hearer. The speaker could be used some performative verb such as beg, demand, invite, suggest, etc.

III. Research Method

This study uses the descriptive qualitative method that is a research approach that examines, identifies, analyzes, and, of course, describes one specific case or phenomena that the researcher finds interesting to investigate (Kim et al., 2017). The data will be analysed using Searle's speech act theory. This study is also attempting to describe the social-interactional phenomenon that appears on YouTube by *Yes Theory* YouTube channel. The subject of the research was in the form of a video from the *Yes Theory* YouTube channel that was uploaded in December 2019. The details of the video are in the following table.

Table 1. Yes Theory's Video Details

No.	Title	Upload Time	Duration	URL
1	Travelling to the Happiest Country in the World!!	December 1st, 2019	14:32	https://youtu.be/Qmi-Xwq-MEc

IV. Results and Discussion

The data are analyzed based on the classification of representative, expressive, declarative, commissive, and directive acts. The number of the data are summarized in the following table 2 below.

Table 2. The Illocutionary Act Types Performed by Thomas Brag on Yes Theory's YouTube channel

No.	Video Title	Number of Data	Illocutionary Act Type				
			Rep	Exp	Dec	Com	Dir
1.	Travelling to the Happiest Country in the World!!	30	5	10	5	4	6

Note:

Rep: Representative   Com: Commissive
Exp: Expressive   Dir : Directive
Dec: Declarative

We can see from table 2 that shows that there 30 data that contains all five types of the illocutionary act from Thomas Brag's utterances that can be seen from *Yes Theory's* video on YouTube. Furthermore, the illocutionary act types that were performed by Thomas Brag in the video are explained in the following bellow.

4.1 Representative Acts

This representative purpose is to tell the hearer the situation of the world that the speaker has.

Thomas: *"So what makes this place so special all the people there truly the happiest"*

This utterance is classified as a claim representative because the speaker represented the things that he claimed about the place into something that he claims to be. In this utterance, Thomas was performed in claiming about the special place within the country that he goes. He seemed to claim the rumour of the Bhutan country as the happiest country to be true. Moreover, this utterance is a signal of self-claimed to a representation of the truth within the rumour. This how representative of claiming types performed by Thomas indirectly to the viewer as the hearer.

Thomas: *"We'll see you next week I just want to end this video by shouting out to our friends"*.

This is a representative act as the speaker wants to do something to the hearer. This representative expression is classified as a predict expression. The purposes of a predict expression is that the speaker predicts some situation that occurs in the future to the hearer. Indeed, in this example, Thomas indicates a future situation that he will do something in the next week. Thomas' utterances are represented the situation to make the viewer believe there will be another video in the next week. The second utterances that the video will be ended within by shouting to his friends. Moreover, in this example, Thomas' utterances indicate two predict expressions while he indicates future video will be ended by something then there will be another video in the next week. The first prediction indicates a prediction while the second one indicates prediction in the close time.

Thomas: *"I guess making happiness a priority"*

This utterance is called a guess expression that belongs to the representative. This expression had a purpose to guess or assumption about the future world situation. This utterance will be given by the speaker to express the guessing world into a hearer. This utterance leads the hearer to the speaker assumption by guessing the world that could be true or false.

Thomas: *"Incredible ways have made sense for not only its own culture"*

This utterance expresses the state of opinion from the speaker to the hearer. This utterance gives the hearer the opinion states that would lead the speaker to think about something. The speaker would give the hearer the opinion about the world thought. Within this example, Thomas as the speaker gives the utterance to the viewer about his opinion about Bhutan country. This utterance happens because Thomas wants to describe Bhutan culture throughout his thought. So, Thomas creates a world that has a sense of description about Bhutan country. While the description could be true or not it depends on the hearer mind. This could lead the hearer to create some assumptions about the speaker's intention.

Thomas: *"Is the only country in the world to be carbon negative meaning is producing three times more oxygen than it consumes meet the country of Bhutan"*

This representative utterance is the type of fact. This purpose of utterance is stating the fact about the world or its common sense of knowledge that the hearer could know too. The speaker will explain or stating an utterance that exists within the world. This example Thomas utterance addressing the fact of Bhutan country that already known by the rest of people in the world. Thomas wants to give common knowledge to the hearer that he intended to do that as the purpose to reveal his preparations to travel. Moreover, this fact representative expression could lead to hearer assumption that Thomas was prepared. Also, this could be educating purposes to the hearer intentionally.

4.2 Expressive Acts
This performative could be intended indirectly.

Ex-Prime Minister: "*you do not even know* "
Thomas: "*Yeah, no I really don't know"*

This apologizing utterance belongs to expressive classification. The purpose of this utterance is to indicate the speaker apology for what they did that could be an action or spoken. The speaker would convey the apology statement to gives a positive response for a negative act or speech. This state would create a hearer emotionally effect on speaker speech. Thomas said an utterance indirectly by saying "don't know" could be classified as an apology because Thomas had no intention to gives the wrong explanation. So, he states unintendedly or indirectly an apology to Ex-Prime Minister as the hearer.

Thomas: *"He was such a kind and wise and generous human being"*

This utterance classified as complimenting instead of praising because it addressed to a human being that could be created a false assumption that the addressed had a better position than the other. While this utterance indicates a compliment created by the speaker

to show feeling to a human being. The speaker conveys special utterances to the hearer about the speaker feels. A special utterance is expressive to gives or to lead the addressed a high position or indicating the addressed had a better position either for the speaker or to the hearer.

Thomas: *"All right it's gotta be the most beautiful airport I've ever seen in my life"*

This utterance belongs to the praising expression because It refers to a thing. If the addressed is a thing classified as praising if it was a human being then classified as a compliment. This utterance had the purpose of praise a thing in the same way compliment to the human being., Thomas said the utterance about his feelings to the airport that refers to a thing and place. Thomas gives the praising statement as beautiful for the airport to the hearer. Thomas indicates he wants to share some feelings about the airport that he arrived at.

Thomas: *"What have they understood about the environment the rest of us haven't well after a recent trip to India for an upcoming episode"*

This type of expressive utterance is regretting as it refers to regret something that has been done. The purpose of this utterance is to show the regret to the hearer about something that something has been done. The utterance speaker feelings showed to trigger hearer emotion about his past action. Thomas said the utterance because he felt regret that they don't do this trip first while he does the previous trip badly. Thomas sharing his regret to the hearer as in purpose for triggering the hearer emotion.

Thomas: *"Right yeah thank you so much for taking the time"*

Considering this expressive utterance refers to the types of thinking as there was the performative verb of 'thank'. This utterance purpose to shows the hearer about thanking something that was done either with the hearer or the hearer action. This hearer addressed to ex-prime minister instead of his Youtube viewers. This utterance was delivered by the speaker to the hearer as in purpose to gives thanking expression to the situation that the speaker and the hearer doing together. This example revealed Thomas utter thanking about the conversation within him with the ex-prime minister. Thomas gives an expressive way because he thinks that he had a good time talking with the ex-prime minister as indicate to thankfully prime minister gives his time for him. Thomas said this utterance to trigger hearer emotionally expression as to indicate the hearer action or spoken successfully delivered.

Thomas: *"I appreciate it I think the world will learn a lot from your wisdom"*

The differences between the utterance of thanking expression with this utterance that this utterance classified as pleasure. Even though both are the same but this pleasure expression had only in a good way rather thanking expression could be negative or positive. This utterance purposes deliver happiness feeling as performative by the speaker intended to thank the hearer. This example revealed Thomas pleasure expression performed to deliver appreciation affection from the hearer. Thomas indicated that his suggestion transforms into pleasure as ex-prime minister wisdom affected his viewer. This

could happen because Thomas wants to share some pleasure feelings of appreciation through the hearer word effect.

Thomas: *"Then kind of like not really think about it"*

This utterance is disliked expression types. This utterance goal is to deliver something that the speaker dislikes to the hearer. The speaker would intentionally deliver utterance of hate or dislikes. This utterance could be direct or indirect depending on the world situation. Mostly, using the performative verb of don't like or it could be indirectly as the example above. This example explains the situation of indirect dislikes expression. Thomas utterance classified as indirect performative dislikes expression as he wants to express his dislikes in such a way to indicate that he didn't want to talk about it. Thomas expresses some feelings of dislikes and bothers him about some weird 'penis' picture randomly painted in every house of Bhutan country. Thomas wants to deliver his dislike indicating to the hearers (viewers) not to mention about.

Thomas: *"I'm so excited to go see what this place"*

This utterance refers to the type of joy expression. This utterance had a purpose to express joyfulness by the speaker to the hearer. The speaker intended to show off the feeling of joyfulness about something that has been done to the hearer. The utterance could be followed by a performative verb such as excited to indicate joy expression. The example above provides the situation of Thomas as the speaker share some joy sensation about the trip to the viewer as a hearer. Thomas utterance could happen because he had a curiosity about the place to trigger the joy of himself indicating he was happy. Thomas delivered this utterance to show his happiness that occurs joy sensation as want to be felt by the hearer.

Thomas: *"I just had a moment where I felt like he was here"*

The utterance within this expression had meaning to showing the expression of sadness the speaker. The speaker intended to say this because he wants to catch the hearer belief about the feelings of the past event of Thomas with his grandfather. With this example, Thomas wanted to share the feelings of sorrow about his grandpa that was already passed away. Furthermore, his utterances in this place mean that this place had an emotional effect on him for recalling about sorrow memory. This utterance showed the sad expression to force the hearer felt the same as Thomas Brag. While this sorrowful expression also indicating promising about the place surely will take the hearer into the realm of great memories

Thomas: *"what they made a Bhutan it's incredible"*

From this utterance, we can see that Thomas is praising Bhutan with the word 'incredible' as to means that he is praising the country. This utterance shows Thomas's expression of some sort of wonderfulness towards the country. He felt that this country has a lot of 'incredible' things that are valuable and rarely meet in the other country. By saying this utterance, he also questioned what the people of Bhutan did to make such an incredible country. In conclusion, this utterance shows his view of Bhutan as an incredible country from various perspectives, such as the culture, the people, and the places.

4.3 Declarative Acts

The speaker could use several performative words such as declare, bet, etc. In this video there only two types such as confirming and declaring expression.

Thomas*: "I'm noticing this is not a coincidence or a one-off situation people in Bhutan really like penises"*

This utterance refers to confirm the situation expression. This utterance proposes the blurred situation that had been assumed by the speaker transform into a clear statement. The speaker needs evidence for confirming the assumed situation. Then, the speaker said intentionally to the hearer about the confirmed situation. In the example above Thomas has confirmed the situation about something that he assumed. He met special role as he found another assumption with good evidence could change the current situation. In this part, Thomas found his previous assumption could be wrong because he found many pictures attached to every house instead of founding in the first entrance. The conform situation that this event shouldn't appear so sudden but this could be some meanings inside this action. Then he said a utterance to confirm his situation transformed to strengthen his belief to his views as the hearer.

Thomas: *"I'm slowly starting to notice that this country has a weird obsession with penises"*

This utterance connected to confirm expression that this utterance refers to a declaration. This utterance had a purpose to declare something bargain with the assumption. The speaker would intentionally say to the hearer about something that comes from the speaker mind at the first sight. This utterance needs an object to be delivered and arranged in a form of a word to be described for the hearer. In the example above Thomas utterance assumed about Bhutan obsession that weird and different compared to other countries. Thomas intended to declare something that in first sight differs from his taboo perception. Then he declares this country weird as comes from his mind first within the taboo perception.

Thomas*: "I'm not sure but what has given them that reputation in the past is"*

The example above classified as disapproving something that is irrelevant with the speaker believe this utterance occurring reversed the previous world. The purpose of this utterance to deny common utterance that becomes an assumption of the real world. The speaker said intendedly about the different world to the hearer. Like the example above, Thomas wanted to give the hearer his declarative about something irrelevant from his sights. Thomas's belief of the reputation in the previously about Bhutan country would be wrong because he already felt different from the current world

Thomas: *"all of a sudden my heart just dropped."*

This utterance belongs to the likes type. The purpose of this utterance to show the speaker feelings about adoration or admiration for something. The speaker will show the feelings to the hearer direct or indirect. While in this example Thomas said intentionally indirectly saying about something that he likes about the great view of the environment.

Thomas wanted to share his feelings towards the viewers on how his feelings through the adoration towards Bhutan's beautiful view.

Thomas: *"yes good to meet you man, this is beautiful."*

This utterance is a blessing expression types of illocutionary act. The utterance gives the expression of pray or hoping or greeting fully attached with religiously holy blessing. The speaker, Thomas, is declaring the blessing expression within the form of the word "beautiful" to the hearer. Pragmatically, Thomas statement intentionally similar to "God Blesses You" which means that he believes in God to has given the one he meets the 'blessing'.

4.4 Commissive Acts
Within this utterance, the world has been adapted to the spoken word as the speaker know the future action will be.

Thomas: *"What does Bhutan do that you think other countries could easily implement"*

This utterance called asking expression as to performed in asking something with predicting and committing plans. The main goal is to make sure something planned by the speaker by asking about it to the hearer. The speaker intentionally said a question about something by committing with future action. This example could be classified as a commissive asking expression because Thomas asked the question that he probably knew the answer because he had already arranged the things and prepared to talk with the ex-prime minister. Thomas intended to ask about ex-prime minister knowledge in an appropriate way. Thomas successfully delivers his utterance because the ex-prime minister answer as Thomas wanted about.

Thomas: *"Yeah our goal soon is to build an app that can allow people to just go out and connect and find activities to do together"*

The utterance above indicates offering expression that will become later in the future. This type of utterance delivered offers expression from the speaker to the hearer. This utterance could be direct or indirect as the situation demanded specific circumstance. In this example Thomas intended indirectly to the hearer about his app will be available soon as he offers to the hearers to be used by them. Thomas delivered this utterance to indicate his desire to build an app to connect all. He offered indirectly his views as the hearer to persuade them to try his new app.

Thomas: *"Then there's just a whole bunch of I don't know if I'm confident enough to bring up the penis as a gift"*

This type of utterance is considered as a refused expression as the speaker commits to future action. This utterance conducts the purpose of refuse expression as the speaker future act, not by it. The speaker will be delivered some expression of refusing such as "I don't want it", "I refuse" etc. This type of utterances could be direct and indirect as the situation fitting to the speaker desire. This example explains how Thomas delivered refusing expression to the hearer could be his viewer. Thomas intends to not brings the

stuff for the minister as a gift because it is unethical as he assumed. This happens because Thomas wanted to not bring the stuff or he opposite with himself indirectly.

Thomas: *"There's something about this place that just recently so uncontrollably emotional it felt like the sound was muffled Romney"*

The utterances classified as a promising expression as the speaker promise to the hearer of the future commitment will be the same. The utterance of this type brings the purpose of promising something standing between the truth and lies to the hearer. The speaker will be delivered some verb such as promise, etc. but it could indirectly as the example above. This example indicates Thomas promising indirectly to the hearer by making sure about the situation of the place that he stands in. Thomas is making sure his viewers with the sensation of waterfall place and connecting with muffled Romney. As the purpose, Thomas intended to promise something that he felt to change the hearer mind.

4.5 Directive Acts
The speaker will force the world as they want and fit their desire.

Thomas: *"You cannot bring any technology with us you know a lot to film inside they consider them very holy places"*

This type of utterance is classified as advising expressions. The purpose of this utterance to advise the hearer not tod something wrongly. The speaker will force the hearer to as the speaker does which fit with the speaker experience. In the example above Thomas telling to the viewer not to bring the camera or anything because they will prevent you to do your things inside of what they considered as holy places. Thomas directly said to the viewer intendedly not to do what happens to him and persuade with forces word to them as he was told about.

Thomas: *"All right now we get around"*

This utterance was a directive ordering expression. The purpose of this utterance is to command or order the hearer to do as the speaker told about. The speaker directly forces the hearer within the spoken words. The example above is ordering expression when Thomas already finished with his buying. He told to the hearer as in this part addressed to his surroundings to get out from the store because he was done with his stuff. Thomas forces the hearer to do as he told about by getting out from the store.

Thomas: *"Beautiful destinations who provided us with some of the drone footage"*

The utterance above is recommending expression. The purpose of this utterance to provide some good advice by forces them to believe things are really good. The speaker said the utterance to lead the hearer belief and to do what the speaker told about. This directive expression could be in a form of non-directive expression as to with directly without using the performative verb to recommend the hearer about the speaker belief. The example above is providing recommending expression by Thomas to the viewers (hearers). Thomas wanted to forces the hearers belief to believe something within his word and will force them to travel as Thomas did.

Thomas: *"You know I'm saying which one would you recommend to heaven"*

This utterance is an expression of requesting to do something. The purpose of this utterance same as the other that is to force the hearer to do the speaker desire. Same as the recommend the request could be in the same way but the differences appear within this example. The example is telling how Thomas force the world of the hearer to do something as Thomas request but within the hearers' belief. Thomas did this because he confused and needed some advices from the hearer.

Thomas: *"You have to put on pants seems to put on a shirt to cover your arms"*

This utterance is called as a suggesting expression. This utterance could lead the hearer to a world of choices such as do it or not without consequence. The speaker will force utterance to the hearers as put themselves in the middle of choices. In this example, Thomas wanted to show his preference was gaining some advantage to him. By suggesting the preference to the hearer as his viewer will be emerging the judgement to choose that or not. However, Thomas indicated there was no consequences for them not to do what he did. Thomas in this utterance forced the hearer softly to make the hearer not think deeper about it.

Thomas: *"Okay so I have to ask you because I want to make sure I get that story uncomfort what's the deal with all the penises on all the houses"*

This utterance is a directive asking expression. The difference within commissive asking with this directive asking has appeared for its force action while in the commissive no to force the hearer to do the things. However, this directive asking forces the hearer to answer as providing the barrier to makes sure the hearer could deny it. Another characteristic in this directive is that should be directly asking without thinking about the future commitment of the speaker. As the example above, Thomas indicating the question about the weird picture attached without providing the next clue about the hearer could answer or not. Thomas just to show random question in time comes to his mind.

V. Conclusion

The conclusion of this study is that all the five types of the illocutionary acts have been found and indeed appears on *Yes Theory*'s YouTube video. These illocutionary acts are representative, expressive, declarative, commissive, and directive. Between those type of illocutionary act, there are a total of 10 expressive, 5 declarative, 5 representative, 6 directive, and 4 commissive utterances which is a total of 30 illocutionary act. Each of these illocutionary act type in a form of utterances is representing Thomas Brag's intentions which he delivers. The speech act studies about the language used in a media platform, such as YouTube, is starting to get some attentions for promoting the videos on the channel.

References

Ariadini, P. P., & Imperiani, E. D. A. (2020). The Analysis of Illocutionary Act and Humor Technique by Mak Beti In Arif Muhammad Youtube Channel. *Repository: Indonesia University*.

Bahing, -, Emzir, -, & Rafli, Z. (2018). English Speech Acts of Illocutionary Force in Class Interaction. *Advances in Language and Literary Studies*, *9*(3), 113. https://doi.org/10.7575/aiac.alls.v.9n.3p.113

Chairani, M., Sofyan, D., & Hardiah, M. (2020). Illocutionary and Perlocutionary Acts on YouTube Videos Employed by Niana Guerrero. *English Education and Teaching (JEET)*, *4*(3), 413–430.

Chua, A., & Banerjee, S. (2014). Understanding Review Helpfulness as a Function of Reviewer Reputation, Review Rating, and Review Depth. *Journal of the Association for Information Science and Technology*, *66*. https://doi.org/10.1002/asi.23180

Del Campo Martínez, N. (2015). Illocutionary constructions in English: Cognitive motivation and linguistic realization. In *Illocutionary constructions in English: Cognitive motivation and linguistic realization*. https://doi.org/10.3726/978-3-0351-0642-8

Della, F., & Sembiring, B. (2018). An Analysis of Directive Speech Acts by Searle Theory in "Sleeping Beauty" Movie Script. *Journal of English Education and Teaching*, *2*(1), 22–27. https://doi.org/10.33369/jeet.2.1.22-27

Dylgjeri, A. (2017). Analysis of Speech Acts in Political Speeches. *European Journal of Social Sciences Studies*, *2*(2), 19–26. https://doi.org/10.5281/zenodo.344518

Edel, E. E. (2017). The Illocutionary Acts in the Novel "And the Mountains Echoed" By Khaled Hosseini. *Jurnal KATA*, *1*(1), 15. https://doi.org/10.22216/jk.v1i1.1731

Fitriani. (2020). An analysis of Illocutionary acts in Fantastic Beasts: The Crimes of Grindelwald Movie. *Research in English and Education (READ)*, *5*(3), 85–99.

Hutajulu, F. S. L., & Herman. (2019). Analysis of Illocutionary Act in the Movie "You Are My Home" English Subtitle. *JEES: Journal of English Educational Study*, *2*(1), 29–36. https://doi.org/10.31932/jees.v2i1.371

Kim, H., Sefcik, J. S., & Bradway, C. (2017). Characteristics of Qualitative Descriptive Studies: A Systematic Review. *Research in Nursing & Health*, *40*(1), 23–42. https://doi.org/10.1002/nur.21768

Marbun, D. S., et al. (2020). The Effect of Social Media Culture and Knowledge Transfer on Performance. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Volume 3, No 3, Page: 2513-2520.

Mufiah, N. S., & Rahman, M. Y. N. (2018). Speech Acts Analysis Of Donald Trunmp's Speech. *Project (Professional Journal of English Education)*, *1*(2), 125–132. https://doi.org/10.22460/project.v1i5.p573-577

Nainggolan, O. V., & Arifin, B. (2020). *Illocutionary Acts Performed By The Main Character In The Matrix Movie*. *4*, 476–491.

Rahayu, F. N., Arifin, M. B., & Ariani, S. (2018). Illocutionary Act In The Main Characters' Utterances In "Mirror Mirror" Movie. *Mulawarman University: Journal Ilmu Budaya*, *2*(2), 175–187.

Risdianto, F. (2015). The Analysis Of Illocutionary Act On Audio File Entitled " Jama ' Ah Australia - Kepentingan Menghidupkan Amal Masjid " Faizal Risdianto STAIN Salatiga Email: Faizalrisdianto@yahoo.com. *Dimensi Pendidikan Dan Pembelajaran*, *3*(2), 51–63.

Ronan, P. (2015). Categorizing expressive speech acts in the pragmatically annotated SPICE Ireland corpus. *ICAME Journal*, *39*(1), 25–45. https://doi.org/10.1515/icame-2015-0002

Rosyidi, A. Z., Mahyuni, M., & Muhaimi, M. (2019). Illocutionary Speech Acts Use by Jokowidodo in First Indonesia Presidential Election Debate 2019. *International Journal of Multicultural and Multireligious Understanding*, *6*(2), 735. https://doi.org/10.18415/ijmmu.v6i2.760

Tutuarima, Z., Nuraeningsih, N., & Rusiana, R. (2018). An Analysis of Speech Act Used in London Has Fallen Movie. *Vision: Journal for Language and Foreign Language Learning*, *7*(2), 122. https://doi.org/10.21580/vjv7i23022

Wati, B. M., & Amri, U. (2020). An Analysis of Illocutionary Acts In The Slogans of The Airline Advertisements. *Islamic Manuscript of Linguistics and Humanity (IMLAH)*, *2*(2), 61–77. https://doi.org/10.24815/siele.v7i1.13635