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# The Speech Acts Of Content Creator In Cooking Tutorials On Social Media: Pragmatic Studies

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## Abstract

*A speech act is an utterance of a sentence to state the speaker's intention to be known by the listener. The speech which delivered by the speaker certainly has purposes and objectives that affect the understanding and response of the interlocutor. Based on this, this study aims to describe the meaning and types of speech acts used by a content creator in cooking tutorials which uploaded on his social media. The method used in this research is descriptive qualitative. The data sources used are several videos which uploaded to social media such as TikTok in July to September 2021. The technique which used in the data collection is listening and recording technique by transcribing the audio on the video in written form. Then, identifying and classifying the speech forms used by the speakers and analyzing the way of delivering the speech acts. Based on the results of the study, it was found that all forms of speech acts such as representative or assertive, expressive, directive, commissive and declarative are contained in the videos uploaded on the social media. However, not all of the functions of these speech acts are contained in these videos.*

*Keywords: pragmatics; speech acts; social media*

## Abstrak

*Tindak tutur merupakan suatu pengujaran kalimat untuk menyatakan maksud pembicara agar diketahui oleh pendengar. Tuturan yang disampaikan oleh penutur tentu memiliki maksud dan tujuan tertentu yang mempengaruhi pemahaman serta tanggapan dari mitra tuturnya. Berdasarkan hal tersebut, penelitian ini bertujuan untuk mendeskripsikan makna serta jenis-jenis tindak tutur yang digunakan oleh seorang content creator dalam tutorial memasak yang diunggah di laman media sosialnya. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Sumber data yang digunakan berupa beberapa video yang diunggah ke laman media sosial TikTok pada bulan Juli hingga September tahun 2021. Teknik yang digunakan dalam pengumpulan data adalah teknik simak dan catat dengan mentranskripsikan audio pada video dalam bentuk tulisan. Kemudian mengidentifikasi dan mengklasifikasikan bentuk tuturan yang digunakan oleh penutur dan menganalisis cara penyampaian tindak tutur yang digunakan. Berdasarkan hasil penelitian tersebut, ditemukan bahwa semua bentuk tindak tutur seperti representatif atau asertif, ekspresif, direktif, komisif dan deklaratif terdapat dalam video yang diunggah di media sosial tersebut. Akan tetapi, tidak semua masing-masing fungsi dari bentuk tindak tutur tersebut terdapat pada video-video tersebut.*

*Kata Kunci: media sosial; pragmatik; tindak tutur*

## 1. Introduction

At this time, many content creators show their creativities by recording and uploading their videos to their personal social media pages. Not infrequently, some of the content creators attract the attention of netizens and become famous due to their unusual behavior and speech acts. Speech acts according to [11] are various forms of actions that can be taken by speakers in using their language. Furthermore, [7] suggests that speech acts are theories that try to examine

the meaning of language based on the relationship between speech and actions taken by the speaker. This study is based on the view that speech means of communicating and that speech only has meaning if it is realized in real acts of communication, for example making statements, questions, commands, and requests. Thus, action is a characteristic of speech in communication.

Speech acts are one of human activities as language creatures. Because of its functional nature, every human being always strives to do their best, both through acquisition and learning. In this case, the content creator who is the object of research shows his creativity by uploading a cooking tutorial video where the pronunciation of the words is not like people who generally delivers a cooking tutorial. The content creator packs sentences using words that are not in accordance with the language used when delivering cooking tutorials but using slang word which is generally a trend among young people today. And adding a little joke so that the audience does not feel bored and entertained when watching the videos. One of example is the narrative of eggshells being replaced with "outfit".

Generally, studies that discuss this research are pragmatics. Pragmatics is the study of meaning conveyed by speakers or writers and interpreted by listeners or readers. As a result, this study has more to do with the analysis of what people mean by their utterances than with the separate meanings of the words or phrases used in the utterances themselves. According to [12], pragmatics is the study of the speaker's intent. This type of study needs to involve the interpretation of what people mean in a particular context and how that context affects what they said. A consideration is needed on how speakers organize what they want to say that is tailored to the person they are talking to where, when and under what circumstances.

Such as language, it is a means of communication between human beings. And the way to communicate can be done in two ways, namely orally and writing communication. Oral language is generally used by humans in their daily lives to greet each other and convey their feelings and opinions directly. But as with written language, it can also be done to greet each other and express each person's opinion. However, the difference is that written language can still be summarized or determined by vocabulary or good and correct word selection. With the aim that the language is more structured and can be understood by the reader so that the reader does not misinterpret the meaning. However, as in the previous example, the audience themselves know the meaning of the word "outfit". Which is where the word "outfit" is more suitable to be used in fashion content than cooking content. This is because there is visualization support from the video. As stated by [4] that speaking activities are not only limited to telling something, but also doing something. According to [2], distinguishes speech acts into three groups, namely locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. Speech acts are the basis for the analysis of other pragmatic topics such as presuppositions, cooperative principles, and politeness principles. Speech acts are part of pragmatics and speech acts cannot be separated from language.

In this case, this research focuses on the types of illocutionary speech acts. Leech [3] suggests that illocutionary means taking action in saying something. The illocutionary act is related to who speaks, to whom, when and where the speech act is performed. In illocutionary speech acts, it is necessary to include the context of the speech in the speech situation. Searle classifies the illocutionary speech acts into five kinds of speech forms, each of which has a communicative function [5][8]. The five kinds of speech forms are representative or assertive, expressive, directive, commissive and declarative speech acts. The purpose of this study is to describe the form of speech acts used by content creators in cooking tutorial content uploaded on social media pages such as TikTok and the meaning of the speech.

## **2. Method**

The type of research which used in this research is descriptive qualitative. Sugiyono [10] says that qualitative research is a research method used to examine the condition of natural objects where the researcher is the key instrument of the research. In this case the author describes the form of speech acts on a content creator in a cooking tutorial. The data sources used are several videos uploaded to social media pages such as TikTok which were uploaded from July to September 2021. The technique used in data collection is the listening and recording technique by transcribing the audio on the video in written form. Then identify and classify the speech forms used by speakers and analyze the way of delivering the speech acts used.

### 3. Results and Discussions

The following is a description of the results of research related to the forms of illocutionary speech acts such as representative or assertive, expressive, directive, commissive and declarative contained in cooking content on social media belonging to a content creator.

#### 3.1. Assertive Speech Acts

##### 3.1.1. Stating

*“nih telfon udah panas, udah gua olesin margarin juga nah tinggal lu tuang” (17/08)*

In that utterance, he spoofed the word teflon into telephone. Which is the audience certainly knows the meaning of the speech conveyed by him because the form of speech in all cooking content is accompanied by action. In this form of assertive speech act, it has the function of stating where it states that the teflon has been smeared with margarine and the teflon is already hot, which means it is ready to pour the martabak dough.

##### 3.1.2. Stating

*“Terus gue punya cabe agak busuk” (07/08)*

In the speech above, the content creator informed that the chili which he was going to use for cooking was slightly rotten. The notification is also accompanied by action by displaying the rotten chili. So in this utterance serves to express notification.

*“buat topping putihnya gua pakai in dj...marshmellow sama biskuit red velvet” (17/08)*

Then, another example of the function of the speech act in the video tutorial on making martabak is he tells the audience that the white topping used for the martabak uses dj, marshmellow. As it is known that dj marshmellow is a music producer from America with the characteristic of using a unique white helmet to cover his face. This makes the audience of the video feel entertained and think a little about the meaning of the speech delivered even though when the speech is accompanied by action. And actually, marshmellow is a kind of food which often used in as the topping of food.

##### 3.1.3. Proud

*“oke semuanya enak, cuma tteoknya kurang kenyel” (05/08)*

In the speech delivered by the speaker, it has a proud function. Where the speaker boasts of the cuisine made by him by saying it is delicious. However, in the speech there is the word "tteok" which is short for the word "tteokbokki". Tteobokki is a Korean food in the form of an elongated rod. Which is where the word tteobokki when read becomes tokpokki.

##### 3.1.4. Sigh

*“pas gue coba wah gokil, asin..tapi enak, tapi asin” (07/08)*

In this speech, the speaker conveys the function of his speech, namely complaining. Where in this case, he complains because the food he makes is salty. However he reiterated that the food was delicious but repeated the statement complaining again by saying “but salty”.

### 3.2. Expressive Speech Acts

#### 3.2.1. Praise

*“Nah lihat tuh basreng saya mah cantik, bentuknya bagus, rasanya enak” (05/09)*

In the speech above, the speaker conveys an utterance that has the function of praising. In this case, he said that the basreng (fried meatballs) he cooked was beautiful, looks good and delicious. However, when conveying the words "...it is beautiful, looks good, delicious" the speaker uses the tone used by a public figure. So that the tone is also attached to some of the cooking content.

### 3.3. Directive Speech Acts

#### 3.3.1. Ordered

*“pas lagi di tumis kasih transparan water” (08/07)*

In the speech, the speaker instructs the audience about the cooking tutorial when it is being stir-fried so that it is given transparent water. The meaning of transparent water is plain water that is commonly used.

*“Seperti biasa adonannya sama seperti kalian, dighosting” (08/17)*

In the utterance, the speaker ordered that the dough that had been made was ghosted. The word ghosting means to cut off communication without any explanation. This term has become viral since the Covid-19 pandemic occurred. The word ghosting can also be interpreted as "abandoned". Therefore, the speaker says "just like you" which means the joke has something in common with the audience.

#### 3.3.2. Suggest

*“masaknya slow down baby, pakai api kecil aja”*

In the speech, the speaker says slow down baby with the tone of a song lyric. This makes the cooking content he makes not boring because the speech used is not monotonous. Then, the purpose of the speech is that the speaker suggests that you cook it slowly using a small fire.

*“kalau pinggirannya mau garing minyaknya jangan pelit” (26/09)*

In the above utterance, the speaker says the edge. The pinggrin here refers to the egg that is being fried. In this case, the speaker suggests that if you want the egg to be crispy, don't be stingy with the oil. The point of not being stingy here is that the oil is not made a little but more to suit the desired dish.

#### 3.3.3. Recommend

*“Gorengnya gausah sampai kekuningan, kejauhan. Asal matang bae” (15/09)*

In the narrative above, the speaker recommends that it is not necessary to fry it until it turns yellow, as long as what is fried is cooked or already cooked. In this case, the utterance of the word "kekuningan" has two meanings which have the meaning of color or area. This is because after saying the word yellowish, the speaker then says the word "far away". Therefore, the yellowness in question is the brass area in West Java. This utterance is also a joke made by speakers so that the content they create does not seem boring or in other ways entertain the audience.

### 3.3.4. Advise

*“Gua pakai in selada buat formalitas, boleh sih daun apa aja asal jangan ganja “say no to drugs” (03/09)*

In the narrative, the speaker said that the dishes made may use any leaves as long as they are not marijuana leaves. Then he added advice by saying "say no to drugs" because marijuana is a type of drugs.

## 3.4. Commissive Speech Acts

### 3.4.1. Offer

*“kalau mau pakai bakso, sosis monggo bila mampu” (30/09)*

In this utterance, the function of the speech act is to offer. It is clear that the speaker says if you want to add meatballs or sausage, please. Because in this tutorial, speakers only use eggs. Therefore, the speaker quipped with a joke "if you can". Because as it is known the price of meatballs and sausages is more expensive than an egg. This goes back to the choice of the audience.

### 3.4.2. Swear

*“Tapi sumpah ya ini baunya, uh.. kaya jahe” (27/08)*

In the speech, the form of the speech act conveyed has the function of swearing. The speaker said the swear word that the smell of the food he made was like the smell of ginger. Even though it is true, the speaker is cooking ginger broth. In this case, it certainly makes the audience a little angry because of his behavior, but it is not a problem because it is only entertaining the audience.

### 3.4.3. Praying

*“Di ultah ke 76 ini semoga gua sehat selalu, semoga gua murah rezeki, semoga gua dapat jodoh” (17/08)*

In this speech, the speaker prays by asking him to be healthy always, cheaply sustenance and get a mate. The statement was said at the end of the video where the video was uploaded to coincide with Indonesia's independence day. However, at that time he said a prayer for himself not for Indonesia even though that day was Indonesia's independence day, not his birthday.

## 3.5. Declarative Speech Acts

### 3.5.1. Exclude

*“pokoknya kalau mau pedas kaya jari netizen boleh lu tambahin sambel” (31/08)*

In the speech, the speaker isolated the spicy netizen's finger. The point here is that at this time netizens often throw sentences or insults that are packaged in the form of comments on social media. That's why speakers say if you want spicy like netizens' fingers.

### 3.5.2. Give a Name

*“Yeah...Saipul udah bagus mau aesthetic bajunya pakek marvel pasar malam”*

In this speech, the speaker gives himself a name, namely Saipul. In fact, the name is not the real name.

### 3.5.3. Pointing

*“disini gua pakai in kalian terus perwibuan yang tadi” (09/25)*

In this utterance, the speaker refers to your word by referring to chili. Which is where the word chili was once used to mock women whose style was excessive. Then the speech says the word "perwibuan" which means onion. The term wibu, which refers to onions, was popularized by a YouTuber who said the wibu stinks of onions because they are too fanatical about Japanese without caring about themselves and forgetting to take a bath.

## 4. Conclusion

Based on the results of research that has been done by researchers. So, in this case the researcher concludes that the cooking content created by one of the content creators on TikTok social media has all forms of speech acts such as representative or assertive, expressive, directive, commissive and declarative. However, not all of the functions of these speech acts are contained in these videos. In the form of assertive speech acts there are functions of stating, informing, boasting and complaining. While in the form of expressive speech acts there is only a function of praising. Furthermore, the form of directive speech acts has the function of ordering, suggesting, recommending, and advising. Then in the form of commissive speech acts there are functions of offering, swearing and praying. And the last form of declarative speech acts has the function of isolating, naming and pointing. Of all the forms of speech acts spoken by the content creator in their video uploads, they have their respective meanings that can be easily guessed by the audience because they use language or words that are currently trending. The language used is one of the language innovations or skills which show to the audience by being packaged in the form of cooking tutorial videos.

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