EXPRESSIVE SPEECH ACT ANALYSIS IN VIDEO REACTION OF K-POP MV

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Abstract

This study aims to find out types of expressive speech acts from the viewers' reaction of KPop Music Video on Alphiandi and Jordan Orme's YouTube channels. The method of this study is descriptive qualitative. Meanwhile, in collecting the data, the researchers downloaded K-Pop Music Video from YouTube channel entitled "LOCO" purposively. Furthermore, in analysing the data the researchers employ a framework purposed by Searle (1976). According to Searle, there are six types of speech acts, expressive of thanking, expressive of congratulating, expressive of apologizing, expressive of wishing, expressive of attitude, and expressive of greeting. The results of this study show that there are six kinds of expressive speech act produced as follow: expressive of praising, expressive of wishing, expressive of appreciation, expressive of greeting, expressive of thanking, and expressive of apologizing. The results of this study show that the most dominant expressive use is expressive of praising. Expressive of praising is the most common because viewers' want to convey a sense of awe to other viewers. For viewers, this music video is a work of music, videography, and editing that deserves praise and appreciation from everyone who watches it. Then another reason is because the utterance of praise from the viewers has the aim of inviting the subscribers to watch the music video because it is an interesting video to watch.

Keywords – *Speech act, Expressive speech act, Music video, K-Pop, Reaction video*

Introduction

K-pop or Korean Popular Music is a music genre consisting of pop, RnB, ballad, hip hop, dance, electronic music, rock, electropop originating from South Korea (Andansari & Yuniar, 2015). K-pop itself is very popular all over the world, including Indonesia. The phenomenon of the presence of K-pop is also called *Hallyu* or Korean wave (Shim, 2006). The Korean wave is not only introduced traditional culture but also it combines with modern culture through people's lifestyle, music, films and other entertainment industries (Indria & Cifebrima, 2020). Korean culture was spread to various countries with the aim of expanding the country's industry and this is also become a separate force for South Korea. In other words, Korean wave is a medium for South Korea to expand and strengthen its country's industry. With the Korean wave, Korean culture will be increasingly recognized by other countries and this will also have an impact on the South Korean economy because of the large number of foreign investors who invest their shares. In addition, it makes South Korea more advanced in technology and innovation as they continue to develop it through the Korean wave.

In Indonesia, the emergence of this wave began in 2002 through the K-Drama "Mother's Sea" which was first aired on Indonesian television, then followed by a drama entitled "Endless Love" (Arindanvts, 2020). Since then, the Korean Wave has started to spread, followed by the entry of Korean Music, which until now is loved by many teenagers. Not only the music spoils the ears, but the looks of the members of Korean boy groups or girl groups are able to hypnotize teenagers.

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The existence of Korean wave also presents a good impact to their fans. Many Kpopers (as K-pop fans) don't want to just admire their idols, but many of them are creative by becoming Youtubers. Starting from cover sing content, cover dances, and MV reaction videos. In MV reaction videos, youtubers usually comment on interesting things, advantages, and disadvantages in the MV. This can provoke others to watch the reacted video. As for people who watched the MV first, then followed by the reaction video, because some fans are curious about reaction videos made by some famous creators. They are curious about comments made by creators to their favorite K-pop idols.

There are some studies related to "Expressive Speech Act Analysis in Video Reaction of K-POP MV", such as Risa Dewi Rahmawati (2021) conducted research with the paper title "An Analysis of Expressive Speech Acts Used in Crazy Rich Asian Movie". This study analyzes the types of speech acts found in the Crazy Rich Asian film and describes the SPEAKING model used in the film. In analyzing the data, the researcher uses the theory of Searle (1985) and Hymes (1974) as a reference in this paper. Meanwhile, Donatus (2020)'s paper "An Analysis of Expressive Speech Acts Found in Moana Movie". This study examines the types of speech acts found and widely used in the Moana film. In his research, the researcher used the theory of Searle and Austin, JL Austin (1975). The research conducted by Nur Vita (2015) "The Use of Expressive Speech Acts in Hannah Montana Session 1". By using Searle theory, this study aims to describe the types and forms of speech acts in Hannah Montana Session 1. Based on the background of the problem above, this study focuses on analyzing the types and functions of expressive speech acts found in the video 'LOCO' MV reaction. The researchers analyzed the types and functions of expressive speech acts based on the theory proposed by Searle (1985), namely thanking, congratulating, praising, wishing, greeting, and appreciation.

Based on the identification of the problem above, the researchers formulate the problem of this research as follows:
1. What types of expressive speech acts do the two creators use in the 'LOCO' MV reaction video?
2. What expressive speech acts are often used by the two creators in the 'LOCO' MV reaction video?

Language is an ability possessed by humans to communicate with other humans. In social groups, language is needed to work together, communicate, and identify. Language is an important component that cannot be separated in social life (Artati et al., 2020: 44). Language is not only used as a connecting tool but also as a medium for conveying information, conveying expressions, etc. Communication is not only obtained directly but also through social media such as YouTube.

A speech act is an utterance in which there is an action (Searle, 1985; Yule, 2006; Rahardi, 2005). We can act through language, do things and make others do things through words. According to Searle the illocutionary speech acts are classified into five kinds of speech forms, each of which has a communicative function. The five kinds of speech forms that show these functions are Assertives, Directives, Expressives, Declarations, and Commisives. This research focuses on expressive speech acts. The forms of expressive speech act consist of direct literal expressive speech act, direct nonliteral expressive speech act, indirect literal expressive speech act, and indirect non-literal expressive speech act (Yule, 2006: 95-96). The purpose of this study was to find out and describe what expressive speech acts were found in the two reaction videos and to classify them. It is hoped that this research can complement the results of expressive speech act research from previous studies.

Methods

This study used descriptive qualitative method. According to Nazir (1988), descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. This study explains the types of speech acts found in the two reaction videos of "LOCO". The data used were taken from Jordan Orme and Alphiandi's on YouTube channel purposively. To collect the data the researchers used the following steps: (1) Downloaded the reaction video "LOCO" from Jordan Orme and Alphiandi's YouTube channel. (2) Transcribed the video by watching the video many times. (3) Read and check dialogues related to research. (4) Analyze the types of speech acts contained in the two videos. Meanwhile, in analyzing the data, the researchers employ a framework purposed by Searle (1985) used the following methods: (1) The researchers analyzed the types of speech acts contained in the video and classified them using a pragmatic approach. (2) After classified the speech acts in the two videos, the researchers compared and found similarities, which speech act is used the most by the two content creators. (3) Concluding data analysis.

Finding and Discussion

In this section the researchers describe the results of research related to expressive speech acts in the two "LOCO" video reactions which include two things, namely (a) what types of expressive speech acts are in the two video reactions and (b) speech acts. what is often used by the two content creators. Based on the results of the research, in the two reaction videos, expressive speech was found based on form. Expressive speech based on form can be divided into direct literal expressive speech, direct non-literal expressive speech, indirect literal expressive speech, and indirect non-literal expressive speech.

Table 1. The percentage of expressive speech act

No.	Forms of expressive speech acts	Quantity	Percentages (%)
1.	Direct Literal Speech Act	17	60,7%
2.	Direct Non-Literal Speech Act	7	25%
3.	Indirect Literal Speech Act	3	10,7%
4.	Indirect Non-Literal Speech Act	1	3,5%
	TOTAL	28	100%

Based on the table above, from the data that the researchers observed, the form of expressive speech act that often appears or is used is the direct literal speech act. Direct literal speech act is a speech act whose form or structure is in accordance with the meaning spoken. Direct literal speech act occupies the highest position in the table above. This happens because in giving praise, the two creators speak directly and the structure they use is in accordance with the meaning and purpose of the utterance. In the second place, the form of expressive speech act that is often used is direct non-literal speech act. Direct non-literal speech act is a speech act that is delivered according to the form of speech but the words used are not in accordance with the meaning conveyed by the speaker. In the results of the research data, two content creators also often use words that do not indicate a compliment sentence such as the word 'crazy' but the meaning of the word is used to praise. Furthermore, according to the research results, indirect literal speech act is in third place. Indirect literal speech act is a speech act whose form or structure is not in accordance with the intention of the utterance but the words used are in accordance with the intended meaning. In the video that the researchers studied, the expressive speech act was conveyed with news sentences but the purpose of the speech was to give praise. Based on the results of the study, the form of expressive speech act that is rarely used is the

indirect non-literal speech act. Indirect non-literal speech act is a speech act whose form or structure as well as the words that are uttered are not in accordance with the intent of the utterance. This form is rarely used because the two creators more often express their praise directly with sentences that match their meaning.

Table 2. The percentage of expressive speech act function

No.	Function of expressive speech acts	Quantity	Percentages (%)
1.	Greeting	1	3,4%
2.	Praising	27	93,1%
3.	Apologizing	1	3,4%
	TOTAL	29	100%

According to the analysis, the percentage of expressive speech act function that appears most frequently is expressive of praising. Praising is the word used to show admiration for someone or something. The creators use praise because the music video titled 'LOCO' is an extraordinary music video and deserves praise. For the percentage below, there are greetings and apologizing with a series percentage. The creators used Greeting for the greeting in the video. While apologizing is used to express guilt and regret because the creator has done something disturbing.

Direct Literal Speech Act

In Jordan Orme and Alphiandi's video, sentences are found in the form of direct literal speech acts. This can be seen from the following example:

(1) "*I'm so sorry* for pausing like 27 times in the first 30 seconds, this is *the best thing* I have ever seen."

The above statement is the one found in Jordan Orme's "LOCO" reaction video. The utterance is a form of direct literal speech act because Jordan expresses it with a speech mode and meaning that is in accordance with the intent of the utterance. In the speech delivered by Jordan, it is found that expressive meanings are praising and apologizing in the "LOCO" music video.

(2) "*That's incredible*!"

This statement is also found in Jordan's reaction video in one of the scenes that shows the transition in the video, where the complicated transition looks very smooth and requires more precision in its creation. In the speech, the expressive meaning of praising is found. The utterance can be said to be a direct literal form of speech act because it is expressed with a speech mode and meaning that is in accordance with the intent of the utterance.

(3) "*Editannya, visualnya, lagunya. Gue suka*"
"The editing, the visuals, the song. I like it".

The above utterance is the utterance found in Alphiandi's video reaction. The utterance is a form of direct literal speech act because it is expressed with a speech mode and meaning that is in accordance with the intent of the utterance. In the speech delivered by Alphiandi found an expressive meaning, namely praising.

Direct Non-Literal Speech Act

In Jordan Orme and Alphiandi's video, sentences are found in the form of direct non-literal speech acts. This can be seen from the following example:

(1) "This video is *so insane*, *I'm like a third of the way through*"

The statement was found in Jordan Orme's "LOCO" reaction video. The utterance is an expressive praising utterance but in the preparation of the words it does not show expressive praising. The word 'insane' used in the speech does not have the meaning of praising, but when viewed from the context of the speech it shows the meaning of praise, Jordan admires the editing in the video "LOCO" which he thinks is extraordinary and not all editors can make editing works like that. So in his speech he uses the word 'insane'. This speech is a form of direct non-literal speech.

(2) "*Pecah banget*, bro!"

The speech delivered by Alphiandi in his video reaction is a form of direct non-literal speech. Similar to the previous speech, the speech found in Alphiandi's video reaction is a form of direct non-literal speech because the speech shows expressive praising but in its composition it does not show expressive praising. The word "pecah banget" when translated into English means 'so broken' which does not indicate a word of praise but in context it can be interpreted as a compliment meaning like 'It's so amazing'.

Indirect Literal Speech Act

Pada video milik Jordan Orme dan Alphiandi ditemukan kalimat yang berbentuk tindak tutur tidak langsung literal. Hal tersebut dapat dilihat dari contoh berikut:

(1) "This is why this transition is *so genius*"

The above statement was conveyed by Jordan in his reaction video. The utterance uses declarative sentences with the intention being conveyed to convey the feeling of admiration when watching the video "LOCO". So that the sentence is a literal direct speech act because the expression praises the editor who is very genius of video transitions.

Indirect Non-Literal Speech Act

Jordan Orme's video found sentences in the form of indirect non-literal speech acts. This can be seen from the following example:

(1) "I don't want to watch this anymore. This hurts my soul. I feel like I'm in conflict maybe *I'll just play this and I'll let you guys watch the rest*"

The statement was found in Jordan Orme's "LOCO" reaction video. The speech used is a indirect non-literal speech act because in its use Jordan uses declarative sentences which function to command the sentences "I'll just play this and I'll let you guys watch the rest".

Expressive Speech Acts Funtions

According to Searle (1985), based on its function, expressive speech acts can be divided into expressive of thanking, expressive of congratulating, expressive of apologizing, expressive

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of wishing, expressive of attitude, and expressive of greeting. From the data collected, expressive speech based on its function found in the two video reactions can be classified into:

1. *Greeting*

    Greeting is a word that is usually used when meeting someone. Greeting words that are commonly spoken by someone such as "Hello", "Hi", etc. From the research results, both Jordan and Alphiandi's video reaction "LOCO" shows greeting. The greeting sentence shown by Jordan was "Hey screenbean, My name is Jordan" while the greeting sentence shown by Alphiandi was "Annyeonghaseyo, sahabat yang daebak!" which is the greeting used by Alphiandi in Korean.

2. *Praising*

    Praising is a word used to show admiration or interest in something. In the reaction video "LOCO" by Jordan Orme and Alphiandi, they show various forms of praising in their speech. For example, "This editing is really good". In this speech, Jordan showed his admiration for the results of editing the music video. There are also sentences that show the praising of Alphiandi's video, such as "Baru loco sudah menggelegar". In this speech, Alphiandi expressed his admiration when the song had just started.

3. *Apologizing*

    Apologizing is a word used to express sorry and show regret for something. In Jordan's reaction video, the sentence apologizing "I'm so sorry for pausing like 27 times in the first 30 seconds". In that speech Jordan apologized to the audience of the video for having to pause the video 27 times in the first 30 seconds.

    Of the three functions found in Jordan Orme and Alphiandi's video reaction "LOCO", the function of expressive speech acts that is often found is the praising function. Which from the results of the study found 28 expressive forms of praising.

Conclusions

Based on the results of the discussion, the researchers can conclude about the types of expressive speech acts used by Alphiandi and Jordan Orme Youtube Channel in the 'LOCO' MV reaction video. The researchers found the use of direct literal speech acts, non-literal direct speech acts, literal indirect speech acts. and non-literal indirect speech acts. it can be classified as expressive of greeting, expressive of praising, expressive of appreciation, expressive of apologizing, expressive of wishing, and expressive of thanking. The expressive speech act that is often used is the expressive of praising. This implies that the MV 'LOCO' - ITZY is an extraordinary music video so that the content creators (Alphiandi and Jordan Orme) who reacted to the video gave a lot of praise.

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