

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions from the analysis results discussed in the previous chapter. The conclusion consists of the summarization of the whole research in accordance with the research questions, followed by recommendations for future research in the suggestion subchapter as presented below.

5.1. Conclusion

Based on the data analysis explained in the previous chapter, it can be concluded that.

1. There are two hundred fifty-eight data types of expressive speech acts found in Vogue: 73 Questions YouTube playlist videos. The data are classified into twelve types of expressive speech act theory by Searle and Vanderveken (1985). However, out of twelve types of expressive speech acts, only ten types are found in the videos, they are apologize, thank, condole, congratulate, complain, protest, boast, compliment, praise, and greet. Compliment is the most frequently used type of expressive speech act in the videos as it helps create a friendly and warm atmosphere, which is essential for the conversational tone the interview aims to achieve. The second most frequently used type of expressive speech act in the videos is thank, as it is often used by the guests and interviewer to express their gratitude to each other. It also creates a warm and friendly atmosphere, making the conversation more enjoyable and

natural. On the other hand, no deplore and lament expressive speech acts are found in the videos as they have the function of conveying sorrow and grief that can interrupt the video's concept and make the content less enjoyable for viewers.

2. The two hundred fifty-eight data of types of expressive speech acts found in the videos are uttered by the speaker using four strategies based on Parker's (1986) theory. However, only three strategies are used in uttering the expressive speech acts, they are literal direct strategy, literal indirect strategy, and non-literal direct strategy. Literal direct strategy is the most frequently used strategy in uttering expressive speech acts. This happens as a literal direct strategy involves expressing feelings straightforwardly and unambiguously making the utterance easily understood by a broad audience. However, no non-literal indirect strategy is used to utter the expressive speech acts in the videos, as this strategy is more likely to cause misunderstanding. A non-literal indirect strategy can hide the intended meaning and make it harder for the listener to understand the speaker's feelings.
3. The correlation between the types of expressive speech acts and the strategies to perform them is that the positive tone expressive speech acts such as compliment, thank, greet, praise, apologize, condole, and congratulate are predominantly performed using a literal direct strategy as this strategy ensures that the positive feeling is communicated effectively while minimizing the potential for misinterpretation. On the

contrary, negative or self-focused tone-expressive acts like boast, complain, and protest tend to use indirect or non-literal strategies to mitigate potential social disruption and maintain positive social relationships, balancing self-expression with politeness and minimizing negative consequences.

5.2. Suggestion

After concluding the findings and discussion of types of expressive speech acts and strategies used to perform them in Vogue: 73 Questions YouTube playlist videos in the previous sub-chapter, the researcher would like to present several suggestions as follows.

1. Future Researchers

For future researchers who are interested in analyzing the pragmatic field, especially speech acts, it is very interesting to focus on analyzing expressive speech acts. The researcher recommends future researchers to conduct research on analyzing types of expressive speech acts using other theories that are not the Searle and Vanderveken (1985) theory. Future researchers interested in analyzing expressive speech acts can conduct the analysis using several theories of types of expressive speech acts from Norrick (2018), Yule (1996), or Martinez (2013) so that the research result can be more varied. In addition, for the object of the research, the researcher recommends future researchers analyze videos from the Vogue YouTube channel with other playlists that are not the Vogue: 73 Questions, such as Vogue Beauty Secret and Vogue Day in

the Life playlists as these playlists provide interesting content that contain many types of expressive speech acts that can be analyze deeper.

2. English Literature Students

The researcher highly recommends other English literature students to analyze expressive speech acts as it is a very interesting field to study further. This is because analyzing types of expressive speech acts requires the researcher to focus on the situational context in the conversation to get the intended meaning. Furthermore, regarding the research object, the researcher suggests to analyze something other than movies. Other researchers may analyze a live talk show like “The Tonight Show Starring Jimmy Fallon” or a podcast like “Jay Shetty Podcast” that contains many interactions or conversations so that the data found can be more varied.

3. YouTube Content Creators

The last suggestion is for YouTube content creators. Hopefully, this research can be a reference for YouTube content creators for making YouTube content that contains various types of expressive speech acts. The researcher strongly suggests YouTube content creators to make interesting content that contains many expressive speech acts like Vogue: 73 Questions Videos, as it can enhance the entertainment value and emotional connection with viewers, which naturally leads to expressive and enjoyable content. Providing content with various types of positive expressive speech acts like compliment, praise, thank, greet,

and congratulate reinforces a cycle of positivity. This not only makes the interaction pleasant but also enhances the viewing experience, making it more enjoyable for the audience. Positive interactions are also more likely to be shared and appreciated by viewers, increasing the reach and impact of the content.

