



FORMS OF DIRECTIVE ILLOCUTIONARY ACTS IN STEVE TV SHOW A Pragmatic Analysis

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ABSTRACT

Language analysis involves examining various aspects of a language, such as its structure, meaning, and usage, to understand how it works and how people use it to communicate. The purpose of this research aimed to ascertain the acts and forms of directive acts on "Steve TV Show" YouTube Channel. The data were analyzed by using Searle (1979) directive acts theory and forms of directive acts Theorized by Kreidler (1998). This descriptive qualitative research used an observational and non-participatory technique. The researcher gathered data by viewing the episodes and that the researcher did not participate in the show. This research employed the pragmatic identity method and the pragmatic competence-in-equalizing technique to analyze the data. This research discovered three forms of directive acts: declarative, imperative, and interrogative. The acts are request, ask, tell, command, order, and suggest. The form of interrogative mostly found because the Talk Show telling about Interview a guest.

Keywords: *speech acts, directive acts, acts*

1. Introduction

In communicating, the speaker and hearer identify two meanings, the true meaning and the hidden meaning. Miscommunication occurs because the hearer does not understand the hidden meaning. In linguistics, hidden meaning is pragmatic, so the hearer must know the hidden meaning. People must comprehend pragmatics, which is the study of how

language is used in communication to create efficient communication (Leech, 1983). In a conversation, the speaker and hearer must express the acts intended by the hearer to do or act according to the wishes of the speaker.

Acts in speech have types and functions that are contained in utterances where these utterances contain the



meaning of what the speaker or hearer wants to do. Acts that appear in utterances must adapt to the context of the conversation. According to the study, speech acts are an essential component of communication. Illocutionary speech acts, or "directive acts," are those that are specifically used to tell a listener or audience member how to behave. When a speaker anticipates an interlocutor acting, they use directive acts. Directive acts are facts that are communicated by a speaker to move a listener to take an action (Searle and Vanderveken, 1985). The types of directive acts are ask, order, command, request, beg, plead, pray, entreat, invite, permit, and advise (Searle and Vanderveken, 1985). These are the various forms of directive acts that a speaker can employ to persuade an audience member to take a certain action. When a speaker is not required to carry out directive activities but nonetheless performs as the interlocutor expected an impossibility result. A speaker must carry out directive acts in order for an action to be fulfilled.

The Cooperative Principle is a fundamental concept in pragmatics. It outlines the implicit principles that underlie effective and cooperative communication between speakers and listeners. The principle assumes that in ordinary conversation, people generally follow certain norms to make communication more efficient and successful. We can find the phenomenon from informative media like YouTube, Facebook, Twitter, and other places. On the Piers Morgan Uncensored YouTube channel, it was Cristiano Ronaldo; Cristiano Ronaldo is the greatest and most famous football player of all time that was having an interview on 19th November 2022. The

phenomenon of Cooperative Principle was discovered on a talk show.

Piers (Host) : ".....**How did that feel that day when you came off the pitch?**"

Cristiano : "**Well that feeling was amazing**, but not only the day of the game....."

The host's utterance was a straightforward question. The host (speaker) asked Cristiano (hearer) straightforwardly. The hearer answered the speaker's question directly. The speaker received the correct answer from the hearer. The answer was matched with the question. So, the phenomenon is about Cooperative Principle.

Another phenomenon also found with directive acts in forms. Kreidler (1998) mentioned that imperative, interrogative, and declarative are the forms. Same from the previous conversation took in the Steve TV Show. Steve as a host and speaker welcomed the audience for playing the game. He wanted to know where she come from.

Steve (host) : **Where you from?**

Holly : Chicago

The type of Directive Illocutionary Act used by the host (Steve) is a "asking." According to Searle and Vanderveken (1985) classification of Directive Illocutionary Acts, a question is a type of illocutionary act that seeks information or an answer from the listener. In this case, the host (Steve) is asking Holly a direct question, wanting to know where she is from. The use of the question word "where" indicates that the speaker is seeking specific information about the location of Holly's origin. By asking this question, Steve aims to prompt Holly to provide an answer, which she does by stating, "Chicago." It's important to note that questions are a common form of



directive illocutionary acts used in everyday conversation to gather information, seek clarification, or initiate a conversation. In this context, Steve's question serves as a simple and direct way to initiate a conversation and get to know more about Holly's background. In summary, the host's question falls under the category of a Directive Illocutionary Act, specifically a "Question," as it seeks information from the listener (Holly) about her place of origin.

The research about directive acts is very attracted by the researchers, such as the previous research. Several researchers have studied directive acts. The researcher gave two earlier studies of directed acts in this chapter. The first research by Ramayanti and Marlina (2018). The purpose of this study is to describe the different speech acts used by the characters in the animated western film "Tangled." Data for this study was gathered from YouTube and organized into categories of illocutionary acts in accordance with Searle's theory by each character's use of utterances which involved illocutionary activities. The findings of their research found that there are four illocutionary acts found in that movie; directives, representatives, expressives, and commissives. It suggests that because some of them desire the other character to accomplish something, the characters in the movie "Tangled" employ commands.

Fitriani et al., (2020) determined the kinds and most prevalent illocutionary acts used by a fantasy movie's main character, 'Harry Potter and the Chamber of Secret'. The spoken utterances were then analyzed based on the types of illocutionary acts, namely: representative, directive, commissive, expressive and

declarative the results of the research showed that from of the five, only four types of illocutionary acts were found in the movie, they are representative, directive, expressive, and commissive

Both similarities and differences exist between the previous and present research. Given the similarities, the theory developed by Searle and Vanderveken (1985) was applied in both the prior and current research to study the various forms of directing acts. The concept of each form of directive acts was further described by Searle and Vanderveken (1985), therefore this research contributed their explanation to the theory as well as their own. As long as Searle (1979) remains the subject matter expert, those theories were combined. In addition to identifying the directive acts categories, this research identified the directive acts forms by using Kreidler's (1998) theory of directive acts forms, it was located. In analyzing issue, this research is very important to do in order to support language improvement. Directive illocutionary acts is one of the language discussions that can be implemented on daily conversation. With knowing the way host expressed the directive illocutionary speech act will give contribution for researcher.

2. Literature Review

Directive Illocutionary Acts

Directive acts result from the speaker's desire to influence the listener to pursue a specific course of action. When an action needs to be taken, categorization is always used. As conducted by Searle (1979), directive acts that are intended to persuade a listener to take a specific action are categorized as directive acts. It states that directive acts are the speaker's attempts to persuade the listener to take



an action. A speaker will use directive actions to persuade an audience member to do something. Directive acts have forms in addition to kinds. Evidently, every directive act has a specific form. The method a speaker conducts directive acts distinguishes the various sorts of directive acts. Kreidler (1998, p.176) mentioned that the forms are imperative, interrogative, and declarative.

Imperative

In linguistics, the term "imperative" refers to a grammatical mood used to express commands, requests, or direct invitations. Imperatives typically lack a subject, as the subject is usually implied to be the person or group being addressed. The verb in an imperative sentence is in the base form (infinitive) without any inflections.

Here's an example of an imperative sentence based on Kreidler (1998):

Sentence: "Close the door."

In this example, "Close" is the imperative verb, and the subject "you" is implied, as the speaker is directing the command to someone to perform the action of closing the door. **"Time is over, put your pen on the table now"** The statements exhibited directive speech acts in the form of an imperative or command.

Interrogative

Interrogative sentences are generally produced by speakers to ask questions. It States that interrogative sentences refer to sentences that appear to ask questions. It includes a WH question and a modal verb at the beginning to get an answer. These sentences can be used to ask questions that include requests. Saying a request by using the modal verb at the beginning can make a polite statement. Additionally, an utterance is a question if it

involves the word 'or' or a question word, namely what, which, where, why, when, and how. It is also clear that the interrogative sentence ends with a question mark (?)

Example: **"Can we do now?"**

The utterance above demonstrated the structure of interrogative phrases, which are those that are spoken by the speaker to the listener. The sentence structure indicates that it is a form of a query. In most cases, the question denotes a request for information.

Declarative

In linguistics, "declarative" is a term used to describe a grammatical mood or sentence type that makes a statement or expresses a fact, opinion, or assertion. Declarative sentences are the most common type of sentences used in everyday communication. Here's an example of a declarative sentence:

"He's out a lot these days." (Agustawan, 2021)

3. Research Method

Descriptive this study used a qualitative approach (Creswell, 2007). The social phenomena that the researcher examined served as the foundation for the qualitative methodology adopted in this study. The source's data is a phenomenon from a pragmatics perspective. The process of gathering facts and basing analysis on Searle's (1969) theory. Based on the notion of directing speech acts and the form of directive according to Yule (1996) theory. It was used to analyze the directive acts phenomena in Steve TV Show, YouTube Channel. This research employed an observational approach proposed by Sudaryanto (2015). Because the researcher chose not to participate in the talk show conversation, a non-participatory data

collection technique was used. There were certain actions taken during the data collection. The talk show's conversation was first transformed into a script. The information regarding the statements was then obtained from the discussion on the talk program that dealt with the phenomenon of directing acts.

This research uses the method of pragmatic identity proposed by (Sudaryanto, 2015). It used a pragmatics technique, using context to identify the data. This research employed Sudaryanto's theory, which asserted that the skill of equalizing the data in this research and its accompanying theory, for the method of evaluating the data, by equivalence the data and then categorizing the data analysis based on Searle (1969) theory this research was able to identify the data. Thus, the technique is pragmatic identity competence in equalizing. The following actions were taken throughout the data analysis. Find out the context of the statements that were highlighted and used as data in the talk show dialogue first. The dialogue's utterance order was explained by the context. The meaning associated with the theory was then determined by matching the context to the utterances. To fix the first and second issues with Searle's theory's categories and kinds of directed acts, the highlighted utterances were finally evaluated. The analysis's conclusions and findings were presented in sentences and paragraphs without using numerals to describe them. In other words, this presentation of the research findings was referred to as an informal exposition (Sudaryanto, 2015).

4. Result and Discussion

Result

Directive illocutionary acts are used by the speaker to get the listener to do something or to take specific actions (Searle and Vanderveken, 1985). This research discussed about the forms which means are refer to the different linguistic expressions or patterns used to convey directive intentions. These forms are used by speakers when they want to get the listener to perform a specific action or behave in a certain way. The research took the data from YouTube channel, the name of channel is Steve TV Show. The research took 4 episodes from January 2023 and got 30 data.

Table 1. Directive acts forms in Steve TV Show

No.	The forms of directive acts	Frequency
1.	Declarative	8
2.	Imperative	9
3.	Interrogative	13
Total Data		30

Discussion

The researchers found 30 data in this research, but only analysed about 15 data for each form of Directive Illocutionary Acts by Searle and Vanderveken (1985). It referred to forms of Directive Illocutionary Acts in "Steve TV Show" Channel YouTube. The data took from the video characters' utterances. Research found five data of declarative form in data 4, 8, 13 14, and 15. Imperative form was discovered five data in data 3, 5, 6, 10, and 12. Interrogative form had five data as found in data 1, 2, 7, 9, and 11.

Data 1

Steve (speaker) : "Is that your dad?"



(0:33)
Audience (hearer) : "Yes." (0:34)

The dialogue here talks about a woman where she has a father who is very muscular with an athletic body and that makes men who are interested in his daughters afraid to approach his daughter, so she asked Steve as the host of the show, how to find a man who dares to look at my father. Then and Steve became curious and wanted to confirm which one is her father, which asked **"Is that your dad?"** Then the girl answered yes. The speaker asked a question to get the answer. The interrogative sentence is one that appears to be asking a question. It is also evident that the interrogative statement ends with a question mark (?). The speaker said the utterance to ask about the father's hearer. As a result, the above statement takes the form of an interrogative sentence.

Data 2

Steve (speaker) : "Is that your dad?"
(0:33)
Audience (hearer) 1 : "Yes." (0:34)
Steve (speaker) : **"Can you stand up, Sir?"** (0:34)
Audience (hearer) 2 : (Audience stands up)

The dialogue here talks about a daughter explained about her father in the Steve TV show. Her father has an athletic body and make all men are afraid to approach her daughter. The daughter wants the suggestion from Steve as the host and Steve wants to see her father. The speaker performed the form of interrogative, it is considering the utterance is started with The Modal Verb 'CAN' and ended with a question mark (?). Additionally, the speaker said the

utterance to order the hearer 2 to stand up in order the speaker can see him clearly, for that reason, the form of the utterance above is an interrogative sentence.

Data 3

Steve (speaker) : "Let's play Harvey's Hundreds. All right, I'm looking for Marcella Holly. **Come on Marcella Holly.** Come on Marcella Yeah, come on." (1:48 - 2:27)
Holly (hearer) : (down to the stage)

The dialogue here talks about a speaker as a host was looking audience to play game. The game will provide some money for the winner. So, the speaker got the audience, and her name was Holly. Then, the speaker called the hearer to come down to the stage to play the game. **"Come on Marcella Holly,"** the hearer came down to the stage. The speaker ordered the hearer to come down to the stage and the speaker directly came down with pleasure in order to win some money. The speaker made an imperative sentence in order to call the hearer to come down to the stage. The speaker wants the hearer act for the ordering.

Data 4

Steve (speaker) : "Well, you wanna win some money?"
Holly (hearer) : **"I swear I do!"**
Steve (speaker) : "Come on over here." (2:49 – 2:53)

In the given conversation, there is a clear sequence of directive illocutionary acts performed by speaker Steve and hearer Holly. When Steve says, "Well, you wanna win some money?" He is making a

suggestion or proposal to Holly. Holly's response, "I swear I do!" indicates her agreement or acceptance of Steve's suggestion. The phrase "I swear I do" expresses a strong affirmation of her desire to win money, which means she is interested in the proposal made by Steve. Holly's utterance is not in the form of an imperative either. It is a declarative sentence where she expresses her strong desire to win money. Her statement is not a command, request, or invitation.

Data 5

Steve (Speaker): **"I Want You To Look At These Pictures."** (2:59)

Holly (Hearer) : (See The Screen)

The phrase "I want you to look at these pictures" is an example of a directive speech act, specifically a requesting speech act. By using the word "want," Steve is expressing his desire or intention for the listener to take the action of looking at the pictures. In the given monologue by Steve, there is one form of directive act based on the imperative form. The imperative form is commonly used to give commands or direct someone to do something. In the monologue, the phrase "I want you to look at these pictures" contains an implicit imperative directive. Even though it does not use the typical imperative verb form (e.g., "look at these pictures"), the phrase "I want you to" can be interpreted as a softer form of giving a command, which still implies a directive for the listener to look at the pictures. So, the form of directive act in this monologue is an Imperative Directive Act, but it is expressed in a more indirect manner through the use of the phrase "I want you to."

Data 6

Steve (speaker): **"Every time you match up one of those pictures. I'm gonna give you a hundred bucks."** (3:06 – 3:08)

In the provided monologue, the form of directive illocutionary act based on an imperative can be identified as follows: **"Match up one of those pictures."** The speaker, Steve, is giving a command or instruction to the listener, directing them to perform a specific action: to match up one of those pictures. This is an example of a directive illocutionary act, where the speaker's intention is to get the listener to carry out a particular action, which in this case, is expected to result in a reward of a hundred bucks.

Data 7

STEVE (SPEAKER) : **"Now you see those two Ms right there?"**

HOLLY (HEARER) : "Yes, yes."

Based on the conversation provided, the form of the Directive Illocutionary act is an "Interrogative Directive." Here's the breakdown: The form of this utterance is interrogative, as indicated by the question mark at the end of Steve's statement. The use of the interrogative form makes it clear that Steve is posing a question to Holly and seeking a response. An "Interrogative Directive" is a type of speech act where the speaker formulates a question to direct the hearer to perform an action, provide information, or confirm something, as in this case. By using an interrogative form, Steve is requesting Holly's attention and



verification of whether she can see "those two Ms right there."

Data 8

STEVE (SPEAKER): **"If you do this quickly, you can walk outta here with a thousand dollars!"**

Based on the monologue provided, the form of Directive Illocutionary act based on declarative. In this statement above, Steve is presenting a declarative sentence that suggests or advises a course of action. The declarative form makes it appear as a statement of fact or possibility, but it implicitly functions as a directive by encouraging the listener to follow the suggestion or advice. The illocutionary act of "Directive in the form of a Suggestion or Advice" is when the speaker indirectly instructs or influences the listener's behavior by presenting an idea or option without explicitly commanding them to do something. In this case, Steve is suggesting that the listener can earn a thousand dollars if they act quickly, which can be seen as a form of indirect persuasion.

Data 9

STEVE (SPEAKER): **"all right, okay, you ready?"**

HOLLY (HEARER): "Yeah"

In this statement, Steve is using interrogative language to inquire about Holly's readiness. The phrase "all right, okay" serves as a lead-in to the actual question. The interrogative word "you" directly addresses Holly, and the word "ready" clearly indicates the nature of the request. Steve is asking if Holly is prepared or in a state of readiness for something. The illocutionary act of "Request for

Readiness" is a type of directive in which the speaker asks the hearer about their preparedness for a particular task, activity, or event. In this case, Steve is inquiring whether Holly is ready for something, and Holly's response, "Yeah," indicates her affirmation of being prepared.

Data 10

STEVE (SPEAKER): **"Take this money."**

Based on the monologue provided, the form of the Directive Illocutionary act can be classified as an "Imperative." In the statement, "Take this money," Steve is using an imperative sentence structure. Imperatives are direct commands or requests that instructor direct the listener to perform a specific action. In this case, Steve is instructing the listener to take the money. The speaker assumes authority and expects the hearer to follow the given instruction.

Data 11

STEVE (SPEAKER) : **"What type of man do you think your mom needs?"**

AUDIENCE (HEARER) : "One with a good job."

Steve's question is in the form of an interrogative sentence, and the illocutionary act he performs is a Request. He is asking the audience (hearer) to share their opinion or provide information about the type of man they think the mom needs. The audience's response is not in the form of an interrogative sentence, but it is still an answer to Steve's request. Their response provides information about the type of man they believe the mom needs (i.e., someone with a good job). In summary, the form of the Directive



illocutionary act in this conversation is a Request, as Steve's question is in the form of an interrogative sentence, seeking information or opinions from the audience. The audience's response fulfills the request by providing the desired information.

Data 12

STEVE (SPEAKER) : “The guys that answered, what you don't know won't kill you, **you have to go. That's numbers five and four.**”

PARTICIPANT 4 & 5 (HEARER) : (GO AWAY)

Based on the conversation provided, Steve is using imperative forms to provide instructions or commands to the hearer (the guys who answered): "**you have to go**" - This is a clear imperative form where Steve directly commands the hearer to leave or go. That's, numbers five and four." - Although this part is not a complete imperative sentence, it seems to be instructing the hearer to do something specific, possibly referring to some task or action associated with "**numbers five and four.**" It lacks a clear verb but could be considered an implicit imperative form. In both cases, Steve's statement contains directive illocutionary acts using the imperative form, as he is directly giving commands or instructions to the hearer.

Data 13

STEVE (SPEAKER): “**Now listen, I'm sending the two of you to the best steakhouse in LA, Nick and Stef's Steakhouse. You'll get to enjoy everything from their prime steaks, dry aged**

inhouse, to delicious seafood by Chef Megan Logan.”

In the conversation provided, the form of the Directive Illocutionary act is a "declarative" type. The statement "Now listen, I'm sending the two of you to the best steakhouse in LA, Nick and Stef's Steakhouse. You'll get to enjoy everything from their prime steaks, dry aged in-house, to delicious seafood by chef Megan Logan" is in the form of a declarative sentence. Even though it contains instructions or a directive, it is expressed as a statement of fact or a declaration. Steve is making an assertion about what he is doing (sending them to the steakhouse) and what they will experience there. The declarative form does not necessarily require a direct response or action from the listeners, but it still conveys a directive intention from the speaker.

Data 14

STEVE (SPEAKER): “**And I want you all to come back tomorrow and tell us how it went**”

In the given conversation, the speaker (Steve) is making a request or giving a command in the form of a declarative sentence Form. The form of the Directive Illocutionary act is declarative, which means the sentence takes the form of a statement. In this sentence, Steve is making a request or issuing a command to the listeners to come back the next day and share their experiences or reports about something. Despite using a declarative sentence, the intent behind it is to direct or request action from the listeners.

Data 15

STEVE (SPEAKER): “- Well, everybody.



Everybody, please
Welcome the Jr. Flips
team!"

AUDIENCE: (audience cheering) (audience clapping)

The form of Directive Illocutionary act is an imperative, which means the speaker is issuing a direct command or instruction. In these utterances, Steve is using imperative language to instruct the audience to welcome the Jr. Flips team. The use of "please" indicates that it is a polite order, but it is still a directive with the intent of getting the audience to take a specific action, which is to welcome the mentioned team. The exclamation mark also adds emphasis to the command.

5. Conclusion

Based on the analysis of Directive Illocutionary Acts in the "Steve TV Show" YouTube channel using a pragmatic approach, the research focused on identifying the forms of these acts. In terms of the forms of directive illocutionary acts, the study identified the specific linguistic structures used in the channel to convey these acts. The forms of directive illocutionary acts observed in the "Steve TV Show" YouTube channel encompassed various speech acts, such as interrogatives for asking or requesting ("ASK"), imperatives for giving orders or commands ("ORDER"), declaratives for praising or commending ("COMMAND"), and other linguistic patterns for suggesting ("SUGGEST") and telling ("TELL"). Based on this evidence, it can be concluded that the "Steve TV Show" YouTube channel employs a wide range of directive illocutionary acts, which play a significant role in the communication dynamics on the platform. Overall, the research contributes to a

better understanding of how directive illocutionary acts are used in the "Steve TV Show" YouTube channel and provides valuable insights into the pragmatics of communication in online media platforms.

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