

Linguistic strategies in attracting YouTube subscribers: A pragmatics perspective

Dewi Yanti

Department of Master of Applied Linguistics, Universitas Al-Azhar Indonesia, Indonesia

*) Corresponding Author, email: dewi.yanti@uai.ac.id

ABSTRACT

The rapid development of digital media has changed communication patterns, making YouTube a competitive space to attract and retain audiences. However, the study of creators' linguistic strategies in the context of digital marketing communication through speech act theory is still limited. This study aims to examine the linguistic strategies used by YouTube content creators to attract attention and increase the number of subscribers, using a pragmatic approach based on Searle speech act theory. The main focus of this study is to identify the types of speech acts such as assertives, directives, commissives, expressives, and declaratives that appear in various YouTube videos, as well as their strategic roles in building relationships with audiences. The research method used is descriptive qualitative with data collection techniques through observation and video transcription from seven relevant YouTube sources. The results of the study show that directive and assertive speech acts dominate the speech used by creators, especially in invitations to like, subscribe, and follow the links provided. Commissive and expressive speech acts also play an important role in creating emotional attachment and building trust. These findings indicate that linguistic strategies through speech acts are an effective tool in digital communication to influence audience behavior and expand the reach of content. These findings also expand the application of pragmatic theory in digital media and creative content, and contribute to the study of applied linguistics and media literacy. However, limited data, subjectivity of interpretation, and the lack of consideration of multimodal aspects indicate the need for further research with a broader scope and approach.

Keywords: communication strategies; linguistics; pragmatics; speech acts; YouTube

First Received:	Revised:	Accepted:	Published:
April 17 th , 2025	July 20 th , 2025	July 22 nd , 2025	August 12 th , 2025

How to cite (in APA style):

Yanti, D. (2025). Linguistic strategies in attracting YouTube subscribers: A pragmatics perspective. *Journal of Research on English and Language Learning (J-REaLL)*, 6(2), 158–169. <https://doi.org/10.33474/j-reall.v6i2.23460>

INTRODUCTION

In the digital era, communication has undergone a significant transformation (Hasan et al., 2023; Nesterenko et al., 2023), particularly in how individuals and organizations interact with audiences. One notable phenomenon is the growing reliance on subscription-based platforms—such as YouTube, Patreon, Substack, and various social media services—where content creators compete for attention and loyalty through strategic language use. As competition intensifies, the ability to effectively persuade and retain subscribers has become crucial. This shift places greater emphasis on

understanding how language is used pragmatically to influence, engage, and build relationships with audiences.

Linguistic strategies serve not only as tools of expression (Farijanti et al., 2024) but also as instruments of persuasion (Karim & Saksono, 2023; Sornig, 1989). Speech acts—utterances that perform actions—are central to this persuasive function. For instance, when a YouTuber says, *"Don't forget to subscribe for more content,"* the utterance is not merely informative; it is performative, aiming to elicit a specific action from the audience. This aligns closely with the theory of speech acts proposed by Searle (1979), which categorizes utterances into functional acts such as assertives, directives, commissives, expressives, and declarations. Each type of speech act serves a particular communicative function that can be strategically deployed in subscription-oriented content.

Despite the prominence of persuasive language in digital media, relatively few studies have examined it from a pragmatic standpoint, especially using Searle's (1979) framework. Most existing literature focuses on the structural or psychological aspects of marketing communication (Anagaw, 2019; Jawad & Nouredine, 2024). Research on persuasive language in digital media has been widely conducted with various focus objects of study. Jannah and Hidayat (2020) analyzed the structure of advertising language in KRL transportation media, finding that information, persuasive, and image functions are at the center of communication strategies. The language used tends to be short and simple, with dominant visual elements for the effectiveness of message delivery. Timpal et al. (2022) highlighted the role of brand ambassadors in influencing consumer decisions on Tokopedia. Factors such as power, attractiveness, and credibility proved to be more significant than visibility, indicating that persuasive strategies involve aspects of personality and trust.

Meanwhile, Widyastuti et al. (2017) reviewed how personal branding is built on social media Instagram. Consistency in conveying self-image and honesty in interactions are the main persuasive strategies to build audience trust. Fadillah et al. (2025) discussed the use of advertising language in home marketing, both in print and digital media. This study emphasizes the importance of persuasive techniques in shaping perceptions and driving purchasing decisions, with an emphasis on positive imaging through choice of diction. In the context of corporate communication strategy, Prakoso (2023) examined the role of public relations in a food and beverage company. Two-way communication is the main strategy in building a strong and trusted brand image, indicating that the persuasive approach is dialogical. Finally, Angelina et al. (2023) reviewed digital marketing strategies in the handmade knitting craft business. The use of social media as a means of promotion reflects the adaptation to digital technology and the need for a creative persuasive approach to survive in the midst of market competition.

Research on communication strategies in digital media has grown rapidly, especially in the fields of marketing (Rizaldi et al., 2021), social media (Adeola et al., 2020; Cox & McLeod, 2014; Floredu & Cabiddu, 2016), and digital communication (Lacarcel & Huete, 2023). Most previous studies have focused on rhetorical approaches, consumer behavioral psychology, or discourse analysis in general. However, there are still limitations in the pragmatic approach, especially in the use of Speech Act Theory developed by Searle (1979), to analyze linguistic strategies in attracting audience attention and engagement.

In addition, existing pragmatic studies tend to focus on face-to-face interactions (Chang, 2015; O'Malley et al., 1996), political speeches (Ayeomoni & Akinkuolere, 2012; Balogun & Murana, 2018), or academic contexts (Taguchi, 2018), while the use of pragmatic utterances in digital contexts—such as subscription invitations on YouTube—has not been systematically studied. In other words, there is a research gap in the application of speech act theory to persuasive communication practices in digital media which are informal but very strategic.

The primary objective of this research is to identify and analyze the types of speech acts used in subscription-driven digital content and to examine how these acts contribute to persuasive communication. By doing so, this study aims to provide a deeper understanding of linguistic strategies in digital media and contribute to both linguistic and media studies, particularly within the realm of pragmatics and discourse analysis. Thus, this study seeks to fill that gap by exploring how content

creators employ different types of speech acts to attract and retain subscribers. The analysis will highlight the pragmatic functions of language in digital marketing and demonstrate how speech acts can effectively shape audience behavior.

The novelty of this research lies in its application of [Searle's \(1979\)](#) Speech Act Theory within a contemporary digital communication context, which has not been widely explored pragmatically. Thus, this research not only extends the application of pragmatic theory in a digital context but also provides a deeper understanding of how language is used strategically in the world of digital content and marketing. Furthermore, by situating traditional pragmatic theory in modern, media-driven discourse, this research bridges a gap between classical linguistic frameworks and current digital practices, offering fresh insights into the dynamics of language use in online persuasive communication. Based on these aims, the research seeks to answer the following questions:

1. What types of speech acts are most commonly used by YouTube content creators in subscription-oriented content?
2. How do these speech acts function strategically to attract and retain subscribers?

LITERATURE REVIEW

Pragmatics

Pragmatics is generally defined as the ability to use language and other expressive means to convey meaning in specific interactional contexts ([Bosco et al., 2018](#)). Pragmatics refers to the way language is used to convey meaning in relation to its context and application ([Pratiwi & Rohmadi, 2021](#)). According to [Leech and Thomas \(2002\)](#), pragmatics accounts for the meaning of utterances for their users and interpreters. Pragmatics is a complex aspect of language use that encompasses various elements, including speech acts, social deixis, and politeness ([Liddicoat, 2014](#)).

Speech Act Theory

Speech acts are verbal actions performed through utterances, encompassing the speaker's intention and the effect on the listener. They are fundamental to human communication and play a crucial role in conveying meaning beyond literal words ([House & Kádár, 2023](#); [Lutzky & Kehoe, 2017](#)). They are fundamental to human interaction and require rapid recognition for effective communication ([Gisladdottir et al., 2018](#)). These acts can be categorized based on their illocutionary force (e.g., suggesting, requesting) or their interactional significance (e.g., agreeing, refusing) ([House & Kádár, 2023](#)).

This study is grounded in [Searle's \(1979\)](#) Speech Act Theory, a fundamental component of pragmatics that examines how utterances function as actions within communication. According to [Searle \(1979\)](#), language does not merely convey information but performs actions, often with the intention of influencing interlocutors. He classifies speech acts into five main categories, each serving different communicative purposes, which are especially relevant in the analysis of persuasive language.

1. Assertives

Assertive speech acts are those in which the speaker commits to the truth of the expressed proposition. These include statements, descriptions, and claims. In persuasive contexts, assertives can be used to establish authority or credibility. For example, content creators may use assertives to present facts or testimonials that validate their content or expertise.

2. Directives

Directives are utterances intended to get the listener to do something. These include commands, requests, suggestions, and advice. In persuasive digital communication, directives are commonly used to prompt specific audience actions—such as subscribing, clicking, or sharing.

3. Commissives

Commissive speech acts commit the speaker to a future course of action. These include promises, offers, and guarantees. Persuasive strategies often involve commissives to build trust and anticipation.

4. Expressives

Expressives convey the speaker's psychological state or emotions, such as thanking, congratulating, or apologizing. These acts are crucial for establishing rapport and building an emotional connection with the audience.

5. Declarations

Declarations are utterances that bring about a change in the external world simply by being spoken, such as resigning, naming, or announcing. While less common in everyday persuasive content, declarations may be used in contexts such as launching a new product or rebranding.

By applying [Searle's \(1979\)](#) classification, this research aims to uncover the underlying linguistic strategies employed by content creators to attract and retain subscribers, thereby contributing to a deeper understanding of persuasive communication in digital media.

METHOD

Research design

This study uses a descriptive qualitative approach with a focus on pragmatic analysis of utterances used by YouTube creators in an effort to attract attention and increase the number of subscribers. The theoretical framework used is the classification of speech acts according to [Searle \(1979\)](#) which divides utterances into five categories: assertives, directives, commissives, expressives, and declaratives. This method allows for an in-depth understanding of how linguistic strategies function pragmatically in real digital communication contexts.

Data source

The data consist of verbal utterances taken from YouTube videos, particularly from segments where content creators directly address their audience with the aim of gaining subscriptions. These segments typically include introductory remarks, closing statements, and call-to-action (CTA) utterances such as "Don't forget to subscribe" or "Hit the bell icon." The channels selected for analysis span diverse content categories (e.g., education, entertainment, technology) and have demonstrated substantial subscriber growth.

Data were obtained from seven YouTube videos that were purposively selected based on the relevance of the video content to the themes of self-promotion, information delivery, and invitations to interact such as subscribing, liking, or sharing. The seven videos came from channels with different focuses such as motivation, technology, education, and entertainment, which contain various forms of communicative speech. The longer video offers a broader discourse context, capturing more complex speech acts such as storytelling and motivational language. In contrast, the shorter videos focus on direct and concise CTAs. This variation is methodologically useful, as it reflects different persuasive strategies. To maintain balance, the analysis focused on specific segments with clear persuasive intent, rather than on video length. Here is a list of data sources:

Table 1*The List of Data Sources*

No	Video title	Upload time	Video duration	Video link
1.	Metode Ajaib yang Berhasil Mengubah Hidup Banyak Orang! - Money Magnet	Oct 6, 2024	11.13	https://www.youtube.com/watch?v=h6YnAIr4YB4
2.	Don't Forget to like, comment, share and subscribe to my channel	March 14, 2017	0.10	https://www.youtube.com/watch?v=ZW2sa15cb5A
3.	Don't forget to subscribe!!	Nov 3, 2018	0.19	https://www.youtube.com/watch?v=C6JbBc0BLOg
4.	He Was HUMILIATED for Not HAVING Robux.. 🤖🎮	March 25, 2025	0.15	https://www.youtube.com/shorts/4Id937cAESU
5.	Transcribe & get captions FREE with @Riversidefm's new AI Transcription	May 16, 2023	0.25	https://www.youtube.com/shorts/EZ86-acU_2Q
6.	Why Your YouTube Videos Stop Getting Views After 24 Hours (And How to Fix It)	April 14, 2025	7.27	https://www.youtube.com/watch?v=atyNos3oWW0
7.	Thank You for Your Support!	February 12, 2019	0.35	https://www.youtube.com/watch?v=7ABGiM5MUmG

Data collection procedure

The data collection techniques in this study were conducted through several stages. First, the researcher watched and listened carefully to the contents of selected YouTube videos to identify utterances that contain pragmatic elements. This process focused on detecting speech that involved persuasive strategies that align with the categories of speech acts as proposed by Searle (1979). Second, important utterances were transcribed, particularly those that reflect invitations, statements of belief or fact, expressions of emotion, and commitments made by the speaker. These transcriptions served as the primary data for analysis. Third, the data were filtered and selected based on their relevance to the research objectives, namely identifying linguistic strategies used to attract YouTube subscribers through the lens of Searle's (1979) speech act theory.

Data analysis

The data are analyzed using Searle's (1979) classification of speech acts, which includes: Assertives: statements asserting truth or conveying belief; Directives: commands, suggestions, or requests; Commissives: promises or commitments; Expressives: emotional or psychological expressions; and Declarations: statements that enact change upon being uttered.

Each persuasive utterance is identified, categorized based on its speech act type, and interpreted in terms of its pragmatic function in influencing audience behavior. Patterns of usage are then examined to determine which types of speech acts are most commonly and effectively used in attracting subscribers. The results of the analysis are presented in the form of numerical distribution and qualitative discussion.

The frequency of each type was calculated, and the percentage distribution was determined using the following formula:

$$\text{Percentage} = \left(\frac{\text{Number of Utterances per Category}}{\text{Total Number of Utterances}} \right) \times 100\%$$

FINDINGS

This study aims to identify and classify the speech acts employed by YouTube content creators to attract interest and gain subscribers, using Searle's (1979) framework, which categorizes utterances into assertives, directives, commissives, expressives, and declaratives.

Based on the classification results of the data collected from the seven videos, the distribution of speech acts based on Searle's (1979) theory can be detailed as follows:

Table 2

The Distribution of Speech Acts in Seven YouTube Videos

No	Type of Speech Act	Number of Utterances	Percentage (%)
1	Assertives	13	26%
2	Directives	20	40%
3	Commissives	8	16%
4	Expressives	9	18%
5	Declaratives	0	0%
Total		50	100%

Data were obtained from seven YouTube videos that had similar communicative purposes, namely, inviting viewers to subscribe to their channels. From the results of the analysis of the transcripts of the content creators' speech in these videos, it was found that the most dominant linguistic strategies used were directive and assertive speech acts.

1. Assertives

Assertive speech acts are used to convey information, express beliefs, or state facts from the speaker's perspective. In this study, assertives frequently appear in the form of testimonials, factual statements, or expressions of personal experience. For example:

- 1) *"Math is Power for You recently **received the Silver Play Button Award** for surpassing 100,000 subscribers."*
- 2) *"I **know** my channel would not have reached this milestone without your support."*

Such utterances serve to establish credibility and authority. By presenting achievements and factual evidence, creators indirectly persuade viewers to trust them and potentially subscribe to their content.

2. Directives

Directive speech acts are the most dominant category found in the data. These utterances aim to get the hearer to do something, such as liking a video, subscribing to a channel, or checking a link. They are often delivered either directly or subtly embedded within narratives to avoid sounding too forceful. Examples include:

- 3) *"**Don't forget** to like, comment, share and subscribe to my channel."*
- 4) *"**Use ChatGPT** to generate better tags."*
- 5) *"**Check the link** in my bio to get started."*

These expressions are commonly used strategies in content marketing on YouTube, where clear calls-to-action are essential for audience engagement. In many cases, speakers insert these directions in the context of the story narrative, to sound more natural and not pushy. The use of friendly invitation sentences is a form of effective communicative efficiency. In the context of content marketing on YouTube, friendly invitation sentences such as *"Don't forget to like, comment, share..."*, *"Check the link in my bio"* are forms of directive speech acts delivered in a polite, friendly, and non-pushy tone. These sentences not only aim to direct the audience's actions but also to maintain comfort and interpersonal relationships.

3. Commissives

Commissive speech acts appear in the form of promises or commitments made by content creators to their audiences. These utterances play an important role in building audience loyalty, as they show that content creators will continue to provide added value in the future. Examples:

- 6) *"I'll be sharing tips I'm learning every day on this channel."*
- 7) *"I will continue to try to provide useful content."*

This type of speech helps shape audience expectations about the continuity and quality of future content, and encourages them to stay tuned to the channel.

4. Expressives

Expressive speech is used to express the speaker's feelings, attitudes, or emotions. This type is used to build emotional closeness between the creator and the audience. The use of expressions of gratitude, admiration, enthusiasm, and even frustration is a means to show the personal side of the content creator. Examples:

- 8) *"Guys, that was so much fun!"*
- 9) *"I truly appreciate your support."*
- 10) *"The stress of editing... coming up with video ideas..."*

Expressives serve to humanize the content creator and build rapport with viewers, contributing to emotional branding.

5. Declaratives

No explicit declarative speech acts were found in the analyzed data. This is in line with the characteristics of declaratives which are more institutional in nature and often require formal authority from the speaker to change social reality (for example, in the context of ceremonies, ratifications, appointments). Therefore, the absence of this type in YouTube content is natural, considering the more informal and personal context of communication.

DISCUSSION

The findings of this study reveal the strategic deployment of various types of speech acts by YouTube content creators in their efforts to attract and retain subscribers. Using Searle's (1979) taxonomy of speech acts—assertives, directives, commissives, expressives, and declaratives—this research sheds light on the nuanced, pragmatic mechanisms embedded in digital persuasive discourse.

A key observation is the overwhelming use of directive speech acts (40% of total utterances), such as imperatives and suggestions like *"Don't forget to like, comment, share and subscribe to my channel"* or *"Check the link in my bio to get started."* These utterances are explicitly action-oriented, attempting to prompt the viewer into engaging with the channel. The prevalence of this category aligns with the core objective of content creators—to motivate audience interaction in the form of likes, subscriptions, comments, and shares. In addition, the promotion of personal channels, which is the main goal in the context of the YouTube platform, is clearly reflected in the use of directive speech acts, especially at the end of the video, such as the statement *"Don't forget to subscribe."* This sentence is a form of direct invitation that has become a common convention in digital content and is the main means to encourage an increase in the number of subscribers. This result is supported by Mukminin's (2024) findings. He found that directive speech acts are present as supporting elements of communication along with the context behind an utterance. This study provides insight into how people interact in everyday life, involving giving orders, requests, or suggestions, and understanding their impact on the relationship between speakers and interlocutors. The most dominant form of directive speech act in his research is the form of asking questions. The use of questions is chosen for various reasons, including the need to seek additional information, provide opportunities for speech partners to participate actively, create flexibility in providing responses, and maintain politeness in

interactions. The directives outlined in the study by [Chen et al. \(2023\)](#) are designed to capture viewers' attention towards specific products or areas, instruct viewers to follow the YouTuber's actions, and provide advice based on the YouTuber's personal experiences.

Closely following directives are assertive speech acts (26%), which serve as the foundation for building trust, credibility, and perceived authenticity. Statements like *"Math is Power for You recently received the Silver Play Button Award for surpassing 100,000 subscribers"* or *"I know my channel would not have reached this milestone without your support."* act as persuasive validations of the creator's reliability and social proof. By presenting achievements and factual evidence, creators indirectly persuade viewers to trust them and potentially subscribe to their content. This is in line with what [Schmidt](#) and [Venturi \(2024\)](#) stated that assertive speech acts are characterized by the speaker's commitment to the truth of the proposition expressed.

Together, these two categories highlight a two-pronged strategy: assertives build ethos (credibility), while directives function as calls-to-action (engagement triggers). Thus, the simultaneous use of assertive and directive shows that creators are not only trying to convey credible and informative messages, but also actively trying to influence audience behavior through clear verbal instructions. This dual strategy shows the synergy between image building and behavioral impact. In a pragmatic framework, this reflects how the meaning and function of speech in digital media not only play a role in the exchange of information, but also as a very strategic rhetorical tool in moving audience opinion and action in a planned and measurable manner.

Overall, the strategic combination of assertive and directive speech acts—coupled with the use of commissives and expressives forms a highly effective persuasive communication pattern on digital platforms such as YouTube. According to [Azimova](#) and [Madaminova \(2025\)](#), expressive speech acts are crucial in creating emotional bonds between content creators and their audiences. The integration of assertive, expressive, commissive, and directive speech acts with visual strategies and emotional cues fosters a persuasive communication setting that feels more engaging and personal. This shows that in the era of social media communication, the function of language is no longer merely as a tool to convey information, but as a pragmatic instrument to build relationships, create influence, and mobilize action. Austin and Searle (in [Kabalmay & Susanto, 2025](#)) emphasized that language not only functions to convey meaning, but also to perform actions (speech acts), such as ordering, promising, or influencing. In this context, language plays an active role in creating social reality. Furthermore, [Rabiah \(2012\)](#) emphasized that language is a communication tool to convey thoughts, ideas, concepts, and feelings, showing the functional and expressive role of language in social life. This is expanded by [Macías-Borrego \(2025\)](#) who states that language can be a weapon to claim power, challenge authority, and negotiate an individual's position in a social structure.

Although less frequently occurring (16%), commissive speech acts play a pivotal role in establishing a relational contract between the creator and the audience. Utterances such as *"I'll be sharing tips I'm learning every day on this channel"* or *"I will continue to try to provide useful content."* serve as a form of assurance, cultivating a sense of anticipation and loyalty. These acts are not only pragmatic in their intent to commit but also psychological, appealing to the viewer's expectations of consistency and value delivery. Building trust and loyalty is realized through commissive speech acts, namely by giving promises, commitments, or long-term plans regarding future content. In this way, the creator instills positive expectations in the minds of the audience that the channel is worth continuing to follow in the long term. This is in line with the concept expressed by [Searle \(1979\)](#) that commissive speech acts are a type of illocutionary speech act that binds the speaker to a future action. This speech act expresses the speaker's intention to do something, such as making a promise, vow, or threat ([Geurts, 2019](#)). This speech act creates a commitment between the speaker, the listener, and the proposition, which allows for coordination of actions in communication.

In the realm of subscription-based digital communication, such forward-looking commitments are essential. They suggest an ongoing relationship, transforming passive viewers into active subscribers who anticipate recurring benefits. This mirrors loyalty-building strategies in traditional marketing ([Karim & Saksono, 2023](#)), where consistent value is a determinant of customer retention.

Expressive speech acts (18%) such as “*Guys, that was so much fun!*” or “*I truly appreciate your support!*” contribute to emotional branding. By humanizing the content creator and forging emotional connections, these expressions facilitate audience empathy and rapport. In a saturated digital environment where authenticity and relatability often determine success, expressives provide a critical interpersonal function. Through expressive speech acts, emotional connections are built, such as expressions of gratitude, appreciation, or personal feelings that are openly displayed. Such utterances create interpersonal closeness and give the impression that the communication is two-way and emotional, not merely transactional. This finding is in line with [Chen et al. \(2023\)](#). They found that expressive speech acts were found mainly to show YouTubers' gratitude towards the audience.

Moreover, such expressions amplify the social-emotional layer of communication, complementing the more transactional nature of directives and assertives. They deepen audience engagement beyond mechanical responses like subscribing, fostering a community-based ethos.

In this study, declarative speech acts were entirely absent from the analyzed data. While this might initially appear as a gap, it is in fact a reflection of context. Declarations, as defined by [Searle \(1979\)](#), require institutional authority and are typically found in formal settings (e.g., announcing a winner, naming a building, pronouncing someone married). YouTube, being an informal and often personalized platform, rarely offers the conditions under which declarations are pragmatically felicitous.

The results of this study strengthen the relevance of [Searle's \(1979\)](#) speech act theory in the context of today's digital communication, especially on the YouTube platform. These findings show that although the form of media changes from direct to digital communication, speech functions such as assertives, directives, commissives, and expressives can still be recognized and analyzed systematically. This study also opens up space for the development of pragmatic theory in video-based media and creative content. In addition, this study can be a learning material in the fields of applied linguistics, digital communication, and media literacy, especially in understanding how language is used to shape perceptions and drive actions in digital space. This is important to equip internet users to be more critical of the linguistic strategies used in social media.

CONCLUSION

Based on the analysis of various utterances in YouTube videos used as data sources, it can be concluded that the linguistic strategies used by content creators predominantly utilize various types of speech acts according to Speech Act Theory classification, especially directives and assertives. Directive speech acts such as invitations to like, comment, subscribe, and follow links have proven to be the main strategy to encourage direct audience participation. Meanwhile, assertive speech acts are used to build credibility and convey information or opinions that strengthen the message to be conveyed.

In addition, commissives and expressives also contribute to building emotional closeness between creators and viewers, by displaying commitment, appreciation, and relevant expressions of feelings. These four types of speech acts synergistically form a persuasive, interesting communication pattern that influences audience behavior in the context of digital media.

Thus, it can be concluded that the strategic use of speech acts is not only a communication tool, but also an effective means of building connections, increasing engagement, and expanding the reach of YouTube channels. This strategy is important to understand in modern pragmatic studies that are oriented towards digital communication practices.

This study has several limitations that need to be considered for further study development. First, the number of data sources analyzed is limited to seven videos from a particular YouTube channel, so the results of the study cannot be generalized widely to all YouTube content or other digital platforms. Second, the interpretation of utterances is subjective and is greatly influenced by the context of the video and the researcher's knowledge of the language and culture used in the content. Third, this study has not considered visual and non-verbal factors that also play an important role in attracting subscribers on the YouTube platform. Therefore, further research is recommended to

expand the scope of the data, use a more diverse theoretical approach, and consider multimodal elements to obtain more comprehensive and representative results.

REFERENCES

- Adeola, O., Hinson, R. E., & Evans, O. (2020). Social media in marketing communications: A synthesis of successful strategies for the digital generation. In B. George & J. Paul (Eds.), *Digital Transformation in Business and Society: Theory and Cases* (pp. 61–81). Springer International Publishing. https://doi.org/10.1007/978-3-030-08277-2_4
- Anagaw, A. (2019). An analysis of speech act in transactional discourse: Bati Market in Focus. *Abyssinia Journal of Business and Social Sciences*, 4(1), 10–18. <https://doi.org/10.20372/ajbs.2019.4.1.129>
- Angelina, I., Barus, E. E., & Herlina, S. (2023). Strategi pemasaran media sosial pada Bisnis Kreatif Kriya Rajut Handmade Risjoot Langkat (Social Media Marketing Strategy in Creative Business Handmade Knitting Craft Risjoot Langkat). *Jurnal El Rayyan: Jurnal Perbankan Syariah*, 2(2), 155–166. <https://doi.org/10.59342/jer.v2i2.437>
- Ayeomoni, O. M., & Akinkuolere, O. S. (2012). A pragmatic analysis of victory and inaugural speeches of President Umaru Musa Yar'Adua. *Theory and Practice in Language Studies*, 2(3), 461–468. <https://doi.org/10.4304/tpls.2.3.461-468>
- Azimova, S., & Madaminova, S. (2025). Persuasive speech acts in online advertising and influencer marketing. *Modern Science and Research*, 4(5), 841–845. <https://inlibrary.uz/index.php/science-research/article/view/89900>
- Balogun, S., & Murana, M. O. (2018). Language in political discourse: A pragmatic study of presupposition and politeness in the inaugural speech of President Donald Trump. *Bulletin of Advanced English Studies*, 1(1), 64–76. <https://doi.org/10.31559/BAES2018.1.1.6>
- Bosco, F. M., Tirassa, M., & Gabbatore, I. (2018). Why pragmatics and theory of mind do not (completely) overlap. *Frontiers in Psychology*, 9. <https://doi.org/10.3389/fpsyg.2018.01453>
- Chang, W.-L. M. (2015). *Face and face practices in Chinese talk-in-interaction: A study in interactional Pragmatics*. Equinox.
- Chen, G., Li, Y., & Sun, Y. (2023). How YouTubers make popular marketing videos? Speech acts, move structure, and audience response in YouTube influencer marketing videos. *SAGE Open*, 13(1), 21582440231152228. <https://doi.org/10.1177/21582440231152227>
- Cox, D. D., & McLeod, S. (2014). Social media marketing and communications strategies for school superintendents. *Journal of Educational Administration*, 52(6), 850–868. <https://doi.org/10.1108/JEA-11-2012-0117>
- Fadillah, N., Ekapratama, D. Y., Amanullah, I., Nabila, I., Safinatunnajah, F., Ceren, D., & Iswatiningsih, D. (2025). Bahasa iklan dalam pemasaran rumah: Studi analisis wacana (Advertising Language in Home Marketing: A Discourse Analysis Study). *Artikulasi: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 5(1), 97–105. <https://doi.org/10.17509/artikulasi.v5i1.79990>
- Farijanti, D., Martawijaya, A. P., Kurniati, Y., Apriyanto, A., Liyana, C. I., Mahmudah, F., Tartila, T., & Bunga, J. (2024). *Buku ajar pengantar linguistik*. PT. Sonpedia Publishing Indonesia.
- Floreddu, P. B., & Cabiddu, F. (2016). Social media communication strategies. *Journal of Services Marketing*, 30(5), 490–503. <https://doi.org/10.1108/JSM-01-2015-0036>
- Geurts, B. (2019). Communication as commitment sharing: Speech acts, implicatures, common ground. *Theoretical Linguistics*, 45(1–2), 1–30. <https://doi.org/10.1515/tl-2019-0001>
- Gisladottir, R. S., Bögels, S., & Levinson, S. C. (2018). Oscillatory brain responses reflect anticipation during comprehension of speech acts in spoken dialog. *Frontiers in Human Neuroscience*, 12. <https://doi.org/10.3389/fnhum.2018.00034>
- Hasan, K., Husna, A., Muchlis, M., Fitri, D., & Zulfadli, Z. (2023). Transformasi komunikasi massa era digital antara peluang dan tantangan. *JPP Jurnal Politik Dan Pemerintahan*, 8(1), 41–55. <https://ojs.unimal.ac.id/jpp/article/view/12608>

- House, J., & Kádár, D. Z. (2023). Speech acts and interaction in second language pragmatics: A position paper. *Language Teaching*, 1–12. <https://doi.org/10.1017/S0261444822000477>
- Jannah, R., & Hidayat, D. N. (2020). Commuter line (KRL) advertisements: Discourse analysis of structure and language function. *Jurnalistrendi: Jurnal Linguistik, Sastra Dan Pendidikan*, 5(1), 1–9. <https://doi.org/10.51673/jurnalistrendi.v5i1.215>
- Jawad, E. B., & Nouredine, A. (2024). Speech acts in the written language of advertisements: McDonald's advertisements as a case study. *CaLLs: Journal of Culture, Arts, Literature, and Linguistics*, 10(2), 211–224. <https://doi.org/10.30872/calls.v10i2.15467>
- Kabalmay, T., & Susanto, D. (2025). Speech acts in pragmatic linguistics: A conceptual review and its applications. *Lexeme: Journal of Linguistics and Applied Linguistics*, 7(2), 271–278. <https://doi.org/10.32493/ljal.v7i2.48753>
- Karim, S. A., & Saksono, L. (2023). Strategi linguistik media pariwisata selama pandemi Covid 19 di Jerman. *IDENTITAET*, 12(2), 154–169. <https://ejournal.unesa.ac.id/index.php/identitaet/article/view/56132>
- Lacarcel, F. J., & Huete, R. (2023). Digital communication strategies used by private companies, entrepreneurs, and public entities to attract long-stay tourists: a review. *International Entrepreneurship and Management Journal*, 19(2), 691–708. <https://doi.org/10.1007/s11365-023-00843-8>
- Leech, G., & Thomas, J. (2002). Language, meaning and context: pragmatics. In *An encyclopedia of language* (pp. 105–124). Routledge.
- Liddicoat, A. J. (2014). Pragmatics and intercultural mediation in intercultural language learning. *Intercultural Pragmatics*, 11(2). <https://doi.org/10.1515/ip-2014-0011>
- Lutzky, U., & Kehoe, A. (2017). “I apologise for my poor blogging”: Searching for apologies in the Birmingham Blog Corpus. *Corpus Pragmatics*, 1(1), 37–56. <https://doi.org/10.1007/s41701-017-0004-0>
- Macías-Borrego, M. (2025). A pragmatic analysis of Shakespeare's *Richard III*: Language strategies: persuasion, domination, and control. *Humanities*, 14(2), 27. <https://doi.org/10.3390/h14020027>
- Mukminin, M. S. (2024). Directive speech acts in humorous discourse on YouTube channel: Waruntil Official as case study. *Translation and Linguistics (Transling)*, 4(1), 57–69. <https://doi.org/10.20961/transling.v4i1.85766>
- Nesterenko, V., Miskiewicz, R., & Abazov, R. (2023). Marketing communications in the era of digital transformation. *Virtual Economics*, 6(1), 57–70. <https://www.cceol.com/search/article-detail?id=1161927>
- O'Malley, C., Langton, S., Anderson, A., Doherty-Sneddon, G., & Bruce, V. (1996). Comparison of face-to-face and video-mediated interaction. *Interacting with Computers*, 8(2), 177–192. [https://doi.org/10.1016/0953-5438\(96\)01027-2](https://doi.org/10.1016/0953-5438(96)01027-2)
- Prakoso, J. H. (2023). Strategi komunikasi public relations PT Cimory Group dalam membangun brand image (Public relations communication strategy of PT Cimory Group in building brand image). *Akrab Juara: Jurnal Ilmu-Ilmu Sosial*, 8(1), 82–93. <https://doi.org/10.58487/akrabjuara.v8i1.2024>
- Pratiwi, V. U., & Rohmadi, M. (2021). Pragmatic approach to Indonesian speaking skills for student vocational high schools. *International Journal of Linguistics, Literature and Culture*, 7(4). <https://doi.org/10.21744/ijllc.v7n4.1795>
- Rabiah, S. (2012). Language as a tool for communication and cultural reality disclosure. *The 1st International Conference on Media, Communication, and Culture, Muhammadiyah Yogyakarta University, Indonesia*. <https://osf.io/nw94m/download>
- Rizaldi, A., Margareta, F., Simehate, K., Hikmah, S. N., Albar, C. N., & Rafdhi, A. A. (2021). Digital marketing as a marketing communication strategy. *International Journal of Research and Applied Technology (INJURATECH)*, 1(1), 61–69. <https://doi.org/10.34010/injuratech.v1i1.5639>

- Schmidt, J. V., & Venturi, G. (2024). Axioms and postulates as speech acts. *Erkenntnis*, 89(8), 3183–3202. <https://doi.org/10.1007/s10670-023-00673-8>
- Searle, J. R. (1979). *Expression and meaning: Studies in the theory of speech acts*. Cambridge University Press.
- Sornig, K. (1989). Some remarks on linguistic strategies of persuasion. In R. Wodak (Ed.), *Language, Power and Ideology: Studies in political discourse* (pp. 95–114). John Benjamins Publishing Company. <https://doi.org/10.1075/ct.7.09sor>
- Taguchi, N. (2018). Contexts and pragmatics learning: Problems and opportunities of the study abroad research: *Language Teaching*, 51(1), 124–137. <https://doi.org/10.1017/S0261444815000440>
- Timpal, R. S., Massie, J., & Pandowo, M. (2022). The role of brand ambassadors on consumer purchase decision on Tokopedia marketplace. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 652–659. <https://doi.org/10.35794/emba.v10i3.42366>
- Widyastuti, D. A., Wiloso, P. G., & Herwandito, S. (2017). Analisis personal branding di media sosial (Studi kasus personal branding Sha'an D'Anthes di Instagram). *Jurnal Inovasi*, 11(1), 1–16. <https://jit.binadarma.ac.id/journal/index.php/jurnalinovasi/article/view/649>

CONFLICT OF INTEREST STATEMENT:

The author of the manuscript affirms that no conflicting interests.

About the author

Dewi Yanti is a lecturer in Master of Applied Linguistics at Al-Azhar University Indonesia. The author's expertise and research interests are in the fields of applied linguistics, forensic linguistics and Indonesian literature. ORCID: <https://orcid.org/0009-0006-3039-0259>, email: dewi.yanti@uai.ac.id