

ABSTRACT

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This study investigates illocutionary acts in The Wizard Liz's YouTube video "Turn Your Pain Into Power" using pragmatics and discourse analysis frameworks, with (Searle, 1975) taxonomy as the primary classification framework supported by interpersonal metafunction and self-help ideology analysis. Two research questions are addressed: (1) what types and functions of illocutionary acts are found in the video? (2) how do illocutionary acts function to construct motivational authority and emotional engagement with the audience? A qualitative content analysis approach was employed following Miles and Huberman's interactive model with data consisting of 174 utterances collected through documentation technique, and validity was established through theoretical triangulation. The findings of the study reveal four illocutionary types: assertive, directive, expressive, and commissive acts, meanwhile declarative acts were entirely absent because The Wizard Liz does not possess the institutional authority required to perform declarations, which confirms that her motivational influence operates entirely through personal credibility, emotional resonance, and ideological persuasion rather than through institutional power. The most dominant type is assertive acts with 126 occurrences, indicating that The Wizard Liz primarily constructs her motivational discourse through personal beliefs, philosophical truth-claims, and experiential convictions that are presented as universally applicable facts, a pattern characteristic of self-help discourse in which motivational authority is built through lived personal experience rather than formal institutional position. The most frequent sub-functions are claiming, stating, describing, and instructing. Assertive and directive acts construct motivational authority through interpersonal positioning and behavioral prescription, while commissive acts reinforce that authority through demonstrated personal accountability and lived-authority; expressive acts sustain emotional engagement and parasocial intimacy through affective disclosure and direct emotional expression. These findings suggest that The Wizard Liz's motivational discourse constitutes a strategically layered persuasive practice that embeds directive prescriptions within relational and emotionally supportive communicative patterns, distinguishing it from institutional discourse contexts such as political speeches and classroom interaction.

Keywords: Illocutionary Acts, Pragmatics, Speech Act Theory, Motivational Discourse, YouTube, Parasocial Interaction

ABSTRAK

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Penelitian ini mengkaji tindak ilokusi dalam video YouTube The Wizard Liz yang berjudul "Turn Your Pain Into Power" menggunakan kerangka pragmatik dan analisis wacana, dengan taksonomi (Searle, 1975) sebagai kerangka klasifikasi utama yang didukung oleh analisis metafungsi interpersonal dan ideologi self-help. Dua pertanyaan penelitian dirumuskan: (1) apa saja jenis dan fungsi tindak ilokusi yang ditemukan dalam video tersebut? (2) bagaimana tindak ilokusi berfungsi dalam membangun otoritas motivasional dan keterlibatan emosional dengan audiens? Pendekatan analisis konten kualitatif diterapkan mengikuti model interaktif Miles dan Huberman, dengan data terdiri dari 174 tuturan yang dikumpulkan melalui teknik dokumentasi, dan validitas ditetapkan melalui triangulasi teoretis. Temuan penelitian mengungkapkan empat jenis tindak ilokusi: tindak asertif, direktif, ekspresif, dan komisif, sementara tindak deklaratif sama sekali tidak ditemukan karena The Wizard Liz tidak memiliki otoritas institusional yang diperlukan untuk melakukan deklarasi, yang menegaskan bahwa pengaruh motivasionalnya beroperasi sepenuhnya melalui kredibilitas personal, resonansi emosional, dan persuasi ideologis, bukan melalui kekuasaan institusional. Jenis yang paling dominan adalah tindak asertif dengan 126 kemunculan, yang menunjukkan bahwa The Wizard Liz terutama membangun wacana motivasionalnya melalui keyakinan pribadi, klaim kebenaran filosofis, dan konviksi berbasis pengalaman yang disajikan sebagai fakta yang berlaku secara universal, sebuah pola yang khas dari wacana self-help di mana otoritas motivasional dibangun melalui pengalaman hidup personal, bukan melalui posisi institusional formal. Subfungsi yang paling sering muncul adalah claiming, stating, describing, dan instructing. Tindak asertif dan direktif membangun otoritas motivasional melalui pemosisian interpersonal dan pemberian arahan perilaku, sementara tindak komisif memperkuat otoritas tersebut melalui demonstrasi akuntabilitas personal dan otoritas berbasis pengalaman (lived-authority), sedangkan tindak ekspresif mempertahankan keterlibatan emosional dan keintiman parasosial melalui pengungkapan afektif serta ekspresi emosi secara langsung. Temuan-temuan ini mengindikasikan bahwa wacana motivasional The Wizard Liz merupakan praktik persuasif yang berlapis secara strategis, yang menanamkan resep direktif di dalam pola komunikatif yang bersifat relasional dan suportif secara emosional, sehingga membedakannya dari konteks wacana institusional seperti pidato politik dan interaksi di kelas.

Kata Kunci: Tindak Ilokusi, Pragmatik, Teori Tindak Tutur, Wacana Motivasi, YouTube, Interaksi Parasosial