

## **CHAPTER I INTRODUCTION**

### **A. Background of Choosing the Subject**

Language is a component that cannot be separated from human life. Humans need language as a means of communication to interact with other humans or other creatures. Language can also be expressed orally or in writing. According to Chaer (1994), as a communication tool, language is used by speakers and speech partners to work together to achieve a goal. In this case, language is not just a means of communication, but language can also help express thoughts through speech. The communication process is not just conveying information, there is also a response from the interlocutor or listener. Language has many impacts on human survival in terms of communication so interacting with fellow humans cannot be separated from the use of language.

The relationship between language and communication certainly cannot be separated from linguistic studies. Linguistics is the science that studies language, how language functions, and how language is used to create and combine meaning when someone uses language to communicate. Linguistics discusses the structure of language, the nature of language, grammar, where the language comes from, and also the form of language. Linguistics has several branches of science, one of which is pragmatics.

According to Leech (1993), pragmatics is the study of the relationship between inner meaning and speech situations. In line with this, Subyanto (1992), believes that pragmatics is a linguistic science that can analyze spoken language and can produce meaning from each sentence spoken. Gazdar (1979) in Jenny Thomas (1995) defines utterance meaning as a sentence-context pair and is the first component of the speaker's meaning. Jenny Thomas (1995) also suggests that the most general definition of pragmatics is: meaning in use or meaning in context. Based on this statement, pragmatics is a branch of linguistics that studies the structure of language in a sentence used in communication which can be seen from the context and situation in which the sentence is used. In pragmatics, context and situation have an important role in helping interpret the meaning of sentences in a communication utterance. Pragmatic constraints are rules of language use regarding form and meaning that are related to the intention, context and circumstances of the speaker.

One of the studies studied in pragmatics is speech acts. A speech act is an expression of a sentence that is used to express an intention from the speaker so that it is known to the listener (Kridalaksana, 2001). Just like in everyday life, interaction activities will be realized if there are humans involved in them. In interacting, speakers and interlocutors are mutually aware that there are rules governing their speech, use of language, and interpretation of their interlocutor's actions and speech. In a speech there is a background to the

intentions and factors of the speaker and the interlocutor in conveying their speech, so they must be responsible for the speech and actions they carry out.

When people interact with each other, they are involved in a situation where the recipient tries to understand the information provided by the speaker. However, sometimes the recipient fails to understand exactly what the speaker means. This is caused by errors in interpretation, both by the speaker and the recipient. Interpretation errors may occur due to gender background. The communication used by men and women may show differences regarding the topics and content they use when having conversations. Haas (1979) stated that gender differences can be observed through form, topic, content, and use. These aspects help people to understand what the speaker is saying.

The speech produced by the speaker has a purpose and function, one of which is conveying information to the person he is speaking to. Regarding this, there is one type of speech act whose function is to convey information to the interlocutor, namely the type of assertive speech act. Assertive speech acts are speech acts that bind the speaker to the truth he expresses. According to Yule (2006), assertive speech acts are speech acts that express belief in external reality. Tarigan (1990) also expressed his opinion that assertive speech acts are speech acts that involve the speaker in the truth of the proposition expressed. Searle (1969), states that speech acts are the basic units of language used to convey meaning as an expression of intention. Thus, it can be interpreted that when the speaker and listener can recognize or understand the speaker's

expression of attitude when they want to convey something, their speech act has been successful. According to Wijana (1996), the study of speech acts consists of three interrelated acts: First, locutionary acts are linguistic meanings, the act of saying something with the aim of informing the reader/listener. Second, illocutionary is the act of doing something with the intention of asking the listener to do something through the speaker's speech. Third, perlocution is an action to influence the listener. Searle in Leech (1963) classifies illocutionary speech acts based on five criteria, namely: assertive, directive, commissive, expressive, and declarative. Searle and Vanderveken (1985) classify assertive speech acts into several types, including Asserting, Claiming, Affirming, Stating, Denying, Disclaiming, Assuring, Arguing, Rebut, Informing, Notifying, Reminding, Objecting, Predicting, Reporting, Retrodict, Suggesting, Insisting, Conjecturing, Hypothesizing, Guessing, Swearing, Testifying, Admitting, Confessing, Accusing, Blaming, Criticizing, Praising, Complaining, Boasting, and Lamenting.

Assertive speech acts can be found in events or occurrences that provide information. This event can be broadcast by several mass media, one of which is YouTube which can take the form of a podcast, interview, or speech. Various forms of assertive speech acts can be found in every sentence in a YouTuber's vlog podcast video on YouTube. In this research, the researcher is interested in analyzing assertive speech acts in the podcasts of several male and female YouTubers who use English. The speech delivered by YouTubers will have a variety of different speech acts and with different functions. Apart from that,

different gender backgrounds will also influence the language used during the event. YouTube Podcast presents many sources with diverse backgrounds, so the assertive speech acts used are also varied.

Examples of assertive speech acts in podcasts that researcher will examine in the podcast Mel Robbins YouTube channel with the title “Reset Your Mental Health: The Diet & Nutrition Protocol from a Renowned Harvard MD.”:

### **Data (1)**

Mel Robbins: “**I'm** Mel Robbins, **I'm** New York Times best-selling author and one of the world's leading experts on confidence and motivation and **I'm** on a mission to inspire you to empower you with tools and inspiration and the expert resources that you need.” (F4.1)

The speech occurs in the YouTube podcast at minutes 1.29 - 1.42. This utterance contains an assertive speech act of stating. In her podcast speech, Mel Robbins stated that she is a New York best-selling author and is also one of the world's leading self-confidence and motivation experts whose mission is to inspire her audience.

The reason why the researcher chose assertive speech acts in YouTube podcasts for this research is that, in the current millennial era, ways of communicating between individuals or groups are increasingly diverse. YouTube is a popular video-sharing application because it allows users to interact with many people. YouTube has information broadcasts in the form of videos sent by at least one or more people discussing certain topics which are usually called podcasts. Podcasts can be in the form of audio podcasts or video

podcasts like those on YouTube, each of which has several benefits for the audience, including as a source of creative information, and increasing understanding of a problem, in the world of education it is used to encourage critical and creative thinking skills for students and is widely used as an instrument and creative teaching material by educators in the current millennial era. Research on speech acts is also very appropriate to use to observe language use. It is important to know how assertive speech acts are used in podcasts. The researcher researched speech acts in YouTube social media uploads with the hope of providing new knowledge which will later be able to help readers and the general public in good speech acts, easy to understand, using good and correct language in speaking so that what is conveyed is easily accepted by partners he spoke. Based on the background description above, the researcher is interested in analyzing assertive speech acts. This is because many studies still leave unresolved problems for further research, such as there has been no research that analyzes the differences and similarities in assertive speech acts used by female and male YouTubers in English language YouTube podcasts, because most researchers only focus on studying the types of assertive speech acts. Therefore, the researcher will conduct research entitled "An Analysis of Differences and Similarities of Assertive Speech Acts Used by Female and Male YouTubers in Their Podcast Vlogs" using a pragmatic approach.

## **B. Problems Formulation**

Based on the background of the study, the formulation of the problem in this study is as follows:

1. What meanings and functions of assertive speech acts are used in the female and male YouTubers' podcasts on YouTube?
2. What are the differences and similarities in the functions of assertive speech acts used in YouTubers' podcasts between females and males on YouTube?

## **C. Objectives of the Study**

The objectives of this research are:

1. To find out meanings and functions of assertive speech acts are used in the female and male YouTubers' podcasts on YouTube.
2. To describe differences and similarities in the functions of assertive speech acts used in YouTubers' podcasts between females and males on YouTube.

## **D. Scope of the Study**

The researcher will limit this research and focus on the meanings and functions of assertive speech acts and on the differences and similarities in assertive speech acts used by female and male YouTubers in their podcast vlogs based on Yule's theory (2006) which reveals that speech acts Assertiveness is a speech act that expresses the content of the speaker's beliefs about external

reality. Also based on Leech's theory (in Sudaryat, 2009) which also reveals that assertive sentences are sentences that function to express the truth of information. And also based on the theory of Searle and Vanderveken (1985) which classifies several assertive speech acts, namely, asserting, claiming, affirming, stating, denying, disclaiming, assuring, arguing, rebut, informing, notifying, reminding, objecting, predicting, reporting, retrodict, suggesting, insisting, conjecturing, hypothesizing, guessing, swearing, testifying, admitting, confessing, accusing, blaming, criticizing, praising, complaining, boasting, lamenting. Data was taken from four different podcasts from 1 female YouTuber and 1 male YouTuber that use English on the YouTube channel which was uploaded in 2024.

#### **E. Review of the Related Studies**

Related to this research, several previous studies are relevant to this research, including:

The first relevant research is research by Maharani, S., et al (2020), this research aims to explain the realization of assertive speech acts and the relationship between male and female participants in realizing assertive speech acts in terms of power, social distance, and the use of existing rank in the interactions between men and women on The Ellen DeGeneres show. This research uses a socio-pragmatic approach using theories from Searle & Vanderveken (1985) and Brown & Levinson (1987). The findings in this research are that there are several assertive speech acts used, namely denying,



providing information, reviewing, urging, hypothesizing, swearing, testifying, admitting, accusing, and blaming in their interactions. Most men use statements, information, and assertions during their performances that state that they are acting to exert dominance and achieve a clear result. Meanwhile, women use statements, affirmations, and followed by informing actions to convey their thoughts, which shows that they use communication as a tool to improve social relations and create relationships. This is in line with men being goal-oriented, while women are relationship-oriented. Adult participants had similar levels of power and social distance compared to young children.

The second relevant research is research by Lestari, D.U., et al (2022). The purpose of this research is to analyze the types of assertive speech acts in Barack Obama's speech at Rutgers University in 2016 and 2017. In this research, the authors use Searle's concept of assertive speech acts. The findings obtained by the authors in this research are that there are several types of assertive speech acts, namely: 16 data informing which is most often used in speech, 9 data suggesting, 8 data stating, 7 data confirming, 4 data describing, 4 data predicting, 2 data saying convince and imply, 1 speech data confirms, suspects, and classifies.

The third relevant research is research by Hutasoit, Br.Y., et al (2023), this research uses the theoretical framework of Searle and Vanderveken (1985) which explains the types of assertive speech acts. This research aims to identify the dominant types of assertive speech acts used and to find out the meaning intended by Dr. Jun Chen Hsieh in the English Interpretation for Tour Guides

course. The findings obtained in this research are that the assertive speech act of stating is most often used by Dr. Jun Chen Hsieh during the teaching and learning process. Expressive assertive speech acts can be a source of information and can also be a way for cross-cultural students to broaden their knowledge. The purpose of this statement is regarding assessment policies, technical issues, and incoming call codes. The intended meaning functions as the action behind the speech that students must pay attention to and understand.

The fourth relevant research is research by Tania, S.B., et al (2022), this research uses the theoretical framework of Searle and Kreidler. The purpose of this research is to analyze the types of assertive speech acts uttered by a Muslim writer from Australia, Randa Abdel-Fattah, in an interview about her book with the New South Wales Department of Education. This research produced several findings, namely that there were 7 types of assertive speech acts used, namely reporting, telling, explaining, suggesting, agreeing, showing, and describing. However, the type of assertive speech act that is most often used is the type of assertive speech act of telling and explaining.

The fifth relevant research is research from Ashfira, K.D., et al (2020). The purpose of this research is to examine and classify the assertive speech acts used by Donald Trump in his presidential speeches. Data taken from three speeches by Donald Trump. Researchers classify assertive speech acts based on their illocutionary strength according to Bach and Harnish (1979). The findings of this research indicate that there are several illocutionary strengths of assertive speech acts, such as asserting, accusing, admitting, claiming, stating, denying,

defending, stating, saying, and declaring. The assertive speech act stated is used more often in Trump's speeches (44%) because he wants his listeners to believe that the policies he is taking are the best for the United States.

The sixth relevant research is research from Cristin, N.H., et al (2023). The purpose of this research is to analyze the types and functions of assertive speech acts contained in the film "Purple Heart". The theory used in this research is Searle (1979). The findings of this research are: that 15 data reveal assertive speech acts from the characters' speech. The data contains 5 types of Assertive actions. First, the researchers found 4 utterances that expressed the type of situation. Second, researchers found 3 utterances that expressed types of suggestions. Third, researchers found 2 utterances that expressed types of complaints. Fourth, the researcher found 3 utterances that expressed the type of claim, and finally, the researcher found 3 utterances that revealed the type of report contained in the utterances in the film "Purple Heart".

The seventh relevant research is research from Afifah (2018). The aim of this research is to identify types of assertive speech act sentences and to explain the functions of assertive speech acts, and the reasons why assertive speech acts are valuable in speech. The data source for this research is Emma Watson's speech at the National Examination on September 20, entitled "He for She". In this study the researcher found that: 1.) there are two types of linguistic sentences in speech, namely declarative sentences and interrogative sentences. Declarative sentences are the most frequently used sentences. (2) The assertive illocutionary speech act was used 19 times. Assertive speech acts consist of 11 illocutionary

acts, namely conveying, stating, praising, convincing, clarifying, forcing, changing, protesting, and arguing. Stating is the most frequently used speech act (36.8%). (3) In Emma Watson's speech, assertive speech acts are very valuable, because the topic of Emma's speech is conveying information to the audience and making people aware of an important problem.

The eighth relevant research is research from Thanh, N.T.T. (2022). This research aims to reveal the characteristics of assertive speech acts used by Hillary Clinton and Donald Trump in their 2016 presidential election speeches. This research uses Searle's (1980) speech act theory. The findings of this research indicate that the manipulation process carried out by the two politicians was triggered by assertive speech acts that highlight illocutionary power, namely asserting, confirming, admitting, denying, saying no, and arguing. Donald Trump spreads his persuasion with a more dominant frequency of assertive speech acts than Hillary Clinton. Apart from that, they also show different illocutionary acts in dealing with various problems to fulfill their political goals.

The ninth relevant is a research done by Fitriani, L., et al. (2021). This research aims to analyze assertive speech acts in the Hakata dialect in the novel Tokyo Tower by Lily Franky. This research uses Searle's speech act theory to analyze the data. In this study, researchers found 303 existing data, including 7 types of assertive speech acts used in the novel. The seven types are affirming (42), describing (83), complaining (49), stating (49), suggesting (47), warning (24), and boasting (9). Representatives of the Hakata dialect that often appear

are negative verb forms, the use of two aspects of the suffixes '-yoru' and '-toru' as a change of the progressive verb '-te iru', the use of the final particles 'bai' and 'tai' and '-ken' as a substitute for the conjunction *kara*.

The tenth relevant is a research conducted by Fania, et al. (2022). This research aims to show the presence of assertive illocutionary acts in Joe Biden's interruptions at the First Presidential Debate in 2020 by identifying the types of interruptions and the function of assertive speech acts contained in each interruption. This research uses Searle's theory and Ferguson's interruption theory. The findings in this research are that in the debate, Joe Biden made 20 interruptions, with most of the interruptions overlapping (13 times), followed by simple interruptions (6 times), and subsequent interruptions (2 times). In the interruptions made by Joe Biden, assertive illocutionary speech acts were found with the dominant types stating (11 times), claiming (5 times), complaining (2 times), reporting (1 time), explaining (1 time), and suggesting. (1 time).

The eleventh relevant research is research from Nabila, Z., et al. (2021). The aim of this research is to analyze the comparison of commissive speech acts in the English speech of presidential candidates Trump and Warren in terms of gender differences. This research uses the theory of commissive speech act from Searle (2005) and the talk theory from Tannen (1991). The results of this research show that Trump uses seven types of commissive speech acts, namely: promises, contracts, threats, refusals, promises, guarantees and offers, which function to provide solutions, insult, convince, show concern, threaten and encourage. Meanwhile, Warren uses three types of commissive speech acts,

namely: guarantees, promises, and threats, which function to provide solutions, threaten, convince, and show concern. The commissive speech act of promising is the most often type used by them. Trump uses the commissive type more than Warrens’.

Based on the previous research above, it can be seen that all of the research above is related to the topic of this research, namely the analysis of the differences and similarities in assertive speech acts used by male and female YouTubers in their vlog podcasts. As a comparison, all the research related to assertive speech acts above mostly discusses and examines only the types of assertive speech acts used, and the data sources that are often used are speeches and films. What differentiates this research from previous research is first, the data in this research has never been analyzed by other researchers. Second, this research will focus on the functions of assertive speech acts and similarities and differences in the functions of assertive speech acts used by male and female YouTubers in their podcast vlogs. Third, the data source in this research is several English-language podcasts uploaded in 2024 on the YouTube channel. Thus, this research needs to be carried out.

## **F. Method of Research**

This research is categorized as a type of qualitative descriptive research. Qualitative research is one that intends to understand what phenomena occur in research subjects such as actions, motivation, etc. (Moleong, 2007). The data in this research is written text which aims to describe the functions of assertive

speech acts, differences, and similarities in the functions of assertive speech acts used by female and male YouTubers in their vlog podcasts, therefore this research is included in the type of qualitative descriptive research.

### **1. Data and Source of Data**

Data has an important role in research. Data is any information or material provided by nature that must be searched for or collected and selected by researchers (Edi Subroto, 2007). Data is obtained from various phenomena. The data in this research are all sentences containing assertive speech acts, the meanings and functions of assertive speech acts used, and the differences and similarities in functions of assertive speech acts used by female and male YouTubers in podcast vlogs that use English.

According to (Sudaryanto, 1990), the data source is the source or origin of the research data obtained. The data sources used in this research are four different podcasts from 1 female YouTuber and 1 male YouTuber, which use English on a YouTube channel uploaded in 2024, these YouTube channels are:

Female YouTubers YouTube channels:

- 1.) Mel Robbins YouTube channel with the title "Reset Your Mental Health: The Diet and Nutrition Protocol from a Renowned Harvard MD".
- 2.) Mel Robbins YouTube channel with the title "Do This to Become More Confident: 5 Truths You Need to Hear with Jamie Kern Lima".

Male YouTubers YouTube channels:

- 1.) Jay Shetty Podcast YouTube channel with the title "The Blue Zones Expert: 70% of Your Health is Dictated by This ONE Thing".
- 2.) Jay Shetty Podcast YouTube channel with the title "Radhi Devlukia on The Surprising Habits That Are HARMING Your Digestion".

The researcher chose several of the YouTubers above because the YouTubers above are well-known YouTubers, have extensive knowledge, and share a lot of information that is very useful, and entertaining, the language they use also tends to be talkative easy to understand and the use of language is also good.

## **2. Method and Technique of Collecting Data**

According to Sudaryanto (1993), data collection is the collection of real and valid data processing whose authenticity is fully guaranteed. There are two data collection methods, namely the observation method (*metode simak*) and the interview method (*metode wawancara*). Observation method (*metode simak*) is a method that is carried out by observing to obtain data on language use. Meanwhile, the interview method (*metode wawancara*) is data collection in the form of verbal questions and answers between researchers and informants. Therefore, data is obtained through the use of spoken language.

This research uses the observation method with several techniques. According to Sudaryanto (1993), this observation method is carried out through several observation steps to collect data, namely the first, tapping technique (*teknik sadap*), which is a technique for obtaining data that is done by tapping and utilizing someone's language use. Second, the non-participative observation



technique (*teknik simak bebas libat cakap*) is a technique for collecting data by observing the informant's use of language but the researcher is not involved in the conversation. Third, recording technique (*teknik rekam*), which is an advanced technique used when applying the observation method. In this case, the researcher downloaded the script from YouTube (<https://youtu.be/-xg5-HF4ehU?si=NjX9O-qCNXZ2wkyf>, <https://youtu.be/nGjKNh80Lfw?si=bieFro1-z-AARDr9>, <https://youtu.be/QpbKF-yNgzQ?si=Twf4-bk2PYZMxRAk>, <https://youtu.be/v1EyY8mePcU?si=4l6we0g6sh9VDSaG>). Then the researcher can take notes while collecting existing data using the note technique (*teknik catat*) for data classification. Through these data collection processes, the researcher observed assertive speech acts, their meanings and functions, and the differences and similarities in functions in assertive sentences used by female and male YouTubers in their vlog podcasts.

This research uses an observation method by observing the sentences and conversations of several English-language YouTubers' podcast vlogs on YouTube channels which were uploaded in 2024 as the main data source for this research. There are several steps to collect data, as follows:

1. The researcher searched for and downloaded four different podcasts from 1 female YouTuber and 1 male YouTuber using English which were uploaded in 2024 on the YouTube channel.
2. The researcher watched, listened, and observed the podcast vlog and identified sentences that contain assertive speech acts.

3. The researcher downloaded the podcast subtitles and then the writer watched and observed the video many times to make sure the script is correct and appropriate. Next, the researcher classified the data systematically according to the research problem.
4. The researcher noted and created data classification to make it easier to understand. The researcher provided an example of data classification as the final step in collected data to clarify.

### 3. Data Classification in Table

The researcher provides an example of data classification in table form as a step in collecting data to make it clearer and easier to understand. Below is an example of data classification in table form:

No	Data Code	Podcast title	Speaker	Sentences	Speaker Meaning	Functions
1.	F4.1	Reset Your Mental Health: The Diet & Nutrition Protocol From a Renowned Harvard MD.	Mel Robbins (1.29 – 1.42)	“ <b>I'm</b> Mel Robbins, <b>I'm</b> New York Times best-selling author and one of the world's leading experts on confidence and motivation and <b>I'm</b> on a mission to inspire you to empower you with tools and inspiration and the expert resources that you need.”	Utterance meaning: Mel Robbins mentions her name, job, and mission. Force: Mel Robbins strives to capture the listener's attention by providing a powerful and motivating message with the goal of inspiring and empowering the listener.	Stating

2.	F15.2	Reset Your Mental Health: The Diet & Nutrition Protocol from a Renowned Harvard MD.	Mel Robbins (1.47 – 5.37)	<p>“I am absolutely thrilled to welcome Dr. Chris Palmer to the podcast today and <b>let me tell you</b> why I wanted him to be on the show. <b>Dr. Palmer is</b> a professor at Harvard Medical School and he has spent almost 30 years at the number one one Psychiatric Hospital in the nation that is Harvard's teaching hospital, McLan hospital, right here in Boston. <b>And based on</b> his extensive clinical experience, Dr Palmer wants to change the way mental health is discussed and treated. <b>Today</b>, he is here to explain to you his brain energy Theory which is a</p>	<p>Utterance meaning: Mel mentioned the status, experience, and purpose of Dr. Chris Palmer. Force: Mel Robbins attempts to capture the listener's attention, giving authority to Dr. Chris Palmer as an invited guest, builds interest and trust in the topics to be</p>	Reporting
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				concept that many people in the medical field think is controversial.”	discussed in the podcast by bringing in interesting guests.	
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*Table 1 Data Classification*

Notes on data code:

Example: F4.1

(Data sequence number in the assertive functions in chapter 2). (Table number)

\* Code F: Data from the assertive functions in chapter 2

\* Code 4: Data from the number of assertive functions in chapter 2 (1. Asserting, 2. Claiming, 3. Affirming, 4. Stating, 5. Denying, 6. Disclaiming, 7. Assuring, 8. Arguing, 9. Rebutting, 10. Informing, 11. Notifying, 12. Reminding, 13. Objecting, 14. Predicting, 15. Reporting, 16. Retrodicting, 17. Suggesting, 18. Insisting, 19. Conjecturing, 20. Hypothesizing, 21. Guessing, 22. Swearing, 23. Testifying, 24. Admitting, 25. Confessing, 26. Accusing, 27. Blaming, 28. Criticizing, 29. Praising, 30. Complaining, 31. Boasting, 32. Lamenting)

\* Code 1: Data from the number of data classification

#### 4. Method and Technique of Analyzing Data

After collecting data, the data will then be analyzed. Moleong (2002) states that data analysis is processing data and sorting data into categories, patterns, or basic units so that results can be found and hypotheses can be formulated that are appropriate to the data. In this research the researcher used Sudaryanto (1993) in analyzing the data, namely using the identity method (*metode padan*). According to Sudaryanto (1993) "The identity method is a method whose determining tool is outside, apart from and not being part of the language (langue) concerned". This method is divided into five types, namely the *referential method*, which is the determining tool for the referent of the language itself, the *translational method* which is the tool for determining other languages, the *articular phonetic method* which is the tool for determining the speech organ, the *orthographic method* which is the tool for determining the language, and the *pragmatic method* which is the tool for determining the speaking partner. Of these five steps, the researcher only uses 2 types of methods: referential and pragmatic identity methods. The referential identity method is used to determine or study the relationship between language units (such as words, phrases or sentences) with the main aim being to understand how certain meanings are expressed or realized in different languages by considering the structure and meaning in the context of the language. The pragmatic identity method is used to help researcher find the meaning in

sentences by using communicative patterns and strategies that emerge in language use, and how contextual factors influence language use.

After that, the researcher took the next step, namely the *Dividing-key-factors* (PUP) basic technique. The PUP technique is a technique whose tools are mental sorting powers (Sudaryanto, 1993). In this case, the researcher sorts and analyzes assertive speech acts based on the problems in this research. After this step was completed, the researcher took a further step in the form of advanced techniques the *Equalizing Comparative Relationship* (HBS) technique and the *Differentiating Appeal Relationship* (HBB) technique. In this case, the researcher compared the functions of assertive speech acts, and the similarities and differences in functions in assertive sentences used by male and female YouTubers in their podcast vlogs.

The steps in analyzing the data: First, the researcher takes conversation data from the script that has been transcribed, and then the researcher sorts and analyzes the data that has been obtained, after that the researcher also makes analytical relationships between sentences to identify functions and differences and similarities functions of assertive sentences used by female and male YouTubers in their podcast vlogs. Second, the researcher explains the functions and the differences and similarities functions in assertive sentences used by female and male YouTubers in their podcast vlogs in a data table. Third, the researcher analyzes, interprets and concludes the data that has been obtained.

## **G. Significance of the Study**

This research is expected to provide several benefits for several parties, some of the benefits that can be obtained from this research are:

### **1. Theoretical Benefits**

- a. This research entitled *An Analysis of Differences and Similarities of Assertive Speech Acts Used by Female and Male YouTubers in Their Podcast Vlog* can be added to thesis references in the field of pragmatics and can also be used as teaching material for linguistics courses.
- b. This research can enrich linguistic knowledge, especially in assertive speech acts.
- c. This research can contribute to the development of pragmatic theories and further pragmatic studies related to speech acts, and can provide information or a deeper understanding of pragmatics, especially in assertive speech acts.

### **2. Practical Benefits**

- a. For English language teachers, theoretically the findings in this research will be very useful and helpful in understanding pragmatics, especially in assertive speech acts. Apart from that, this research can also be used as a reference for teaching materials for students.
- b. For readers, theoretically the findings of this research can provide insight into the types of assertive speech acts and their purposes, so that they can better understand the speaker's intentions when communicating.



- c. For Writers, theoretically this research can increase knowledge in dealing with research. Practically, this research is useful as one of the requirements for achieving a Bachelor of Literature degree in the Department of English Literature, Faculty of Literature, Culture and Communication.
- d. For future researchers, the results of this research can be used as an additional research reference regarding assertive speech acts. Apart from that, it is hoped that this research will become a model for other research in the broader field of pragmatics studies, especially assertive speech act research.

## **H. Presentation**

This study is presented in four chapters. The first chapter is the introduction which consists of a background of choosing the subject, problem formulations, objectives of the study, scope of the study, review of related studies, method of research, significances of the study, and presentation. The second chapter consists of theoretical approach and framework. The third chapter is a discussion that focuses on the discussion and analysis of the study. The last chapter is the conclusion that will describe the result of the study.