

CHAPTER I

INTRODUCTION

1.1. Background of Problems

One of the activities commonly carried out by humans is buying and selling transactions, in buying and selling transactions requires a strategy to achieve sales targets, one of the strategies commonly carried out in the marketing world is promotion, promotional activities can be carried out through advertising media such as through print media, television, radio, and the internet. In the current era, some of the buying and selling processes have switched to digital media, one of which is through social media, so this encourages sellers to create the right sales promotion strategy to attract consumers.

Promotional strategies in marketing goods and services cannot be separated from the communication process, communication becomes an intermediary to convey information from sellers to consumers. The success of the promotion is very dependent on the way of communication spoken by the seller, because the communication process requires cooperation between speakers and interlocutors to achieve negotiation of meaning.

Communication activities that occur in promotion are always related to speech. If speech is considered as an action, it means that every speech activity also occurs speech acts. Speech act is the product of an utterance

sentence in certain conditions and is the smallest unit of language communication that determines the meaning of the sentence, both in written and spoken varieties.

In on going communication activities, it allows the emergence of responses or expressions about everything that is around the speaker as communication material. In pragmatics, it is called a speech event or what is often heard as a speech act. Purwo (1990:19) argues that in uttering a sentence, a person does not only say something by saying it, but by saying it, he also "acts" something.

The study of speech acts is closely related to efforts to reveal the meaning of speech. Speech acts focus more on efforts to understand the meaning of the utterance and not on its external form of expression. In other words, to understand speech acts, it is not necessary to interpret linguistic expressions sentence by sentence or word by word. In fact, a phrase can have a different meaning from the implied meaning of each word used in the phrase. understanding the intent or action intended by the speaker in his speech is the purpose and essence of studying speech acts themselves.

In promotional activities there is a communication process, in promotional activities the communication process that occurs contains speech, in the speech conveyed contains action. In this case the speech conveyed by the speaker in the communication process is not merely to

convey information but the speaker has a purpose behind his speech in the hope that the speech partner can take the action expected by the speaker.

In the current digital era, promotional activities are carried out on social media. Social media has various functions, including as a medium of information and communication, a means of learning, entertainment, and even for business purposes. Among its various functions, social media also functions as a marketing medium to promote an item or product. Promotion or marketing activities on social media are commonly known as "endorsement". This function can be categorized as Consumer review networks, where social media has a function to find various information about products, services and brands (Hootsuite blog).

The existence of endorsement as a marketing strategy on social media is a promotional platform that features a variety of products, including food products, fashion, skincare to makeup. Among the various products advertised, beauty products such as skincare and makeup are one of the products that dominate advertising pages on social media. According to TikTok Indonesia's Head of User and Content Operation, Angga Nugraha Putra, there are five most popular contents including *comedy, fashion and beauty, vlogs, and food* (Praisra, 2019). Endorsement is a strategy for promoting goods and services to support or agree with something (Widi, 2017).

Endorsement activities are generally carried out by people who have a great influence on social media, one of which is known as a content creator. One of the influential beauty content creators on TikTok social media with the account name @jilgyciouss, she is one of the beauty content creators who often reviews beauty products such as skincare products. Examples of speech contained in endorsement videos quoted from the @jilgyciouss account *"After all, why are people competing to be white, but actually I also don't deny that I would prefer it if my skin was bright. but bright and white are different, from the beginning I was already a Javanese Batak, I want to make it white like Korean people, I won't be able to. the most I can do to avoid dark and dull skin is that I use products that have glutaglow, multivitamins, spf PA++, the ingredients here can also brighten and disguise scars like this, it's ugly, right?."*

Endorsement activities that are widely carried out by content creators on social media today are not just about attracting attention to the goods or products being promoted. but on the other hand, the interesting thing that needs to be considered is the communication style used. The use of the right communication style used by content creators in promoting products greatly affects the success of endorsements, the right communication style can attract consumers to see endorsed products.

In the communication process that occurs in promotional activities on social media, often consumers cannot understand the intentions conveyed by

the seller or vice versa, this misunderstanding can occur due to the absence of the principle of cooperation between the speaker and the interlocutor so that both cannot understand each other's intentions, with speech acts being a form to interpret language in speech that contains certain intentions or actions from the speaker to the interlocutor.

Social media networks with various types can be an alternative to analyze speech acts, especially in promotion in the form of endorsement. Generally, Instagram is the social media of choice for previous researchers used to analyze speech acts in promotion in the form of endorsement. However, in this study, the researcher chose TikTok social media as the medium of analysis regarding speech acts in endorsement.

TikTok is a social media application first launched in 2016 by BytDance. TikTok has attracted 1.67 billion monthly active users (MAU) worldwide as of the first quarter of 2023, according to Business of Apps data. According to Data Reportal, the number of TikTok users in Indonesia became the second largest in the world in July 2023.

The high number of TikTok social media users is proof that the TikTok application is an option for social media users to communicate with each other. The TikTok application is not only limited to being a medium for sharing posts in the form of photos or videos, but TikTok is an alternative for social media users to do product marketing or what is known as endorsement by content creators.

Based on the explanation above, this research aims to investigate how the form of speech acts through the communication style that used by content creators on endorsement on TikTok social media, this research will focus on the endorsement beauty products. Through this research, researcher also want to inform the public as social media users who are mostly involved as consumers of products advertised on social media in the form of endorsements, the public can have knowledge about speech acts and can apply them in when communicating. The existence of understanding of the concept of speech acts will create more effective communication and prevent misunderstandings in communication because speakers and interlocutors do not understand the intent of the speech conveyed.

1.2. Statement of the Problems

1. What are the forms of speech acts used by content creators in endorsement videos of beauty products on TikTok?
2. Which form of speech acts is more dominantly used by content creators in their endorsement videos of beauty products on TikTok?
3. What are the functions of speech acts in the endorsement videos of beauty products on TikTok?

1.3. Objectives of Research

1. To identify the forms of speech acts in endorsement videos of beauty products on TikTok

2. To identify which form of speech acts is more dominantly used by content creators in their endorsement videos of beauty products on TikTok
3. To explain the functions of speech acts in the endorsement videos of beauty products on TikTok

1.4. Scope of the Study

In this study, the researcher focuses on analyzing the form of speech acts, the dominant speech acts used, and the functions of speech acts in promotion in the form of endorsement videos used by content creators on TikTok, the researcher will only examine speech acts on beauty products in the form of makeup and skincare products and only focus on describing the products.

1.5. Significances of Research

The researcher hopes that this research can provide benefits, both practical and theoretical.

1.5.1. Theoretical Significances

The researcher hopes that this research can be useful for developing research in the field of pragmatics, especially research on speech acts, one of which can be seen through the promotion (endorsement) of a product that is widely advertised on social media.

1.5.2. Practical Significances

The researcher hopes that this research will be useful for the readers to recognize and find out more clearly about the form and function of speech acts in social media, specifically in promotion in the form of endorsement.

1.6. Literature Review

Based on the results of searches regarding previous research, the researcher found several studies related to this analysis, namely as follows:

Research written by Afiyah Masruri, Apri Winda Hafifah, et al (2023) with the title "*Buyers Expressive Speech Acts in the TikTok Application* "This research aims to look at the forms of expressive speech acts used by consumers in the review column of the TikTok application. This research uses qualitative analysis with analytical descriptive methods. The research used is data on consumers' expressive speech acts which include phrases, sentences and words which are included in the TikTok review column for cosmetics stores. The data source in this summation is the TikTok cosmetics shop @jennskin.naturals with screenshots. In this research, the data collection techniques used were reading and note-taking techniques. The results obtained from the research are, there are three forms of expressive speech acts used by buyers, namely thanking, apologizing and regretting. This explains the buyer's consideration to show an expression of regret towards the seller regarding the product purchased.

The equation of previous research with this study, both discuss the form of assertive speech acts, but in this study the researcher examined all

types of speech acts, both studies used qualitative methods, the same use of note-taking techniques in data collection. The difference from previous research analyzes assertive speech acts on buyers in the TikTok application, while this study examines the form of speech acts on content creators in endorsement videos on TikTok.

The research written by Melisa Sheila, Gallant Karunia Assidik (2022) with the title *"Speech acts in promotional language (endorsement) on Instagram"*. This research aims to find forms of promotional language speech acts (endorsement) on Instagram and describe forms of promotional language speech acts (endorsement) on Instagram. The type of research used is qualitative research using descriptive methods in describing the data found. The data from this research uses qualitative data, namely speech act data of selected influencers. Meanwhile, the data source is taken from the speech acts of selected Instagram influencers. This research uses documentation and observation data collection techniques. The documentation technique used is the method of listening, reading and speaking to validate the data used, namely theoretical triangulation.

The results of this study reveal 6 instances of promotional language speech acts on Instagram. 10 of directive speech acts, 4 of expressive speech acts, and 10 of commissive speech acts. Within assertive speech acts, the predominant type is assertive suggesting. Directive speech acts encompass speech acts such as recommending and commanding.

Expressive speech acts predominantly include speech acts of praising. Commissive speech acts predominantly feature offering. In total, there are 6 types of assertive speech acts in endorsements, 6 directive speech acts, 4 expressive speech acts, and 10 commissive speech acts. The most frequently utilized types of speech acts in endorsements are directive and commissive speech acts, each totaling 10 instances.

This previous research has similarities with this research, which both aim to analyze the form of speech acts in promotional language (endorsement), both of these studies use the same method, namely qualitative. While the difference, in previous studies in data collection techniques using documentation and observation techniques, while in this study using free listening techniques and note taking techniques, another difference is the object of social media studies used, in previous studies the social media object used was Instagram, while in this study the social media object used was TikTok.

The research written by Cahya Wati Dewi (2021) with the title *“an analysis of illocutionary and perlocutionary speech acts of an instagram online shopping account”*. This study aims to analyze the illocutionary acts and perlocutionary acts of an online shopping account on Instagram that is an international brand N.Y.X. This research used qualitative approach, primary data were collected in the following steps: 1) collecting the contents of N.Y.X cosmetics Instagram, 2) making the data korpus. The results obtained from

this study are, the illocutionary acts of online shopping *accounts@nyxcosmetics* in the form of directive and expressive illocutionary acts. Directive illocutionary acts in the form of commanding and demanding, while perlocutionary acts aim to describe the act of offering to someone.

The previous research has similarities with this research, namely both using qualitative research methods, both analyzing the form of illocutionary speech acts and perlocution. The difference is that this previous research analyzes the form of speech acts on Instagram online shop accounts, while this research analyzes the speech acts of content creators on endorsement videos on TikTok.

1.7. Theoretical Basis

1.7.1. Speech acts theories

Speech acts are entities that are central in pragmatics so that they are fundamental in pragmatics. Previously, linguists thought that a sentence only served to describe a situation or state a fact, and that the sentence could be proven to be true. Austin argued that not all sentences were simply uttered to state or report something (Austin, 1962: 5). According to Austin, in saying a sentence, a person not only states something but he also performs an action. Austin's opinion is supported by Searle (1979) by saying that the smallest unit of communication is not a sentence, but rather certain actions, such as making statements, questions, orders and requests.

Austin distinguish between two categories of speech—performative and constative—based on this idea. Constative speech is a speech act that only contains a statement. For example the saying "*John is running*" (Ibid: 55). This speech is limited to describing a situation. Meanwhile, performative speech is a speech act uttered to carry out an action (Ibid: 1-11). An example of a performative speech act is when someone says "*I apologize....*" *I promise....*" *I will...*" (at a wedding ceremony), or "*I name this ship*"... the speaker is not merely expressing a desire to do something; rather, he is acting on it. In these cases, he is naming a ship, marrying his partner, making promises, and offering an apology. But at the end, Austin concludes that all speech belongs to the performative type.

Austin continues by explaining that when a person speaks, they are simultaneously engaged in three different types of action events: locutionary acts, illocutionary acts, and perlocutionary acts. The type is explained in the next section.

Meanwhile, Purwo (1990:19) stated that in saying a sentence, a person does not merely say something by pronouncing the sentence, in saying the sentence, he also "acts" something. by pronouncing the sentence, *what do you want to drink?* The speaker does not merely ask or ask for a certain answer; he also did something, namely offering drinks. Speech acts are pragmatic elements that involve the speaker, listener or writer, reader and what is being said.

1.7.2. Types of Speech Acts

LOCUTIONARY, ILLOCUTIONARY, PERLOCUTIONARY ACTS

Based on Austin (1962) proposed dividing speech acts into three, namely locutionary, illocutionary and perlocutionary acts. All three occur when the speech is spoken. A locutionary act is an act of saying something. Austin states that locution is simply saying something, conveying information, talking, asking, etc. (Austin, 1962, p. 108). Locutionary utterances obey truth conditions and require reason/sense and references to be understood. Reference depends on the speaker's knowledge at the time of the narrative (Austin, 1962, p. 143). Sadock calls locutionary acts "acts carried out to communicate" (1974, p. 8) and Habermas argues that locutions are acts of stating the state of something (1998, p. 122). In essence it can be said that 'saying something' is performing a locutionary act.

The second act is an illocutionary act, namely the act of doing something based on what is said (Habermas, 1998). Illocution is what achieves by communicating the intention to achieve something. Speech can contain certain 'power'. Through speech, people can create something new, can make people do something, change situations, and so on. "*I marry...*" when spoken by the headman has created something new, that is, from that moment on, the married couple legally becomes husband and wife and can live together, build a family and have children. The saying "*I marry...*" cannot be said to be right or wrong when spoken. in appropriate conditions, namely

spoken by someone who has the authority to get married and spoken in a wedding procession. Thus the speech is not a description, but rather states the circumstances of events that will occur if the speech is made sincerely and intended in appropriate circumstances .

Therefore illocutionary is not descriptive and is not subject to truth conditions; it is the performance of an act in saying something „the implementation of an action in saying something“ (Austin, 1962, p. 99). In speech act theory, the term illocutionary act refers on the use of speech to express attitudes with a certain function or "power", which is called illocutionary power. In simple language, illocutionary power is the speaker's meaning or intention. Some examples of illocutionary power in question are affirming, ordering, promising, apologizing, dismissing, and so on.

The final type of speech act is perlocutionary, namely the action or state of mind that is caused by, or as a consequence of, saying something. According to Austin, a perlocutionary act is 'what we produce or achieve by saying something' such as convincing, persuading, deterring, telling, surprising or misleading (Austi, 1962). The perlocutionary act must thus be understood as a causal relationship between two events, the cause of which is the production of speech by the speaker. Perlocution must be distinguished from locution and especially from illocution.

Perlocution is the effect or impact of spoken speech (locution) which contains a certain purpose (illocutionary). Perlocutionary acts are more

natural, not regulated by convention and cannot be confirmed by the question, "*What was said?*". Perlocutionary acts, namely persuading, inciting, anger, etc. produce physiological changes in the speech partner (listener), producing psychological, attitudinal and behavioral effects.

ILLOCUTIONARY ACTS

Illocutionary acts among the three types of speech acts, the dominant one studied in pragmatics is the illocutionary act. The essence of speech acts and at the same time the study of performative speech as stated by Austin is the illocutionary contained in an utterance. Austin (1962, p. 150) divided types of illocutionary acts into five categories. Austin's categorization was then developed by his student, Searle (1979) on the grounds that it was arranged only on a lexicographical basis and the boundaries between the five categorizations were unclear and overlapping. However, the boundaries must be clear to make it easier for people to identify illocutionary acts. Searle then created new categorizations which also numbered five.

- 1) Assertive, Speech acts that bind the speaker to the truth of what is said. For example, stating, suggesting, boasting, complaining, and claiming.

The following are example of assertive speech acts quoted from the research Melisa Sheila's, Gallant, K, A. (2022) on "*speech acts in promotional language (endorsement)*".

Data code speech (1) *"Want to get married but are confused about where to get married, which is certainly fast according to budget and also a variety of choices, just check @nurasouvenir one stop solution for wedding souvenirs".*

Intent: The sentence is suggested for those who are confused about getting married but want a cheap budget to their Instagram followers who are confused about getting married on a budget where the data code speech (1) is a type of assertive speech act with the intention of suggesting, P has the intention to suggest marked by the sentence *"just check @nurasouvenir one stop solution for wedding souvenirs".*

The sentence is in the mode of telling with the word (*"just check"*) so that the sentence is in the form of advice for followers who want to get married on a budget recommending marked by the sentence *"This time I have a recommendation"*, p chooses words for promotion by recommending so that with this speech the speech partner feels able to trust what the p recommends and can really influence the speech partner to check Instagram and buy the recommended item.

- 2) Directive, Speech acts that are performed by the speaker with the intention that the interlocutor performs the action mentioned in the speech. For example, ordering, commanding, pleading, demanding, and advising.

The following are examples of directive speech acts quoted from the research by Cahya, W. D. (2021) on *"analysis of illocutionary and perlocutionary speech acts on instagram online shopping accounts."*

Caption: *what are your tips and tricks to make your shadow POP?!*
@kimcreates_ uses our #JumboEyeShadow pencil in 'Milk'#nyxcosmeics
#nyxprofessionalmakeup

Comment: *@corpse.garden: I used either Analogos or Complimentary color*
schemes. I love the liquid eyeshadow, it blends really well. @rabianunesxox:
Stunning eye makeup @thivibeauty: Soooo pretty

The utterances were taken from *nyxcosmetics* Instagram. These utterances show that the admin of *nyxcosmetics* did a directive illocutinary act that are advising, demanding and ordering. The utterances on the captions that describe meaning of demanding were on a sentence like *what are your tips and tricks to make your shadow POP?!.* The utterances also portray a meaning of advising on a sentence like *@kimcreates_ uses our #JumboEyeShadow pencil in 'Milk'#nyxcosmeics.* So, the captions show the sentences to invite followers of *@nyxcosmetics* like *#JumboEyeShadow pencil in 'Milk'#nyxcosmeics.* Furthermore, directive illocutionary act that has ordering meaning is shown on a sentence like *uses our #JumboEyeShadow pencil in 'Milk'#nyxcosmeics.*

- 3) Expressive, Speech acts whose forms of speech function to express or show the speaker's psychological attitude towards a situation, such as thanking, congratulating, apologizing, blaming, praising, and condoling.

The following are examples of expressive speech acts quoted from Afiyah's research. M, Apri, W. H, Fiamanillah, Fatmawati (2023) on *"Expressive Speech Acts of Buyers in TikTok Application"*.

The following is a type of expressive speech act of apologizing found in the comment column of the TikTok store application *kosmetik@jennskin.naturals*. *"Sorry for just giving a review, the delivery is safe even though it takes a little longer, and I've been using it for a week, my armpits are still very wet and what's wrong?"*

Based on data above, the speaker apologizes for giving an unhappy review. This happens because the product that has been received by the buyer does not affect the product description and the delivery time is long. Data 5 is an expressive speech act of apologizing which is marked by the word sorry. delivered by the buyer shows a sense of disappointment because it does not match the product description and the product delivery schedule is not right.

- 4) Commissive, speech acts whose forms of speech function to express promises or offers, for example, promise, swear, and offer something.

The following are examples of commissive speech acts quoted from Melisa Sheila's research, Gallant, K, A. (2022) on *"speech acts in promotional language (endorsement)"*.

Speech code data (5) *"La roche-posay, the number one dermatologist skin care brand in the world, has entered Indonesia now there are so many*

promos on shopee every purchase of all La roche-posay products worth Rp500,000 will immediately get free 17 gifts worth rp710,000, swip up".

Context: instastory is uploaded through a private public account with a duration of approximately 15 seconds and the speech partner is an instagram follower. the speech occurs because, for women, the word skincare is familiar because women like to take care of their faces, not infrequently they also like to buy especially at promo prices, the speaker @henyharun offers skincare with attractive promos.

Purpose: offering skincare brands to speech partners so that speech partners buy and try the promoted products.

The data code utterance (5) is a commissive speech act with the intention of offering characterized by *"La roche-posay brand Skin Care dermatologist number one in the world has entered Indonesia ..."* offering something with the modus operandi of the brand Skin Care dermatologist "number one in the world has entered Indonesia and coupled with a discount offer worth 500 thousand and get a free 17 gift so that it is very attractive speech partners to try the product.

- 5) Declarative, Speech acts whose forms of speech function to connect the content of speech with reality, such as surrendering, firing, baptizing, naming, appointing, excommunicating, and punishing.

The following are examples of declarative speech acts quoted from the research of Septi, T. W., Retnowaty, Indah, I. R. about *"illocutionary speech acts in Islamic account captions on Instagram"*.

Data 27: *"Because Allah is the most merciful, the most compassionate"*. The speech of data 27: included in the illocutionary speech acts with the declaration category, namely the speech expressed is related to reality at this time. This is often encountered by Muslims in everyday life. *"Most Merciful and Most Compassionate"* this caption will teach us to surrender, surrender to Allah because Allah gives His servants trials to give a higher rank, someone will be able to pass the trials that Allah has set because Allah will not give trials beyond the limits of His servant's ability to face.

From the categorization made by Searle (1979), it can be concluded that in fact all speech is performative or a speech act. Therefore Searle suggests that the basic unit of linguistic communication is the speech act. These can be words, phrases, sentences or sounds, which have the meaning of expressing the user's intentions. So it can be said that speech acts are language units in pragmatics, The types of speech act units can vary from certain sounds, words, phrases, sentences, and even discourse. In other words, as long as the sound is intended for a certain meaning, it can be said to be a speech act.

1.7.3. Speech Act Functions

The function of speech acts according to Ibrahim (1993) is divided into 6 types:

- 1) Request function: This function is to express a request for speech partners to participate or participate. Forms of request functions such as asking, praying, pressing, inviting, and begging.
- 2) Question function: This function is to express by asking for information or explanation about something. Question functions such as asking and interrogating.
- 3) Command function: This function is to express an order or to do something. Forms of this function include giving demands, dictation, instruction, will, command, organize, and require.
- 4) Prohibition function: This function is to express prohibition so that speech partners do not take actions that are not in accordance with the wishes of the speaker. The prohibition function is in the form of limiting and prohibiting.
- 5) The function of giving permission: This function is used by speakers to express agreement, regarding what is expressed by speech partners. This function includes approving, allowing, forgiving, and granting.
- 6) Advice function: This function is to express giving advice or advice for mistakes made by speech partners. Forms of the advice function include counseling, advising, and giving advice.

Based on "*A Study of Speech Act Pragmatics in Social Media (2020)*", Speech acts in social media can have various functions, depending on the context and purpose of their use. Some functions of speech acts on social media include:

- 1) Expressive function: This speech act is used to express the feelings or emotions of social media users, such as joy, sadness, or anger. Examples of expressive speech acts on social media are emoticons, stickers, or comments that contain expressions of feelings.
- 2) Directive function: This speech act is used to give instructions or directions to other social media users. Examples of directive speech acts on social media are asking for advice, giving instructions, or asking for help.
- 3) Informative function: This speech act is used to convey information or knowledge to other social media users. Examples of informative speech acts on social media are sharing articles, news, or interesting facts.
- 4) Persuasive function: This speech act is used to influence or convince other social media users. Examples of persuasive speech acts on social media are inviting discussions, promoting products or services, or influencing public opinion.
- 5) Metalinguistic function: This speech act is used to discuss language or the speech act itself. Examples of metalinguistic speech acts on social media are discussing the meaning of certain words or phrases, or discussing how to use language correctly.

1.8. Languages Used in Marketing Online

In a marketing strategy cannot be separated from communication, one of which is a marketing strategy carried out online. To convey messages or information to consumers, language is needed as a tool to convey intent or purpose and language is what is used in communication, in communication we not only convey something but also follow up on something.

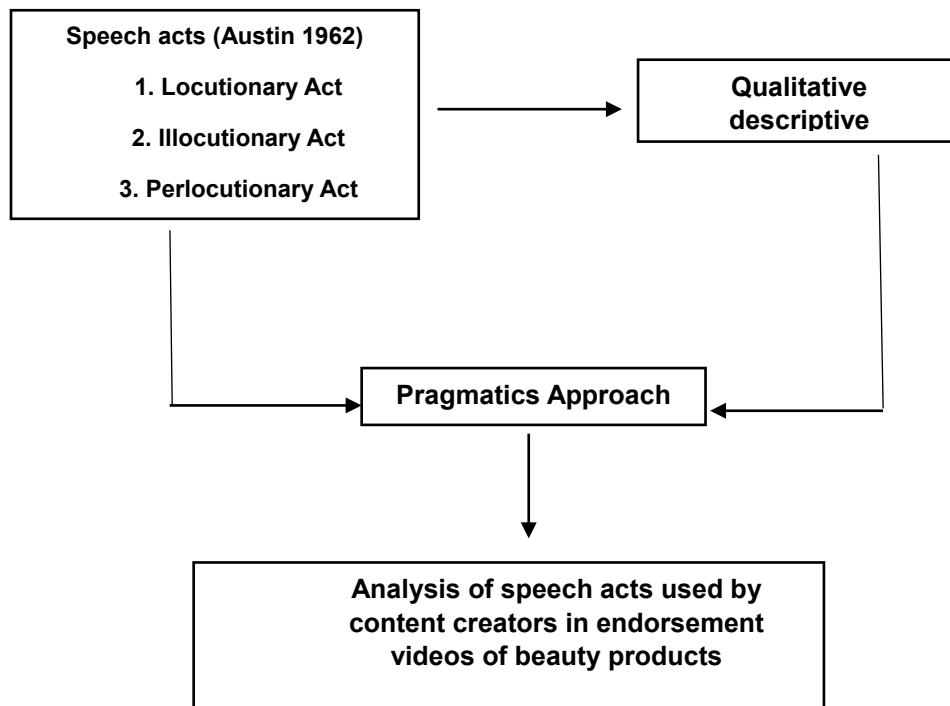
Marketing activities carried out involve the use of language used by business actors to offer products to consumers, each media used for promotion has different languages used in promotion. The use of language styles in an effort to attract consumer interest is one of the strategies in promotion. Messages will be better conveyed to consumers if they use an interesting language style.

One of the language styles that is often used in promotion is persuasive language style. Keraf (2007:118) argues that persuasion is a word or sentence of speech that has the function of convincing someone by persuading the listener or audience to do something in accordance with the will of the speaker. This language style is used to convince consumers that the products or services offered have added value compared to competitors. The persuasive language style used in marketing has the aim of convincing consumers to buy the products offered by business actors.

The language used in promotion can be both formal and non formal depending on the context and situation of the promotion. Generally, the language used in promotions on social media tends to be non-formal because the target market is social media users themselves who usually use non-formal language in communication, the language used tends to encourage participation, such as providing open questions or invitations to share.

The language used in marketing can be formal and non-formal depending on the marketing context and situation. Generally, the language used in online marketing tends to be non-formal because the target market is social media users themselves who usually use non-formal language in communication, the language used tends to encourage participation to invite consumers to get involved in the marketing carried out.

1.9. Conceptual Framework



1.10. Research Methods

This type of research uses a descriptive method with a qualitative approach. According to Sukmadinata (2011:60), qualitative research is research to describe and analyze the phenomenon of events, social activities, attitudes, beliefs, perceptions, thoughts individually and in groups. Meanwhile, qualitative methods according to Bogdan and Taylor (1975:5) in Moleong (2011:4) define qualitative methods as research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior.

Meanwhile, descriptive research methods in this study were used with the aim of explaining an event factually and not making it up. Descriptive research does not provide treatment, manipulate or change the variables studied, but rather describes a condition as it is. The only treatment given was the research itself, which was carried out through observation, interviews and documentation (Sukmadinata 2011:73). Meanwhile, the main aim of descriptive research according to Sukardi (2003: 157) is: "To systematically describe the facts and characteristics of the object or subject being studied accurately."

Based on the explanation above, the research with the title "Analysis of Speech Acts Used by Content Creators in Endorsement Videos of Beauty

Products", using descriptive qualitative research methods aims to search and process data qualitatively and the results of the data processing will be presented descriptively.

1.10.1. Sampling Technique

In this study, the researcher used purposive sampling technique, purposive sampling is a technique of taking data sources with certain considerations, someone or something is taken as a sample because the researcher considers that someone or something has the information needed for his research. (Sugiyono, 2012).

The researcher use purposive sampling techniques with the aim of collecting information that has characteristics that are relevant to the topic of this study, in the purposive sampling technique the researcher will determine the criteria of the content creator as the object of research needed to collect data.

Inclusion Criteria

In research on "Analysis of Speech Acts Used by Content Creators in Endorsement Videos," sample criteria can be formulated to guide content creators selection. The following are the inclusion criteria for the research sample:

1. Content Creator

- Individuals who are active as content creators on the TikTok social media platform
- The researcher selected 3 different content creators.
- The researcher will select three different videos from each of the selected content creators.

2. Content Category:

- Content creators who focus on the category of beauty product video endorsement content. This include makeup and skincare products.

3. Endorsement Frequency:

- Content creators who regularly or frequently do endorsement videos.

1.10.2. Data Collection Techniques

The data collection technique used by the researcher in this research is the free listening technique and note taking technique.

1.10.2.1. Free listening technique

Sudaryanto (2015: 204) states that the free listening technique is a data collection technique that positions the researcher not to be involved in the dialog or conversation that is the subject of research. This study uses the free listening technique because in this study the researcher will only act as

an observer of the speakers' speech so that the researcher is not involved in the dialog.

1.10.2.2. Note-taking technique

The researcher uses note-taking technique in data collection, the use of note-taking technique in data collection is chosen by the author in this research as a follow-up step after the researcher performs the free listening technique to the research subject. Sugiyono (2016) "Note taking technique is a method used to collect data by noting down everything considered important in an activity or research."

The following are the steps of using the free listening method and note-taking technique used by the researcher, namely:

- 1) First, the researcher will re-watch the speech through the endorsement video that has been collected to find out the meaning of the speech conveyed.
- 2) In the process of listening, the researcher will listen, identify, interpret, understand, assess, and respond to the speech contained in the endorsement video.
- 3) Furthermore, the researcher will carry out transcription techniques, transcription techniques are carried out to convert audio or video data into written representations.

- 4) After transcribing the data, the researcher will sort out the data to be adjusted to the context that supports the problem formulation by looking back at the recorded speech.
- 5) The last step, the researcher will copy the sorted data into the data card to facilitate data collection.

1.10.3. Source Data

Primary Data

Primary data is data taken directly from the object of research. According to Sugiyono (2012: 137) primary data as follows: "Primary sources are data sources that directly provide data to data collectors" Using primary data because researcher collect the required data themselves which is sourced directly from the first object to be studied. In this study, primary data taken will directly from TikTok social media to collect data in the form of speech contained in the content creator endorsement videos.

1.10.4. Data analysis technique

Sudaryanto (2015:7) states that the data analysis stage is a form of researcher's efforts to handle the problem in question in a certain way. Choosing the right data analysis technique greatly influences the precision and accuracy of research results, because data analysis itself is needed in research to determine whether the data results that have been obtained can be processed and arranged systematically so as to produce research that is

arranged in an orderly and planned manner.

In this research, the researcher chose content analysis technique to analyze the data. Content analysis is an in-depth study of the content of information in video, audio, or written media. The purpose of content analysis is to describe the content characteristics of a message. All objects studied will be mapped in the form of writing or certain symbols so that they can be interpreted further. Similarly, audio and visual content will be re-presented in written form.

Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004)". This content analysis technique is used to analyze the content in the form of speech that has been collected from endorsement videos made by content creators.