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A STUDY OF ILLOCUTIONARY ACTS BY JESSE CHOI AND MAUDY AYUNDA IN THE MAUDY AYUNDA PODCAST (2023)

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Abstract

This study investigates the illocutionary acts in the conversation between Jesse Choi and Maudy Ayunda, with a focus on identifying the types and functions of these acts in Maudy Ayunda's podcast. By utilizing Searle (1979), framework to classify the types of illocutionary acts and Leech (1983), theory to determine their functions, the research employs a qualitative descriptive approach alongside Spradley's analytical methods. The findings reveal four categories of illocutionary acts: representatives with 35 data, expressives with 21 data, directives with 29 data, and commissives with 5 data. Regarding functions, three categories were identified: collaborative with 59 data, competitive with 19 data, and convivial with 12 data. The study concludes that representatives are the most frequently used type of illocutionary act, as Jesse Choi and Maudy Ayunda often express facts and affirmations. The collaborative function is also the most common, reflecting the supportive and cooperative nature of their conversation. The prevalence of representatives and the collaborative function is attributed to the close relationship between Jesse Choi and Maudy Ayunda, as they are spouses and well-acquainted with each other.

Keyword: Illocutionary Acts, Jesse Choi, Maudy Ayunda, Speech Acts.

Introduction

Pragmatics is a branch of linguistics that focuses on language usage, specifically how meaning is conveyed by speakers or writers and interpreted by listeners based on the context or conditions in which the communication occurs. Through the study of pragmatics, one can understand how messages delivered by speakers are received and interpreted by listeners, providing insights into how meaning is effectively communicated. This understanding helps clarify the speaker's intended message within the given context. based on Yule (1996), pragmatics suggests, explores the process by which meaning is communicated by the speaker or writer and comprehended by the listener.

Speech acts are pragmatic elements that involve the interaction between speakers and listeners or writers and readers, with a focus on the content being conveyed. Based on Searle (1979), speech acts represent the fundamental unit of linguistic communication. This theory explores the meaning of language by examining the connection between utterances and the actions performed by the speaker. Speech acts are expressions that utilize language, and they

go beyond mere expression, carrying specific or additional meanings. Speech acts are divided into three components: locutionary, illocutionary, and perlocutionary acts.

According to Austin in Leech (1983), language use in communication can be classified into three levels of speech acts: (1) locutionary, which involves the act of saying something; (2) illocutionary, where an action is performed through speech; and (3) perlocutionary, which entails carrying out an action through spoken words. Among these levels, illocutionary acts represent a key component of speech acts.

Studying illocutionary acts is crucial because they help explain the sentences or words that carry specific meanings. It's not just about the listener hearing the words, but also about understanding the intent behind what the speaker is conveying. According to Yule (1996), illocutionary acts are executed through the communicative effect of what is spoken. The researcher views illocutionary acts as speech actions with particular meanings that can influence the listener to take action. For instance, when someone says, "please open the door," the statement functions as a request (illocutionary force). Such examples can be observed in various video content, including blogs and podcasts.

Podcasts have emerged as one of the most popular forms of media in recent years. A podcast is audio or video content available on the internet, which can be downloaded to devices such as computers, laptops, and smartphones. According to Fadilah (2017), podcast listeners have a wide range of choices. Podcasts cover various topics, including life journeys, business, and trending events. In addition to discussing current events, podcasts often feature individuals with significant achievements, offering a unique platform to share their experiences with the public. Given their growing popularity, studying podcasts can provide valuable insights into their impact on modern communication and society. An example of this is the podcast featuring Maudy Ayunda and Jesse Choi.

Maudy Ayunda is a multifaceted Indonesian artist, known as an actress, model, activist, writer, and singer, with a successful career. She is also a graduate of Stanford University. Jesse Choi, originally from South Korea, is an investor and the CEO of a company called REKU, possessing extensive knowledge and experience in the business world. The researchers chose to study the podcast featuring Maudy Ayunda and Jesse Choi because Maudy's academic achievements and Jesse's role as a CEO create a dynamic communication that offers valuable insights for listeners.

The researcher reviewed several prior studies related to the topic of this paper but employing different theories. One notable study is by Lisna (2022), titled "An Analysis of Illocutionary Speech Acts on Selected YouTube Content About COVID-19 Prevention." The

aim of Lisna's research was to identify the types and functions of illocutionary speech acts used by national and international governments in their COVID-19 prevention advertisements on YouTube. She employed Austin's (1962) and Searle's (1976) theories to analyze the types and functions of these illocutionary acts.

The second study, conducted by Amalia (2021) and titled "Illocutionary Speech Acts Analysis in Nadhira Afifa's Speech as a Student Speaker at Harvard Graduation 2020," focuses on analyzing the types of illocutionary acts present in Nadhira Afifa's speech as a student speaker at the 2020 Harvard Graduation for the Master of Public Health program. This research use Yule's (1996) framework to categorize and examine the illocutionary acts in the speech.

The final study, conducted by Ramayanti (2018) and titled "The Analysis of Types of Illocutionary Acts in the Movie 'Tangled,'" seeks to examine the different types of illocutionary acts presented by the characters in the Western animated film "Tangled." The research analyzes utterances containing illocutionary acts from the film's characters, which were sourced from YouTube. These utterances are categorized into types of illocutionary acts based on Searle's theory.

Researchers identified several gaps in previous studies. Lisna (2022) concentrated on the types and functions of illocutionary acts using (Searle, 1979) theory. Amalia (2021), focused on categorizing illocutionary acts according to Yule's (1996) framework. Ramayanti (2018) exclusively described the types of illocutionary acts using (Searle, 1979) theory. In contrast, this study aims to explore both the types and functions of illocutionary acts by Jesse Choi, a guest on Maudy Ayunda's podcast, use Searle (1979) and Leech (1983) theories.

However, recent studies have generally provided broad insights into emoji use but lack focus on specific contexts during particular timeframes. This research, by concentrating on the use of emojis on the 'Palestine' community Facebook page during the ceasefire, offers a unique geographical and community perspective. This specific context and temporal focus may significantly influence how emojis are used and interpreted within this community. Furthermore, employing Evans' and Saussure's theories introduces a novel approach to exploring emoji usage. These considerations highlight the research's aim to provide a more detailed understanding of emoji use in specific online conversations, contributing valuable insights to the broader field.

Review of Literature

This study utilizes Searle's classification of illocutionary acts as presented in Yule (1996) which outlines five general categories of speech acts:

a. Directives

Directives are speech acts used to prompt someone to take a specific action. They convey the speaker's intentions through commands, requests, or suggestions, and can be expressed in either a positive or negative manner. The speaker aims to align their words with the desired outcome.

Examples:

a. "Let's have lunch together."

b. "Can you give me that proposal?"

b. Expressives

Expressives communicate the speaker's emotional state or feelings, such as joy, sorrow, dislike, pleasure, or pain. They reflect the speaker's internal experience and can be influenced by actions of either the speaker or the listener. When using expressives, the speaker aligns their words with their feelings.

Examples:

a."Thank you so much for your help today!"

b. "Congratulations on your outstanding achievement!"

c. Representatives

Representatives convey what the speaker believes to be true or false. They include acts like stating, suggesting, boasting, complaining, claiming, and reporting. The speaker aligns their words with their perception of reality.

Examples:

a. "Coffee contains caffeine."

b. "It is raining in Jakarta today."

d. Declarations

Declarations are speech acts that change the status or reality of a situation through the act of speaking. To perform a declaration, the speaker must hold a specific institutional role within the context. Declarations use language to effect change.

Examples:

a. Priest: "I appoint you as the new club president."

b. Referee: "I declare that today is a public holiday."

e. Commissives

Commissives are speech acts where the speaker commits to a future action. They express the speaker's intent through promises, threats, denials, or pledges. These acts can be

performed individually or in groups. The speaker aligns their words with their commitment to future actions.

Examples:

a. "I will complete this report by the end of the week."

b. "I promise to help you with this project.

According to Leech (1983), functions of illocutionary divided into 4 parts. They are competitive, convivial, collaborative, and conflictive.

a. Competitive

According to Leech (1983), the illocutionary aim conflicts with the social objective such as commanding, requesting, exacting, begging, etc. Utterances that fall within the competitive function are those that are impolite (discourteous). A speech can be considered impolite when it can inconvenience, trouble, and harm the interlocutor.

Example, "give me your money"

b. Convivial

According to Leech (1983), convivial functions, on the other hand, align with social goals, requiring positive politeness to enhance social harmony, as offering, inviting, greeting, thanking, congratulating. The convivial function pertains to discourse characterized by politeness or heightened decorum.

Example:

a. "I promise I will always be there for you"

b. "Congratulations on your victory! You are great"

c. Collaborative

According to Leech (1983), collaborative functions are indifferent to social goals and often occur in written discourse where politeness is less relevant. It can also occur in conversations when the speaker tries to cooperate with their interlocutor in achieving a common goal to find a solution. The illocutionary purpose in the collaborative function is neutral or indifferent towards social aims. E.g asserting, reporting, announcing, instructing.

Example:

a. "Please see the attachment for more information"(directives in electronic writing form),

b. "Can we work together to achieve the same goal?

d. Conflictive

According to Leech (1983), the conflictive function is designed to provoke or cause violations because fundamentally its goals contradict social aims. For instance, actions like

threatening, accusing, cursing, admonishing, rebuking, and reprimanding exemplify the conflictive function.

Example:

a. "If you don't obey my orders, you will be fired!"

b. "This is not true! stop spreading this news Taylor (1949)"

Methodology

In this study, the researcher employed qualitative methods. As Taylor (1949) explains, "qualitative methodology" broadly encompasses research that produces descriptive data, including people's spoken or written words and observable behavior. This method was used to describe the types and functions of illocutionary acts in the conversation between Jesse Choi and Maudy Ayunda on Maudy Ayunda's podcast channel.

Data is the most crucial aspect of research, as the study cannot proceed without it. In this study, data was sourced from Maudy Ayunda's YouTube channel, specifically the podcast titled "Investing in our Future." The data consisted of utterances by Jesse Choi and Maudy Ayunda that included illocutionary acts. The researcher examined these utterances to identify the types and functions of illocutionary acts present in the speech of both Maudy Ayunda and Jesse Choi. The analysis was based on a video, where the researcher focused on identifying the types and functions of illocutionary acts within their conversations. In gathering the data, the researcher followed several steps, which include: Taking podcast videos on YouTube, Take notes illocutionary speech acts in a conversation between Jesse Choi and Maudy Ayunda, and Choosing illocutionary speech acts in a conversation between Jesse Choi and Maudy Ayunda.

The researcher employs Spradley (1980), analytical model from his book "Participatory Observation" to examine the data. Spradley's model for data analysis consists of four distinct steps: domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis. By using these steps, the aim is to understand the types of illocutionary acts in the conversation between Jesse Choi and Maudy Ayunda, not only the types but also the functions of these illocutionary acts.

Findings and Discussion

Findings

The researcher utilized two theories: Searle (1979), theory for analyzing illocutionary types and Leech (1983), theory for examining functions. The study identified ninety instances

of speech acts from Jesse Choi and Maudy Ayunda in Maudy Ayunda's podcast titled "Investing in Our Future." Within these ninety data, four types of illocutionary acts were observed: Representatives with thirty five data, Expressives with twenty one data, Directives with twenty nine data, Commissives with five data, and Declarations with zero data. The most frequently used type was Representatives, with thirty five data in the conversation between Jesse Choi and Maudy Ayunda in the podcast episode "Investing in Our Future."

The researcher also identified three types of illocutionary speech act functions: Competitives with nineteen data, Convivial with twelve data, and Collaborative with fifty nine data, with no data of Conflictive. The most frequently used function in the conversation between Jesse Choi and Maudy Ayunda was the Collaborative function, with fifty nine data. Below are some of the findings from the analysis of the types and functions of illocutionary acts in the conversation between Jesse Choi and Maudy Ayunda in Maudy Ayunda's podcast titled "Investing in Our Future."

a. **Representatives**

Datum 05/time : 00:00:49

Maudy : **three in four couple's mention financial decisions as a source of tension and their relationship.**

In Maudy Ayunda's statement, "three in four couples mention financial decisions as a source of tension in their relationship," she highlights that a significant number of couples experience relationship strain due to financial decisions. Maudy's statement is classified as a **representative** sentence because it presents a factual assertion about couples experiencing tension due to financial decisions. It acknowledges that financial issues are a common source of conflict in relationships. Additionally, the statement serves a **Collaborative** function, as it aims to promote better relationships and encourage mutual understanding through discussion and shared insights.

Datum 26/time : 00:12:32

Maudy: when I you know when I used to spend on a relative basis **I am more willing to spend than you**

In that sentence, Maudy is highlighting her preference for shopping compared to Jesse's, indicating that she enjoys shopping more than he does. In Maudy's utterance, "When I, you know, when I used to spend on a relative basis, I am more willing to spend than you," it is categorized as a **Representative** type because it communicates a difference in spending preferences between Maudy and Jesse. The sentence also exhibits a **Competitive** function as

it directly points out their differing attitudes towards spending, which can be interpreted as a comparison or competition in their communication.

b. Expressives

Datum 13/time: 00:06:56

*Jesse: "then for you to be bickering about it every single day because you talk about I mean money involves every single day right that'd be such a pain in the but yeah **I would really dislike that**"*

In Jesse's previous statement, he mentioned that financial issues often lead to household arguments because money is a daily necessity. He expressed that constantly having to debate financial matters would be challenging and undesirable, indicating his reluctance to engage in such discussions. In the statement "I would really dislike that," the speaker conveys a sense of aversion or discomfort towards the idea of financial issues causing daily arguments. This sentence is categorized as an **Expressive** type because it communicates a personal dislike for something that would lead to frequent conflicts. Additionally, it serves a **Convivial** function, as it expresses this discomfort in a casual and informal way.

Datum 21/time : 00:11:22

*Jesse: so when I'm 81 if I don't do anything I'm still going to be thinking about how to save from when I'm 82 right. and, **I don't want it to be like that**derstanding*

In this case, the speaker voices concern or dissatisfaction about a potential future scenario, particularly related to a habit or mindset focused on saving oneself or avoiding problems, even at an advanced age (81 years old). The sentence "**I don't want it to be like that**" is classified as an **Expressive** because Jesse is conveying his desire to avoid the previously mentioned mindset. Additionally, it serves a **Collaborative** function, as Jesse is expressing his reluctance to maintain the same mindset, contributing to a shared understanding or discussion.

c. Directives

Datum 23/time:00:12:20

*Jesse: **If you are already over here then,I don't think you should move that way.***

In Jesse's statement, "If you are already over here then, I don't think you should move that way," he is advising Maudy against staying in the "YOLO" mindset, which involves spending money impulsively and without concern for the future. The sentence "I don't think you should move that way" is classified as a **Directive** type because it communicates the speaker's opinion on an action the listener should avoid. The use of "should" signifies that the speaker is providing advice or recommendations, aiming to influence the listener's behavior.

This sentence also falls under the **Competitive** function in illocution, as the speaker is attempting to guide or alter the listener's actions by presenting advice that contrasts with the listener's preferences or thoughts.

> *Datum 11/time : 00:06:10*
>
> *Maudy: **So do you think that financial compatibility is a is a given?***

In this statement, Maudy requests Jesse's opinion on whether financial compatibility is inherent or not. This utterance is classified as a directive illocutionary act, as the speaker is seeking information or an opinion from the listener. In directive acts, the speaker aims to prompt the listener to take an action—in this case, to answer or respond to the question. The sentence also carries a collaborative illocutionary function because the speaker is not coercing the listener to take a particular action but is instead encouraging a discussion or the sharing of perspectives.

d. Commissives

> *Datum 24/time: 00:12:25*
>
> *Jesse:" I find a project that I'm really interested in or I have more time to really understand more projects so I can invest in more projects **I would do that***"

In Jesse's statement, "If I find a project that I'm really interested in or if I have more time to really understand more projects, so I can invest in more projects, I would do that," he is indicating that if he comes across a project he finds engaging or if he has additional time to gain a deeper understanding of various projects, he would be inclined to invest in them. The sentence "**I would do that**" reflects the speaker's willingness or intention to undertake an action. It is categorized as a **Commissive** type in illocutionary acts because it reveals the speaker's commitment or intention to act in the future, though conditionally. This indicates that the speaker is prepared to take action if certain conditions are fulfilled. Additionally, the sentence serves a **Collaborative** function, as Jesse is merely outlining what he plans to do in the future if he encounters an interesting project or has more time to better understand various projects, showing his openness to such activities.

> *Datum 86/time : 00:43:11*
>
> *Maudy: and for Curious people whoe listening here, even if you're a beginner what I love about reku, is you have a light and pro mode and so the the platform actually caters to different you know different levels, and so you shouldn't feel intimidated did, and you should just go ahead and try it out and download in you*

know the Play Store App store. **we're also going to give a link down here in the description below.**

In this statement, Maudy promotes the Reku app to those interested in starting their investment journey, highlighting its user-friendly approach tailored for various levels of experience. She also mentions that she will include a link to download the Reku app in the description below. The phrase "we're also going to give a link down here in the description below" is a commissive illocutionary act, as Maudy is making a promise to provide the link. The sentence also has a collaborative function, as Maudy stresses her commitment to making the Reku app link easily accessible, encouraging cooperation and engagement.

Table 1 Componential Analysis

Type of illocutionary	Function of Illocutionary				Total
	F1	F2	F3	F4	
T1	17	0	12	0	29
T2	0	12	9	0	21
T3	2	0	33	0	35
T4	0	0	0	0	0
T5	0	0	5	0	5
Total	19	12	59	0	90

T = Type
F = Function
T1 = Directives
T2 = Expressives
T3 = Representatives
T4 = Declarations
T5 = Commessives
F1 = Competitive
F2 = Convivial
F3 = Collaborative
F4 = Conflictive

Discussion

In this section, the researcher compares and identifies similarities and differences between their findings and previous research. The study examined 90 speech acts in the conversation between Jesse Choi and Maudy Ayunda on their podcast "Investing in Our Future." The research identified four types of illocutionary acts: Representatives, Directives,

Expressives, and Commissives. It also categorized three functions: Competitive, Convivial, and Collaborative. Among the 90 data, Representatives were noted 35 data, Directives 29 data, Expressives 21 data, and Commissives 5 data. For functions, Competitive appeared 19 data, Convivial 12 data, and Collaborative 59 data. The most frequently occurring type of illocutionary act was Representatives, with 35 data, while the most prevalent function was Collaborative, with 59 data.

In this study, the researcher compared their findings with previous research. The first comparison was made with Lisna (2022) study, titled "An Analysis of Illocutionary Speech Acts on Selected YouTube Contents About COVID-19 Prevention," which similarly found Representatives and Directives to be the dominant illocutionary act types. The second comparison was with Ramayanti (2018), study, which also identified Representatives and Directives as the most prevalent illocutionary acts. However, in Ramayanti's study, Directives were the most dominant, whereas in this study, Representatives were the most dominant. The third comparison was with Amalia (2021) study, titled "Illocutionary Speech Acts Analysis in Nadhira Afifa's Speech as a Student Speaker at Harvard Graduation 2020," where Representatives were also dominant and Declarations were absent. Overall, the comparison reveals that Representatives and Collaboratives are consistently dominant across studies.

Understanding the relationship between illocutionary act types and their functions is crucial for interpreting language use in the podcast by Jesse Choi and Maudy Ayunda. In this context, Directives (T1), such as commands, requests, or suggestions, primarily serve a Competitive (F1) function because they aim to influence the listener's actions, reflecting a goal-oriented approach where the speaker's interests take precedence. Expressives (T2), which communicate the speaker's feelings or psychological state (like thanking, apologizing, or congratulating), are associated with the Convivial (F2) function. This function relates to fostering social harmony and positive interactions, aiming to strengthen or maintain good relationships between the speakers. Representatives (T3), which involve stating facts or sharing information (such as asserting, describing, or concluding), are predominantly linked to the Collaborative (F3) function. This function involves a cooperative effort where the speaker and listener work together to enhance understanding or share information without competition or imposition. There is no data for Declarations (T4), which are illocutionary acts that change external situations solely through their utterance (such as resigning, baptizing, or declaring war), indicating that the podcast dialogue does not include acts that alter status or circumstances. Commissives (T5), which commit the speaker to future actions (like promising or offering), are present in limited numbers and exclusively serve the Collaborative (F3)

function, signifying that these acts aim to establish or affirm mutual agreements or plans. The absence of Conflictive (F4) functions underscores the generally cooperative and positive tone of the conversation, as no illocutionary acts are used to express disagreement, criticism, or conflict.

This analysis reveals that the types of illocutionary acts correspond with specific communicative objectives and the overall tone of the interaction between Jesse Choi and Maudy Ayunda. Each type of illocutionary act serves a function that aligns with its intended purpose, enhancing the effectiveness of communication throughout the podcast.

Conclusion and Suggestions

In this chapter, the researcher concludes from the study of illocutionary acts in the conversation between Jesse Choi and Maudy Ayunda on the podcast titled "Investing In Our Future" that Representatives are the most prevalent, appearing 35 times. This suggests that Representatives are frequently used due to the podcast's focus on conveying facts and affirmations. The podcast discusses various factual subjects, including financial tensions in relationships, investment strategies, initial steps to investing, and Jesse's path to becoming a prominent investor and founding his platform, Reku (Rekeningku).

Regarding functions, the Collaborative function is the most prevalent in the podcast conversation. This is likely because the discussion aims to work together towards a common goal of sharing knowledge on investment and financial decisions in relationships, with both Maudy and Jesse aiming to educate their audience.

The comparison indicates that Representatives and Directives are the most dominant types of illocutionary acts across different studies. Although the order of dominance may vary, Representatives consistently emerge as the leading illocutionary act type. Additionally, Declarations often do not play a significant role.

The researcher offers several recommendations for future studies on similar topics. First, they suggest using a variety of data types to explore different illocutionary acts, as this study, which focuses on a podcast, did not address all types—specifically, declarative acts were absent, and the function of Conflictive was not identified.

Second, the research primarily focused on the types and functions of illocutionary acts. Future researchers are encouraged to broaden their scope to include locutionary and perlocutionary acts for a more thorough analysis.

Lastly, for those interested in studying illocutionary acts, it is recommended to apply different theoretical frameworks than those used in this research to gain varied perspectives and a more comprehensive understanding.

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