

CHAPTER I

INTRODUCTION

This chapter consists of five subchapters. It provides an overview of the background of the study, research questions, objectives, significance, and scope and limitation of the study.

1.1 Background of the Study

In the current digital era, social media has become one of the most influential platforms for communication, self-expression, and information sharing, allowing people from diverse backgrounds to connect and exchange ideas across geographical boundaries (Kaplan & Haenlein, 2010). Among the various social media platforms, YouTube stands out not only as a video-sharing platform but also as a space where individuals, communities, and influencers share experiences and engage in conversations through features such as comments, likes, and discussions (Burgess & Green, 2018). One form of content that has gained prominence on YouTube is the podcast, which primarily relies on spoken language as its main mode of communication. Through this format, speakers deliver extended conversations that reflect their views, intentions, and personal narratives. As such, YouTube can be viewed as a relevant medium for examining language use in online communication.

Podcast on YouTube continue to expand in variety and reach, covering themes such as education, lifestyle, social commentary, motivation, and self-development. The podcast format allows speakers to communicate in relatively direct and continuous manner, which reflect contemporary patterns of content production and consumption in digital media (Kaplan & Haenlein, 2010). Within this context, podcasts provide an opportunity to observe how spoken language is used to convey meaning, express attitudes, and address audiences within digital environments. Therefore, YouTube podcast have become an increasingly relevant object of linguistic and pragmatic research because they represent authentic spoken communication in contemporary digital settings (Burgess & Green, 2018).

From a wide range of today's motivational influencers, Thewizardliz whose real name is Lize Dzjabrailova, has gained recognition for her straightforward and

empowering communication style (Mahida, 2023). She is a Belgian content creator with multicultural roots whose videos on self-worth and mental wellness attract millions of viewers, especially among younger audiences (Roychowdhury, 2025). Within the domain of motivational content on YouTube, Thewizardliz has received attention in online media for her discussion on dignity, confidence, and personal growth (Mahida, 2023; Roychowdhury, 2025). These sources describe her as a motivational content creator whose podcast attract substantial audience engagement. Her content represents a contemporary example of influencer-based communication, where a single speaker delivers motivational messages that invite responses from a broad audience. Therefore, Thewizardliz is selected as the subject of this study because her podcasts provides a relevant context for examining language use in digital motivational communication.

Although illocutionary acts have been widely studied, previous studies have primarily focused on formal or conventional communicative contexts, such as movies, political speeches, classroom interaction, interviews, and religious discourse (Hudri & Irwandi, 2019; Maulidiyah et al., 2021; Sholihah & Syahrizal, 2021; Yulian & Mandarani, 2023). Comparatively, fewer studies have examined illocutionary acts in digital motivational communication, particularly YouTube podcasts. Unlike conventional spoken interactions, YouTube podcasts enable speakers to communicate with audiences in a more personal, persuasive, and interactive manner within digital environments. Therefore, this study seeks contributes to the existing literature by examining how illocutionary acts are realized in contemporary online podcast discourse, thereby extending the application of pragmatic analysis to a rapidly growing form of digital communication.

Based on this context, the present study aims to analyze the types of illocutionary acts found in Thewizardliz's YouTube podcast episode "Heartbreak and failure is your superpower" using Searle's (1976) classification. In addition, this study seeks to examine the functions of each type of illocutionary act as reflected in the speaker's utterances within the selected episode. Through this focus, the study is expected to contribute to discussions of pragmatic analysis in digital

media contexts, particularly in relation to motivational spoken communication on YouTube.

1.2 Research Questions

Based on background of the study, the research question are formulated as follows:

1. What types of illocutionary acts are found in the selected Thewizardliz podcast episode?
2. What are the functions of each type of illocutionary act found in the selected Thewizardliz podcast episode?

1.3 Objectives of the Study

Based on the research question above, the objective of the study are as follows:

1. To identify the types of illocutionary acts found in the selected Thewizardliz podcast episode.
2. To examine the function of each type of illocutionary act as reflected in the speaker's utterances in the selected podcast episode.

1.4 Significance of the Study

This study is expected to contribute both theoretical and practical significance. From a theoretical perspective, it extends the application of Searle's (1976) classification of illocutionary acts to a digital context that has received relatively limited scholarly attention, namely motivational podcast on YouTube. While previous studies have largely examined speech acts in formal or institutional settings such as political speeches, classroom interaction, and religious discourse, this research applies the framework to a contemporary digital medium that primarily relies on spoken language in a single YouTube podcast episode, the study contributes to a better understanding of how illocutionary acts are realized in digital motivational communication. Practically, this research may be beneficial for students and scholars of English linguistics by providing an example of how classical speech act theory can be applied to spoken language in digital media context. It may also serve as a reference for future researchers interested in examining pragmatic phenomena in similar online spoken communication. In

addition, the study may offer insight for digital content creators, particularly those producing motivational content, regarding how language is used to convey intentions and messages in digital motivational settings.

1.5 Scope and Limitation of the Study

The scope of this study was within the field of pragmatics, particularly the analysis of speech acts, with a specific focus on illocutionary acts based on Searle's (1976) classification. The analysis focused on identifying the five categories of illocutionary acts by Searle's (1976), such as assertive, directive, commissive, expressive, and declarations, as realized in the speaker's utterances in the selected YouTube podcast episode with the title "Heartbreak and failure is your superpower". The limitations of this study related to the data selection and the scope of the analysis. The study analyzed only one podcast episode; therefore, the findings were not intended to represent motivational content or YouTube podcast in general. Furthermore, the analysis was limited to Searle's (1976) classification of illocutionary acts and did not incorporate other pragmatic or discourse-based approaches. Consequently, the study provided an in-depth description of illocutionary acts within a specific digital motivational context, while acknowledging the limitations of its data scope and analytical focus.