

**COMMISSIVE SPEECH ACTS AND COMMUNICATION  
STRATEGIES IN FOOTBALL MATCH VIDEOS OF  
@CHATMO: A PRAGMATIC ANALYSIS**

**THESIS**

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**IBRAHIM MALANG**

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IN FOOTBALL MATCH VIDEOS OF @CHATMO: A PRAGMATIC  
ANALYSIS**

**THESIS**

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I state that the thesis entitled “**Commissive Speech Acts and Communication Strategies in Football Match Videos of @Chatmo: A Pragmatic Analysis**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, May 2025

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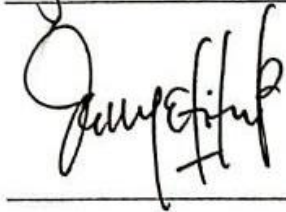
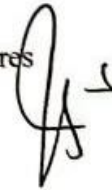
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## MOTTO

وَقُولُوا لِلنَّاسِ حُسْنًا

Say “And speak to people good [words]” (Al-Baqarah: 83)

Whoever believes in Allah and the Last Day should speak good or remain silent  
(H.R. Bukhari)

## **DEDICATION**

I dedicate this thesis to my beloved parents, Suharto and Widiawati who always provide endless love, prayers, encouragement and sacrifice in every step of my life. Without them I would not be able to get to where I am today and be able to continue my university education, which I can finally achieve thanks to my parents. Thank you for all your unconditional love and support. I also dedicate this thesis to myself who has struggled hard to face all the strong and unexpected storms. My beloved brother Rendra Tri Prayogo who always supports me and provides encouragement and motivation so that I can be enthusiastic in working on this thesis.

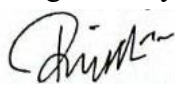
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Malang, 07 May 2025

  
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## ABSTRACT

Oktaviani, Rima Dwi Hasti (2025) Commissive Speech Acts and Communication Strategies in Football Match Videos of @Chatmo: A Pragmatic Analysis. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Prof. Dr. Rohmani Nur Indah, M.Pd.

**Key word: communication strategies, commissive speech act, sports YouTuber**

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This research discusses commissive speech acts and communication strategies used by YouTubers in football match-themed videos. The background of this research is based on the importance of understanding how speakers use language to build commitment and strategies in building interaction and oral communication in digital media. The purpose of this study is to identify the types of commissive speech based on Searle's theory (1975) and analyse communication strategies based on Kouwenhoven's theory framework (2016) in the context of sports match videos. This research uses a qualitative method with data sources in the form of utterances from sports YouTubers in content videos uploaded on YouTube channels. This research shows that there are four forms of commissive, namely, promise, guarantee, vowing, and offer. Commissive in the form of promise is the most dominant one found in sports YouTubers. Meanwhile, the communication strategies most often used by sports YouTubers are repetition and self-reference. The conclusion of this study is that the use of commissive speech acts and communication strategies in videos not only shows the speakers' intentions, but also reflects how the speakers' efforts in building interpersonal relationships with the audience involve emotional feelings. This study recommends that future research can examine communication strategies in the context of content videos in different sports fields or compare mother language videos and videos in foreign languages.

## ABSTRAK

Oktaviani, Rima Dwi Hasti (2025) Tindak Tutur Komisif Dan Strategi Komunikasi Dalam Video Pertandingan Sepak Bola @Chatmo: Analisis pragmatik. Tesis Sarjana. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Prof. Dr. Rohmani Nur Indah,M.Pd.

**Kata kunci: strategi komunikasi, tindak tutur komisif, YouTuber olahraga**

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Penelitian ini membahas tindak tutur komisif dan strategi komunikasi yang digunakan oleh YouTuber olahraga dalam video yang bertema pertandingan sepak bola. Latar belakang penelitian ini didasari oleh pentingnya memahami bagaimana penutur menggunakan bahasa untuk membangun komitmen serta strategi dalam membangun interaksi sosial dan komunikasi lisan di media digital. Tujuan penelitian ini adalah untuk mengidentifikasi jenis-jenis tindak tutur komisif berdasarkan teori Searle (1975) dan menganalisis strategi komunikasi berdasarkan theory framework dari Kouwenhoven (2016) dalam konteks video pertandingan olahraga. Penelitian ini menggunakan metode kualitatif dengan sumber data berupa tuturan dari YouTuber olahraga dalam video konten yang diunggah di kanal YouTube. Penelitian ini menunjukkan bahwa terdapat empat bentuk komisif yaitu, promise, guarantee, vowing, dan offer. Komisif dalam bentuk promise menjadi yang paling dominan ditemukan pada sports YouTuber. Sementara itu, strategi komunikasi yang paling sering digunakan oleh YouTuber olahraga yaitu repetition dan self-reference. Simpulan dari penelitian ini adalah penggunaan tindak tutur komisif dan strategi komunikasi dalam video tidak hanya menunjukkan niat penutur, tetapi juga mencerminkan bagaimana Upaya penutur dalam membangun hubungan interpersonal dengan audiens yang melibatkan perasaan emosional. Penelitian ini merekomendasikan agar penelitian selanjutnya dapat mengkaji strategi komunikasi dalam konteks video konten pertandingan pada bidang olahraga yang berbeda atau membandingkan video konten berbahasa ibu dan video dalam bahasa asing.

## ثحبلا صلختسم

أوكتافيانى، رىما دوى هاستى (2025) أفعال الكلام التواصلى فى مدونات الفىڤىو الخاصة بكرة القدم: تحليل براغماتى لاستراتيجيات التواصل. رسالة بكالوريوس. قسم الأدب الإنجليزى، كلية العلوم الإنسانية، جامعة إسلام نيجيرى مولانا مالك إبراهيم مالانج. المشرف البروفيسور الدكتور رحمانى نور إنداه، دكتوراه فى الطب.

### الكلمات المفتاحية: استراتيجيات التواصل، أفعال الكلام المنطوق، المدونون الرياضيون

يناقش هذا البحث أفعال الكلام الالتزامية واستراتيجيات التواصل التى يستخدمها المدونون الرياضيون فى مدونات الفىڤىو الرياضية التى تدور حول مباريات كرة القدم. وتستند خلفية هذا البحث إلى أهمية فهم كيفية استخدام المتحدثين للغة لبناء الالتزام والاستراتيجيات فى بناء التفاعل الاجتماعى والتواصل الشففى فى وسائل الإعلام الرقمية. والغرض من هذه الدراسة هو تحديد أنواع Kouwenhoven وتحليل استراتيجيات التواصل استنادًا إلى إطار نظرية (1975) Searle الخطاب الالتزامى استنادًا إلى نظرية فى سياق مدونات الفىڤىو الخاصة بالمباريات الرياضية. يستخدم هذا البحث منهجًا نوعيًا مع مصادر بيانات فى شكل أقوال (2016) من مدونى مدونات الفىڤىو الرياضية فى مقاطع الفىڤىو الخاصة بالمدونات الرياضية التى يتم تحميلها على قنوات اليوتيوب. يُظهر هذا البحث أن هناك 4 أشكال من الالتزامات، وهى الوعد والضمان والوعد والعهد والعرض. الالتزام بصيغة الوعد هو الأكثر هيمنة فى مدونى مدونات الفىڤىو الرياضية. وفى الوقت نفسه، فإن استراتيجيات التواصل الأكثر استخدامًا من قبل المدونين الرياضيين هى التكرار والإحالة الذاتية. وخلاصة هذه الدراسة هى أن استخدام أفعال الكلام التواصلى واستراتيجيات التواصل فى مدونات الفىڤىو لا يظهر نية المتكلم فحسب، بل يعكس أيضًا كيف يحاول المتكلم بناء علاقات شخصية مع الجمهور تتضمن مشاعر عاطفية. توصى هذه الدراسة بأن البحوث المستقبلية يمكن أن تفحص استراتيجيات التواصل فى سياق مدونات الفىڤىو فى مجال الرياضة التى لا تقتصر على التواصل فحسب، بل تتعدى ذلك إلى التواصل

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## **CHAPTER I**

### **INTRODUCTION**

This chapter contains the research background, research questions, research significance, scope and limitations, and definitions of key terms. This study is designed to offer a clear understanding of the research context.

#### **A. Background of the Study**

Communicating in this highly digitalized era has become very diverse. In its development, communication media does not only depend on one or two media but even more than that. Therefore, the widespread use of digital media is a more effective way to be used as a medium of communication (Hendar et al, 2022). In terms of communication, social media is the delivery tool most often used by most people today, such as Facebook, Instagram, Twitter, Snapchat, YouTube and so on. In sharing information and media as a means of communication, YouTube is one of the most widely used platforms since it is a media with a diverse amount of video storage and the largest with more than one billion users (Camm et al, 2018).

The use of YouTube in the present plays a very important role. This can be proven by the number of YouTube users who reach 88% of the 150 million active social media users in Indonesia (Editorial Team, 2019). In addition, the number of YouTube users can be seen more broadly through Playstore, which is more than 10 billion users compared to the number of

other social media users such as Instagram, X, and Snapchat which amounts to less than 10 billion (Play Store, 2025).

Following the development of the media environment in this all-digital world, we are entering an era where people freely create or share various kinds of content on YouTube. One of the most popular forms of digital communication today is video content. Video content is one of the ways that users or YouTubers share the most trending activities today (Karawabancha, 2019; Alcosero & Gomez, 2022). Among the large number of YouTube video content, sports matches are one of the most popular contents especially for those who love sports (Khan, 2017). Therefore, sports video content uploaded on YouTube can be the most effective digital communication medium for sports lovers to share their experiences or express their interests in a more unique way.

One of the characteristics of sports match content uploaded on the YouTube platform is that it is individually produced (Moon, 2024). Such individually produced content usually produces sports-themed content in a way that is not rigid and flexible. Thus, the language used by YouTubers in building digital interactions aimed at the audience tends to be more informal, spontaneous and emotionally close. Such communication style allows sports YouTubers to build closeness with the audience through utterances that show direct involvement and commitment. In this context, the use of commissive speech acts plays an important role in building digital

communication between sports YouTubers and audiences. Also, in attracting interest and enthusiasm from the audience.

Commissive utterances not only aim to convey commitment but also include a future action (Kholid et al, 2024). Sports YouTubers can implement this to build loyalty to the audience through the action of the commitment utterance that has been made. Therefore, it is important to study commissive speech acts to see how sports YouTubers build digital communication through expressions of commitment that contain positive values. In addition, to make the intended commissive expressions more effective in reaching the audience, sports YouTubers can use various communication strategies. Communication strategies are used as techniques or methods for achieving a goal in communication (Mulyanto et al, 2019). In this context, communication strategies are applied to assist sports YouTubers in delivering commissive utterances to engage the audience more effectively.

In studying digital communication on YouTube, which has a rich interaction format, it relies heavily on pragmatic elements. undefinedthat is performed by the speaker (Mulyanto et al., 20219). Therefore, this study uses the theory of commissive speech acts in which this theory not only examines the use of language used by the speaker but also examines an action performed when the utterance is delivered. Of course, the theory can be used by sports YouTubers in building digital communication with the audience. In addition, this study also uses communication strategies as a



method used by sports YouTubers in delivering commissive speech acts to be more effective in reaching audience engagement. Examining commissive speech acts as well as communication strategies can be a further pragmatic insight in understanding how language is used in building digital interactions in a more flexible, informal and spontaneous context.

There are many relevant previous studies that have been collected for this research. First, studies on the theory of commissive speech acts in a variety of contexts, namely literary works (Davi & Degaf, 2021; Mulatsih et al, 2021; Ashfiya & Degaf, 2023; Van Thao, 2024). Political issues (Mohammed, 2023; Rahmani & Roselani, 2023). Motivational or inspirational context (Kholid et al, 2024). Second, studies on communication strategies in formal and informal digital communication (Budiastuti & Wijayatiningsih, 2019; AlMamoory & Al-Khazaali, 2024; Rahmayanti et al, 2024). Finally, pragmatic studies on sports contents (Abdulmajeed & Abdulmajeed, 2019; Hardi et al, 2022; Sanubarianto et al, 2023; Alqudah & Hassan, 2025).

Studies of commissive speech acts from various contexts show different results. As in the study conducted by Mulatsih et al (2021) on literary works as the object of study, which shows that the types of commissives found include promise, swear, pledge, vow. Then the commissive study on political issues by Rahmani & Roselani (2023) found commissives in the form of promise, guarantee, refusal. In addition, this study also uses politeness strategies in delivering commissive utterances to

political figures. Furthermore, a study by Kholid et al (2024) on inspirational content, which shows commissive forms of consent, refusal, offer, threat. This study also examines assertive speech acts to see the functions and types of assertive and commissive in inspirational figures.

Furthermore, studies on communication strategies conducted by several researchers. The study conducted by Budiastuti & Wijayatiningsih (2019) shows the communication strategies used in researching the use of English in university students, usually this strategy is used to overcome some linguistic difficulties. So the concept of communication strategy used is Tarone's which is commonly used in the context of overcoming linguistic obstacles. While the study by AlMamoory & Al-Khazaali (2024) uses more linguistic strategies in analysing a digital communication. So there are several pragmatic elements used in this study such as speech acts, implicature and Grice's Cooperation principle. And the results show how speakers develop linguistic techniques in online digital communication and have consequences for successful communication, social engagement, and digital literacy in modern digital environments.

There are also pragmatics studies, especially using speech acts carried out on sports content. The study by Hardi et al (2022) examines expressive speech acts in commentary-based E-sport match content. While the study by Sanubarianto (2023) analyses all types of speech acts in the content of English and Indonesian league football matches, where this study uses pragmatics to study cross-culture. Furthermore, this study shows that

all types of speech acts are present but only commissive and directive speech acts.

From many previous studies, it can be seen that there are several gaps that need to be considered in this study. First, the object of study on the content of E-sport and football matches has been carried out by several researchers before (Hardi et al, 2022; Sanubariato, 2023), but these studies used commentary-based content where language use tends to be more formal, objective and one-way. Thus, this study uses the content of sports matches conducted by an individual YouTuber, which has a more informal, flexible and spontaneous language use. Furthermore, studies on commissive speech acts have been conducted in various contexts (Mulatsih et al, 2021; Rahmani & Roselani, 2023; Kholid et al, 2024). Thus, this study focuses on examining commissive speech acts on the content of football matches on YouTube which has not been widely carried out before. This can be done to fulfil previous studies, where commissive speech acts were not found in the content of football match commentators (Sanubariato, 2023). Meanwhile, the use of the concept of communication strategy has also not been found in the content of sports matches. Therefore, this study offers the novelty of applying the concept of communication strategy in the delivery of commissive speech used by Sports YouTubers on the content of football matches.

This study chose sports match videos on the @Chatmo YouTube channel as a research subject because the content of sports matches is a topic

that is hotly discussed among the public, especially sports lovers. Given that the World Cup championship will be held in 2026, qualifying matches scattered on YouTube are a popular trend at this time. Sports content during the match conducted by Mohamed Rashid, a YouTuber behind the @Chatmo channel, can help sports lovers support and watch how the match situation takes place. The presence of YouTubers in building communication can help viewers at the venue and at home to encourage and cheer the clubs they support.

The linguistic uniqueness of this research subject is the emphasis on the use of commissive speech acts as well as the application of communication strategies by YouTuber @Chatmo in building more effective digital interactions in reaching the audience. In the content of football matches, commissive speech acts delivered with communication strategies not only function as promises or commitments, but also function in building engagement with the audience and creating interaction traction. The strategy used in expressing the commissive can invite enthusiasm and invite the football audience to support the match sportively. Therefore, the application of communication strategies when expressing a commitment can be linguistically unique.

The assumption underlying this research is that the use of language to build communication strategies in the content of sports matches on YouTube has a significant influence on the views and attitudes of the audience in watching and supporting during the match. The researcher also

assumes that YouTube has a huge role in shaping trends in the context of sports as well as the perception of the sporting event itself in society. This indicates that the interaction dynamics of the YouTuber, the audience, and the platform itself contribute significantly to the ongoing dialogue that shapes people's expectations of sporting events.

The main purpose of this study is to analyse commissive speech through the communication strategies used by YouTuber @Chatmo. This study investigates the commissive speech acts contained in the video. In addition, how the football YouTuber @Chatmo uses language, especially commissive speech acts through communication strategies in attracting viewers and building digital interactions delivered in his content.

## **B. Research Questions**

The purpose of this study is to produce an in-depth understanding of commissive speech acts in building communication strategies in sports match content on YouTube. To be more specific, this study answers the following two questions.

1. What types of commissive speech acts are most commonly used in football videos of @Chatmo to convey communication strategies?
2. How does the football YouTuber of @Chatmo use commissive speech acts to engage and influence his audience effectively?

### **C. Research Significance**

Theoretically, this study contributes to increase the understanding of pragmatics theory, especially commissive speech acts and communication strategies in the context of sportsmatches on YouTube. For example, this study can explain in detail how linguistic aspects such as commissive utterances used by YouTubers as a commitment in building communication with their interlocutors, such as the use of emotional words, positive word choices and effective narrative techniques in building a conversation. In addition, applying the concept of communication strategy can strengthen, convince and clarify the commitment that has been made and be more effective in reaching the audience. Practically, the results of this study can provide valuable insights for sports YouTubers. They can apply the findings to design content to be more engaging and effective in creating content on their channels. Also, it can provide sports video viewers with important information on how YouTubers strive to build good communication with viewers and interlocutors in videos.

### **D. Scope and Limitation**

The scope of this study is pragmatics because this study tries to analyze communication strategies through a pragmatic approach, the theory used in this study is speech acts by Searle (1975). Searle divides illocutionary acts into assertive, expressive, directive, commissive, and declarative. However, this research is only limited to commissive speech act

data. The criteria for communication strategies refer to the framework of Kouwenhoven et al. (2016). The limitation of this research is that the data is not taken from the Instagram, Facebook, Snapchat and TikTok platforms, but only from the YouTube platform. The data used in this study is limited, namely only taking soccer sports video contents on YouTuber channel @Chatmo which uploaded in 2024 until 2025.

### **E. Key Terms**

To prevent misunderstanding, the terms used in this study are defined as follows.

1. Commisive speech act: An action performed through an utterance, such as promising, or expressing a commitment that shows an intention to do something in the future.
2. Communication strategies: Strategies that speakers use to convey messages effectively, especially in challenging communication situations, such as when facing language barriers or diverse audiences.
3. YouTube: The world's largest video-sharing platform that allows users to upload, watch and interact with various types of content, including sports videos.
4. Sports YouTuber: An individual who performs or creates videos on the YouTube platform as a means of sharing personal activities and experiences especially sports match content and so on.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter reviews some of the literature relevant to this study. First, it reviews the pragmatics approach that underlies this research. Second, the study of speech acts and their types according to Searle (1975). Finally, the theoretical framework on communication strategies by Kouwenhoven & Van (2016). The explanations reviewed in this chapter will help the researcher to answer the existing problem formulation.

#### **A. Pragmatics**

Studying a language does not only require an understanding of how to pronounce it and apply it in life. In other words, the study of language cannot be done without considering the context. According to Leech (1993), the study that can examine the meaning of a language is pragmatics. Pragmatics is based on the role of language as a means of communication, which is a linguistic study that considers various factors outside the language itself to form and convey meaning. As an assumption of pragmatics, language is a means of communication in which the speaker understands kinesics, context, purpose of communication, speaker's role, situation norms and so on (Pangaribuan, 2008).

Pragmatic has various definitions, but one of the most prominent is that described by Levinson (1983). First, pragmatics serves to understand the meaning of a language where the speaker not only needs to understand the



words and the grammatical relationship between the words, but also be able to describe the conclusion stated beforehand. Secondly, pragmatics is a study that adapts the sentence that is expressed to the context in which it is contained. In this case, the context is grammaticalized and modified so that it remains bound to the structure of the language.

Based on some definitions of pragmatics above, it can be understood that pragmatics is a linguistic science that studies the conditions of human language use which are determined by the context that accommodates and backgrounds the language. The context in question is of two kinds, namely the social context and the societal context. According to Rahardi (2005), the so-called social context is the context that arises as a result of the emergence of interactions between members in a particular social and cultural society. Meanwhile, the societal context is a context whose determining factor is the position of community members in social institutions that exist in certain social and cultural societies. Thus, it can be said that the basis for the emergence of a social context is the existence of power, while the basis of the social context is solidarity.

This study emphasizes the pragmatics approach because it is a relatively recent approach used in research on how people try to communicate through language. In addition, studying pragmatics can help understand how language is used in certain contexts. In this research, understanding the pragmatic function is fundamental before analyzing further communication strategies in a particular context.

## **B. Commissive Speech Acts Searle (1975)**

Searle suggests that how words not only convey information but can also be an action. In communication, Searle (1975) argues that we not only say something but also perform an action from those sentences. For example, when someone says 'I promise to come tomorrow', he is not only informing something but he is also performing an action, namely making a promise. In this case, Searle classifies illocutionary acts into assertive, expressive, directive, commissive, and declarative.

Assertive is one of the types of illocutionary acts proposed by Searle. Assertive language aims to convey the speaker's message in terms of what they know or believe. Usually, assertive language is considered in the presence of a fact.

Expressive is an illocutionary act that functions to convey the speaker's psychological state or feelings towards a situation. These feelings can include gratitude, apologies, congratulations and regrets.

Directive in a conversation aims to ask, direct or encourage the other person to do something. Usually, Directives can be done subtly and strongly. Such as using some verbs that contain ordering, commanding, requesting, pleading, seducing, suggesting, inviting, allowing, opposing and forbidding.

Declarative is a type of utterance that creates a change in reality simply by uttering it. In other words, the success of this speech act has an immediate impact on the real world, such as changing a certain status, state or relationship.

Commissive is a type of utterance that commits the speaker to perform an action in the future. Commissive sentences include promises, pledges, threats and vows. For example, when someone says '*I promise to be on time*' he is not just speaking, but also placing himself in a responsibility to fulfil what he has promised. The commissive has some key characteristics that distinguish it from other types of speech acts:

a. Direction of fit: world-to-word

The concept of direction of fit in speech act theory shows how words and the real world relate to each other. In the commissive, the direction of fit is that the real world adapts to the words. That is, reality must change according to what the speaker says. When someone says '*I will help you tomorrow*', then the reality must change to match the promise, i.e. the person actually helps the next day.

b. Sincerity condition: intention

A commissive speech act is only meaningful if the speaker has a sincere intention to do what he says. Conversely, if the speaker does not really intend to keep his promise, then the utterance cannot be categorized as a commissive utterance. For example, '*I promise to pay off the debt tomorrow*.' But in his heart, he does not really intend to pay off the debt, so the utterance does not fulfil the condition of sincerity.

c. Proportions that always refer to the future

A commissive speech act always refers to an action that will be performed in the future. This distinguishes commissive from assertive speech acts which state facts or opinions about current or past circumstances.

Searle identifies some forms of commissive speech acts as follows.

- Promise - is the most common form of commissive, where the speaker binds himself to do something in favor of the hearer.  
Example: *'I promise I will help you complete this task.'*
- Guarantee – guarantee is a form of commissive in which the speaker provides certainty or guarantee that something will happen or be done. Usually, the commissive form of guarantee functions to convince the listener through the conviction that the speaker has. For example, in the sentence *'He will score in the next chance'*.
- Vow - a vow is a stronger promise as it often has moral or legal consequences if not kept. The commissive vow differs from the commissive promise where the commitment is said for the sake of the listener, the vow is more used to show the solemnity of the speaker's determination without necessarily being aimed at the listener. Example: *'I swear in the name of God that I am innocent.'*, *'I swear, I am really happy to see Indonesia win.'*
- Offer - an offer is also a form of commissive speech act, as the speaker takes the initiative to offer to do something with the

expectation of being accepted or rejected by the listener.

Example: *'If you need help, I'm ready to help you.'*

- Volunteer - volunteer is a commissive form used by speakers to offer themselves voluntarily to do something without being asked by the interlocutor. For example, 'I will help you with the ticket'
- Refusal - this form of commissive speech act is used when the speaker tries to refuse to do something that is asked by another person. For example, *'sorry, I can't sign your t-shirt'*
- Threats - Although threats involve a commitment to do something in the future, commissive in this form often aim to frighten or intimidate the hearer. Example: *'If you don't stop bothering me, I'll get back at you.'*

This research focuses on Searle's (1975) speech act theory because it is relevant to the topic of this research. Studying the five types of speech acts above can help us understand how language is used in certain contexts such as videos that feature social interactions. Thus, using this theory can help researchers answer problem formulations related to the research topic raised.

### **C. Communication Strategies**

Communication is a process of conveying messages in a conversation that is carried out either directly or indirectly. According to Saleh et al (2023), direct communication (oral) is carried out by two or more people by meeting face-to-face with each other without any barriers or distances that limit their

communication. While indirect communication is communication carried out using the help of media such as the telephone. In addition, communication is one of the ways humans carry out their social activities. Communication is an activity used in social life to convey messages intentionally, with its medium, namely language (Yule, 2015). In communication, there is usually a strategy of communication used by the speaker to the interlocutor.

Definitions of communication strategy vary widely depending on the context. According to Tarone (1980), communication strategy is divided into three main point definitions:

- a. The speaker wants to communicate or convey a meaning to the listener.
- b. The speaker believes that the linguistic or socio-linguistic structures desired to communicate a meaning are not available or possessed by the hearer.
- c. The speaker then chooses:
  - Avoidance - not trying to convey the meaning
  - Seek alternative ways - to convey the meaning
  - Stop using alternative means when the speaker feels the meaning has been understood by the listener

From the explanation above, Tarone (1980) emphasizes that communication strategy is interactional, meaning that the understanding of

meaning in a conversation can be achieved through cooperation between the speaker and the listener.

In addition, Canale's (1983) definition of communication strategy contains an attempt to improve effective communication. Communication strategies are likely acquired when in real life (Canale & Swain, 1980).

According to framework of Kouwenhoven et al (2016), there are nine types of communication strategies:

1. Code-switching

Code-switching is a communication strategy where the speaker switches languages in a conversation, usually because a word or phrase is more easily expressed in another language. Example: 'That was a great goal, *ya kan?*'

2. Repetition for emphasis purposes

This strategy involves repeating words or phrases to emphasize an idea or create a dramatic effect in a conversation. Example: '*no way, no way* he missed the shot!' This strategy seeks to highlight an important point in the conversation and adds emotional expression and rhetorical interest.

3. Fillers

Fillers are communication strategy used to fill in pauses when the speaker needs time to think or continue with the next words in a

conversation. Examples include the words *like, I mean, you know, I think*. Fillers serve to give the speaker time to think, avoid silence in the conversation and show that the speaker still wants to talk.

#### 4. All-purpose words

The use of a general word that can replace a specific word that the speaker does not know. For example: 'Can you pass me that... um, *thingy*? (replaces "bottle" or "pen"). This strategy can be used to fill in the gaps in language when the speaker does not know or forgets the correct words.

#### 5. Approximation

Approximation occurs when speakers use a word that is almost correct or similar in meaning to the word they actually mean. For example: 'he used *his foot* to hit the ball, I mean, *his ankle*' this strategy helps speakers when they don't know or forget the right word.

#### 6. Reformulation

Reformulation is a strategy used by speakers in changing or rearranging what they want to say to make it clearer or more understandable to their interlocutors. Example: '*He made a mistake-well, I mean, he miscalculated the pass.*' The example shows the function of reformulation in helping the speaker correct or refine the statement. It is also done to adjust the language to better suit the audience.



## 7. Circumlocution

Circumlocution is a strategy where the speaker explains a concept in other words because they don't know or remember the exact term. For example: 'you know, *that thing you use to open a can of food*' the phrase is to describe a can opener, where the speaker uses a circumlocution strategy to help when they don't know the exact term.

## 8. Appeal for help

This strategy is a way in which the speaker invites or encourages the involvement of the audience, either explicitly or implicitly. This strategy is not always a direct request for help due to language barriers, but rather an invitation or participatory encouragement to the audience. For example, when the speaker in a YouTube video says 'please subscribe, like, and comment' it shows a strategy to encourage or invite the interlocutor or audience to continue to engage or participate in his account.

## 9. Self-reference

Self-reference is a strategy used when the speaker refers to himself. Usually, this strategy shows more personal attitudes, opinions or involvement in a communication. Examples include 'I think', 'I hope' or 'I will' to emphasize the speaker's personal opinion or commitment.

In this study, we focus on the communication strategy theory by Kouwenhoven et al (2016) because it is sufficiently up-to-date to be used in the context of informal and digital communication. In addition, understanding this

theory is important because it can help understand how a speaker tries to build a communication strategy that is effective enough for a conversation. Communication strategies can help the speaker to deliver a message more effectively to the interlocutor.

Understanding Searle's (1975) commissive speech acts as well as Kouwenhoven's (2016) concept of communication strategy is important in this study. Since sports-themed YouTubers tend to have utterances that contain expectations and commitments and are usually spontaneous, improvised and informal, the commissive theory is relevant in understanding how sports YouTubers build commitment, emotional closeness and interaction with the audience through their commitment utterances. In addition, applying communication strategies plays an important role in the effective delivery of a commissive intended to YouTuber itself as well as to the audience. Moreover, these communication strategies are also applied by sports YouTubers to further strengthen, convince as well as clarify the commissive utterances delivered to the audience. Thus, Kouwenhoven's concept of communication strategy is also relevant in analyzing how commissive or commitment utterances are delivered effectively in engaging audiences in digital communication such as YouTube.

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses research methods, including an explanation of research design, data sources, instruments, data collection, and analysis procedures.

#### **A. Research Design**

This study examines the communication strategies of a sports YouTuber @Chatmo on YouTube through commissive speech acts. In this case, this study uses qualitative methods. The qualitative method is a suitable approach to investigate and interpret the definition attached to an individual or group in the social situation on which it is based (Yahya et al., 2023). Using the qualitative method, this research seeks to explain how communication strategies are found in sports YouTuber on @Chatmo through the theory of commissive speech acts. The ultimate goal of qualitative methods is to understand or gain an understanding of the phenomena raised for further research (Rahardjo, 2017). Therefore, through this method, it is expected to answer the formulation of the problems raised regarding the topic of this research. From this explanation, a comprehensive understanding of the communication strategies used by sports YouTuber @Chatmo in building conversations is obtained.

#### **B. Data and Data Source**

This study uses sentence-based data. The data is taken from the sentences obtained by a sports YouTuber in presenting his conversation on the video

containing commissive speech acts. The data used is limited to videos uploaded in 2024 until 2025 from the @Chatmo YouTube channel. The analysed videos are titled 'I Got VIP Tickets To Watch A Timnas Indonesia Match!' <https://www.youtube.com/watch?v=GzWaITUwUrw&t=40s>, 'My First Time at a Timnas Indonesian Football Match!' <https://www.youtube.com/watch?v=cjvc6YYAgHg&t=104s>, 'I Met Prabowo & erick Thohir at the Timnas match ID' <https://www.youtube.com/watch?v=BwqZRDOFjEY>, 'I Met Cristiano Ronaldo!' [https://www.youtube.com/watch?v=G4PZpfR1G\\_w&t=500s](https://www.youtube.com/watch?v=G4PZpfR1G_w&t=500s), 'I Met Kylian Mbappe!' <https://www.youtube.com/watch?v=NBzbQXA5yR4&t=304s>. These videos are used with the consideration that the sentences used by YouTuber @Chatmo contain commissive speech acts as well as his strategies in delivering his commitments.

### **C. Research Instrument**

In this research, the researcher acts as an instrument (Lincoln & Guba, 1985). The researcher collected data from the YouTube platform and assessed the data appropriate to the topic of this study. The presence of the researcher is the key to success in understanding the topic of the problem in this study. This is because data collection must be done in a real situation without being manipulated, contrived, or exaggerated. In this study, the researcher plays an important role in the research results as a planner, implementer, data collector, data analyzer and interpreter.

#### **D. Data Collection**

looking for videos about football matches on YouTube channel @Chatmo. The researcher used 5 football match content videos from YouTube @Chatmo as a place to find data. Second, the researcher watched the video content to understand the communication within the videos. Third, the researcher made the script taken from the video into written text. Furthermore, researchers found several data containing commissive speech acts and communication strategies in each video. The first video contained 5 data, the second video 6 data, the third video 5 data, the fourth video 6 data, and the last video 5 data. The data has been reduced, so there are 14 data used as data display shown in the finding section. Finally, the researcher re-examined the video and checked whether the data had been generated, and stopped collecting it if the data was deemed sufficient for analysis.

#### **E. Data Analysis**

To analyze the data, researchers used several steps. Firstly, classifying the data. This classification includes the types of commissive speech acts and communication strategies that accompany the commissive utterances. The utterance data appearing in the video was analyzed to identify commissive speech acts based on Searle's (1975) classification, namely promise, guarantee, vow, offer, volunteer, refusal, and threat. The result of the identification is to answer research question number one.

To answer research question number two, a classification of communication strategies was conducted. After the commissive data were identified, the communication strategies used in the utterances were analyzed based on the classification of communication strategies by Kouwenhoven et al (2016) which includes code-switching, repetition, filler, all-purpose word, approximation, reformulation, circumlocution, appeal for help, self-reference. Each commissive utterance is matched with its accompanying communication strategies, to see how it reinforces, clarifies, and supports the commitment in the sports YouTuber's utterances.

Finally, once the data has been analyzed, the researcher draws conclusions. The conclusion includes a summary of the key findings from the analysis, including the patterns generated, the influence of the strategies used, as well as the potential impact on the audience. In the context of communication strategies in sports match videos, the Conclusion could include the extent to which sports YouTubers are successful and unsuccessful in building interactions in the context of digital media communication.

## **F. Triangulation**

This study uses the triangulation method to verify the credibility of the data that has been collected. Usually, triangulation is done by using more than one method to validate the validity of the data. This means that the researcher tries to utilize several methods in the study to explore the information needed with credibility (Bans-Akutey et al, 2021). Triangulation method that is by comparing

information or data in different ways such as interview, observation, and survey methods. For example, researchers can use interview and observation methods to check the truth of the data.

This research uses theoretical triangulation because it seeks to increase the validity, credibility and strong validation of the research data findings used (Denkin in Rahardjo, 2010). In this study, the researcher used Searle's (1975) speech act theory to identify and classify the forms of commissive speech acts in sports YouTubers' speech, and Kouwenhoven's (2016) communication strategies framework theory to analyze the communication strategies used by sports YouTubers in conveying their commitments. The application of these two theories helps researchers gain a more comprehensive understanding of how commitments are conveyed and how communication strategies support their delivery in sports videos. Thus, the triangulation of theories strengthens the objectivity of the analysis and avoids interpretation bias.

## **BAB IV**

### **FINDING AND DISCUSSION**

In this section, the researcher presents the findings of data analysis based on the utterances of communication strategies in several football match videos on YouTube. What will be discussed in this section are variations in the types of commissive speech acts and the types of communication strategies that accompany the speech acts used by a sports YouTuber in building interactions in football match videos on YouTube.

#### **A. Finding**

Several data were found from observing football match content videos on @Chatmo's YouTube channel. Some of these data have already gone through the reduction process so the following 14 data are displayed as representative data.

##### **Datum 1**

**“I’m going to support you today.** And you gave me *something nice*. The VIP tickets. So, I got some great seats thanks to Oramtam thanks to Oratmangoen I hope you are going to score, inshallah.”

The sentence spoken by YouTuber Chatmo above was done when Chatmo met with one of the Indonesian national team players, Oratmangoen. At that moment, it can be seen that Oratmangoen has given something special to YouTuber Chatmo, namely VIP tickets. So Chatmo showed his gratitude to the Indonesian national team player.



The expression above shows a commissive speech act in the form of a promise because Chatmo expresses his commitment to supporting Oratmangoen and the Indonesian national team during the match. Expressions like ‘I’m going to support you today’ show that Chatmo promises to support Indonesian players during the match.

In the sentence above, there is a communication strategy found in the form of an all-purpose word. This strategy aims to mention something by using common vocabulary. The phrase ‘something nice’ shows the strategy that Chatmo uses in mentioning the special thing that Oratmangoen has given him.

## **Datum 2**

“Today we have to experience GBK Stadium as an European. **So, I will take you with me**, and *I’m here already* for like, three days, and everyone is supporting me.”

The sentence above is a statement uttered by Chatmo in one of the videos on his YouTube channel. The sentence was expressed at the beginning where he explained that it was his first moment as a tourist to visit the GBK stadium to watch the Indonesian national team football match versus Japan.

The data is included in the commissive speech act in the form of a promise because the YouTuber says sentences like ‘So, I will take you with me’ showing an indirect promise to the audience that he will show the atmosphere of the GBK stadium during the match through the video he made.

The data also shows a communication strategy called self-reference, such as in the sentence ‘I will and I am here already’ which uses explicit self-reference. In these sentences, Chatmo tried to convey his personal intention in the video that he had arrived in Indonesia about a few days ago and had the intention to the audience to watch the Indonesia versus Japan football match indirectly.

### **Datum 3**

*“please subscribe on the channel. Please like this video. **And I will keep going.** Follow me on Instagram. Follow me on TikTok. Chatmo. **And the next video will also be a banger.**”*

The sentence above is an expression of a Chatmo YouTuber at the end of a video. The moment is used by Chatmo before ending his video by making a few requests and giving a little information to the audience. Such asking for subscriptions and tell the viewer about his plans in the future.

The data is a type of commissive promise form because sentences such as ‘I will keep going’ and ‘the next video will also be a banger’ show a commitment that he will continue to make videos and promise other interesting videos in the future.

The data above shows the communication strategy of appeal for cooperation or help. As in the sentences ‘please subscribe’, ‘please like’, ‘follow me’ show words that ask the audience to continue to support him on his YouTube channel and other social media, namely TikTok and Instagram.

### **Datum 4**

Erick Thohir: “Welcome to Indonesia. I hope you enjoy the atmosphere.”

Youtuber: “Nice to meet you, brother. *Of course*. I like it. Football country. *Of course*. **I will promote it.**”

The data above shows the interaction between the Youtuber and Erick Thohir who is the chairman of Football Asia of Indonesia (PSSI). In the conversation, there is a moment where Chatmo is welcomed by Erick Thohir and the Youtuber also looks very happy because of Erick Thohir's immediate attention.

The sentence above shows the commissive form of promise. Where the sentence ‘I will promote it’ confirms Chatmo's intention that he will promote the Indonesian national team through his YouTube channel. In this data shows a commitment in the future.

In the data, a repetition strategy is found where the Youtuber repeats the word ‘of course’ as a form of his excitement at having met the chairman of Football Asia of Indonesia, Erick Thohir. This strategy shows a real feeling that Chatmo is happy in the moment.

### **Datum 5**

“**If I see Cristiano Ronaldo, I'm going to say, Chris, *uma foto, por favor*** (one picture, please).”

The data above was spoken by Chatmo in one of his videos entitled I met Christiano Ronaldo. At that time, the Youtuber tried to be glimpsed by the

famous football player by speaking Portuguese. Because the player is from Portugal.

The sentence above contains a type of commissive speech act in the form of a promise. This is shown in the words in bold which means that if he sees Ronaldo then he will try to ask for a photo in Portuguese. This was done by Chatmo as a form of fulfilment of the promise he had previously expressed.

The data above has a code-switching communication strategy. It is shown in the sentence ‘Chris, *uma foto, por favor*’ spoken by Chatmo to ask for a photo to Cristiano Ronaldo in Portuguese because the footballer is from Portugal. So that strategy is used by Chatmo to successfully be noticed by the football star.

#### **Datum 6**

“Bro, it feels so bad to leave the stadium now. *I wanted to stay there, stay with the fans, talk to the fans.* But I have to go. No. But **I promise you guys, I will come**”

The above expression was uttered when the YouTuber could not stay until the end of the event and had to leave the stadium early. In this expression, Chatmo is trying to convey his desire to stay longer and interact with his fans. Unfortunately, he should catch the flight immediately.

The above expression belongs to the commissive form of promise. Where the sentence ‘I promise you guys, I will come’ shows a commitment of the YouTuber to his audience that he will return in the future.

The data above shows a reformulation communication strategy where the YouTuber re-expresses his feelings of wanting to stay longer in sentences such as ‘I wanted to stay there, stay with the fans, talk to the fans’ with a different sentence structure and additional information.

### **Datum 7**

“What is happening here? All right. Nice chance. Steven Bergwijn, he scored! No way. Offside? Nah, Benzema was offside. Bro, I was so happy for Bergwijn. Bergwijn, what a player. **He will score this match.**

***I said it to you guys.”***

The data above was expressed by Chatmo when there was a slightly heated condition between Al-Ittihad and Al-Nassr players. Then continued by the atmosphere where Chatmo showed his disappointment when Steven Bergwijn failed to score a goal being offside. After that, Chatmo continued his expression that Bergwijn would score in the match and it happened.

The data above shows a commissive speech act in the form of guarantee. This can be seen because Chatmo tries to give his audience a guarantee that Bergwijn will score a goal which is revealed in the sentence ‘He will score this match’ and strengthened by saying the sentence ‘I said it to you guys’ after Bergwijn managed to score a goal.

In the data above, the repetition strategy is found in the words ‘I said it to you guys’. The repetition is a form of belief or prediction that has been expressed

previously that Bergwijn will score a goal. In addition, it is to emphasise the consistency of the speaker, Chatmo.

#### **Datum 8**

*“This is crazy. This is crazy. Crazy. I’m happy that I can be here.”*

The above sentence was expressed when the Indonesia versus Bahrain match was over and ended with Indonesia winning. At that moment Chatmo witnessed the national team players and supporters singing the Indonesian national anthem simultaneously and loudly, he was amazed by this.

The data is included in the commissive speech act in the form of vowing. The sentence ‘I’m happy that I can be here’ where Chatmo shows personal involvement and appreciation in an important moment for the national team and the Indonesian people. It also shows his commitment to support Indonesia until the match is over.

The phrase ‘this is crazy’ shows a repetition communication strategy. The repetition of the phrase shows how excited and happy the YouTuber was when watching Indonesia win and singing the national anthem together. This strategy can show the YouTuber's feelings more explicitly.

#### **datum 9**

*“Because the last time Indonesia was leading with 2-1. But then in the 99th minute Bahrain came back with a goal. That was so sad. So now hopefully we can win. They can make it into the World Cup. And hopefully I can witness that.”*

The above sentence is expressed by Chatmo in the video of the Indonesia versus Bahrain match. Chatmo explained that the previous match between Indonesia versus Bahrain was unfair. Therefore, in the new match he hopes Indonesia can outperform Bahrain and can watch Indonesia qualify for the world cup.

The data contains commissive speech acts in the form of vowing. This can be seen in the sentence 'Hopefully I can witness that' where Chatmo expresses his commitment to support Indonesia through expressions that show emotional involvement and personal intentions, namely his seriousness in watching Indonesia qualify for the World Cup.

In addition, the data shows a communication strategy called circumlocution. This strategy is done by Chatmo on a fairly long explanation or story about Indonesia versus Bahrain before showing himself defending Indonesia to win the latest match. Circumlocution here can be seen from Chatmo's explanation in the sentence "Because the last time Indonesia was leading with 2-1. But then in the 99th minute, Bahrain came back with a goal." Until the sentence "So now hopefully we can win. And hopefully, I can witness that."

#### **Datum 10**

"Wow, wow, wow. The game has just ended. What a game. Al Etihad won with 2-1 from Al Nasser, bro. But wait, we are not finished yet. Because *I need to* make a picture with some players. Maybe Karim Benzema. Maybe Cristiano Ronaldo. Maybe Steven Bergwijn. I don't

know who, but *I'm going to try. I need to.* I don't know. *I need to achieve this.*”

The above sentence was expressed at the end of the match between Al-Ittihad versus Al-Nassr. At that moment, Chatmo informed that he wanted to try to take a photo with one of the football players before ending his video. So he tried to convince himself to achieve this.

The data found commissive in the form of vowing. It can be seen in the phrase ‘I need to and I am going to’ where the phrase shows Chatmo's commitment that he is serious about getting a photo with the players. In addition, this data shows a commitment of YouTuber to act in the future.

The phrases ‘I need to and I am going to’ above show a repetition communication strategy. The repetition strategy was employed to reinforce the YouTuber's commitment, where he was eager to achieve the opportunity to have a picture with the players.

#### **Datum 11**

“All right, the match has just ended. Four zero for Japan, unfortunately, Indonesia will be coming back stronger, so just give it some time. *I believe in it.*”

The sentence above was expressed at the end of the match between Indonesia and Japan where Japan defeated Indonesia. At that moment, Chatmo tried to be optimistic to keep supporting Indonesia and still believe that Indonesia will be stronger in the future.



The data is included in the commissive speech act of vowing form because the phrase 'I believe in it' shows that Chatmo has a personal commitment and strong belief in his previous statement that Indonesia will rise and become better.

The data above found self-reference as a communication strategy carried out by the YouTuber where he involves himself as the main subject of his belief. The phrase 'I believe' emphasizes that Chatmo has a strong belief in his own statement that Indonesia will rise to be better.

### **Datum 12**

YouTuber: You have a Netherlands shirt?

Interlocutor: Yes, Netherlands, Indonesia and Netherland are brother brothers.

YouTuber: So, we are also brothers? My guy, my brother, **you want to make picture?**

Interlocutor: Yes, of course.

YouTuber: **"I have even to sign your shirt.** Yes. All right, let's go. Let's try *something new*."

The conversation above is a moment when the YouTuber meets and talks with one of his fans. Starting from talking about the YouTuber's country of origin and bonding with his fans. Followed by a moment where Chatmo offered to take pictures and sign autographs to his fans.

The data above shows commissive speech acts in the form of an offer because the phrases 'You want to make a picture?' and 'I have even to sign your

shirt' contain an intention from the YouTuber to make an offer to take a photo and sign an autograph approved by his fans.

The data also has a communication strategy, namely the all-purpose word in the phrase 'something new' which shows Chatmo's strategy of telling fans to give autographs in different ways. Considering that this strategy is used to mention something in general terms.

### **Datum 13**

*“Mon frère! Kylian Mbappé! We did it! The video isn't over yet. **We are still going to watch our Clásico.** And who knows? We might even meet La Milla Mall.”*

The above sentence was expressed at the moment when the YouTuber entered the mix zone area where he could meet and get a closer look at the players. At that moment, Chatmo managed to do a first bump with one of the players, Kylian Mbappé. Furthermore, he informed the audience that the video was still continuing to watch the next match between Real Madrid versus Barcelona.

The above expression is included in the commissive type data in the form of an offer because the sentence 'We are still going to watch our Clásico' shows the speaker's commitment to continue watching the El Classico match. The expression also shows that the YouTuber offers further experience by watching the next match.

The data above found code switching communication strategies as in the phrase ‘Mon frère!’ which comes from French means ‘My brother!’. The expression done through this strategy shows the excitement of Chatmo who managed to do a first bump with Kylian Mbappe.

#### **Datum 14**

YouTuber: *“What do you want to say? What do you want to say?”*

Interlocutor: Hello, Madrid.

The above conversation was spoken to Chatmo when he met with one of the viewers. At that moment it can be seen that the YouTuber offers something to his fans. Such let the fans say something to the camera of his video.

The sentence above is included in the commissive type of bargaining form because in the sentence ‘What do you want to say?’ which shows that Chatmo is giving the opportunity or offer to the audience to say something in his video.

The data above found a repetition communication strategy, namely in the same sentence ‘What do you want to say?’ spoken to the audience. The expression made by Chatmo with the repetition strategy is to stimulate the interlocutor to respond.

## **B. Discussion**

### **1. Types of commissive speech acts used the most by sports YouTuber**

Table 4.1 Types of commissive speech acts (Searle, 1975)

No	Types of commissive speech acts	Datum frequency
1	Promise	12
2	Guarantee	4

3	Vowing	7
4	Offer	4
5	Volunteer	0
6	Refusal	0
7	Threat	0
	<b>Total</b>	<b>27</b>

Table 4.1 shows that there is a variation in the number of types of commissive used by a YouTuber in his videos. It can be seen that promise is the most frequently used form of commissive, which is 12 times. Promises have a significant role in communication because they can attract attention and influence the audience by fostering trust in the audience. The use of vowing is done 7 times where the expression vowing is more focused on describing the YouTuber's personal emotional feelings. The use of guarantee and offer appeared 4 times each. There are no commissive speech acts in the form of volunteer, refusal or threat.

The commissive speech act in the form of a promise is the most performed by the sports YouTuber as evidenced by appearing 12 times. Commissive promise is an expression in which the speaker gives real hope to the listener to do something in the future (Devi & Degaf, 2021). Sports YouTubers usually try to bind themselves to the audience by expressing a promise to do something. This is done by sports YouTubers for the benefit of the audience such as promising interesting, informative content and so on. Therefore, expressing promises is the most frequent commitment made by sports YouTubers.

The following commissive form of vowing is a commitment sentence that is quite widely spoken by sports YouTubers, which appears 7 times. Vowing is

usually used to express a strong personal and emotional commitment to something that you want to achieve and it does not have to be aimed at the listener or audience (Mohammed, 2023). Sports YouTubers use vowing to describe internal feelings that show a very deep determination or hope such as when they commit to being able to watch the supported national team play in the World Cup. Vowing is quite often used because videos or video blogs are informal and usually only made by the YouTuber for the audience so that he can express his internal feelings without having to think about certain situations and conditions.

Guarantee is the least commissive uttered by sports YouTuber, which only appears 4 times. Sports YouTuber say sentences containing guarantees usually to guarantee that something is true or that it will happen (Hussein & Hassan, 2021). The expression can be seen as in the example of data number 6 "He will score this match. I said it to you guys." Where the first statement becomes an assurance of his belief that the player will score and the next statement becomes evidence or support for his commitment to be true. Because sports match videos are unpredictable situations, these guarantee expressions will be used less by sports YouTubers.

Similar to a guarantee, the commissive offer only appears 4 times. This commitment is one of the commissive speech acts in which the speaker expresses his willingness to provide assistance, service or something addressed to the interlocutor to be accepted or rejected (Kholid et al, 2024). The expression by a sports YouTuber containing an offer is done when he offers something to his fans

first. Such as offering joint photos, and autographs and allowing them to speak on camera. The commissive offer is only slightly spoken by sports YouTubers because it is usually spoken when the YouTuber only meeting a few fans or other spectators.

Meanwhile, refusal, threat and volunteer commitments were not found in the data. This shows that the content of sports matches hosted by sports YouTubers generally contains support, enthusiasm and positive participation in the competing players so types of refusal, threats or voluntary actions are rarely found.

## 2. The strategies of sports YouTubers when committing to engage and influence audiences

Table 4.2 Types of communication strategy (Kouwenhoven et al, 2016)

No	Types of communication strategies	Datum frequency
1	Code-switching	2
2	Repetition	10
3	Fillers	0
4	All-purpose words	4
5	Approximation	0
6	Reformulation	1
7	Circumlocution	2
8	Appeal for help	3
9	Self-reference	5
<b>Total</b>		<b>27</b>

Table 4.2 shows that sports YouTubers applied different types of communication strategies when conveying commitments to the audience. These strategies are used to clarify, strengthen and convince commissive messages to be more effective in reaching and influencing the audience.

Repetition is a strategy carried out by repeating a word, phrase or sentence (Rahim, 2018). In this case, the YouTuber uses a repetition strategy when expressing several commitments. Like when a sports YouTuber expresses a commitment to be able to take pictures with football players and that phrase is said many times to strengthen or emphasize his desires. This strategy shows a clearer feeling because of the repetition in expressing it so that repetition is mostly done by sports YouTubers so that their feelings are conveyed to their audience and this is evidenced by appearing 10 times.

Self-reference also appears quite often in sports YouTuber. Self-reference according to Dornyei & Scott (1997) is included in indirect strategies, namely verbal strategy markers where the speaker points or marks that he is using a communication strategy. In this case, this strategy is often used as a marker that sports YouTubers are formulating ideas or commitments to their audience. Statements such as 'I will take you with me' or 'I need to achieve this' show that the YouTuber places himself as part of the narrative, which builds the audience's closeness and trust in his commitment.

The all-purpose words strategy is used when referring to something by extending it to common vocabulary (Nugroho, 2019). As in the use of general words such as 'thing', 'stuff', or non-specific phrases, it shows a spontaneous attempt to convey a message when the sports YouTuber does not find the right word. This strategy shows the flexibility of sports YouTuber in conveying commitments without hindering the flow of communication, especially in urgent situations.

Appeal for help is a strategy used when the speaker asks for help or expresses something to the interlocutor to do something (Nugroho, 2019). Sports YouTuber usually use this strategy when trying to promote their YouTube channel, such as in data number 3 where he makes several requests to viewers to continue following and subscribing on YouTube and his social media accounts. This strategy is done in the hope of building two-way engagement by expressing open-ended commitments that are persuasive.

Circumlocution is a strategy used to explain or describe a necessary event (Nga, 2019). In this context, the strategy is carried out by sports YouTuber when committing to continue supporting a national team by explaining or describing events based on the context behind them. Usually, they will explain the context extensively followed by a commitment sentence.

Code-switching is an interlanguage communication strategy in which the speaker switches from one language to another and is used to emphasis meaning, attract attention or adapt to the interlocutor (Parcon & Reyes, 2021). In this context, sports YouTuber usually use code-switching strategies to show feelings of excitement and happiness and to attract the attention of football players who come from different countries by expressing their hearts using the players' home languages.

Reformulation or self-rephrasing is the repetition of terms that are not delivered the same but by adding information or paraphrasing them (Khan, 2017). This can be seen in data part number 6 'stay there, stay with the fans, talk



to the fans’, where the YouTuber repeats the idea of the previous expression ‘want to stay’ with a different sentence structure and additional information. This reformulation emphasizes his desire and disappointment before finally delivering the promise, thus strengthening the emotional meaning of the promise. Although this strategy is rarely used by sports YouTuber, it plays an important role in clarifying commitments by restating intentions more emphatically.

Meanwhile, fillers and approximation strategies are rarely found in this data. This shows that sports match videos on YouTube are spontaneous and expressive, and tend to have gone through an editing process to avoid making unnecessary pauses in thinking. In addition, the use of language that has been mastered by YouTubers makes it unnecessary for them to use approximation to convey messages, so this strategy does not appear in the data of this study.

To provide a deeper understanding of how sports YouTubers express their commitments, the complete analysis is available and can be seen in the Appendix. This helps to reveal the apparent patterns in which certain commissive speech acts can employ different communication strategies to reinforce certain forms of commitment.

Types of commissive speech act	Types of communication strategies	Datum number
Promise	All-purpose word	1, 2, 3
Promise	Self-reference	4, 5, 6
Promise	Appeal for help	7, 8, 9
Promise	Reformulation	10
Promise	Repetition	11
Promise	Code-switching	12
Guarantee	Repetition	13, 15, 16
Guarantee	Self-reference	14
Vowing	Repetition	17, 18, 19, 20, 22

Vowing	Circumlocution	21
Vowing	Self-reference	23
Offer	Circumlocution	24
Offer	All-purpose word	25
Offer	Code-switching	26
Offer	Repetition	27

From the table above, it can be seen that the promise commissive speech act form is often combined with various communication strategies. the strategies that most often appear to accompany the promise speech form are the all-purpose word, self-reference, and appeal for help. This shows that sports YouTubers tend to use strategies that are flexible and personalized when delivering commitment messages aimed at the audience.

All-purpose word strategy provides flexibility in conveying messages as YouTuber often choose phrases that are general and not too specific, such as ‘something nice’ or ‘great seats’. These words create a sense of inclusiveness and casualness, which is compatible with the informal and intimate style of digital communication. In this case, this strategy serves as a way to simplify the delivery of the promise utterances without compromising the emotional closeness with the audience.

Self-reference strategy is also an important companion in the speech act of promise. By referring to themselves, such as through the phrases ‘I will take you with me’ or ‘I will see you there’, sports YouTubers emphasizes personal involvement in the promise. This creates a strong personalized effect, as if the sports YouTubers present in person and talking directly to the audience

individually. This approach reinforces a sense of genuine commitment and enhances interpersonal relationships virtually.

Meanwhile, the appeal for help strategy emerges when sports YouTubers involve the audience in actions of promise utterances, such as 'keep watching until the end' or 'please like and subscribe'. This strategy helps sports YouTubers deliver on promise commitments by encouraging the audience to actively participate as part of the YouTube account (subscribers). Therefore, this strategy creates two-way communication that strengthens social solidarity and audience loyalty to the channel.

Meanwhile, the most dominant form of guarantee is combined with the repetition strategy. Repetition in this form of speech is used by sports YouTubers to strengthen trust in the claims or guarantees they convey, for example "He will score. I said it to you guys." This strategy provides a convincing rhetorical effect and emphasizes the YouTuber's position as a figure who is sure of his opinion. In addition, self-reference is also used to support the guarantee statement, which strengthens the personal and authoritative tone of the utterances.

The vowing form, which relates to a more emotional expression of personal commitment, also shows a strong relationship with strategies such as repetition, self-reference, and circumlocution. In some data, repetition is used to convey strong passion or hope, as in the sentence "This is crazy. This is crazy. I'm happy that I can be here." The emotion expressed shows a swear word that contains an element of commitment and determination to stay involved or be present in the

experience. Self-reference reinforces this emotional engagement by showing that the Sports YouTubers are truly personally connected to the moment. The circumlocution, or indirect expression of meaning, shows that in the context of spontaneous videos, sports YouTubers tend to convey commitment through implicit hopes, such as ‘hopefully I can witness that.’

As for the offer type, the communication strategies that appear are more diverse and balanced, including circumlocution, code-switching, all-purpose word, and repetition. This shows that the offer is communicated in various ways of strategies depending on the context and the interaction with the interlocutor.

Overall, the combination pattern between commissive speech acts and communication strategies shows that communication in sports-themed YouTube content tends to be spontaneous, informal, and orientated towards emotional engagement. The strategies used support the main function of commissive speech acts, which is to build social relationships between YouTuber and audiences through promises, guarantees, intentions, and invitations that are delivered in a personal and communicative context.

In this case, the researcher found different findings of this study compared to the commissive form in previous studies. Some studies in the context of literary works such as study by Devi & Degaf (2021) and Van Thao, (2021) found 6 commissive forms including promise, offer, threat, guarantee, volunteer, refuse. Study in the context of films conducted by Mulatsih (2021) found 4 commissive forms, namely promise, swear, pledge, vow. In the political context,

there are 3 commissive forms including promise, offer and vow (Mohammed, 2023). The study by Saputra (2020) found only 2 commissive forms, namely vow and promise in the educational context. Meanwhile, this study only found 4 commissive forms, namely promise, guarantee, vowing, offer. While this study found different commissive forms so that it is more unique. This is due to the focus of study on examining commissive forms in different contexts, namely football matches.

The limitation of the study is that in terms of objects, the researcher only takes data from videos that have undergone editing elements uploaded on the @Chatmo YouTube channel. It is possible that other researchers can take data from videos that are based on live versions without editing and are more natural. Secondly, this study only takes data from videos that discuss one sports match, which is football. Therefore, there is still an opportunity for other studies to examine the same topic in different sports matches and see whether the forms of commissive speech acts found will be the same or different. Third, this research data is only taken from male YouTubers. Therefore, further research can do follow-up study and take data on female sports YouTubers. In this case, there may be feminine language and the commissive form might be different.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter is the final part of the research which contains conclusions based on the findings discussed in the previous chapter as well as suggestions addressed to several related parties and further researchers.

#### **A. Conclusion**

Based on the findings above, it can be concluded that commissive in the form of promises are the most dominant commissive found. This form is widely used by sports YouTubers to convey their promises or intentions to the audience, such as promise, vowing, offer and guarantee. In addition, the absence of commissive forms such as refusal, threat, and volunteer, indicate that the context of match videos focuses more on expressions of support and personal involvement than interactions that explicitly refuse, threaten, or offer.

Moreover, the way sports YouTubers influence and engage the audience can be concluded that there are 7 strategies. The most dominant strategy used by sports YouTubers is the repetition strategy. The next strategies are only found in different number which are self-reference, all-purpose words, appeal for help, circumlocution, code-switching and reformulation. Meanwhile, fillers and approximation strategies were not found in the data of this study.

Furthermore, commissive speech acts that apply communication strategies can be summarized into a commissive promise using 6 strategies including all-purpose word, self-reference, appeal for help, reformulation, repetition, code-

switching. The commissive offer applies 4 strategies namely circumlocution, all-purpose word, code-switching, repetition. Commissive vowing uses 3 strategies namely repetition, circumlocution, self-reference. While commissive guarantee only uses 2 strategies, namely repetition, and self-reference.

### **B. Suggestion**

Based on the conclusions obtained, it is suggested that future researchers can explore the form of commissive speech acts that have not been found in this match videos content research, in the context of different sports videos. Furthermore, how commissive speech acts in other sports videos can be accepted or responded to by the audience, as an effort to understand the extent to which the strategies used by sports YouTubers are successful in building emotional closeness and audience engagement. Moreover, other researchers are also advised to explore communication strategies not found in this study such as approximation and filler strategies. This can be done in the context of different sporting event videos content.

Furthermore, sports YouTubers can increasingly utilize the consistent use of commitment in the form of promises as a means of building emotional closeness with viewers. Promises such as that they will come back to cover the next match, that they will create more interesting content, or that they will support a particular team directly, as these have proven to be effective in increasing viewer engagement and creating audience loyalty.

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## CURRICULUM VITAE



Rima Dwi Hasti Oktaviani was born on October 21 2001 in Sampit. She is the second child among three siblings. She graduated from MAN KOTIM in 2020. Now she is pursuing undergraduate education at Maulana Malik Ibrahim State Islamic University Malang. While studying at UIN Malang, she joined several volunteers, such as AICOLLIM and Achievement Motivation Training.

## APPENDIXES

No	Data	Form of commissive speech acts	Types of communication strategy
1.	Oramtam I'm going to support you today. And you gave me something nice. The VIP tickets. so I got some great seats thanks to oramtam thanks to oratmangoen I hope you are going to score, inshallah.	Promise	All-purposed word
2.	But I have to say something, Japan is a really good team. We we can deny that they are like on the 15th place in the FIFA ranking. But Indonesia is at 100 I think 120 but we have hope. I think Indonesia can win with one zero, and I will support them	Promise	All-purpose word
3.	Interlocutors: "Am I going to be in one of your videos?" YouTuber: "Yes, of course."	Promise	All-purpose word
4.	Today we have to experience GbK Stadium as an European. So I will take you with me, and I'm here already for like, three days, and everyone is supporting me.	Promise	Self-reference
5.	All right, guys, this is the end of the video, and don't be sad, because this is not the only content I will make about Indonesia, because I will also go to the game Indonesia against Saudi Arabia. So I will see you there before you swipe away.	Promise	Self-reference
6.	And I have something special because I have exclusive access. With this pass, I can do everything. Maybe I can go pitch-side access. Maybe I can see Cristiano Ronaldo, Karim Benzema. I don't know, maybe I can get a picture with them. I will take you with me.	Promise	Self-reference
7.	But before that, I got the chance to meet Indonesia's president, Mr. Prabowo. And the president of football, Erik Tohir. Keep watching until the end to see how I met them both.	Promise	Appeal for help/cooperation
8.	And the first half comes to an end. So the players are going back to the changing rooms. But keep watching, because at the end of the video, I will maybe have	Promise	Appeal for help/cooperation

	another chance to meet Cristiano Ronaldo, Karim Benzema, and maybe other players as well.		
9.	please subscribe on the channel. Please like this video. And I will keep going. Follow me on Instagram. Follow me on TikTok. Chatmo. And the next video will also be a banger.	Promise	Appeal for help/cooperation
10.	Bro, it feels so bad to leave the stadium now. I wanted to stay there, stay with the fans, talk to the fans. But I have to go. No. But I promise you guys, I will come	Promise	Reformulation
11.	Interlocutor: "Welcome to Indonesia. I hope you enjoy the atmosphere. " YouTuber: "Nice to meet you, brother. Of course. I like it. Football country. Of course. I will promote it. "	Promise	Repetition
12.	If I see Cristiano Ronaldo, I'm going to say, Chris, <i>uma foto, por favor</i> (one picture, please).	Promise	Code-switching
13.	At the beginning of the video, I said Indonesia would win 2-0.	Guarantee	Repetition
14.	Indonesia is leading with 1-0. Let's go. All right, second half just started. Let's hope and pray. Indonesia will win this match.	Guarantee	Self-reference
15.	What is happening here? All right. Nice chance. Steven Bergwijn, he scored! No way. Offside? Nah, Benzema was offside. Bro, I was so happy for Bergwijn. Bergwijn, what a player. He will score this match. I said it to you guys.	Guarantee	Repetition
16.	We will meet Kylian Mbappe.	Guarantee	Repetition
17.	I'm confident. We are going to win today, I'm sure.	Vowing	Repetition
18.	I really hope that Indonesia will qualify for the World Cup. We have to go to America.	Vowing	Repetition
19.	This is crazy. This is crazy. Crazy. I'm happy that I can be here.	Vowing	Repetition
20.	So that means Sunday Real Madrid will play against FC Barcelona. In the Supercopa de España. In the final. Can't wait.	Vowing	Repetition
21.	Because the last time Indonesia was leading with 2-1. But then in the 99th minute Bahrain came back with a goal. That was so sad. So now hopefully we can	Vowing	Circumlocution

	win. They can make it into the World Cup. And hopefully I can witness that.		
22.	I need to make a picture with some players. Maybe Karim Benzema. Maybe Cristiano Ronaldo. Maybe Steven Bergwijn. I don't know who, but I'm going to try. I need to. I don't know. I need to achieve this.	Vowing	Repetition
23.	All right, the match has just ended. Four zero for Japan, unfortunately, Indonesia will be coming back stronger, so just give it some time. I believe in it.	Vowing	Self-reference
24.	So maybe we can get a picture with him as well.	Offer	Circumlocution
25.	<p>YouTuber: Thanks for the support, bro.</p> <p>Interlocutor: Yeah,</p> <p>YouTuber: You have a Netherlands shirt?</p> <p>Interlocutor: Yes, Netherlands, Indonesia and Netherland are brother brothers.</p> <p>YouTuber: So we are also brothers.</p> <p>Interlocutor: Yes,</p> <p>YouTuber: My guy, my brother, you want to make picture?</p> <p>Interlocutor: Yes, of course. Your score prediction?</p> <p>YouTuber: 1-0. Let's go. Brother, nice to meet you, bro. And Indonesia will win today, and otherwise we win against Saudi. Inshallah. I have even to sign your shirt? Interlocutor: Yes. All right, let's go.</p> <p>YouTuber: Let's try something new."</p>	Offer	All-purpose word
26.	<i>Mon frère!</i> Kylian Mbappé! We did it! The video isn't over yet. We are still going to watch our Clásico. And who knows? We might even meet La Milla Mall.	Offer	Code-switching
27.	<p>YouTuber: "What do you want to say? What do you want to say?"</p> <p>Interlocutor: hello, Madrid.</p>	Offer	Repetition