

**ILLOCUTIONARY ACT OF VERBAL ABUSE TOWARDS FEMINST IN
MEDIA ON BALLERINA FARM VLOG**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITY
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2025**

ILLOCUTIONARY ACT OF VERBAL ABUSE TOWARDS FEMINIST IN MEDIA ON BALLERINA FARM VLOG

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial of the Requirements for the Degree of Sarjana Sastra (S.S)

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**ILLOCUTIONARY ACT OF VERBAL ABUSE TOWARDS FEMINIST IN MEDIA ON BALLERINA FARM VLOG**” is my original work. I have not included any material that has been previously written or published by another person, except where due acknowledgment is made in the form of citation and bibliography. Accordingly, if there be any objections or claims regarding this work, I am solely responsible for them.

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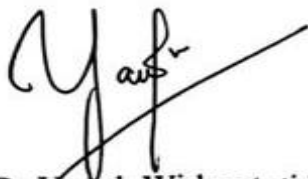
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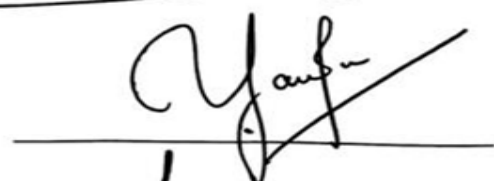
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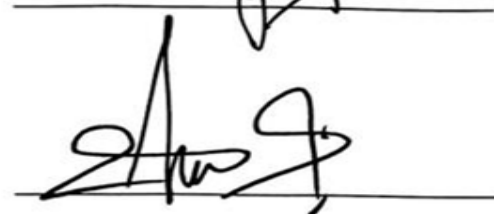
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MOTTO

وَقُلْ أَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عِلْمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُم بِمَا
كُنتُمْ تَعْمَلُونَ

*Work and strive, for Allah, His Messenger, and the believers shall witness your
deeds. And to the Knower of the unseen and the seen you shall return."*

(Qur'an, At-Taubah: 105)

DEDICATION

I dedicate this thesis to person who loved me, especially my parents. My beloved father Siswoyo, my beloved mother Endang Lestari and my beloved little sister Maritza Dwi Anggraini who comforted me spiritually, energy, time, mentally and financially. They give full support to finish this final assignment in the Department of English Literature. Secondly to my Ngadiman family but I cannot mention all of them yet. Lastly for myself and her hard work.

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First of all, of the author's prayers and gratitude are addressed to Allah SWT, the one and only God, and all of His blessings, guidance, and way of life. Without His assistance and pleasure, it is not possible to properly describe this script. As a result, the author can describe the preparation of the thesis with the title "Illocutionary act of verbal abuse towards feminist in media on Ballerina Farm Vlog" as one of the requirements to obtain Sarjana Sastra in the Study Program English Literature, Faculty of Humaniores, Islamic University of Maulana Malik Ibrahim Malang.

Secondly, the author expresses his deepest gratitude to the Rector of Maulana Malik Ibrahim State Islamic University of Malang, Prof. Dr.Hj. Ilfi Nurdiana, M.Si.,CHRM.,CRMP., for her inspiring leadership and support in academic development and the creation of a conducive learning environment. The author also expresses his gratitude to the Head of the English Literature Study Program, Mr. Dr. Agwin Degaf, M.A. for his guidance, motivation, and dedication in guiding students through the final stages of their studies. I also would like to thank to Dr. Yayuk Widyastuti Herawati, M.Pd as my beloved advisor. Big appreciated for all guidance, knowledge, motivation that given me during finish my final assignment. I hope that what helps can bring good thing to you. All prayers and big thanks for you. Also, my all lectures in faculties of humanities especially in English Literature. Additionally, the writer expresses gratitude to the beloved family, especially the parents who always provide love, prayers, encouragement, and unending sacrifices.

Lastly, I express the importance of sincere love for my friend, referred Group Sempu and Spada, as well as the importance of friendship, community, and cooperation that are consistently emphasized every step of the learning process up to the end of this thesis. Finally, the author Novita Herlina Putri, wants to express her own feelings about hard work, patience, and not giving up in addressing all academic and personal issues. I hope this work will be beneficial to reader and serve as a starting point for future works.

Malang, June 21 2025

A handwritten signature in black ink, appearing to be in Arabic script, likely representing the author's name.

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ABSTRACT

Putri, Novita Herlina (2025). *Illocutionary act of verbal abuse toward feminist in media on ballerina farm vlog*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Yayuk Widyastuti Herawati, M.Pd.

Keyword: Illocutionary act, Verbal Abuse, Feminist in Media, Ballerina farm vlog

This research discusses illocutionary acts on verbal abuse of feminists in media through comments on Ballerina Farm's TikTok account. The purpose of this study is to identify the types of illocutionary acts used in the comments and analyze how the comments reflect feminist media theory. The analysis is conducted by combining John Searle's (1979) classification of speech acts - namely assertive, directive, expressive, commissive, and declarative - with Linda Steiner's (2014) feminist media theory, particularly on the concepts of policing, power, and polysemy. The method used is descriptive qualitative, with data in the form of 32 comments with verbal abuse taken from the 10 videos with the highest number of views on the Ballerina Farm account, published between January until December 2024. The results of the analysis show that expressive speech acts are the most dominant, followed by assertive and directive. The comments generally take the form of orders, suggestions, judgments, or emotional expressions towards the role of women. From a feminist theory perspective, the comments reflect the dominance of the concept of policing, where netizens act as moral regulators of women's lives and choices. The concept of power is also visible through comments that show patriarchal power relations, while polysemy appears in comments that are double-meaning or open to various interpretations. In addition, among previous studies, this research highlights the novelty of the analysis by focusing on the combination of pragmatic and feminist theories to conclude that verbal abuse in digital media is not simply a personal expression but reflects a broader social discourse that reinforces gender-based control. The conclusion of this study is that verbal abuse in digital media is not just an individual expression, but part of a social discourse that reinforces gender-based control. The suggestion for future research is to analyze the differences in comments from men and women because these differences affect the ideology while commenting.

المخلص

بوتري ، نوفيتا هيرلينا (2025). فعل لفظي من الإساءة اللفظية تجاه النسوية في وسائل الإعلام في مدونة فيديو مزرعة راقصة الباليه. اطروحه. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام النيجيري مولانا مالك إبراهيم ملانج. المستشار: الدكتور يايوك ويدياستوتي هيراواتي، عضو البرلمان

الكلمة الرئيسية: الفعل اللفظي، الإساءة اللفظية، النسوية في وسائل الإعلام، مدونة فيديو مزرعة راقصة الباليه

تستكشف هذه الدراسة الأفعال الإيحائية الموجودة في الإساءة اللفظية تجاه النسويات في وسائل الإعلام في قسم التعليقات على مركز البحث على تحديد أنواع الأفعال الإيحائية المستخدمة وتحليل كيفية انعكاسها. على TikTok على Ballerina Farm مدونة على النسوية في نظرية الإعلام. يجمع التحليل بين تصنيف جون سيرل (1979) لأفعال الكلام الحازم والتوجيهي والتعبيري والإلزامي والتصريحي مع نظرية وسائل الإعلام النسوية ليندا شتاينر (2014)، مع التركيز بشكل خاص على مفاهيم الشرطة والسلطة والتعدد في المعاني. باستخدام طريقة وصفية نوعية، فحص الباحث 32 تعليقًا على الإساءة اللفظية من أكثر 10 مقاطع نُشرت بين يناير وديسمبر 2024. تُظهر النتائج أن أفعال الكلام التوجيهية هي الأكثر Ballerina Farm فيديو مشاهدة لـ هيمنة، تليها الأنواع الحازمة والتعبيرية. غالبًا ما تظهر أفعال الكلام هذه في شكل اقتراحات وأوامر وأحكام وتعبيرات عاطفية بالإضافة إلى ذلك، يعكس هذا البحث منظورًا نسويًا، حيث برزت مسألة ضبط النفس كأكثر المواضيع شيوعًا، حيث كان الجمهور بمثابة حُكّام أخلاقيين على سلوك المرأة. تلاه موضوع السلطة، الذي يعكس الهيمنة الأبوية، وموضوع تعدد المعاني، الذي يكشف عن تفسيرات متعددة للمحتوى نفسه. من بين الأبحاث السابقة، يُسلط هذا البحث الضوء على حداثة التحليل مع التركيز على الجمع بين النظريات البراغمية والنسوية، لاستنتاج أن الإساءة اللفظية في الوسائط الرقمية ليست مجرد تعبير شخصي، بل تعكس خطابات اجتماعية أوسع تُعزز السيطرة القائمة على النوع الاجتماعي. لذلك، تتضمن اقتراحات الأبحاث المستقبلية تحليل الاختلافات بين المعلقين من الذكور والإناث، حيث يؤثر النوع الاجتماعي على الموقف الأيديولوجي والقصد وراء التعليقات

ABSTRAK

Putri, Novita Herlina (2025) *Tindak ilokusi pelecehan verbal terhadap feminis dalam media pada vlog Balerina Farm*. Skripsi`. Jurusan Sastra Inggris Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Yayuk Widyastuti Herawati, M.Pd.

Kata Kunci: *Tindak ilokusi, Pelecehan Verbal, Feminis di Media, Vlog Balerina Farm*

Penelitian ini membahas tindak ilokusi dalam pelecehan verbal terhadap feminis di media melalui komentar pada akun TikTok *Ballerina Farm*. Tujuan penelitian ini adalah untuk mengidentifikasi jenis tindak ilokusi yang digunakan dalam komentar tersebut dan menganalisis bagaimana komentar tersebut mencerminkan teori media feminis. Analisis dilakukan dengan menggabungkan klasifikasi tindak tutur menurut John Searle (1979)—yakni *assertive*, *directive*, *expressive*, *commissive*, dan *declarative*—dengan teori media feminis Linda Steiner (2014), khususnya pada konsep *policing*, *power*, dan *polysemy*. Metode yang digunakan adalah deskriptif kualitatif, dengan data berupa 32 komentar bernada pelecehan verbal yang diambil dari 10 video dengan jumlah penonton tertinggi di akun *Ballerina Farm*, dipublikasikan antara Januari hingga Desember 2024. Hasil analisis menunjukkan bahwa tindak tutur *expressive* merupakan yang paling dominan, diikuti oleh *assertive* dan *directive*. Komentar-komentar tersebut umumnya berbentuk perintah, saran, penilaian, atau ekspresi emosional terhadap peran perempuan. Dari perspektif teori feminis, komentar mencerminkan dominasi konsep *policing*, di mana netizen bertindak sebagai pengatur moral terhadap kehidupan dan pilihan perempuan. Konsep *power* juga terlihat melalui komentar yang menunjukkan relasi kuasa patriarkal, sedangkan *polysemy* muncul dalam komentar yang bermakna ganda atau terbuka terhadap berbagai interpretasi. Selain itu, di antara penelitian sebelumnya, penelitian ini menyoroti kebaruan analisis dengan fokus pada kombinasi teori pragmatis dan feminis untuk menyimpulkan bahwa pelecehan verbal di media digital bukan sekadar ekspresi pribadi tetapi mencerminkan wacana sosial yang lebih luas yang memperkuat kontrol berbasis gender. Kesimpulan penelitian ini adalah bahwa pelecehan verbal di media digital bukan sekadar ekspresi individual, tetapi bagian dari wacana sosial yang memperkuat kontrol berbasis gender. Saran untuk penelitian selanjutnya adalah menganalisis perbedaan komentar dari laki-laki dan perempuan karena perbedaan tersebut memengaruhi ideologi dalam berkomentar.

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CHAPTER 1

INTRODUCTION

A. Background of the Study

Verbal abuse on social media is a social issue to follow up on now. It occurs in public places and on digital platforms such as schools, workplaces, households, and social media. International data from the UN WOMEN survey (2021) indicates that 50% of women reported experiencing verbal abuse. The form of verbal abuse includes insults, threats, and humiliation. Victims on social media are women or public figures who share their photos or videos without consent. The statistic suggests that NCII constitutes a clear form of gender-based abuse, as approximately 90% of the cases are related to it. Research conducted in the United Kingdom revealed that out of 1,160 NCII cases, only 11% resulted in criminal charges. They often struggle with guilt and self-blame. Data also shows girls aged 15 to 18 who are married or serve as heads of their households are particularly at risk. A study involving 209 women in two refugee camps revealed high levels of depression, PTSD, and severe anxiety, based on DSM-IV and GAD-7 criteria (Ashyoung,2018). Therefore, governments must take this issue seriously, as verbal abuse and the spread of unauthorized content have deep and lasting impacts on the mental health of victims.

As the Object of verbal abuse, women become vulnerable to problems on social media, especially on TikTok. One of the most famous is Ballerina Farm. Ballerina Farm displays the ideal life of a family in rural America, emphasizing the traditional role of women as housewives. Meanwhile, this account became

controversial because of her feminist actions with a patriarchal husband amid women's rights being abuse. This account often draws various responses, both praise and criticism, especially from those with a feminist perspective. This is where a crucial problem arises, namely, verbal abuse towards feminists. Such abuse appears in comments on the Ballerina Farm account. These comments often contain derogatory, condescending, and even attacking statements towards feminist values, whether through subtle insults, sarcasm, or direct curses. In this context, examining how these forms of verbal abuse are linked is important. In line with the research's observations on the Ballerina Farm account, rustically analyses are especially pragmatically and society.

In line with the research's observations on the Ballerina Farm account Tik-Tok, one approach used to examine this phenomenon is speech act analysis, particularly illocutionary acts. It will focus on the social intent or function of an utterance. Through this approach, researchers can identify the type. Current research utilizes John Searle's framework of illocutionary acts to examine utterance. Pragmatics suggests that the meaning a speaker wishes to express frequently differs from the literal interpretation of their phrases. The particular contextual and cultural backdrop surrounding the statement fundamentally influences this significance. Therefore, comprehending illocutionary acts is essential for grasping the complete communicative power of language within a specific context. Searle divided illocutionary speech acts (assertive, declarative, expressive, commissive, and directive. Based on these discussions, research on the Pragmatic Analysis of the illocutionary act of verbal abuse towards feminists in media on the Ballerina

Farm Vlog is appropriate.

On the other hand, some previous studies have discussed and categorized the pragmatic aspects of verbal abuse. The last research was divided into verbal abuse occurring in online media, public spaces, and the impact of verbal abuse. First is verbal abuse on social media. Hamed (2021) states, *"Identifying Hidden Factors for Verbal Abuse Comments on Social Media This journal discusses the increase in verbal hate crimes on social media and its impact on users' mental health."* The methods used include analyzing public comments to identify and remove offensive comments. The study evaluated 13 related papers and introduced tools and algorithms to detect harassment-related comments. The results suggest that there is a need for the implementation of LSTM-based comment detectors in the future. Secondly, *"Ensemble Learning-Based Prediction for Observing Cyber Harassment on Tweets."* This article investigates the influence of verbal comments on tweets towards individuals. The methods include surveys and content analysis to understand user perceptions of these comments. The research results reveal that many users experience negative impacts from verbal comments, which contribute to increased stress and anxiety (Ashwini,2024). Thirdly, *Proceedings of the 3rd International Conference on Educational Science and Teacher Profession (ICETeP 2021)* discusses the use of technology in detecting offensive comments on digital platforms. The method used is data analysis using machine learning to identify patterns in harmful comments. The research findings show that technology can effectively reduce the number of negative comments on social media (Diani et al., 2022). Fourth, Kamene (2024) *"Vicious or Misunderstood?: A Pragmatic Analysis*

of YouTube Comments." This study aims to explore the use of violent and aggressive language in user comments on YouTube, focusing on popular videos in the Reviews category in 2023. The analysis showed that despite abuse (2.1 times per thousand words) and aggression (2.6 times per thousand words), the frequency was relatively low. The result obtained is to make the digital environment unhealthy on digital platforms. Five, *"Comparison of the model critical discourse analysis by Mills and Fairclough at online media in the case reported "SALTED FISH"*. This journal discusses the influence of verbal comments on social media on user behavior. The methods used are surveys and statistical analysis. The results showed that negative comments can significantly affect user behavior, including increased aggressiveness and decreased empathy (Rafiqo,2019). Six, *Hate speech of Indonesian netizens on the Es Teh Twitter account from a Forensic Linguistics* review is a study that aims to describe the form of netizens' hate speech on the @esteh_indonesia Twitter account, which can be categorized as a violation of the law. This research is included in the qualitative research used to describe netizens' hate speech in @esteh_indonesia Twitter comments using forensic linguistic reviews. The methods and techniques used are the listening method and the note-taking technique. Twitter account @esteh_indonesia. Classifying and analyzing the data based on the form of hate speech with the guidelines of the Police circular regarding hate speech on social media. The results of the study prove that there are five forms of netizens' hate speech in the Twitter comments of the @esteh.indonesia account: 1) insults, 2) defamation, 3) blasphemy, 4) provoking, and 5) hoax. The results of this study can increase public awareness about the existence of hate

speech on social media (Syafruddin et al., 2024).

The second category of the previous study is verbal abuse in public places. Research revealed that the act of catcalling in public spaces has a significant impact on the sense of security of young women in Banjarmasin. The results showed that almost one-third of the decline in women's insecurity aged 15–25 years was related to the experience of receiving catcalling. The effects felt by victims include the appearance of fear, discomfort, anxiety, and worry when doing activities in public areas (Aulia, 2021). Research at Ar-Raniry University (2021) also highlights that verbal sexual abuse in public spaces, such as sexual comments or whistling, causes victims to feel uncomfortable and lose respect, as well as being constrained by a lack of clear legal protections. Research by Nurul Karmika (2021) explains that verbal abuse in public spaces, such as whistling or sexual comments, causes victims to feel unappreciated and lose respect for themselves. This phenomenon is often considered normal, so it is not easy to take legal action. Next, this study uses a qualitative approach with in-depth interview techniques and participant observation to understand the phenomenon of catcalling as a form of verbal sexual harassment in Yogyakarta. In Yogyakarta found that catcalling as a form of verbal harassment on the streets causes feelings of harassment, humiliation, and fear in women who experience it. In addition, this behavior is often associated with the perpetrator's perception of the victim's sexual orientation and gender expression (Hanum & Liyani, 2019). Irma Diani and colleagues (2022) highlight that catcalling is verbal harassment in public spaces that is often in the form of whistling, greetings, or comments with sexual nuances. The psychological impact experienced by the

victim includes shame, fear, and a decline in self-image. A descriptive qualitative research method with literature studies and interviews to explore the forms and impacts of catcalling in public spaces. Shows that women who are victims of catcalling experience various psychological impacts, including fear, embarrassment, and a tendency to avoid certain public areas (Unila,2020). The research method used in Mardhatillah's thesis (2023), entitled Analysis of the Impact of Verbal Abuse on Adolescents in West Bacukiki District, Pare-pare City, is a qualitative method with data collection techniques through direct interviews with the community. The data obtained were then collected, processed, and analyzed descriptively to describe the habits of verbal abuse in adolescents and its impact on their association in West Bacu District, Parepare City.

The last category is the impact of verbal abuse on mental health. Lee et al. (2019) Verbal Abuse Related to Self-Esteem Damage and Unjust Blame Harms Mental Health and Social Interaction in College Students. Quantitative research methods using self-reports from 5,616 college students, analyzed with a network-based approach to examine the pattern of relationships between verbal abuse, psychopathology, and social interaction. Results of verbal abuse from parents, peers, and superiors contribute to depression, anxiety, attention disorders, as well as psychomotor changes and irritability. The component of verbal abuse that attacks self-esteem and unfairly blames is the main link in psychopathological networks and social interactions. The impact of verbal abuse is also related to increased distress due to smartphone use (Lee et al.,2019). Rodriguez et al. (2022). The Impact of Verbal and Physical Abuse on Distress and Mental Health in Healthcare

Workers: Quantitative survey methods on health workers with a statistical analysis of the relationship between the frequency of verbal abuse and mental well-being. Outcomes: Verbal abuse is more often associated with decreased mental well-being and increased intention to quit work. Stress due to verbal abuse triggers mental health disorders (Rodrigugo et al.,2022).

3. Santoso et al. (2023) The Role of Parental Education on Verbal Abuse and Its Impact on Mental Health in Young Adults. Method: Quantitative with 160 respondents aged 18-22 using an online questionnaire. Results: Verbal abuse from parents in childhood has a significant negative effect on the mental health of young adults. Father's education plays a positive role, while maternal education has no significant impact (Santoso et al.,2023).

Next, Relationship Between Verbal Abuse and Self-Confidence in Children Quantitative Study Method with Questionnaire in Children. Results: Verbal abuse lowers self-confidence and negatively impacts children's mental and emotional health (Yuliana,2021).

O'Leary (2010) state psychosocial Effects of Physical and Verbal Abuse in Intimate Relationships: A review of the psychological literature on victims of abuse in long-term relationships. Verbal abuse leads to increased depressive symptoms, decreased social support and optimism, and significant increases in social burden and mental health disorders.

Several previous studies have analyzed verbal abuse toward feminists in three categories. The first category has analyzed verbal abuse through social media with less specific objects with discourse analysis methods. The second category only analyzes catcalling as verbal abuse in public places. Last, previous studies have been analyzed, focusing on their impact, and they are using online Quizioner,

some of which are for children limited to taking data samples for children. So, the presence of this research is important to fill the gap in previous research. The gap of this study will analyze the Pragmatic of verbal abuse towards feminists in Ballerina Farm vlog with comments as the data, which has not been analyzed yet. The verbal abuse will be analyzed through pragmatic theory, which has not been done. And the Last is that the Object of this research is Ballerina Farm Vlog on TikTok, which Feminist Theory will analyze based on social attitude. The Object only appeared at the end of 2024, making it a very interesting subject to study, as no previous researchers have studied it. The researcher shows the gap to explore socio-cultural and develop more effective strategies for addressing and preventing such behavior. Additionally, it can inform the creation of policies and educational initiatives aimed at reducing gender-based abuse. Last, as social media user increasingly serves as a platform for sharing experiences and engaging with others, it becomes essential to understand how verbal abuse can arise and flourish in these digital environments.

B. Research Questions

To have a better understanding of the problem, the researcher aims to provide answers to the following questions:

1. What are type of illocutionary act of verbal abuse towards feminist in media on Ballerina Farm Vlog?
2. How does the illocutionary act reflect feminist in media on Ballerina Farm Vlog?

C. Significance of the study

This research base theoretically to contribute strengthen understanding of situations and illocutionary speech patterns during learning pragmatics and how language interpret the contextual meanings behind the utterances. It can useful as a source of information in answering problems that occur related to verbal abuse against women through a pragmatic point of view on the ballerina farm vlog on Tik-Tok. In addition, this research based practically can be useful as reference material in further research needs. In the other hand, this research based practically for reader is expected to contribute to the development of science, especially in linguistic in relation to verbal abuse towards women through a pragmatic point of view in the ballerina farm vlog on TikTok.

D. Scope and Limitation

The Scope of study is Pragmatic. The aims to explore the issue of verbal abuse directed at women through a Illocutionary act lens, concentrating on the analysis of verbal interactions within the realm of social media particularly on the TikTok platform.

The limitation of the study will focus on examining the top 10 videos from Ballerina Farm vlogs that garnered up to 1 million views, specifically those posted between January until December 2024. The analysis will prioritize the comments and interactions between content creators and their audiences, with a specific emphasis on identifying elements of verbal abuse present in these videos. Furthermore, the study will take into account the socio-cultural factors that shape societal perceptions and acceptance of verbal abuse. Ultimately, this research aims

to offer a more profound understanding of the dynamics surrounding verbal abuse towards women in the context of social media.

E. Definition Of Key Term

1. pragmatics is a science that studies the relationship between language and social environment. It examines how social factors influence the meaning and use of language in communication.
2. Verbal abuse is the term for when someone uses words to hurt another person. It is frequently defined by insults, threats, and derogatory comments meant to make the victim feel less valuable.
3. Feminism is a political and social issue movement that challenges structural injustices from patriarchy, promotes women's rights and equality in a variety of contexts.
4. Ballerinas Farm video vlog, content plays the role of a traditional woman who is steeped in feminist values. Starting from taking care of children, cleaning the house, taking care of livestock to making food for the family. his way of life, it is often called Trad-wife.

CHAPTER II

LITERATURE REVIEW

A. Pragmatics

According to the Big Indonesian Dictionary (KBBI), pragmatics is related to the provisions in the use of language so that communication can take place effectively. Pragmatics is a branch of linguistics that focuses on the relationship between language's external context and the intent. In Leech's translation book, it is explained that general pragmatics examines the conditions related to the use of language in communication. Leech also suggests that pragmatics consists of two main branches: socio-pragmatics and pragmalinguistics. Socio-pragmatics deals with variations in language use that are influenced by differences in culture and society, so the principles of cooperation and politeness must be adapted to certain social situations.

Meanwhile, Pragma linguistics focuses more on the linguistic aspects of studying pragmatics. Pragmatics is also the science of language that discusses speech by paying attention to external meaning. To understand the meaning and 18 purpose of an utterance, it is necessary to analyze different speech situations in each context (Akhyarudin et al., 2018). According to Pratama (2015) explains that the main topics in pragmatic studies include deixis and reference, speech acts, conversational implicature and conventions, presupposition, and functional syntax. According to Rahardi (2019), in the past, linguistic research focused more on language's structural aspects than speech's meaning. However, since the emergence of functionalism in the 1960s, the linguistic approach shifted against the view that

only examined language from one side. This development continued until the 1970s, when the study of language meaning emerged in linguistic studies. At that time, pragmatics began to develop and was recognized as part of semantic studies, so the term Simantika Pragmatics appeared, which did not have a clear definition because it was still between semantics and pragmatics.

Kunjana stated that until now, pragmatics studies are still lagging compared to research in European countries. This is due to the strong influence of semantics in the study of pragmatics, even though these two fields have fundamental differences. Semantics focuses on linguistic aspects in general, while pragmatics is more specific in analyzing the meaning of speech. Kuswoyo (2015, 216) reveals that pragmatics is a linguistic science that relies heavily on the context behind an utterance, both social and societal. Social context is formed from cultural influences and social interactions in society, while social context is related to the influence of social status in a community. The concept of context is also emphasized by Nesi (2016,11), who states that 19 pragmatics is always related to the practice of language use in certain situations. In the study of pragmatics, the meaning of speech cannot be separated from the context because the main Focus of pragmatics is to understand the intent of the utterance, not just the lexical or grammatical meaning, as in semantic studies. The concept of context is also emphasized by Nesi (2016,11), who states that pragmatics is always related to the practice of language use in certain situations. In the study of pragmatics, the meaning of speech cannot be separated from the context because the main Focus of pragmatics is to understand the intent of the utterance, not just the lexical or grammatical meaning, as in semantic studies.

B. Speech act

The study of speech acts in terms of philosophy is very important. This is the nature, workings, and functions of speech acts need to be well known. Communication is established on interaction through speech and action. The speech and action must be manifested in the form of sincerity or cooperation to obtain communication effectiveness. Communication effectiveness will give harmonious value to language speakers (Yanwar, 2020).

According to Searle (1979), the theory of speech acts takes into three types of speech: locutionary acts (making a statement that has a purpose, like informing), Perlocutionary acts (saying something that leads someone to act). Illocutionary acts (making a meaningful statement or saying something that a hearer understands) All three speech act categories mentioned above can be utilized to examine a person's communicational utterances (Kreidler, W. C. 1998).

C. Illocutionary Act by Searle (1979)

This research uses the theory by Searle (1979) because Speech Act Theory is highly relevant for analyzing verbal abuse in hate comments toward feminists from a pragmatic perspective. First, Searle's classification of speech acts, such as assertive, directives, expressive, and commissive, declarative, provides a clear framework to categorize the various forms of hate speech commonly found in online discourse. These categories help identify whether the comments function to insult, command, threaten, or deny feminist values. Second, Searle's theory goes beyond sentence structure and focuses on the speaker's intention (illocutionary force) and the social impact of the utterance. This is crucial in understanding how

language is strategically used not only to express disagreement but also to assert dominance, reinforce gender bias, or silence feminist voices in public discussions. The researcher explanation about illocutionary act below by Searle (1976) Firstly, the assertive point when they represent how things are in the world, The commissive point when they commit themselves to doing something, the directive point when they attempt to get hearers to do something, the declaratory point when they do things in the world at the moment of the utterance solely by virtue. The expressive point is when they express their attitudes about objects and world facts. Here is the explanation of each point:

1. Assertive

According to (Kreidler,1998) assertive is utterances statements that express something that is considered to be true by the speaker or what they know or believe about things. This topic is related to data, facts, or anything that can be differentiated (positive or negative), whether it occurs in the past or in the present. Sentence Structure of assertive is usually starts with the *subject 'I' or 'we' and an emphatic verb such as say, declare, report, affirm*. Example of assertive sentence:

- I voted for Aaronson in the last election.
- Most plastics are made from soya beans.
- Cape Ann Lighthouse is one mile from the beach.
- You are dancer.

TABEL 2. 1 Function of assertive

Focus on information: announce, declare, reveal, explain, state, show, mention, state,	Focus on truth value: assert, accuse,	Focus on speaker commitment:	Focus on manner of delivery:
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tell, report.	declare, certify, claim, warrant, swear, prove, stake, defend, argue	confide, deny, profess, protest	emphasize, hint, imply, intimidate, emphasize
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2. Directive

In Searle's second type of directive utterances are intended to make the listener do or not do something. These utterances are prospective in nature. They lead to a future action. Sentence Structure of directive uses the subject you as the actor, although it is not always explicitly stated.

General structure:

source (I/we) → goal (you) → S-theme (you as actor + predicate)

Example Sentences below:

- o You wait here.
- o Turn to page 164.
- o Don't (any of you) miss this opportunity to save.

TABEL 2. 2 Three Subtype of Directive are in the below:

Command	Request	Suggestion
Contains control from the speaker over the hearer	Request without the assumption that the speaker is authorized	Expresses an opinion about what the listener should do
I order you to appear in court You must appear next Monday Don't waste your time	I appeal to you to help We beg you to stay out of the way	I advise you to be prompt We suggest you pay attention
charge, command, direct, order, tell, forbid	appeal, ask, beseech, entreat, implore, petition, plead	advise, counsel, recommend, caution, warn

3. Commissive

Commissive utterances are speech acts that express the speaker's commitment to perform an action in the future. These utterances are prospective and involve the

speaker's intention. There is sentence structure, *the subject is usually I or we, with the structure: source (I/we) → goal (you) → S-theme (I/we as actor + predicate).*

Example Sentences:

- I promise to be on time.
- We volunteer to put up the decorations.

TABEL 2. 3 Classifications based on response

Response to Directive	Self-motivated	Focus on Speech Act
Positive: agree, consent Negative: refuse, decline	Benefactive: offer, volunteer Malefactive: threaten	pledge, promise, swear

4. Expressive

Expressive utterances are speech acts that express the speaker's attitude or feelings towards an action that has occurred, either by the speaker himself or by others. These utterances are retrospective (referring to the past) and strongly involve the speaker personally. Expressive can also include forms such as boasting, although in English it is usually not stated explicitly with "I boast". Sentence Structure source: *(I/we) → goal (you) → S-theme (retrospective: I/we as actor + predicate)*

Example Sentences:

- I acknowledge that I didn't do what I should have done.

TABEL 2. 4 I Expressive and verdictive utterance

Verdictive Utterances	Expressive Utterances
Judge actions performed by others.	Reflect the speaker's emotional reaction or attitude towards the action, usually related to him/herself.
(no specific verbs listed)	acknowledge, admit, confess, deny, apologise

5. Declarations

Declarations are speech acts that change reality in accordance with the propositional content of the utterance (e.g., "I now pronounce you husband and wife").

D. Verbal abuse towards women

According to DeKeseredy and MacLeod (1997), verbal abuse towards women consists of deliberate use of language to humiliate, degrade, or control another person, especially in emotionally abusive contexts. Involves the exertion of power by a current or former intimate partner regardless of gender that causes women to feel unsafe, powerless, and trapped. This form of abuse often happens repeatedly and directly affects the victims. It can take the form of persistent threats, physical coercion, or forcing women to witness acts of violence, particularly when such violence targets people they are emotionally connected to.

Furthermore, According to Stark (2015) Verbal abuse represents a type of interpersonal abuse used to dominate or control others. It causes emotional suffering through verbal attacks that intimidate, bully, shame, harass, degrade, or threaten individuals who are often in vulnerable positions. This form of abuse is manipulative and can be unpredictable ranging from explosive anger to subtle expressions masked as concern, creating confusion and emotional instability in the victim. Regardless of how it appears, the intention is always to harm and destabilize the target. Verbal abuse may consist of shouting, insulting, intimidating, threatening, shaming, demeaning, or name calling.

As time passes, verbal abuse tends to escalate in intensity, frequency, and complexity, and may eventually lead to physical violence. Victims often internalize the abuse, blaming themselves and assuming responsibility for the problems in the

relationship. Abusers employ various strategies. sometimes singularly, other times in combination to inflict deep damage to the victim's confidence and sense of self-worth.

Verbal abuse is influenced by a variety of factors. One significant factor is the level of education of the women or their partners who are subjected to such abuse (Labore,2021). Additionally, the ages of both women and their partners (Tores,2022). It has been found to correlate with instances of verbal and psychological violence. The financial status of women or their families also plays a crucial role in the prevalence of these forms of abuse (Liyew,2022). Furthermore, the place of residence is another factor that is associated with the exposure of women to verbal and psychological abuse (Kizilgol,2018). Lastly, stress and anxiety are closely linked to the occurrence of verbal and psychological violence, highlighting the complex interplay of these elements in understanding the phenomenon. Here the explanation about factor verbal abuse toward feminist. Here the explanation about type of verbal abuse:

1. Shouting

Shouting is a common form of verbal abuse characterized by raising one's voice when angry or aggressive to control, threaten or demean another person. It can occur in domestic, workplace, or public settings, often escalating conflict and instilling fear in the victim. it repeatedly can create emotional distress and submission. According to Evans (2010), shouting disrupts communication and is often used as a tool of power to silence or dominate others.

Example: *'Why can't you just shut up and listen for once?!'*

2. Insulting

Insulting involves the use of abusive or insulting words designed to undermine the victim's self-esteem. These words can target personal appearance, intelligence, or character.

For example: *'You're so stupid, there's no point!'* if it is repeated, can erode the victim's self-confidence and establish a pattern of unequal relationships.

3. Intimidating

Intimidation is a verbal strategy used to instill fear, compliance, or submission through threatening language or a threatening tone. It does not necessarily involve direct threats, but can be implied through controlling speech. Verbal bullying is a subtle form of coercive control designed to assert dominance. (Stark,2007)

Example: *'If you do it again, you'll be sorry.'*

4. Threatening

Threatening language consists of verbal warnings of harm or punishment to manipulate behavior. These threats may be physical, emotional, or psychological. According to Johnson (2008), threats are tools used by abusers to enforce submission without necessarily acting on them, thereby maintaining fear.

Example: *"Don't make me do something you'll regret."*

5. Shaming

Shaming show that victim feel embarrassed or humiliated, often in front of others, as a way of asserting control or superiority. This form of abuse can lead to long-term emotional trauma. Brown (2006) argues that shame-based tactics are used to discredit the victim's identity and isolate them from support.

Example: *“Look at you—you’re a disgrace to this family.”*

6. Demeaning

Demeaning language belittles the victim, making them feel worthless or inferior. This can take the form of sarcasm, disparaging remarks, or demeaning comparisons. According to Bancroft (2002), demeaning speech is used systematically to erode self-confidence and reinforce power imbalances.(Bancroft, L. (2002).

Example: *‘No wonder no one takes you seriously.*

7. Name calling

Name-calling is a form of labeling where the abuser assigns derogatory or mocking nicknames to the victim, reducing them to negative stereotypes. It reinforces the abuser’s control and makes the victim feel dehumanized. As explained by Kaschak (2001), name-calling perpetuates emotional abuse and normalizes disrespect within interpersonal.

Example: *“You’re such a loser, it’s pathetic*

Verbal abuse is influenced by a variety of factors. One significant factor is the level of education of the women or their partners who are subjected to such abuse (Labore,2021). Additionally, the ages of both women and their partners (Tores,2022). It has been found to correlate with instances of verbal and psychological violence. The financial status of women or their families also plays a crucial role in the prevalence of these forms of abuse (Liyew,2022). Furthermore, the place of residence is another factor that is associated with the exposure of women to verbal and psychological abuse (Kizilgol,2018). Lastly, stress and

anxiety are closely linked to the occurrence of verbal and psychological violence, highlighting the complex interplay of these elements in understanding the phenomenon. Here the explanation about factor verbal abuse toward feminist:

E. Feminist in Media by Steiner (2014)

Feminist media research has become increasingly global, intent on eliminating global injustice and inequalities even as it understands that women do not suffer the same kinds or extents of inequalities. Feminist media theories and the entire field of feminist media studies are increasingly explicit about the importance of international and multidisciplinary work seriously addressing media convergence and globalization. In addition, Steiner's (2014) feminist theory in media is have in several key principles that address the Polysemy, Power, and Policing.

1. Polysemy

Feminists insisted that women too are creative and active meaning makers. It with the shift to cyberspace, girls are getting similar recognition as well. Celeste Condit (1989) offered an important correction to theorizing about textual polysemy and the freedom of audiences to dismiss “preferred” readings. She reserved “internally polysemous” or “open texts” for discourses offering unstable or internally contradictory meanings. “Intertextual polysemy” refers to the variety in media messages available and “polyvalence” describes how audiences evaluate and value texts differently. Nevertheless, Condit emphasized how complex media constructions could be liberating: “Rather than portraying the mass media as the channel of oppression generated through the top-down imposition of meanings, such a perspective allows for the suggestion that the pleasures of the popular media

might in fact be liberating”.

Concept	Definition
Internal Polysemy	Texts with unstable or contradictory meanings within themselves
Intertextual Polysemy	The variety of meanings across different texts
Polyvalence	How audiences interpret and evaluate the same text in different ways

For example: *Beautiful* = white, flawless, according to patriarchal standards. There is different way interpret about women may view the ad as sexist because it narrows the standards of beauty then advertisement text generates multiple meanings depending who reads it and through what lens (patriarchal vs feminist).

2. Power

Feminist media theory has examined how media are implicated in systems of power, especially how they reflect, reinforce, or challenge patriarchal. In other words, feminist media theory considers media institutions, representations, and audience practices as central to the construction of gendered power relations and gender identities. It emphasizes that power is exercised not only through content, but also through processes of media production and consumption, often in ways that naturalize gendered inequalities.

Power through word Choice:	Power Through Metaphor:	Patriarchal Power through key word:
The word can't allow negotiation and shows full dominance.	Metaphor that compares or equates one thing with another indirectly, without using conjunctions such as 'like' or 'as'	Power manifests in the form of behavior control.

For example: “*You better listen to your husband if you don’t want trouble.*”

If you don’t want trouble” is reflect feminist in media of power through a metaphor for negative consequences. It does not specify the type of problem, but it carries a nuance of intimidation.

3. Policing

According to Linda Steiner's (2014) theory of media feminism, the concept of policing refers to the social and cultural processes that affect women, particularly through media representation and public reaction. According to Steiner, the media not only enforces dominance norms but also acts as active cultural police a symbolic force that upholds individual rights and gender norms that are derived from patriarchal and hegemonic social norms. Sentence can form of policing because it seen from the context and word choice. In terms of context, we can see who is speaking, to whom, and for what purpose.

For example: “*Girls should not wear short skirts, it’s not proper.*”

An adult advising a young woman not to wear a short skirt indicates a position of policing. In terms of word choice, the use of words like “*should*,” “*must*,” or “*don’t*” is a sign of rule or prohibition.

External regulating 'appropriate' women.	Policing: the roles for	Cultural Policing: the public monitors the role of mothers with their children a lot	Self-Policing (indirect): encouraging mothers to feel guilty and self- regulate.
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BAB III

RESEARCH METHOD

A. Research Design

This study employed a descriptive qualitative research approach because it tries to explore verbal interactions in depth a social media context. Qualitative research design is distinguished by its flexible and adaptive nature (Rahardjo, 2020). The choice of this approach is justified by its suitability for linguistic studies. Consequently, the study population consisted of all videos uploaded by Ballerina Farm. The sample was drawn from ten videos that had more than 1 million views and contained verbal abuse elements, uploaded between January until December 2024. The variables studied include the types of verbal interactions that occur in the videos and their impact on viewers perceptions. Data will be collected through analysis of video content by author and comments left by users. In this approach, the research is expected to provide deeper insights into the dynamics of verbal abuse towards women in the context of social media, as well as provide recommendations for creating a safer and more supportive online environment.

B. Data and Data Source

The Primary data is a form of word, phrase, or sentences containing elements of verbal abuse. The data was collected through Tik-Tok video comments on the Ballerina Farm account. There are data criteria explanation are high level interaction up to 1 million views secondly, how language interact other comment. Thirdly, comment contain verbal abuse.

From the criteria above, the researcher got the 10 videos that contain the

most verbal abuse comments:

1. I'm calling it "Dairy Date Night"

Describe about the content: It have been watched 27M uploaded 2024 July 2024.

2. Out for my birthday lunch.

Describe about content: It have been watched 40.4 M and uploaded 27 June 2024.

3. Turkish Eggs

Describe about content: It have been watched 44.7M and uploaded 25 June 2024.

4. Fresh morning milk and Daniel in his boots

Describe about content: It uploaded 04 July 2024 and have been watched 30.8M.

5. Seeded sourdough grilled cheese dipped in Julious Robert.

Describe about content: It have been watched 12.8M and uploaded in 12 December 2024.

6. Steak and frites

Describe about the content: It uploaded 4 May 2024 and have been watch 48 M.

7. Asparagust tart! Described about the content: It uploaded 07 July 2024

have been watch 50.3M.

8. I've been on a sheep milk ice cream kick

Describe about the content: It uploaded 21 July 2024 and have been

watch 42.2M.

9. Daniel homemade Yougurt

Describe about the content: It uploaded 27 June 2024 have been watched 26,4M.

10. Stroganoff is a family favorite.

Describe about the content: It Uploaded 19 June 2024 and have been watched 68.1M .

The secondary data obtained for this study consists of relevant and related information sourced from journals, articles, or books. This includes previous research findings, foundational theories, and other data published by researchers or experts in the same field, aimed at strengthening the analysis and discussion within this research.

C. Instrumentation

In collecting data, the researcher is key instrument. The researcher will collect the data related to pattern of verbal abuse and the data will be inserted on the table 3.1 for research question 1 and in the table 3.2 for research question 2.

Tabel 3. 1Data Based on Type and Structure of verbal abuse

No	Datum	The way of Illocutionary act	Type of illocutionary act in verbal abuse				
			Assertive	Directive	Declarative	Commissive	exspresive

In the table 3.1 the research divided the table based on the types of verbal abuse through socio-pragmatics by John Searle (1976). Therefore it will display datum, then analyzed whether it belongs to Assertive, directive, declarative, commissive, expressive. The data also explain about sturture sentence about verbal abuse.

Tabel 3. 2 Data Based on Feminist Media Theory

No	Datum	Representation Feminist in Media

In the table 3.2 the research divided the table based on how Illocutionary reflect feminist in media of verbal abuse by Steiner Theory (2014).

D. Data Collection

Data collection technique makes it is more structured and can ensure all needs data can be obtained well. Data collection in qualitative research includes Frist is *observation*, second is *note taking*, last is *transcript data*. Here the explanation:

1. Observation

According to Matthews and Ross is a technique data collection by utilizing the human senses. According to Creswell observation is a process carried out by researchers into data directly through observation. By definition of experts, it can be understood that observation is a process carried out by researchers in digging up

data directly through the detailed observation of the human senses of the environment humans as objects of observation. In this study, observations were made to observe some key aspects related to needs research. First, starting observation of the Ballerina Farm Tik-Tok account. The researcher observed various types of displays that were displayed by Ballerina Farms until the results of the form of self-disclosure were obtained. Second, the researchers observed the comment column in transwomen's uploads in the content category that was nominated for controversial content and finally the results were grouped.

2. Transcript Data

The data collected included transcripts of conversations, comments from viewers, and the content creators' reactions to these comments. In this way, this research seeks to understand more about the dynamics of verbal abuse that occur in the context of these vlogs.

3. Note Taking-Techniques

The data in the form of comments are collected through pasting and copying the texts as well as screen-capturing the comments. It determined the data for the research by documentation data, observation data, and note-taking techniques

E. Data Analysis

Based on Searle theory and Qualitative research, the data analysis was done using Miles dan Huberman (1992) Theory. Analysis according to Miles and Huberman (1992) is divided into three steps of activities that occur simultaneously. Third The flows are 1.Reduction Data 2. Data Display and 3.Conclusions: Drawing/Verifying. Here's the explanation:

1. Reduction Data

Data collection is a part of the analytical process that aims to clarify, group, direct, remove irrelevant information, and organize the data in such a way that the resulting conclusions can be drawn and verified. In this way, qualitative data can be simplified and transformed in various forms through rigorous selection. This process includes a brief summary or description, grouping in a broader pattern, and more. A focus on selection, simplification, abstraction, and transformation of data obtained from field records is an important element in this process (Patilima, 2004).

There are main sub-chapters that will be discussed:

- a) first research questions the data is reduced in the form of sorting out comments that are classified as verbal abuse in each data and categorizing them into what parts with the theory of Jhon Searle
- b) Second research question number two, namely continuing the data that has been sorted and interpreted with the Steiner theory

2. Data Display

Data Display a set of structured information that makes it possible to draw conclusions and take action. The most commonly used presentation of qualitative data in the past was the form of narrative text. The text is scattered, part by part and not simultaneous, poorly arranged, and very redundant. The presentation of data in this study is carried out in the form of brief descriptions, charts, relationships between categories, flow cards and the like. By displaying data, it will make it easier to understand what is happening, plan the next work based on what has been understood. the model used to monitor the components or dimensions of the

research called the check list matrix, a model to describe developments between time, a model in the form of a role matrix that describes opinions, attitudes, abilities.

The researcher will explain in each research question on data display below:

- a) Data display used in research question one is data exposure in tables and narrative text from data transcripts by the content. Each datum has different comment on verbal abuse.
- b) Data display for research question is Narrative text

3. Conclusion Data/Conclusion drawing

In qualitative research, a conclusion is the result of a new finding which had not previously been revealed. These findings can be in the form of descriptions or an image that illuminates an object. So, after being researched, it becomes clear, it can also be in the form of a causal relationship. Consequences or interactions, even appearing in the form of hypotheses or theories. The process of forming this conclusion has actually started since the stage of data collection, presentation, and analysis, where the researcher record patterns, shapes, and configurations that give rise to the flow of causes. consequences and important propositions. The researcher explains the conclusion in each research question below:

- a) the conclusion research question number one is to identifies how often the type of verbal abuse comment is used on the Ballerina Farm account
- b) conclusion on research question number two is to identify how much gender role and reinforce social attitude in the content of the ballerina farm account.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the research described the analysis of the data and findings of the study. The data are analyzed using theory by Jhon Searle (1979) and Steiner (2014). This chapter presents the findings and discussions in which the answers to the first and second research questions are presented in this chapter. The provided data in this chapter consists of two categories. First, data on illocutionary of verbal abuse can be found in Ballerina Farm comment section following Searle's (1976) theory. This discussion also found components of verbal abuse with analysis categories from Stark (2015)

A. Findings

Context:

This comment was made by a netizen who perceives Hannah's life on the farm as restrictive and controlled by her husband. The tone of the comment is sarcastic, accusatory, and diminishes Hannah's position as a woman within the domestic sphere.

Datum 1:

1. *"That farm is a prison for her and her children they never go vacation"*
2. *"You are being manipulated by your husband"*



Picture 4. 1 Comment by @mafe Hurtado

Analysis:

The first comment, “*That farm is a prison for her and her children they never go vacation,*” reflects the view that domestic life on the farm denies Hannah and her children personal freedom. From the perspective of Searle’s (1979) Speech Act Theory, this utterance is categorized as an **Assertive Illocutionary act**, since the commenter presents their belief as if it were factual about Hannah’s situation. In relation to Steiner’s (2014) feminist media theory, this comment illustrates the dimension of **Power** through metaphor “*...farm is a prison...*” that showing how women’s domestic experiences are interpreted as forms of constraint within patriarchal structures. Thus, Hannah’s representation in the media isn’t positioned as a symbol of familial happiness, but as a metaphorical prison for women. However, the metaphor “*prison*” simultaneously functions as a form of verbal abuse, specifically **Demeaning** show as it frames Hannah’s family life one of suffering and deprivation.

The second comment, “*You are being manipulated by your husband,*” reinforces the notion that Hannah lacks autonomy and subject to her husband’s control. This utterance is also an **Assertive Illocutionary act**, as the commenter asserts their belief about the nature of Hannah’s marital relationship. From the perspective of feminist media theory, the comment reflects Steiner’s (2014) concept of **Policing** through word choice “*...by your husband*”, Here, netizens symbolically enforce a social standard suggesting that women should not allow themselves to be controlled in which audiences act as moral overseers, judging and regulating women’s roles within the household. Therefore, the phrase “*being manipulated*”

constitutes a form of verbal abuse, specifically **Insulting**, because it implies weakness and a lack of independence on Hannah's part.

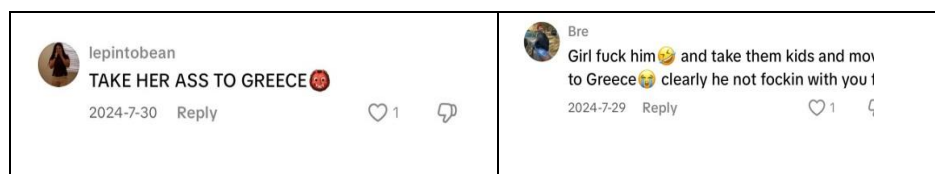
Taken together, the comments in Datum 1 exemplify **Assertive Illocutionary acts** that also contain verbal abuse in the forms of demeaning, and insulting. This analysis demonstrates how media not only depicts domestic representations but also provides a discursive space where audiences reproduce patriarchal ideologies through criticism, evaluation, and the social policing of women's roles.

Context:

This comment was made by a netizen about criticizing Hannah's situation at Ballerina Farm. They suggested that she be taken to Greece for a vacation. The comment was harsh, but also contained a hint that Hannah needed to escape her relationship.

Datum 2:

3. "TAKE HER ASS TO GREECE"
4. "Girl fuck him and take them kids and mom to Greece, clearly he not flocking with you"



Picture 4. 2 comment by @lepintobean

Analysis:

This comment by @lepintobean have context that expression of frustration from the commenter towards the condition of Hannah who are considered to be isolated. Then, this is aligned from Searle (1976) theory type of **Directive illocutionary act**, because contains command from netizen gives an order to the ballerina to bring the woman to Greece. Therefore, based on Steiner (2014) Theory the utterance reflects a **Policing** through word choice “*take her ass*” from this indicates gender inequality in decision-making, which is in line with patriarchal norms that subject women to the whims of men. That contain subjectification which is an object that can be moved, controlled, or evaluated. So, it can conclude that Netizen pursue that Hannah deserves the rights she should have in married life. The Phrase “*take her ass*” also contain verbal abuse **Demeaning**. The aggressive tone of the command and the use of emojis emphasize the emotional drive and intensity of the netizen's desire.

The second comment from 4.2 picture by @Bre “*Girl fuck him and take them kids and mom to Greece, clearly he not flocking with you*” show that expression of anger and encouragement to leave her husband because he does not treat her well. This is aligned from Searle theory (1979) typed of **Directive illocutionary act**, because the commenter command and even urges the woman to leave her husband and move to Greece with her children. From the perspective of feminist media theory, Steiner (2014) act reflect feminist in media as **Policing** through word choice in “*...take them kids and mom*” indicates a position of policing. because Hannah must choose a way out and be independent in order to remain considered strong and valuable. Here, media represented as policing gender

norms because it pushes Hannah out of the patriarchal norm of “obedient wife” into the position of a woman who has her own desire. The phrase “*Girl fuck him*” contain verbal abuse **Insulting** for her husband.

Taken together, the comments in Datum 2 exemplify **Directive illocutionary** act that also contain verbal abuse in the forms of demeaning and insulting. In this case, demonstrate how media becomes a discursive arena where surveillance functions as a tool of policing control, placing women's choices within the framework of patriarchal standards.

Context:

This comment made by netizen to demonstrates a critique of the portrayal of traditional wife roles. It perceives the heavy burdens of domesticity and respond with sarcastic commentary, creating more than just a joke, but a realization of the unequal gender relations behind the image of a harmonious family.

Datum 3:

5. “*Girl run and give him full custody*”



Picture 4. 3 comment

Analysis:

This comment has emotional suggestion or pressure to Hannah to leave her husband. The implication is that the household situation depicted is extremely unhealthy, exhausting, or even mentally painful. This aligned by Searle (1979)

theory typed of **Directive illocutionary act** because utterances are intended to make the listener do or not do something. Therefore, this comment reflects critical **policing** through word choice”...*give him full custody*” by Steiner (2014) because commands with the imperative form. It doesn't offer options, but presses to follow certain rules. This also show that Hannah the desire for women to free themselves from oppressive relationships, even if it means leaving their children for their own safety. Here, the verbal abuse can be found in the phrase “*girl run*” in form of **Demeaning** because reinforce imbalance and form of sarcasm.

Context:

This comment made by netizen as a reaction to the inequality in the Ballerina Farm household, where the husband is considered too dominant and shows criticism of Hannah's role as a mother, as well as the audience's pity for the child who seems to lack attention.

Datum 4:

6. “*Divorce him*”
7. “*The second youngest just wanted to hold mommy’s hand broke my heart, momma did even notice, this is so sad*”



Picture 4. 4 comment

Analysis:

Datum 2 show comment by @Baezytbh is messaging for Hannah to end their marriages. It is a judgement that the relationship was unhealthy or emotionally damaging. The commenter judged that the situation was not worth for her, as it was perceived to be full of indifference. This utterance aligned by Searle (1979) theory typed of **Directive illocutionary act**, intended to make the listener do or not do something wherein the speaker intends to make specific action in this case filing for divorce. Therefore, based on Steiner (2014) theory this utterance reflects **Policing** through context of the utterance of feminist in media because the audience does not accept the image of the “perfect wife” who only obeys and serves her husband as norm of gender. The word “*divorce him*” this phrase gives women the right to make major decisions, including leaving a relationship that is considered unequal. It also in form of **verbal abuse in shaming** because show that the victim feels embarrassed or humiliated about the condition in Hannah relationship.

On the other hand, the second part off that comment by @Angelica highlights a moment between the child and her mother that shows the child's desire for attention, but not fulfilment. The commenter deeply empathizes with the child who feels neglected, and describes this situation as sad. The tone of the comment is sympathetic towards the child, as well as a satire of the unresponsive parent. This is aligned of an **Expressive illocutionary act** based on Searle theory (1979). The utterance expresses something that is considered to be true by the speaker or what they know or believe about things. Therefore, based on Steiner (2014) reflect of feminist in media as **Policing** through word choice “...*momma didn't even notice*” because it monitors and criticizes the behavior of women/mothers with certain

standards, it is the mother's duty to always pay attention to the child. This also refers to the social and cultural processes that affect women. reflects the policing of traditional gender norms, where media and audiences portray the idea that a woman's worth is determined by her ability to take care of her children with no flaws whatsoever and perfectly. Here, we can find **verbal abuse shaming** in the phrase “*momma did even notice, this is so sad*”. Additionally, this abuse can lead to long term emotional trauma. In this phrase we can know that “*this is so sad*” have a deep meaning as a badly women as a mother describe with netizen then can discredit emotional trauma.

In accordance with both comments above, examples of **Directive and Expressive illocutionary acts**, as well as the media as a tool to demonstrate the discursive arena in which means of policing control, place women's choices within the framework of good mother and wife roles presented as gender norms. And also find a shaming verbal abuse utterance in this comment.

Context:

This comment came from a netizen who saw Hannah's role as a wife as restrictive and detrimental to her, and the second comment came in response to Hannah's large number of children. The tone was sarcastic and questioned Hannah's ability to provide for her children.

Datum 5:

8. “*You should be ballerina instead being that jerk wife*”
9. “*giiirrl how you are gone feed 10 kids with this*”



Picture 4. 5 Comment by @mediteranean

Analysis:

Datum 5 comment by @mediterranean_sunset show context about women as how being wife. She suggests that Hannah should become a ballerina instead, as if the role of wife is unworthy or humiliating. Therefore, this is aligned from Searle (1976) theory typed of **Directive illocutionary act** because the word “you should be ballerina” attempt to get the listener to do something. The direction of fit here is ballerina as profession not being a wife. So, we can conclude that the comment looking down on the job of a wife and telling her to become the better profession as Ballerina. Here, based on Steiner (2014) comment reflects how feminist in media as self of **policing** through word choice “*you should be ballerina*” because show role of women is subject to social control that shapes how they should live and play their roles. Additionally, this utterance contains verbal abuse insulting in the phrase “*jerk wife*” in form of **Insulting verbal abuse** because the word undermines the victim self-esteem.

Second comment in the picture 4.6 by @lucymace show context about the doubt of commentator of Hannah's ability to provide for her children. It has a mocking and patronizing tone, as if what one is doing or showing is unworthy or inadequate. Such expressions can be humiliating and hurtful in public spaces. This is aligning Searle (1979) theory this comment typed of **Expressive illocutionary act** because express the speaker’s feelings, emotions, or attitudes toward a situation

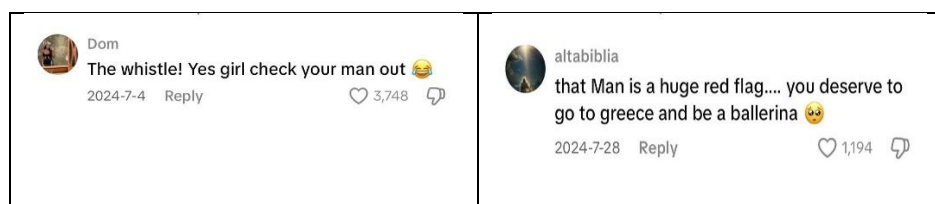
or event. The part shows expressive “*feed 10 kid with this*” This type of speech act is not intended to change the situation. Therefore, based on Steiner (2014) how feminist reflect in media as **Power** through word choice “...*how you gonna feed*” become a place where surveillance and assessment of women take place, which reinforces patriarchal norms about the roles of mothers and wives. We can conclude contain of verbal abuse in form of **Shaming** that comment veiled humiliation and ridicule that can hurt self-esteem for Hannah

Context:

This comment was made by netizens who thought Hannah deserved a better life, a free vacation to Greece or a return to her identity as a ballerina, rather than continuing in a relationship that was considered toxic.

Datum 6:

10. “*The whistle! Yes, girl check your man out*” and
11. “*that man is huge red flag... you deserve go to grace and be ballerina*”



Picture 4. 6 Comment by @ Dom sounds like support

This comment by @Dom show a context a sounds like support, but it is tinged with innuendo towards her husband. The commenter encourages Hannah to observe her partner more closely, that there is something suspicious or inappropriate about her husband's behavior. Therefore, the verbal abuse represents **Directive**

illocutionary act because an attempt to get the listener to do something. Here, we can found verbal abuse in form of shaming. In addition, this is aligned Steiner (2014) theory of **Polysemy** because it has a positive and negative meaning, first, positive meaning to pay attention to a husband. Secondly, this utterance contains of **verbal abuse in form of Demeaning** because hint or warning about woman by implying that her husband is suspicious or behaving inappropriately.

The second comment by @altabliblia explain “*That man is a huge red flag*” expressing criticism of someone, the form is still in the form of an opinion or judgment. This comment that the man in question, calling it a ‘*red flag*’ in the relationship. Netizen advises the woman to leave the man and live a better life, such as becoming a ballerina or going to Grace for a holiday. Therefore, this is aligned Searle (1979) theory, this utterance typed of **Assertive illocutionary act**. because the speaker conveys a belief or judgment about someone based on personal perception. Therefore, based on Steiner (2014) theory reflect feminist in media as **Policing** through word choice “*...deserve to go...be ballerina*” this comment belittles women as wives/mothers and directs her to a version of women who are more suited to being ballerinas because of her husband's. Here, we can found verbal abuse in form of **Demeaning** because the lexical context can make worthless for the victim.

From the example above, we know that the comments in Datum 6 exemplify **Directive and Assertive illocutionary acts** that also contain verbal abuse in the forms of demeaning This analysis demonstrates how media not only depicts domestic representations but also provides ambiguities and power discursive space

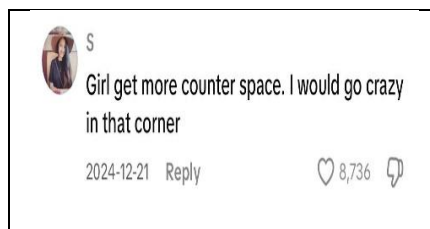
where audiences ideologies through criticism, evaluation.

Context:

The comment was made by netizen for criticism of Hannah's limited space for movement in the kitchen, which is seen as a symbol of the confinement of women's roles in a narrow and unfree domestic space. Netizen expresses empathy on her relationship.

Datum 7:

12. *"Girl get more space, I would go crazy in that corner"*



Picture 4. 7 comment @S show criticizes a kitchen

In the Datum 7 by @S show criticizes a kitchen that looks too small for a family consist of 10 to cook in. The commenter suggests directly that the woman expand the countertop area. The tone of this comment is satirical, wrapping the criticism in a casual and dramatic style Phrase *"Girl get more counter space I would go crazy on the corner."* This includes **Expressive illocutionary acts** based on Searle (1979) theory. It expresses the speaker's attitude or feelings towards an action that has occurred conversely, *"I would go crazy on the corner"*. Therefore, based on Steiner (2014) theory reflect feminist in media as **power** through word choice *"...in that corner"* show that women are placed in a discourse limits their movement. Women's lives are restrictive, exhausting, and drive them crazy. This is

part of the power of men, who choose to see women's lives as confined and unworthy. So, we conclude that this datum example of expressive illocutionary act that contain verbal abuse of **Demeaning** and This analysis demonstrates how media depicting women who are dominated by men in a critical way.

Context:

This comment emerged in reaction to Hannah's that have a lot of children. Netizens found the number exhausting and overwhelming to handle. Additionally, this second comment described a scenario if Hannah were to divorce, emphasizing that she would have more free time for herself. The sarcastic tone refers to a lack of trust in her husband to care for the children without the help of a nanny.

Datum 8:

13. *"That many kids looks so overwhelming"*
14. *"if u split the custody after divorce...imagine the free time to ur self u will have! Unless u don't trust him with ur kids alone with nonanny that long...hmm"*



Picture 4. 8 comment @. Show that comment

This comment @. Show context that comment is that a large number of children may seem exhausting or too much to handle. Although subtly worded, this comment can be patronizing or judgmental of Hannah's lifestyle of having so many

children that her children seem unmanageable. According to the illocutionary act theory by Searle (1979) “that many kids so overwhelming” this statement falls into the **Expressive illocutionary act**, as the speaker expresses personal feelings or opinions regarding their experience of feeling overwhelmed. Therefore, based on Steiner (2014) Theory “*so overwhelming*” show policing through word choice because dictates how a woman should feel that having many children is tiring. So, it indicating the social norm's assessment that a woman's life is unworthy or unhealthy if she has many children. However, the context of verbal abuse is **Shaming**, thus affecting the psychological state of Hannah Nelman, who is the subject of the comment.

The second comment by @_kimking. suggests that divorce has a positive impact on Hannah, it called free time. On the other hand, it inserts doubts about the father's ability to take care of the children without help, which implies a veiled criticism or accusation to. According to Searle's (1979) theory, it is an example of **directive illocutionary act** typed because contains control from the speaker over the hearer. Therefore, based on Steiner (2014) theory “*divorce*” and “*free time*” Implying women's **Power** through metaphor and control through the family. women get the power to place women as the center of care for their children, while also showing women are encouraged to be free. Here, we know that verbal abuse also found in form of **Intimidating** because use to instill fear, compliance, or submission.

So, from the example above we can conclude that Datum 8 exemplify **Expressive and Directive illocutionary acts** that also contain verbal abuse in the

forms of Intimidating and shaming. This analysis demonstrates how media not only depicts domestic representations but also provides power discursive space but also provides a space for women's discursive power in being mothers of children and social surveillance when being wives in the form of criticism.

Context:

This comment made by netizen appeared as a comparison of her life with Hannah's life on Ballerina Farm. And second comment was directed at Hannah's child who looked hot and was in a crowded situation with many siblings.

Datum 9:

15. *“u make me more grateful about my broke life”*

16. *“poor baby allhat heat and noise”*



Picture 4. 9 comment by @sunflower

Analysis:

The comment by @sunflower show context about Hannah's life looks worse, to the extent that their own 'broken' life feels better. This is not a compliment, but a kind of sarcasm as if to say my life is bad but there are worse lives "You make me more grateful about my broke life" also contains elements of verbal abuse. According to Searle (1979) theory this comment typed of **Expressive Illocutionary act** as it states the speaker's life condition and expresses a sense of

“*gratitude*” that is evaluative towards another party. Therefore, based on Steiner's (2014) theory, this reflects feminism in media as a **Polysemy** because audiences interpret and evaluate the same text in different ways to the reader of the sarcastic expression of gratitude, that a poor life but free from pressure and hard work is actually more enjoyable. However, it contains verbal abuse of **Shaming** due to its sarcastic meaning and psychological consequences.

The second comment by @notgroundhoug This comment assumes that the mum let it all happen because she has so many children who interfere with other children's lives. According to Searle's theory of speech acts (1979), the comment "*Poor baby getting all that heat and noise*" falls within the typed of **Expressive illocutionary acts**. Because show the speaker's attitude or feelings towards an action that has occurred, either the speaker highlights the empathy for the baby that is experiencing discomfort. From that we can found of verbal abuse of *insulting*. Therefore, based on Steiner (2014) reflect feminist in media as **Policing** through word choice because netizen have to social control over how women should raise children. patriarchal ideology that places responsibility for child solely on women. From that we can found of verbal abuse of **Insulting** because the phrase “*poor baby*” is commonly used to mock someone who is perceived to be complaining or over-dramatizing.

Take together, from the example above we can conclude that Datum 9 exemplify **Expressive illocutionary acts** that also contain verbal abuse in the forms of Insulting and shaming. This analysis demonstrates how media not only depicts domestic representations but also provides policing and polysemy discursive space.

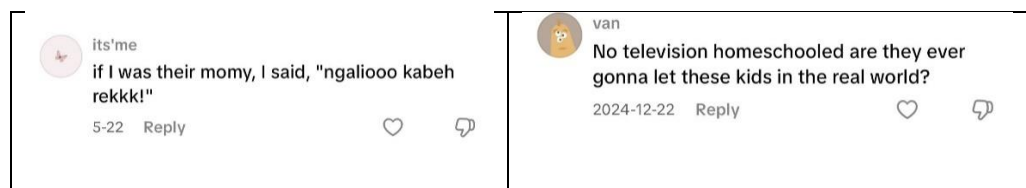
Context:

This netizen's comment parodied the idea that if she were Hannah's children's mother, they would discipline all the children in typical local ways. The second comment, about Ballerina Faarm's parenting style, questioned whether the children would be able to adapt to real life outside the home. The context was a critique of parenting styles that are perceived as restricting children's access.

Datum 10:

17. *“if I was their mommy, I said” ngalioooo kabeh rekkkk*”

18. *“no television homeschooled are the ever gonna let these kids in the real life?”*



Picture 4. 10 Comment by @itsme show

Analysis:

Comment by @itsme show context about commentator feels that the situation in the video is chaotic or strange. She imagines that she is the mother who is upset by the way her children are being treated, so she reacts by saying ‘ngaliooo kabeh rekkk,’ which means get out this in Javanese. The sentence "if I was their mother, I said “Ngalioooo kabeh rekkkk” falls into the **Expressive illocutionary act** because express the speaker's attitude or feelings towards an action that has occurred type as it conveys emotions or personal expressions such as annoyance, astonishment, or mockery regarding the experience of being a parent. Therefore, based on Steiner (2014) Theory reflect feminist in media as **Policing** through word choice because the word *“I was their mommy”* show the audiences to ridicule or

evaluate women in relationship with children as a mother. Here, we can found verbal abuse form of **Demeaning** Because Hannah the speech systematically to erode self-confidence of Hannah as a mother.

The second comment by @van show context about statement reflects phrase *“no television homeschooled are they ever gonna let this kid in the real world”* contains a veiled disdain for the homeschooling lifestyle and extreme control over children's access to information. It demeans and questions the child's ability to socialize and live a normal life. This iuuuuuud6c6cx wss aligned from Searle theory (1979), the sentence typed of **as Assertive illocutionary act** because that express something that is considered to be true by the speaker or what they know or believe about things. the speaker expresses his opinion or belief about a situation that he thinks is not ideal. This speech conveys the assumption that children who are educated at home and do not have access to television will have difficulty socializing in the real world. Therefore, based on Steiner theory (2014) reflects how women in the media, especially housewives are objects of strong societal **Policing through word choice** “...are they ever....” Show depicting an ideological system that maintains norms of femininity and motherhood in social norm way. Although it appears to be an opinion, this sentence also contains verbal abuse typed of **Shaming** with a strong judgmental tone.

Taken together, from the example above we can conclude that Datum 10 exemplify **Expressive and Assertive illocutionary acts** that also contain verbal abuse in the forms of demeaning and shaming. This analysis demonstrates how media not only depicts domestic representations but also provides policing and

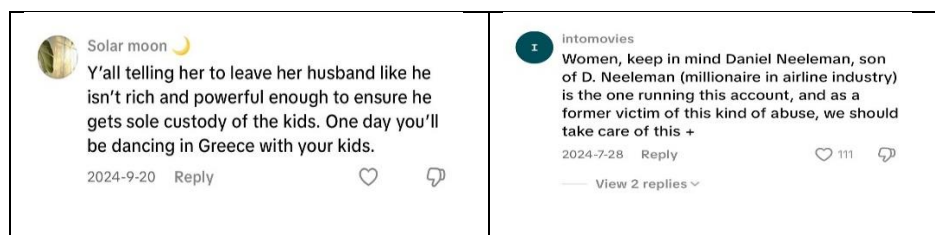
power discursive space.

Context:

The context of these two comments made by netizen emphasizes not only domestic representation, but also touches on aspects of power, privilege, and social structures that support gender relations behind the image of sweetness family of Ballerina Farm.

Datum 11:

19. *“y all telling to leave her husband like he isn’t rich and powerful enough to ensure he gets sole custody of the kids. On day you be dancing in grace with ur kid”*
20. *“women keep in dainel neelman son of D nelmaan (millionaire in airline in airline industry) is the one running this account and as a former victim of kind of abuse we should take care of this”*



Picture 4. 11 comment @solar moon show

Analysis:

The comment @solar moon show context about warns about her husband has enough power and wealth to take custody of the children. Moreover, Hannah should divide it evenly so that no one is disadvantaged. The line ‘One day you'll be dancing in grace with your kid’ is probably meant as a hope or insinuation that you'll be happy once you get out of that situation. In Searle's speech act theory

(1979), the sentence “*y’all telling her to leave her husband like he isn’t rich and powerful enough to ensure he gets sole custody*” falls into **Assertive illocutionary act** because that express something that is considered to be true by the speaker or what they know or believe about things. As an assertive, the speaker expresses his belief regarding the husband's ability to retain custody due to his status. Therefore, based on Steiner theory (2014) reflects feminist in media highlights the fact that wealthy men have greater legal and social **Power** through word choice, including over child custody. This acknowledges the patriarchal structures of relationship. Here, we can find **intimidating** because “*telling her to leave her husband like he isn’t rich*” this utterance contains a form of coercive control designed to assert dominance.

The second comment by @intomovies show about Daniel millionaire of airplane is the one running in this account and as a former victim of this kind of abuse. On the other hand, In Searle's speech act theory (1979) the claim that Daniel Neeleman “*is running this account and is a millionaire*” is an **Assertive Illocutionary act** statement because that express something that is considered to be true by the speaker or what they know or believe about things. And it asserts a truth. Therefore, based on Steiner theory (2014) reflects feminist in media show that Daniel Neeleman's social status as the son of a billionaire and account owner, and links it to the symbolic and material **Policing** through word choice “*...we should take care of this*” because it uses the normative words should, it directs action without leaving room for alternatives. The utterance “*former victim*” emphasizing that netizens have had the same experience. It contains of verbal abuse form of **Threatening**

because abusers to enforce submission without necessarily acting on them,

Taken together, from the example above we can conclude that Datum 11 exemplify **Assertive illocutionary acts** that also contain verbal abuse in the forms of Intimidating and Threatening. This analysis demonstrates how media not only depicts domestic representations but also provides power discursive space. where audiences reproduce power ideologies through criticism, evaluation, of women's roles.

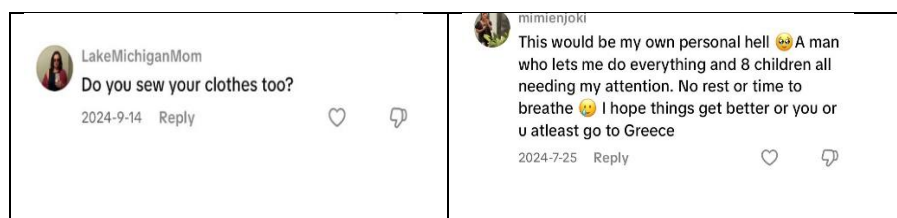
Context:

The comments made by netizens that emphasize stereotypes of what an ideal woman should be. A woman who is a jack-of-all-trades at home is highlighted. The tone contains a condescending or dubious the identity about women.

Datum 12:

21. *"Do you sew your clothes tho?"*

22. *"this world be my own personal hell a man who let me do evrthing and have 8 children all needing my intention. No rest or no time tobreak Ihope thing get better or you or u at least go to Greece"*



Picture 4. 12 comment by @lakeMichiganMom show

This comment by @lakeMichiganMom show about a traditional wife a woman who chooses a traditional domestic role such as cooking, raising children,

and submitting to her husband. In Searle's speech act theory (1979) this type of **Expressive Illocutionary act** because that express the speaker's attitude or feelings towards an action that has occurred. Therefore, based on Steiner theory (2014) reflects feminist in media show that ambiguity makes this comment fall into the category of internal **Polysemy**, a text can contain a double meaning, such as satirizing or questioning the truth. Additionally, this utterance contains verbal abuse in form of **shaming** because expresses a cynical, astonished, or mocking attitude towards the traditional lifestyle of women.

The second comment by @mimijoki shows context that expression of empathy and an outpouring of emotion. She imagines that the life she portrays, where a woman has to raise eight children and do everything herself, is exhausting, torturous, and inhumane. This is aligned to Searle's speech act theory (1979), "*This would be my own personal hell*" is an **Expressive Illocutionary act** because the speaker expresses personal feelings about the condition. Therefore, based on Steiner theory (2014) reflects feminist in media show symbolic **Power** through word choice "*a man who let me*" to criticize the patriarchal household system where men let women work continuously, without sharing the burden equally. This paragraph positions women as subject burdened by the content of their roles and without support. This utterance "*personal hell*" also contains verbal abuse in form of **Demeaning** because Hannah can feel worthless because of a sarcasm.

Taken together, from the example above we can conclude that Datum 12 exemplify **Expressive illocutionary acts** that also contain verbal abuse in the forms of Demeaning and Shaming. This analysis demonstrates how media not only depicts

domestic representations but also provides polysemy and power discursive space.

Context:

The comment made by netizen about Inequality in husband-wife relations, the husband does not treat his wife properly. Empowering the wife as a form of feminist awareness.

Datum 13:

23. *"ll I got to say is.... If my millionaire husband got me an egg apron for my birthday... All hell is breaking loose. Girl, you deserve the world!! Don't settle for less!!!!"*

24. *" Hannah please know that you should never feel tired to a man who put you down, wear your crowed with pride, yours equal!!!"*



Picture 4. 13 comment from @ivettxinzunza

Analysis:

The first comment from @ivettxinzunza show that criticism and emotional sarcasm about the gift from the vlogger's husband an egg apron, which is considered inappropriate and disproportionate to his status as a millionaire. The commenter feels angry at the thought of receiving such a gift. According to Searle's theory of speech acts, the phrase *"All I gotta say is"* *"All hell is breaking loose"* typed of **Expressive illocutionary act** because the speaker expresses personal feelings about

the condition expressing dislike through assumptions and expressions of anger or disappointment. Therefore, based on Steiner theory (2014) the part “*husband got me an egg apron*” reflects feminist in media show **Policing** through word choice “*don’t settle for less*” show that of Hannah’s husband by saying that a millionaire husband should give more meaningful gifts, this comment indirectly suggests that women often don't get the appreciation they deserve. Here, we can also found verbal abuse in form of **Shouting** because escalating conflict and instilling fear the victim and use tool as power to dominate others.

The comment by @Father raff shows context about affirmative message of support for Hannah, the vlogger. The author conveys that Hannah should not feel tied to a man who demeans her, either emotionally or symbolically. According to Searle's theory of speech acts is a type of **Directive illocutionary act** because intended to make the listener do or not do something. It tutoring since the teacher gives the children advice or guidance to help them grow up together and return to New York. Therefore, based on Steiner theory (2014) the part “wear your crown with pride” This is a how feminist in media as protective **Policing** through word choice “if u don’t leave...” of internalization of the new ideology of equality. This is in line with social norms where women are more respected when they have a decent job compared to taking care of children. Here, the utterance also contains verbal abuse of **demeaning**.

Taken together, we know that datum 13 example of **expressive and directive illocutionary act** also contain verbal abuse in the forms of shouting, and demeaning. This analysis demonstrates how media not only depicts domestic

representations but also provides power and policing discursive space.

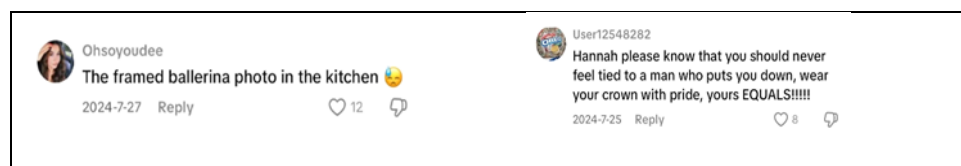
Context:

The comment made by netizen who perceive Hannah featuring women in the household despite their achievements, by rejecting the image of domination and emphasizing that women are equal to men.

Datum 14:

25. *“The framed ballerina photo in the kitchen”*

26. *“Hannah please know that you should never feel tired to a man who put you down your crown with pride, your EQUALS!!!!*



Picture 4. 14 comment from @Ohsoyoudee

Analysis:

The first comment from @Ohsoyoudee show context about *“The framed ballerina photo in the kitchen”* if it is analyzed using John Searle's illocutionary act theory type of **Expressive illocutionary act** because that express the speaker's attitude or feelings towards an action that has occurred, either by the speaker himself or by others. Therefore, based on Steiner theory (2014) the part *“the frame ballerina photo”* show **Policing** through context because it could be read as nostalgia or irony that Hannah used to be a ballerina, but now she is “trapped” in the kitchen, a domestic space full of burdens. In line with social norms, women are more valued when they have a more worthy profession, such as being a ballerina, rather than cooking for their family. Then, the utterance also contains of verbal

abuse of **Demeaning** because Hannah can feel worthless because demeaned as a housewife.

The second comment from user @User12548282 show context about encourages Hannah not to feel tied down or trapped in a relationship that is making her feel depressed or inferior. The warning against an unhealthy relationship. Implies that the man may be treating Hannah in a way that demeans or disrespects her..This is aligned Searle theory (1979) that word “*wear your crown with pride, yours EQUALS!!!!*” contains typed of **Directive illocutionary act** because intended to make the listener do or not do something. Therefore, based on Steiner theory (2014) the part “*the man who put you down*” show rejection **Power** of patriarchal power structures. The author asserts that Hannah should not be “tied” to a man who demeans her. Netizen encourages Hannah to take action to increase the number of things that belittle her. Here, we can conclude the utterance also contain verbal abuse of **Demeaning**.

From the datum above, we know that datum 14 example of **Expressive and Directive illocutionary act** that also contain *Demeaning*. This analysis demonstrates how media not only depicts domestic representations but also provides a discursive space where audiences reproduce patriarchal ideologies through criticism, evaluation, and the social policing of women’s roles

Context:

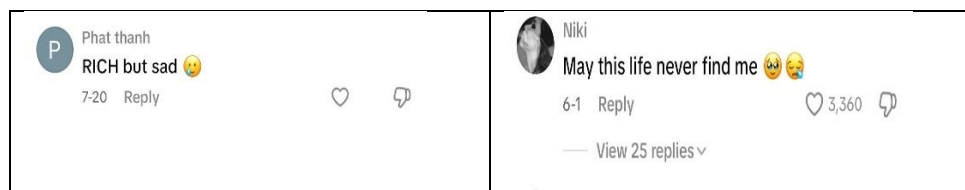
This comment is a form of direct rejection from netizens towards Hannah's life. that living with multiple children, a burdened domestic role, and a dominant

husband is undesirable. “Trad wife lifestyle” that is considered a form of female restraint.

Datum 15:

27. “*Rich but sad*”

28. “*May this life never find me*”



Picture 4. 15 comment from @phat thanh

Datum 9 show that comment from @phat that show context that Hannah appears materially wealthy, she is emotionally unhappy. This is a form of judgment regarding the lives of others who appear luxurious but are considered empty or miserable. This is aligned from Searle's theory (1979) of speech acts **Assertive illocutionary act** because express something that is considered to be true by the speaker or what they know or believe about things tell what they know or believe that Hannah's wealth does not guarantee happiness. Therefore, based on based on Steiner theory (2014) this comment reflect feminist in media as **polysemy** because Hannah's vlog can be read as the idealism of a beautiful, rich, and motherly feminine life but also an emotional prison. Here, we can found verbal abuse in form of **shaming** because Hannah can feel humiliated as a housewife.

The second comment by @Niki show context that reject the lifestyle seen in the video. she hopes not to experience such a life, as they find it tiring, unpleasant, or depressing. This is aligned from Searle's theory (1979) of speech acts of **Expressive illocutionary act** because express the speaker's attitude or feelings

towards an action that has occurred, this comment shows fear or emotional rejection of that lifestyle. Therefore, based on Steiner theory (2014) this comment reflect feminist in media as **Policing** through context of the utterance because Hannah's video may be interpreted differently, appearing idealistic, but viewers find it distressing. In line with social norms, living with many children and taking care of them, all alone is a form of burden on women, so netizens always consider that life is not appropriate in a marriage. Here, we can found verbal abuse of **Shaming** because that the life one has is shameful and not worthy for women, especially for wife.

Taken together, we know that datum 15 example of **Assertive and Expressive illocutionary act** that contain shaming verbal abuse. This analysis demonstrates how media not only depicts domestic representations but also provides a discursive space where audiences reproduce policing and polysemy ideologies through criticism, evaluation, and the social policing of women's roles.

Context:

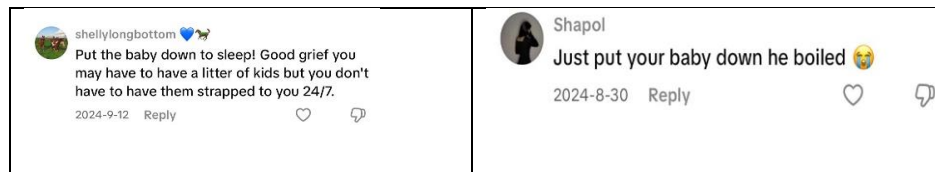
The comment made by netizen who perceive the representation of “trad wife” not only as a life choice, but also as a form of exploitation of women's bodies and labor in domestic life.

Datum 16:

29. *“Put the baby down to sleep! Good grief you may have to have a litter of kids*

but you don't have to have them strapped to you 24/7”

30. *“Just put your baby down he boiled”*



Picture 4. 16 commenter reprimanded

Analysis:

The commenter by @shely show context about criticized Hannah for always carrying her baby everywhere. Comparing her children to young animals like puppies or kittens is a form of sarcasm or mockery of her large number of children. From @shellylongbottom contains a **Directive illocutionary act** of communication according to Searle (1979), because the speaker gives advice or orders to the mother not to keep holding her child. However, the way it is delivered is sarcastic and puts the mother in a distressed position. Therefore, based on Steiner theory (2014) the part “*them strap to you 24/7*” show feminist in media **policing** of verbal and social supervision of Hannah's maternal role which is considered excessive, wrong, or inefficient. Here, we know that the utterance contains of verbal abuse **Demeaning** because Hanah can feel worthless as a mother.

The second comment by @shapol show context about the baby is overheated and had to put her baby down because he seemed uncomfortable. This is aligned Searle theory (1979) that word “*Just put your baby down, she's already boiling*” is also a **Directive Illocutionary act** of communication, but it is delivered in a sarcastic and insulting tone. It suggests that the baby is suffering from severe discomfort due to her mother's care. Therefore, based on Steiner theory (2014) the part “*just put your baby down*” how feminist reflect in media as **policing** through

word choice, in which fellow women or the public monitor and judge how women manage their households and motherhood. In line with social norms, every parent has their own character in raising their child, but this sentence reveals that Hannah's way of raising her child is very much disliked by the audience, who carry her while cooking. Here, this utterance also contains of verbal abuse in form of **Insulting** because use abusive word “*she already boiling*” to undermine Hannah as a mother self-esteem.

Taken together, we know that datum 16 example of **Directive illocutionary act** that contain **Insulting** and **Demeaning verbal abuse**. This analysis demonstrates how media not only depicts domestic representations but also provides a discursive space where audiences reproduce policing ideologies through criticism, evaluation, and the social policing of women’s roles.

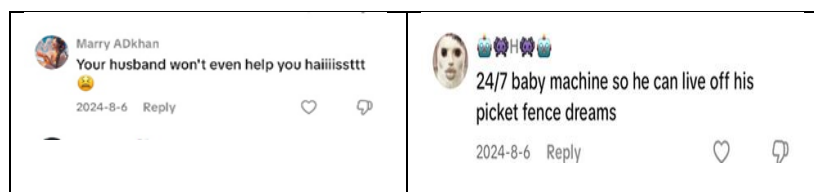
Context:

The comments made by netizens emphasize that women are exploited in reproduction and impose the burden of children on women as well as netizens' dissatisfaction with Hannah's husband in domestic life.

Datum 17:

31. “*Your husband won't even help you, hiiisstt*”

32. *24/7 baby machine so he can live off his picket fence dream”*



Picture 4. 17 comment by @Marry

Analysis:

The comment “Your husband won't even help you, hiiisstt 😞” by @Marry ADkhan show context about that Hannah as a child-producing machine, meaning her life is spent solely taking care of children. This is aligned Searle theory (1979) that **Assertive illocutionary act because** something that is considered to be true by the speaker or what they know or believe about things. The statement as it expresses a fact or view about the lack of help from husbands. Therefore, based on Steiner theory (2014) how feminist reflect in media as **Power** through context of the utterance because show patriarchy workload and the lack of husbands' participation. Here the example of verbal abuse in form of **shaming** because Hannah can feel humiliated as wife.

The comment “24/7 baby machine so she can pursue her picket fence dreams” show context about that woman sacrifices all her time for children and family, as if she were a babysitting machine, just to realize her dream of an ideal home life. This is aligned Searle theory (1979) that an **Assertive illocutionary act** statement, as the speaker shows anger and states a situation that is perceived as unfair. Therefore, based on Steiner theory (2014) how feminist reflect in media as **Policing** through word choice “*so he can live...*” because domestication of women. Hannah's portrayal as a wife and mother of many children. In line of social norm, the phrase “*24/7 baby machine*” symbolizes the reduction of women to tools of reproduction. Here, we know that the utterance also contains of verbal abuse **Name calling**.

Taken together, the datum in 17 examples of **Assertive illocutionary act**

that also contain name-calling and shaming. This analysis demonstrates how media not only depicts domestic representations but also provides a discursive space where audiences reproduce policing and power ideologies through criticism, evaluation, and the social policing of women's roles.

B. Discussion

In this section, we discuss the findings in this research. Based on an analysis of the types of speech acts found in comments on the Ballerina Farm Vlog, there are three types of speech acts were identified namely directive, assertive, and expressive. Based on three types, Expressive speech acts were the most dominant from 32 items datum. The data breakdown shows 11 directive illocutionary act, 12 expressive illocutionary act, and 9 assertive illocutionary acts.

Frist, assertive speech acts found 9 data on this type of speech act, which commentators use to express something the speaker believes to be true or what they know or believe about ballerina. This topic relates to data, facts about Ballerina Farm vlog. Comments about the situation and focus on information and the speaker's commitment or involvement in the vlog. Moreover, expressive speech acts of 12 data in this study, which means that comments stated that they arose from previous actions and failures in ballerina farm. The expressions shown are deny, admit and acknowledge about the ballerina.

In addition, the most frequently used speech act by commentators is directives. There are 11 directive speech acts in this research. These speech acts reflect requests, commands, and suggestions to the ballerina. These comments show real actions by the ballerina to achieve a better life about ballerina. Theoretically,

this study refers to speech acts introduced by John Searle, who divides them into assertive, directive, expressive, commissive, and declarative. In the context of this study, the most frequently encountered directive speech act is used to express the actions that the ballerina must take in her domestic life. This is in line with Searle's theory that directives are a speaker's attempt to get the interlocutor to perform an action or refrain from performing an action. To better understanding explained more briefly in this table below:

No	Type of illocutionary act	Frequently	Meaning of illocutionary act
1	Assertive	9	conclude facts or data and situations such as exposing injustice in the household
2	Directive	11	real actions such as better to be a ballerina than a housewife
3	Expressive	12	expressing anger towards the ballerina's husband

In the other hand, the types of commissive and declarative speech acts did not appear because the comments were not related to personal commitments or official authority. Instead, the comments were more take the form of opinions, criticism, instructions, and emotional expressions, which fall into the categories of assertive, directive, and expressive.

In addition, the next discussion focus on how the representation of women in this media is studied through the perspective of Feminist Media Theory by Steiner (2014). This research shows 12 comments revealed unequal power relations in the domestic life depicted, indicating that the audience was aware of male dominance in domestic relationships that appeared harmonious on the surface. These comments revealed that behind the image of happy women, there was

workload, subordination, and inequality. Therefore, this research show of 16 comments fell into policing feminist reflect in media, which refers to actions taken by the audience to regulate, criticize, or comment on women's choices based on certain norms. Policing can reinforce patriarchal norms. Moreover, this research shows 4 comments showed double meanings of the vlog content. For example, comments such a 'Rich but sad' indicate that although the vlog portrays as ideal and loving life, some viewers perceive it as frightening, sad, or undesirable. Media can be interpreted differently depending on the audience's background, gender awareness, and life experiences. The following table presents a breakdown of the data, followed by a more in-depth analysis:

No.	Feminist reflects on media	Frequently	Explanation
1	Policing	18	Policing refers to the socio-cultural process whereby women are controlled through public commentary and media representation. Netizens put pressure on women to act in accordance with certain gender norms.
2	Power	10	Power discusses how the media reflects and reinforces patriarchal power. The comments reveal the dominance of husbands, and restrictions on women.
3	Polysemy	4	Polysemy means that texts/media are open to multiple interpretations. Netizen comments can be interpreted as praise, criticism, or sarcasm, depending on the audience's perspective.

From the results presented above, there are differences in this research compared to previous studies. The research's conclusions show clear evaluative tendencies. Finding in the first group show that generally about hate speech, cyber harassment, or negative comments on social media Objects such us YouTube, Twitter, electronic music communities, online news, TikTok (no account

specifications), and digital platforms in general. In Contrast, this research reveals more specific objects on Tik-Tok only and focuses on verbal abuse towards women and gender representation.

Meanwhile, the differences from the second study Use mixed method qualitative (YouTube, TikTok), quantitative (surveys, scales), and computational (machine learning). Whereas, this research is more descriptive qualitative analysis per comment, contextual and in-depth Data on 10 most popular TikTok video.

The third group of studies, psychological impact (trauma, fear, stress), the spread of hate speech, and the importance of automatic detection technology in general. Macro focus such us frequency, spread, and general impact on users or digital communities. In contrast, this research shows new contribution filling the gap in research by analyzing the pragmatics of verbal communication related to women. This research shows that comments about women on social media, it serves not only as a means to express opinions, but also as a tool to challenge traditional gender norms through illocutionary speech acts that are genuinely uplifting, encouraging, and exhilarating. The comments are against the differences that exist in ideology because someone has a view of life that people may find unattractive but is contrary to what is in this study. Due to the prevalence of directive and expressive speech acts, netizens actively engage in verbal abuse such as insulting, shaming, and humiliating, implicitly targeting women in the digital space. This indicates that the theory of illocutionary acts (Searle, 1976) and Steiner (2014) can be effectively applied when analyzing. This study has the advantage of showing how language is used to produce patriarchal ideology and power on social media.

This research shows that language is not only a tool of communication, but also a powerful tool of social control in the context of the representation of women and feminism in the online environments.

CHAPTER V

CONCLUSION AND SUGGESTION

The researcher draws conclusions from finding and discussion. Furthermore, the researcher offers suggestion to readers or reviewers who wish to conduct similar studies.

A. Conclusion

From all that has been explained in the findings and discussion, it can be concluded that study explores type of illocutionary acts in the form of verbal abuse directed at feminists in the Ballerina Farm vlog, using John Searle's (1979) theoretical framework and Linda Steiner's (2014) Feminist Media theory. An analysis of 10 most views videos and their comment sections reveal important patterns related to the types of speech acts of verbal abuse and how these comments reflect the representation of feminists in the media.

First, from the perspective of illocutionary acts, the findings show that the most dominant type of speech act used in the comments is the Expressive act, where commentators give advice, pressure, or even orders to the female subject (vlogger) to take certain actions, such as divorcing her husband, going on holiday, or changing her lifestyle. Assertive speech acts also appear frequently, reflecting netizens' beliefs or judgements about the vlogger's domestic life. Meanwhile, expressive speech acts display emotional attitudes such as sarcasm, sympathy, or subtle insults. Commissive and declarative speech acts are very rare or not found at all.

Secondly, based on Linda Steiner's Feminist Media Theory (2014), the data shows three main aspects are Policing, Power, and Polysemy. First, policing is the

most dominant aspect, where netizens act as “cultural guardians” by judging, criticizing, or pressuring women to act in accordance with certain gender norms. Furthermore, power describes how patriarchal dominance is reinforced through media representation, particularly in terms of the husband's power and economic status, which play a significant role in shaping the image of women. Polysemy emerges in ambiguous or sarcastic comments, indicating that the audience interprets content in various ways as criticism, irony, or empathy suggesting that media meaning is not always singular and remains open to interpretation.

Thus, both research questions in this study have been answered through pragmatic analysis and feminist media theory. Based on the results of the analysis and discussion, this study succeeded in achieving the significance of study. Furthermore, it strengthens understanding of situations and illocutionary speech patterns during learning pragmatics and how language interpret the contextual meanings behind the utterances. It can useful as a source of information in answering problems that occur related to verbal abuse against women through a pragmatic point of view on the ballerina farm vlog on Tik-Tok. It demonstrates that language in social media comments reflects complex social dynamics, including power, control, and interpretations of women's roles in digital media. Additionally, this research contributes to enhance understanding of situations and illocutionary speech patterns during learning pragmatics and how language interpret the contextual meanings behind the utterances for reader. It can useful as a source of information in answering problems that occur related to verbal abuse against women through a socio-pragmatic point of view on the ballerina farm vlog on Tik-

Tok to understand briefly, there is the evidence of this research in short term.

24/7 baby machine so he can live off his picket fence dream”

The comment “24/7 baby machine so she can pursue her picket fence dreams” show context about that woman sacrifices all her time for children and family, as if she were a babysitting machine, just to realize her dream of an ideal home life. This is aligned Searle theory (1979) that an **assertive illocutionary act** statement, as the speaker shows anger and states a situation that is perceived as unfair. Here, we know that the utterances also contain of verbal abuse insulting, demeaning and name calling Therefore, based on Steiner theory (2014) how feminist reflect in media as **Policing** because domestication of women. Hannah's portrayal as a wife and mother of many children. In line of social norm, the phrase "24/7 baby machine" symbolizes the reduction of women to tools of reproduction

B. Suggestion

From the overall research, there are also disadvantages. Some of the disadvantages include the limited object used, which is only taken from the social media platform TikTok, resulting in research that is particular and only generating a limited amount of verbal abuse data. Furthermore, the data collection did not take gender into account when commenting, making the research mass-based. Therefore, the author's suggestion is to distinguish between a man and women as an object in order to obtain research that is universal and can provide clear categories for each verbal abuse towards feminists present in the media. Additionally, the second suggestion is to identify gender in this research, as gender differences influence ideologies or opinions on a given issue. It hoped for future

research will investigate of disadvantages for better research

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CURRICULUM VITAE




Novita Helina Putri was born in Grobogan, 06 November 2003. She is the first daughter in family with 2 siblings from Mrs. Endang Lestari and Mr. Siswoyo. she graduated from SMAN 33 Jakarta and continued her studies at UIN Maulana Ibrahim Malang in the department of English literature, faculty of humanities and graduated in 2025. During her study, she is interested at sport especially weightlifting. She also became finalist as Putri Muslimah Award 2024.

APPENDIX

A. List of Top 10 content

No	Link Content in Tik Tok
1	https://vt.tiktok.com/ZSk248mJy/
2	https://vt.tiktok.com/ZSk2VamdG/
3	https://vt.tiktok.com/ZSk2QkPa9/
4	https://vt.tiktok.com/ZSk2QCdMS/
5	https://vt.tiktok.com/ZSk2CFKHU
6	https://vt.tiktok.com/ZSk2CCbca/
7	https://vt.tiktok.com/ZSk2XWNRu/
8	https://vt.tiktok.com/ZSk24Ddj8/
9	https://vt.tiktok.com/ZSk24qkfA/
10	https://vt.tiktok.com/ZSk24ncCE/

B. Transcribe Voice Over

No	Content	Transcribe voice over
1		<p>When we started to farm, I was swept up in the beauty of learning to make food from scratch. It makes sense why I soon fell in love with the idea of a family milk cow. I was making my own butter, cheese, ice cream and yogurt. It makes sense why I soon fell in love with the idea of a family milk cow. As I began to explore this world to cook and invent, I needed a way to share these products with more than just friends and family. I needed a</p>

		<p>dairy. So two years of planning and then an additional two years of construction, and we finally did it. And soon, we'll be sharing these products with all of you. So for date night tonight, Daniel and I snuck over to the dairy. The temperature was perfect.</p>
2	 <p>Ballerina Farm Out for my birthday lunch. Best present is spending time with this cre... banyak Lihat terjemahan</p>	<p>Data 2</p> <p>There you go. Happy birthday, Mom. Come stand behind me, Charlie. Did you guys feed Lucky William? Yeah, I better</p>
3	 <p>Ballerina Farm Turkish Eggs 🍳 (Cilbir). Lihat terjemahan</p>	<p>Today we're making some Turkish eggs. So I started off by straining some of Daniel's homemade yogurt in a cheesecloth and hung that so it could get a bit thicker. Then I washed my butter. I also like to run it under some cold water to get it really nice and washed. And then I add some salt, and then we use that butter for our base. So we cooked the butter, and when it was nice and bubbly, I added my cayenne flakes, smoked paprika, and cumin and let that infuse together. It smelled so good. We made some sourdough bread, and while that was cooking, I made the jalapeno parsley olive oil drizzle. So I smashed the jalapenos, chopped up the parsley, add them together, drizzled some olive oil and salt. So we added some salt and fresh garlic and then pepper and some dill, and mix that together. So I put them in water</p>

		and vinegar and let them sit for, like, 10 minutes. And then we plated it
4		No voice over
5		No voice over
6		No voice over
7		No voice over

8		No voice over
9		<p>okay, get your apron on and let's make some yogurt. I'm gonna grab a couple of gallons of my raw milk here from our cows here on the farm. I'm going to pour it into my instant pot here. And what you're doing here is getting the milk to 180 degrees. That's going to help break up the milk proteins and help your yogurt set up later on in the process. Drink some milk as you go. Here I am getting at the 180. Use your trusty thermometer. Once it gets to 180 degrees, we simply need to let it cool back down to 110 degrees. Now, I put it in these pans to add some cold water around it, and I keep exchanging the cold water to go faster. You can just put in the fridge or wait, but it has to get to 110 degrees. Once it's to 110 degrees, I'll take a little milk out. At this point, the yogurt is ready to be incubated. I do that on my instapot because it has a yogurt setting which keeps it at 110 degrees for eight hours. And then at the end of eight hours, you have this</p>

10		No voice over
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C. Tribulation Data and validation

<https://drive.google.com/drive/folders/1avVdSuYmYdmhHksgNod8gepgULB>

[AEdfs](#)