Analysis of Directive Speech Acts in Rans Entertainment's Vlogs and their Implication for Indonesian Language Learning

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ABSTRACT
Directive speech acts in vlogs are essential to study to understand better the form, function, and meaning behind the speeches expressed by speakers. This study aims to describe the form of directive speech acts in Rans Entertainment's vlogs and their implications for Indonesian learning. This study employed a qualitative descriptive method. Hence, the data are described in words and utterances. The data were collected from eight episodes of Rans Entertainment shows on Youtube using free-involvement-free listening (SBLC) and note-taking. The data analysis technique applied is pragmatic equivalent; when spoken, it causes a reaction to the speech partner. The study discovered 62 directive speech acts from the eight episodes selected by the researchers in the Rans Entertainment Youtube channel. The 62 data were classified into four directive speech act functions: 28 data on commanding, 19 on requesting, nine on suggesting, and six on permitting. In addition, lingual markers of directive speech acts can be used as teaching materials to identify forms of suggestions, invitations, and directions in persuasion texts for eighth-grade students.

Keywords: Directive, Learning, Speech Act, Vlog.

1. INTRODUCTION

In social life, communication interaction is crucial. Communication is usually played by two or more people and takes place in two directions. Communication is carried out by the speaker and the speech partner. Following [1], the use of language in communication describes the personality of the speaker. There are forms of speech acts expressed by the speaker in speaking. According to [2], a speech act is a real form essential in pragmatics, causing it to be used as a basis such as in the form of presuppositions, conversational implicatures, participation, the principle of cooperation, and the principle of politeness. Furthermore, a speech act is a form of expression tucked into action or behavior. The speaker has the intended meaning and purpose of his speech partner when he utters an utterance. The purpose of the speaker's speech is a form of implicature. Meanwhile, Nasution and Efrima in [3] asserted that a speech act is the presence of knowledge of how a

language can be applied in communication and how pragmatics analyzes contextual utterances, not abstract ones. In addition, Rustono in [4] explained that a speech act is an act of saying an utterance.

Another opinion by [5] describes speech acts as personal phenomena or signs, are cognitive in nature, and their continuity is determined based on the language capability of the speaker in meeting the context of the speech situation. In speech acts, the main thing seen is the meaning. Communication can be carried out smoothly through the background of certain circumstances. Speech acts can be interpreted as actions or ways of delivering meaning. The types of speech acts include directive, commissive, expressive, assertive and declarative.

Of the many speech acts interesting to study, one that has attracted the attention of researchers to research is directive speech acts. According to [6], directive speech acts are utterances desired by the speaker so that the

speech partner does what the speaker says. As mentioned by [7], directive speech acts can be in utterances of begging, suggesting, requesting, commanding, forcing, and so on.

Concerning the many forms of speech acts, according to Ibrahim in [8], interpreting directive speech acts determines the behavior of the speaker regarding the actions that the speech partner will carry out. In addition, this opinion is reinforced by [9], that directive speech acts aim to express what the speaker wants. Meanwhile, [10] asserted that directive speech is a type of communication conveyed by the speaker to persuade the speech partner to take certain actions. Moreover, directive speech acts include commanding, requesting, forbidding, begging, and demanding. Meanwhile, as explained by [11], directives can generally be grouped into four forms: imperative forms, requests, suggestions, and prohibitions.

In addition, according to [12], directive speech acts refer to a form of speech with the intention of making other people do an action, which grammatically in Indonesian belongs to the order sentence. Another opinion was expressed by [13], that directive speech acts are an attitude or effort targeted at the speech partner by describing the speaker's will or goal so that the speech or action described can be used as a cause for the actions taken by the speech partner.

Moreover, [14] defined directive speech acts as a type of speech in which the speaker wants to affect the speech partner to do what the speaker wants. To sum up, directive speech acts are speech activities carried out to encourage the speech partner to take the intended action of the speaker.

Directive speech acts are necessary to study. As conveyed by [15], when a speaker expresses a desire for something, it does not have to be in the form of a request utterance; it can be expressed in other ways, such as by asking a question. Thus, each type of directive speech has a different purpose or is only significant depending on what is stated. In other words, one form of speech can have various meanings and speech functions.

The analysis of directive speech acts in social media, specifically vlogs or Youtube channels has been conducted. Thus, several previous research findings are in line with this research, including those by [6], [16]–[20] and [21], [22], where the data sources are similar to this study, by sourced from Youtube.

In addition to several studies sourced from Youtube, many previous studies were utilized as references in this study. Research on the realization of directive speech acts by Indonesian EFL teachers conducted by [23] revealed several types of directives made by teachers, comprising requests, commands, and suggestions. Furthermore, research on directive illocutionary speech acts in the "The Boss Baby" film conducted by [24] discovered

several directive illocutionary language activities, including ordering, warning, suggesting, requesting, forbidding, and adjuring. Meanwhile, a similar study by [25] examined the "Penguin of Madagascar" film, unveiling five types of direct directive illocutionary comprising questions, requests, advice, requirements, and permissive.

Similar research highly relevant to this research has also been carried out, namely by analyzing directive speech acts in several films and novels. Among which is the research conducted by [26]–[29], discovering that directive speech acts are constructed in the imperative form, declarative, and interrogative.

Research on directive speech acts was also found in several studies, such as [23], [26], [27], [29]–[33], discovering orders, requests, and suggestions. More specifically, they identified the diversity of types of directive speech acts used, such as asking, interrogating, requesting, inviting, ordering, commanding, hoping, suggesting, prohibiting, advising, and so on.

The relevance of several studies described above with this current research, in addition to both studying and analyzing in pragmatics, precisely to directive speech acts, is that both applied a qualitative descriptive approach. However, there are some differences in data collection and data analysis techniques. Findings from various studies are highly relevant related to the sustainability of research. In some of the studies mentioned above, many directive speech acts were found in the form of orders, requests, and suggestions. In this study, the focus is on the theory expressed by Searle and Leech in [34], encompassing commanding, requesting, suggesting, and permitting.

Previous researchers mostly studied novels because they have moral values beneficial for the subject of study and provide numerous research data. Several studies that can be used as sources of information in this study include [5], [35], [36]. The findings are speech acts commonly encountered, covering directive speech in commanding, forbidding, asking, requesting, and advising.

A study by [37] unveiled directive speech acts in the "*Orang Orang Biasa*" novel in utterances of begging, ordering, advising, and demanding. In addition, the speech act commonly discovered in the novel is commanding. The relevance of the research described above with this research is that both examined directive speech acts. Moreover, another similarity lies in the qualitative descriptive method applied. The research described is closely related to this research because it focuses on the acts of commanding, begging, advising, and demanding. Meanwhile, this research focuses on the acts of commanding, begging, suggesting, and permitting. Therefore, it is beneficial to be employed as a reference.

Directive speech can be found in any activity anywhere, one of which is teaching and learning. Directive speech is immensely close to learning activities. In addition to directive speech used during interactions between teachers and students, they can be used as a marker in learning to attract students' interest in understanding the materials. The form of directive speech acts of commanding and advising can be utilized as a highly effective learning medium and positively affects students. According to [38], the teachers' role in teaching and learning can create harmonious communication between teachers and students, leading to building an understanding of the information needed. Two components must be studied in language learning: the problem of meaning and form. Thus, students can use lingual markers of directive speech acts in Rans Entertainment vlogs both in commands and suggestions as a basis of reference. A similar study regarding the findings of directive speech act markers implied as teaching materials was carried out by [39]. The findings unveil two forms of speech by commanding, including direct and indirect. Forms of direct orders can be classified into six: (1) ordinary commands with basic word markers; (2) request orders marked with "*coba*" (try), "*nak*" (son), "*mohon*" (please); (3) solicitation requests are characterized by the words "*ayo*" (come on), "*ayolah*" (come on), "*yuk*" (come on); (4) order with the word "*biar*" (let); 5) urgency commands that can be found using the words "*cepat*" (hurry up) and "*harus*" (must); and (6) prohibition that can be found with the words "*jangan*" (do not), "*ndak usah*" (no need), "*ndak boleh*" (cannot), "*ndak kurang*" (no less), and "*janganlah*" (do not).

Directive speech acts in vlogs are important to study to help people, especially students, better understand the form, function, and meaning behind the speech expressed by speakers. Therefore, the researchers conducted research entitled "Analysis of Directive Speech Acts in Rans Entertainment's Vlogs and Their Implications for Indonesian Language Learning". This study aims to describe the lingual markers, forms, and functions of directive speech acts. The reason for choosing this title is that Rans Entertainment is a family figure very well known among the Indonesian people. Moreover, in Rans Entertainment's vlogs, much data related to directive speech acts can be used as material for analysis.

2. RESEARCH METHODS

This study employed a qualitative descriptive method. According to [40], the descriptive qualitative research method reveals information or research theory at a certain point in time. Thus, the findings obtained are expressed in words. Following [41], research subjects are objects, people, or locations with which data for research variables are related and in question. The subject of this
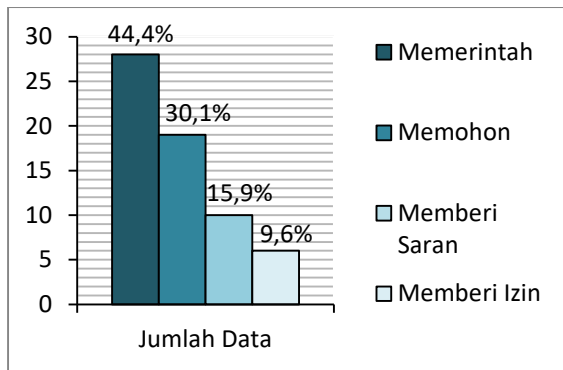
research is video shows in Rans Entertainment's Youtube channel.

An object of research, according to [42], is an attribute or character of a person, object, or activity with a certain variation determined by the researcher to be studied and concluded. The research object in this study is the speech in Rans Entertainment's Youtube channel, containing directive speech acts. As mentioned by [42], research data must be sought and collected by researchers to obtain the information to answer the research problems. The data in this study are utterances on Rans Entertainment's Youtube shows, which contain directive elements. Meanwhile, according to [43], the research data source provides information to researchers. Data in this study were sourced from eight episodes of Rans Entertainment's shows.

Data were gathered using free-involvement-free listening (SBLC) and note-taking. As explained by [44], in the free-involvement-free listening (SBLC) technique, researchers do not deal with speakers or speech partners but only as observers listening to what people say in the dialogue. Meanwhile, note-taking is a technique for recording the utterances expressed during communication. The SBLC technique was applied to pay attention to the interaction of Rans characters, and then words or utterances containing directive elements were recorded. The data analysis technique applied is pragmatic equivalent; when spoken, it causes a reaction to the speech partner. According to [45], pragmatic matching is one of the matching methods that uses the speech partner as a determining tool. Data validity was tested using triangulation. Following [46], triangulation can be grouped into four: source, method, research, and theoretical.

3. RESULTS AND DISCUSSION

The results of this study are in the form of data analysis of directive utterances in Rans Entertainment's Youtube shows. The data were classified based on the functions of directive speech acts. Searle and Leech in [34] asserted the functions of directive speech acts are (1) commanding, (2) begging, (3) suggesting, and (4) permitting. Figure 1 displays the data classification.

Commanding - Begging - Suggesting - Permitting

(Number of Data)

Figure 1 Data Classification

3.1. Forms and Functions of Directive Speech Acts in Rans Entertainment's Vlogs

Data analysis results unveil four types of directive speech acts in Rans Entertainment's vlogs. A more detailed explanation can be seen in the exposure of the following research results.

3.1.1. Commanding

Commanding, according to [47], are words that mean telling the speech partner to do something. Meanwhile, [15] defined commanding as a form of speech put forward by the speaker to his speech partner to follow up on the entity following what the speaker asks. In short, commanding is a form of speech that the speaker expresses to the speech partner to carry out an action desired by the speaker.

The analysis of eight episodes of Rans Entertainment's shows discovered 63 data findings. The findings revealed 28 data on commanding, depicted in Tables 1 and 2.

Table 1. Commanding

Utterance Form	Episode
Raffi: "*Ayo Mer di ujung sana, berani gak?*" ("Come on, Mer, get over ther, don't you dare?") Merry: "*Ayo*" ("Come on") Raffi: "*Ayo gua siap, ayok kita di ajungan. Lihat nih kita di ujung.*" ("Come on, I'm ready, let's go on the bridge. Look, we're at the end of the bridge.") Nagita: "*Eh pake ini. Sayang pake ini jangan macem-macem*	"*Gila! Raffi Ajak Semuanya Lompat dari Titik Paling Tinggi Sampe Nagita Panik Banget*" ("It's Crazy! Raffi Invites Everyone to Jump from the Highest Point, Making Nagita Really Panic") October 21, 2020

deh. Itu takutnya ada karang. Takut kebanting ih..jangan!!"

("Hey, wear this. Sweety, wear this, don't act like that. What if there is coral. I'm afraid you'll be slammed..please don't!!)

In Table 1, the speech expressed by Raffi Ahmad, "*Ayo Mer di ujung sana, berani gak*??" is addressed to his personal assistant, Merry. The utterance belongs to commanding because Raffi intends for Merry to do what he wants, in which the intonation can be identified in Raffi's speech. In addition, Raffi said that his assistant wanted to jump off the bridge as he wanted. The command in Table 1 is marked with the word "*ayo*" (come on).

Similar research was also carried out by [48] regarding the directive speech acts in the "*Ajari Aku Islam*" movie. The commanding was found in the utterance "*Panggil Kenny kemari, Papa mau bicara dengan dia.*" (Call Kenny, Papa wants to talk to her). It is classified as a directive command speech act because there is a command from the speaker (Fidya's father) to the speech partner (Fidya) to make Kenny come to meet him. The command type of the directive speech act in the utterance is marked by the word "*panggil*" (call). Moreover, the intonation spoken by the speaker provides additional evidence that the speech form intends to command the speech partner to do something. Another example of commanding is also discovered in the research conducted by [49] with a marker "*jangan lupa, gunakan, dan ikuti*" (don't forget, use it, and follow it).

In addition to Table 1, commanding was found in another episode on Rans Entertainment's Youtube show, "*Raffi Nagita Siapin Baju Lebaran untuk Keluarga Besar...*" (Raffi Nagita Prepares Eid Clothes for Big Families...) on May 13, 2021. Table 2 demonstrates similar acts of command.

Table 2. Commanding

Utterance Form	Episode
Syahnaz: "*Teteh mana teteh?*" ("Sister, where's she?") Nagita: "*Tunggu pegang. Cobain dulu!*" ("Wait, hold this. Try this first!") Syahnaz: "*Teteh yang mana teteh*?" ("Which one do you want, Sis?") Nagita: "*Ya tunggu dulu ini cobain dulu Nanaz!*"	"*Raffi Nagita Siapin Baju Lebaran untuk Keluarga Besar...*" ("Raffi Nagita Prepares Eid Clothes for Big Families…") May 13, 2021

("Hold on Nanaz, try this first!")

Syahnaz: "*Galak kali lho*"

("You're so fierce")

In Table 2, the command can be seen from the speech expressed by Nagita, "*Tunggu pegang. Cobain dulu*" (Wait, hold this. Try it first). In this utterance, the speaker intends to order the speech partner to hold it first before asking the speaker what she is looking for. Moreover, the command is reinforced in the second utterance, "*Ya tunggu dulu ini cobain dulu Nanaz!*" (Hold on, Nanaz, try this first!). In this utterance, the intonation belongs to commanding. The speaker intends to command the speech partner to hold her clothes. However, the speaker seems a little annoyed because the speech partner does not immediately do what she wants. The lingual marker is the word "*tunggu*" (wait), a sign that the speech belongs to commanding.

3.1.2. Begging

Begging, according to [50], is a speech act that politely asks the speech partner to do something the speaker wants.

Table 3. Begging

Utterance Form	Episode
Nagita: "*Aku belom selesai packing, kamu temenin aku packing deh.*"	"*Nagita Packing Apa Pindah Rumah ??? Isi Lemari Keluar Semua....*"
("I haven't finished packing yet, can you help me pack.")	
Raffi: "*Ya kan aku mau ini, videocall pemenang kompetisi foto bintang generasi macan dari susu bendera.*"	("Is Nagita Packing or House Moving??? Everything In The Closet Comes Out....")
("I want to video-call the winner of the photo competition of the tiger generation star from Susu Bendera.")	31 May 2021
Nagita: "*Yah..yaudah kamu dulu gapapa ya ? aku ga ikut ya? aku lagi belum selesai packing-nya.*"	
("Well.. is it OK if you go first? I'm not going, OK? I haven't finished packing yet.")	
Raffi: "*Oke*" ("OK")	

In Table 3, the speech uttered by Nagita is begging, which lies in the utterance "*Aku belom selesai packing, kamu temenin aku packing deh.*" (I haven't finished packing yet, can you help me pack), in which the speaker intends to ask the speech partner to help her do the packing. Moreover, there are other acts of begging, "*Yah..yaudah kamu dulu gapapa ya? aku ga ikut ya? aku*

lagi belum selesai packing-nya" (Well.. is it OK if you go first? I'm not going, OK? I haven't finished packing yet.). However, in the second utterance in Table 3, the act of begging has a different context. In the second speech, the speaker intends to ask the speech partner to give time for the speaker to complete the packing and not accompany him for a video call with the winner of the photo competition.

A similar study was conducted by [51] entitled "Analysis of Directive Speech Acts in the Ngulandara Novel by Margana Djajaatmadja", showing that the speech acts of begging, discovering five findings. One of which is the utterance "*Ampun mas Rap, ampun! Riyin mawon dilimani, kok saniki ajeng diijeni. Blai mengkel*". This utterance is a Javanese speech, which means "*Jangan mas Rap, jangan! Dulu saja orang lima, kok sekarang mau sendiri*!" (Please, don't do it Rap, don't! There used to be five people, why do you want to be alone now). The speech contains a request submitted by the speaker who begs not to handle a problem alone because previously it was done by five people and could not let alone one person.

In addition, begging was found in another Rans Entertainment's Youtube show, particularly in the episode "*Raffi Nagita Siapin Baju Lebaran untuk Keluarga Besar...*" (Raffi Nagita Prepares Eid Clothes for Big Families...) uploaded on May 13, 2021. The form of the speech is exhibited in Table 4.

Table 4. Begging

Utterance Form	Episode
Nagita: "*Sayang kamu pakenya warna pink ya. Karena yang putih pasti rebutan, jadi kamu pake warna pink aja ya. Rafathar pake pink juga ya sama kaya papa ya ?*"	"*Raffi Nagita Siapin Baju Lebaran untuk Keluarga Besar...*"
("Honey, you're wearing pink. Because the white one will be up for grabs, so just wear pink. Rafathar also wears pink, just like Papa")	("Raffi Nagita Prepares Eid Clothes for Big Families...")
Raffi: "*Aa' kita pake warna pink ya ? gara-gara Mama ya.*"	May 13, 2021
("Aa' let's wear pink. It's because of Mama, isn't it?")	
Nagita: "*Yaudah lah Mama pengen anaknya pake pink sama suami*"	
("Well, I want both my son and husband to wear pink.")	

Rafathar: "*Ihh*"

("Huh")

In Table 4, the speech belonging to begging is uttered by Nagita, "*Sayang kamu pakenya warna pink ya. Karena yang putih pasti rebutan, jadi kamu pake warna pink aja ya. Rafathar pake pink juga ya sama kaya Papa ya ?*" ("Honey, you're wearing pink. Because the white one will be up for grabs, so just wear pink. Rafathar also wears pink, just like Papa"). In this speech, the speaker intends to ask speech partner 1 (SP1), namely Raffi, to wear pink clothes as she desires. In addition, the speaker also asked speech partner 2 (SP2), namely Rafathar, to wear pink clothes as worn by (SP1). The evidence is in "*Yaudah lah mama pengen anaknya pake pink sama suami*" (Well, I want both my son and husband to wear pink). In this utterance, the intonation is classified as begging because the speaker politely asks her son or speech partner to obey her wishes.

3.1.3. Suggesting

As mentioned by [50], suggesting is an utterance that encourages the speech partner to do something good based on the speaker's own opinion. Hence, suggesting is a speech act given by the speaker so that the speech partner does something considered good by the speaker.

Table 5. Suggesting

Utterance Form	Episode
Nagita: "*Jadi dia gini doang*" ("So she's just like this") Syahnaz: "*Dalemannya apa ya ?*" ("What's the inside?") Nagita: "*Putih aja. Kalo mau pake celana tinggal pake celana putih aja pake tanktop putih*" ("Just white. If you want to wear pants, just wear white pants and wear a white tank top.")	"Raffi Nagita Siapin Baju Lebaran untuk Keluarga Besar..." ("Raffi Nagita Prepares Eid Clothes for Big Families...") May 13, 2021

The speech expressed by the speaker in Table 5 contains the act of suggesting. It is evident in the speech that Nagita said to her partner, Syahnaz, "*Putih aja. Kalo mau pake celana tinggal pake celana putih aja pake tanktop putih*" ("Just white. If you want to wear pants, just wear white pants and wear a white tank top."). The speaker suggests that Syahnaz use a white shirt or white

tank top for the inside and outside and wear white pants to match what the speaker wants. The lingual marker is located in the word "*kalo mau*" (if you want". It indicates that the speech belongs to the act of giving a suggestion.

Similarly, [5] studied directive speech acts in the novel "*Orang Orang Biasa*" by Andrea Hirata. The results uncovered five speech acts of begging. One of which is the context of the tense situation in Belantik because there were pickpocketing events in a usually safe city. The speech is as follows. "*Maaf sersan, aku mau melakukan pengejaran berkecapatan tinggi, keadaan berbahaya! Kau terlalu gendut kalau kau membonceng, terlalu berat beban, motor bebek tak dapat membonceng, terlalu berat beban motor bebek tak dapat mencapai kecepatan maksimum, kau bantu ngipas-ngipasi ibu itu saja ya*". ("I'm really sorry sergeant, I'm going for a high-speed chase, it's a dangerous circumstance! You're too fat for a ride, the load is too heavy, and the motorcycle can't take it. A motorcycle with a too heavy load can't reach its maximum speed. So, could you just help fan the woman over there?"). The speech contains a suggestion given by a commander to his sergeant not to participate in tearing up the thief who stole a women's bag in Belantik City.

Furthermore, the act of suggesting was found in other episodes described in Table 6. It belongs to suggesting because the speaker intends to suggest the speech partner. The speech that Raffi said, "*Jangan gua yang narik, dia aja nih Dio*" ("No, not me. Let Dio do it.") is a form of giving a suggestion. The utterance means that the speaker suggests "Dio" to start cycling.

Tabel 6. Suggesting

Utterance Form	Episode
Luna: "*Yang narik siapa?*" ("Who's pulling?") Raffi: "*Jangan gua yang narik, dia aja nih Dio*" ("No, not me. Let Dio do it.") Dio: "*Mau kemana nih kita ?*" ("Where are we going to?") Raffi: "*Bentar-bentar kita tungguin Ica nih di mana, nah ini dia*" ("Wait a sec, let's wait for Ica, where's she? Oh, there she is")	"Sepedaan Sambil Perencanaan Next Trip?! Raffi Ajak Banyak Artis!" ("Cycling While Planning for the Next Trip?! Raffi Invites Many Artists") October 26, 2020

3.1.4. Permitting

Permitting, as defined by [15], means speech uttered by the speaker to allow or permit the speech partner to do something. Broadly speaking, giving permission is a speech act that the speaker expresses to the speech partner to allow something to be done by the speech partner.

Table 7. Permitting

Utterance Form	Episode
Raffi: "*Aku berenang disitu ya?*" (Can I swim over there?") Nagita: "*Berenang lagi?*" ("Swimming again?") Raffi: "*Iya habis ini baru mandi*" (Yup, I'll take a bath after this.") Nagita: "*Yaudah gih sana. Kamu matiin*" ("Well, go on. You turn it off.")	"*Nagita Nginep di Bali Ada Bathub Seharga 200 Juta di Dalem Kamar*" ("Nagita Staying in Bali, There is A Bathtub for 200 Million in the Room") May 23, 2021

The speech in table 7 contains giving permission. As seen in the utterance by Nagita, "*Yaudah gih sana. Kamu matiin*" (Well, go on. You turn it off.), the speaker intends to permit her speech partner to swim again before taking a bath. In the context of the speech, the intended speech partner is Raffi.

A similar study was conducted by [52] regarding the analysis of directive speech acts in the novel by Endik Koeswoyo entitled "*Lajang-Lajang Pejuang*", discovering two forms of directive speech acts of permitting: agreeing and permitting. In the KBBI, agree has the meaning of allowing. Meanwhile, allow means to let one do something. Therefore, two forms in the research described above are highly relevant to this research. Examples of data found in the study can be seen as follows.

Willy: "*Wah, mau deh, Mas, keren banget! Deal ya? Pesanannya itu tadi yang Mas sampaikan, yang bentuknya cinta-cinta itu ya, terus lagunya juga itu sebagai back sound pas aku nembak. Nanti aku kasih kode kapan lagu dan menunya dikeluarkan, Oke, Mas? Thankyu yes!*" (Willy berdiri dan memeluk pelayan)

("Wow, I want it, it's really cool! So, deal? That's the order, in the love shape, and the song also serves as the back sound when I confess. I'll give you the signal when to play the song and to bring out the menu. Is it clear? Thank you!" (Willy stands up and hugs the waiter")

Pelayan: "*Eh, Mas! Mas! Jangan gitu dong ah! Ntar kita dikira baru jadian loh!*"

("Uh, Sir! Sir! Don't be like that! People will think we're the couple!)

The form of permitting can be seen from the phrase "*Deal ya*?" (So, deal?) expressed by the speaker, in this case, Willy. Willy conveys approval or granting permission by using interrogative sentences. Even though it is in the form of a question, the purpose of the speech is that he agrees with the servant's proposal and must be implemented immediately.

In addition, the speech in Table 8 also belongs to permitting because the speaker permits her speech partner to do something, as said by Nagita as the speaker, "*Yaudah sok sana, pinter anak Mama*" (All right, then go on. My son is so smart). In this utterance, the speaker intends to allow Rafathar as her partner to pack his goods independently without the help of others. Thus, Nagita's speech is included in permitting.

Table 8. Permitting

Utterance Form	Episode
Rafathar: "*Boleh ga Aa' packing sendiri aja*?" ("Can I pack them on my own?") Nagita: "*Bisa*?" ("Can you do it?") Rafathar: "*Bisa*" ("I can do it.") Nagita: "*Yaudah sok sana, pinter anak mama*" ("All right, then go on. My son is so smart.")	"*Nagita Packing Apa Pindah Rumah ??? Isi Lemari Keluar Semua....*" ("Is Nagita Packing or House Moving??? Everything In The Closet Comes Out….") 31 May 2021

3.2. Implications of Directive Speech Acts in the Rans Entertainment's Vlogs for Indonesian Language Learning

Research on directive speech acts in Rans Entertainment's vlogs found four functions of directive speech acts in the form of commanding, requesting, suggesting and permitting. These research results have implications for learning Indonesian in junior high school. The form of commanding and suggesting can be used as teaching materials for eighth-grade learning. Table 8 presents the material following the data findings in Rans Entertainment's vlogs.

Table 9. Basic Competencies

Basic Competencies	Indicators of Competency Achievement
3.13 Identifying types of suggestions, invitations, directions, and considerations about various positive things regarding actual problems from persuasive texts (environment, social conditions, and/or cultural diversity) heard and read	3.13.1 Describing the types of suggestions, invitations, directions, and considerations about various positive things on actual problems from the persuasive texts of social conditions heard
	3.13.2 Detailing the types of suggestions, invitations, directions, and considerations about various positive things on actual problems from the persuasive texts of social conditions heard

This study discovered lingual markers of directive speech acts that can be used as teaching materials following the indicators of competency achievement described in Table 9. The learning objectives achieved in KD 3.13 can be seen as follows.

Table 10. Learning Objectives

Learning Objectives
- After observing Rans Entertainment's Youtube, students can describe the form of suggestions, invitations, directions appropriately.
- After outlining the form of suggestions, invitations, directions on Rans Entertainment's Youtube, students can detail.

To achieve the learning objectives, the researchers intend to make Rans Entertainment's video shows a learning medium to attract students' interest in identifying suggestions, invitations, and directions. According to [53], media are all entities that teachers and students can utilize to achieve learning objectives, something that facilitates the achievement of goals. Hence, in the implementation of learning, observing is carried out on Rans Entertainment's Youtube shows to attract the interest of students to identify the types of directions, suggestions, and invitations. After that, students try to find forms of directions, suggestions, and invitations on the shows to achieve the learning objectives, which are to describe and detail the types of suggestions, invitations, directions in persuasive texts.

A persuasive text in [54] contains an invitation or an inducement. Statements contained in persuasive texts generally intend to encourage someone to follow the wishes of the authors. The invitation meant in the persuasion text is the words and actions to invite; invitation. In addition, invitations can be in the form of suggestions and appeals. The form of an invitation can be in words "*harus*" (must), "*hendaknya*" (should), "*sebaiknya*" (should), "*jangan*" (do not), "*ayo*" (come on), and so on.

In Rans Entertainment's Youtube content, lingual markers provide an overview of students regarding the types of suggestions, invitations, and directions. Types of suggestions and directions are marked with "*kalo mau*" (if you want it) and "*gini aja*" (just like this). In addition, markers that refer to the invitation were identified in the form of "*ayo, cepetan, tunggu, coba*" (come on, hurry up, wait, try). One example of direction is displayed in Table 5. In the speech presented in Table 5, there is a form of direction with a lingual marker in the form of "*kalo mau*" (if you want it). Thus, the marker can be used as teaching material for students to understand examples of instruction forms.

The examples of directive speech act lingual markers found in Rans Entertainment's vlogs can be used as teaching materials to identify the types of suggestions, directions, and invitations in persuasive texts. Using Rans Entertainment's Youtube shows as a learning medium and the findings of lingual markers as examples of teaching materials at KD 3.13 can positively impact students because they are more interested in watching Youtube shows than reading sample texts.

4. CONCLUSION

Youtube social media is currently popular in all circles. The role of Youtubers or public figures in presenting their content has benefits that greatly impact the evolution of digital media in the lives of the wider community. Many previous researchers have carried out the analysis of directive speech acts. The analysis of directive speech acts in Youtube shows, especially on public figure channels used as role models for many people, is necessary as the knowledge that the speech carried contains elements of directives. Based on the data analysis found, from the eight episodes selected by the researchers in the Rans Entertainment's Youtube channel, 62 directive speech act data were identified, classified into four functions of directive speech acts: 28 on commanding, 19 on requesting, nine on suggesting, and six on permitting. In addition, the lingual markers of directive speech acts in Rans Entertainment's vlogs can be used as teaching materials for the eighth-grade students, namely by KD 3.13 identifying the types of suggestions, invitations, directions, and considerations about various positive things regarding the actual

problems of persuasive texts (environment, social conditions, and/or cultural diversity) heard and read.

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