

ABSTRACT

Qibtiyah, Mariyatul. 2024. *Analysis of Expressive Speech Acts in "Tekotok" Animation YouTube Video (A Cyberpragmatics Study)*. Thesis, English language department. Faculty of Letters and Philosophy, Panca Marga University. The advisors are (1) Hosnol Wafa, S.S., M.Hum. and (2) Indra Tjahyadi, S.S., M.Hum.

This research analyzed expressive speech acts in the animated video "Tekotok" on YouTube. Speech acts were a phenomenon that not only occurred in direct interaction but also in communication on social media. Social media platforms such as WhatsApp, Facebook, Twitter, Instagram, and YouTube facilitated communication with a wide range of people, where the choice of words and actions could have a significant impact, both positive and negative.

This research aimed to describe the forms of expressive speech acts that appeared in the "Tekotok" animation video. The method used was descriptive-qualitative, with data collection techniques through observation and recording. The data source consisted of all dialogs containing expressive speech acts in the "Tekotok" video. The data were analyzed from seven video episodes, resulting in 95 expressive speech acts.

The results of the analysis showed that there were a variety of emotional expressions in the interaction of the characters, namely: angry 28 data, scoffed 18 data, rejection 9 data, praise 8 data, satirize 5 data, worry 4 data, criticize 4 data, apologize 3 data, agree 3 data, surprise 3 data, fear 3 data, blame 2 data, happy 2 data, and sigh 1 data. Based on the research results, the expression of anger was the most dominant type. It can be concluded that the Tekotok animation is rich in emotions, conveyed profoundly by each character in their interactions.

Key Words: Pragmatics, Speech Acts, YouTube, Animated Video, Tekotok.