



## Expressive Speech Acts in Food Battle Content on YouTube Channels Tasyi Athasyia

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### ABSTRACT

This study aims to describe the forms and functions of expressive speech acts in food battle content on the YouTube channel of Tasyi Athasyia. This research was conducted in a virtual environment, namely the YouTube channel of Tasyi Athasyia. This study employed a descriptive qualitative research design aimed at describing the observed phenomenon as it is, without applying any special treatment to the variables under investigation. The research data consisted of verbal utterances containing expressions of feelings, attitudes, and evaluations conveyed by Tasyi Athasyia in food battle content. The research instrument in this study was the researcher as the main instrument (human instrument), supported by a data classification table. Data collection techniques were carried out through observation and note-taking techniques. The data analysis technique used the descriptive qualitative analysis model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The results of the study showed that 227 expressive utterances were found from six videos analyzed. These utterances were classified into four forms of expressive speech acts, namely direct literal speech acts, direct non-literal speech acts, indirect literal speech acts, and indirect non-literal speech acts. In addition, nine functions of expressive speech acts were identified, namely expressing gratitude, congratulating, apologizing, expressing condolences, welcoming, praising, criticizing, complaining, and greeting. The findings indicate that expressive speech acts are used to convey emotions, evaluations, and to build communicative interaction with audiences in food battle content.

*Keywords: expressive speech acts, food battle content, YouTube*

## Tindak Tutur Ekspresif pada Konten *Battle Makanan* dalam *Channel Youtube* Tasyi Athasyia

### ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan bentuk dan fungsi tindak tutur ekspresif pada konten *battle makanan* dalam *channel Youtube* Tasyi Athasyia. Penelitian ini dilakukan pada lingkungan virtual, yaitu *channel Youtube* Tasyi Athasyia. Penelitian ini menggunakan jenis penelitian deskriptif kualitatif yang bertujuan untuk menggambarkan fenomena yang diteliti dengan apa adanya, tanpa melakukan perlakuan khusus ke variabel yang diteliti. Data penelitian berupa tuturan verbal yang mengandung ekspresi perasaan, sikap, dan penilaian yang disampaikan oleh Tasyi Athasyia dalam konten *battle makanan*. Instrumen dalam penelitian ini adalah peneliti sebagai instrumen utama (*human instrument*) yang dibantu dengan tabel klasifikasi data. Teknik pengumpulan data dilakukan melalui teknik simak dan catat. Teknik analisis data menggunakan model analisis deskriptif kualitatif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan simpulan. Hasil penelitian menunjukkan bahwa ditemukan sebanyak 227 tuturan ekspresif dari enam video yang dianalisis. Tuturan tersebut diklasifikasikan ke dalam empat bentuk tindak tutur ekspresif, yaitu tindak tutur langsung literal, tindak tutur langsung tidak literal, tindak tutur tidak langsung literal, dan tindak tutur tidak langsung tidak literal. Selain itu, ditemukan sembilan fungsi tindak tutur ekspresif, yaitu mengucapkan terima kasih, mengucapkan selamat, meminta maaf, menyatakan belasungkawa, menyambut, memuji, mengkritik, mengeluh, dan menyapa. Temuan penelitian menunjukkan bahwa tindak tutur ekspresif digunakan untuk menyampaikan emosi, penilaian, serta membangun interaksi komunikatif dengan audiens dalam konten *battle makanan*.

*Kata kunci: tindak tutur ekspresif, konten battle makanan, YouTube*

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## INTRODUCTION

The study of linguistics provides an understanding of language use in various situations by various social groups. Linguistic studies focus not only on the formal structure of language but also on its use in social, cultural, and psychological contexts. One important branch of linguistics is pragmatics. Pragmatics focuses on the relationship between language and the context in which it is used. Suhartono (2020) explains that pragmatics is a branch of linguistics that examines the meaning of utterances based on their situational context, whether physical, psychological, or sociocultural. Pragmatics studies function to understand how an utterance can have different meanings depending on the communication context. Therefore, pragmatics is crucial in assisting the analysis of communication between individuals. One important aspect of pragmatics is speech act theory. Adriana (2018) states that speech acts are part of speech activity that represent the social function of language in society. Searle (1969) developed a theory of illocutionary speech acts into five types: assertive speech acts (stating something), directive speech acts (ordering or requesting something), commissive speech acts (promising something), declarative speech acts (changing status through speech), and expressive speech acts (expressing feelings or attitudes). With the development of technology, the use of speech acts has now expanded into the digital communication space. Interactions that once occurred only in person now take place through social media, messaging apps, and online forums. This demonstrates that the function of language persists despite changing media. One type of speech act that is very visible in digital communication is the expressive speech act. Expressive speech acts are speech acts that express the speaker's psychological attitude toward the situation addressed by the proposition (Searle, 1976). For example, when someone expresses congratulations, thanks, apologies, or other personal feelings to their interlocutor. The rapid, spontaneous, and often non-face-to-face nature of digital communication makes expressive speech acts crucial

for maintaining social relationships, demonstrating empathy, and building emotional closeness. In today's digital era, YouTube has become one of the most widely used video-sharing platforms. Its large user base and diverse features make it a communication space rich in speech acts, particularly expressive ones. YouTube provides various types of content, such as education, lifestyle, health, current news, and culinary content. In the culinary field, one of the most popular content formats today is food battle content. Food battle content compares one type of food with various brands. One YouTube channel famous for this content format is YouTuber Tasyi Athasyia. Tasyi Athasyia is an Indonesian YouTuber and culinary content creator. Through her YouTube channel, Tasyi shares recipes, cooking tips, and reviews of various products and restaurants, including her signature food comparison or battle content. This content showcases Tasyi's firsthand experiences in trying, evaluating, and expressing opinions about food. Tasyi Athasyia's food battle content is highly relevant when linked to the study of expressive speech acts. This is because the battle content displays a direct comparison process of several products which encourages the emergence of various and explicit emotional expressions, such as praise, disappointment, surprise, and satisfaction.

Of these various content segments, food battle content has become Tasyi's signature. She created the food battle content segment in 2020 and has consistently produced it ever since. This content idea has also inspired other creators, who have created their own versions. In addition to its consistency, Tasyi Athasyia's food battle content was chosen as the object of expressive speech act study because this segment also features direct comparisons of several products, triggering a variety of emotional expressions such as praise, disappointment, surprise, and spontaneous satisfaction. Unlike cooking content that focuses more on procedures, narrative vlogs, or mukbangs that tend to be descriptive, battle content places speakers in an evaluative situation that demands direct judgment of the objects being compared. This situation results in a higher and more clearly visible



frequency and variety of expressive speech acts in battle content, thus providing more representative, authentic, and relevant data for systematically analyzing the forms and functions of expressive speech acts.

Based on the research background outlined above, the research problem is formulated as follows: What forms and functions of expressive speech acts are present in the food battle content on Tasyi Athasyia's YouTube channel? Therefore, the objective of this study is to describe the forms and functions of expressive speech acts in food battle content on Tasyi Athasyia's YouTube channel.

The results of this study are expected to provide both theoretical and practical benefits.

- 1) Theoretical benefits: This study broadens the scope of the study of expressive speech acts in digital-based communication interactions, particularly in culinary video content on the YouTube platform. This research contributes to understanding how expressive speech acts function in the context of audiovisual communication.
- 2) Practical benefits: The results of this study can serve as a guideline for content creators, particularly in the culinary field, in understanding how the use of expressive speech acts can influence interactions with audiences.

This research is supported by several relevant previous studies, namely:

- 1) The study by Ayuni & Sabardilla (2021) entitled "Expressive Speech Acts in the Comments Column of the Ngaji Filsafat YouTube Account." This study analyzes expressive speech acts and also uses the YouTube platform as its source.
- 2) Taufiq & Savitri's (2023) study, "Expressive Speech Acts in Instagram Reels Content of Surabaya Culinary Reviews: A Pragmatic Study." The results of this study found that expressive speech acts included praise, criticism, greetings, and congratulations.

3) Nurjanah et al.'s (2023) study, "Expressive Speech Acts Commenting on Najwa Shihab's Instagram Post Regarding "Indonesia, Heaven for Psychopath Servants." This study aimed to describe the forms and functions of expressive speech acts that appeared in netizens' comments on the Instagram post.

4) Septiana et al.'s (2024) study, "Expressive Speech Acts in the Novel Sepatu Dahlan by Khrisna Pabichara." The results found seven functions: apology, gratitude, sympathy, blame, greeting, hope, and disagreement.

5) Simangunsong et al.'s study, "Expressive Speech Acts in Instagram Reels Content of Surabaya Culinary Reviews: A Pragmatic Study." (2025) entitled Denny Siregar's Expressive Speech Acts on the 2045TV YouTube Channel. This study aims to describe the forms and functions of expressive speech acts used by Denny Siregar in his narrative videos, particularly those related to national political issues.

This study employed a qualitative descriptive approach. Qualitative methods are based on postpositivism philosophy and are used to examine natural object conditions, with the researcher as the key instrument. Data collection techniques are triangulated, data analysis is qualitative, and the research results emphasize meaning (Sugiyono, 2013). In this study, the research location is not limited to a physical location but to the virtual environment of YouTube content. Although digital media, the content is considered a natural environment because the researcher directly observes the communication taking place without altering or influencing the situation. In this study, the data used are verbal utterances in food battle videos. These utterances can include utterances containing emotions, feelings, judgments, or attitudes expressed by the content creators in the videos.

Data sources were selected purposively. Purposive sampling is a deliberate sampling technique based on specific considerations to ensure

the sample is deemed most appropriate to answer the research objectives (Sugiyono, 2013). In this study, the data sources were videos depicting communicative interactions with emotional expression.

The data collection technique used in this study was the observation and note-taking technique proposed by Sugiyono (2013), Razak (2017), Afifuddin & Saebani (2002). The observation technique involves directly observing the required data from the object or data source, while the note-taking technique involves systematically recording the data obtained through observation.

The data analysis technique employed in this study was the Miles and Huberman model, as described by Sugiyono (2013), which includes data reduction, data presentation, and conclusions. Moleong (2006) defines triangulation as a data validity checking technique that utilizes something external to the data for verification or comparison purposes. Therefore, the application of the triangulation method in this study increases trust in the data, ensures consistency between data and analysis, and produces valid and scientifically accountable findings.

## RESULTS

In this research results section, the data presentation is divided into four main sub-chapters based on the four functions of expressive speech acts: direct literal speech acts, direct non-literal speech acts, indirect literal speech acts, and indirect non-literal speech acts. In each sub-chapter, the discussion of each utterance will directly link the form and function of the expressive speech act.

### 1. Direct Literal Expressive Speech Acts

Direct literal speech acts are speech acts that occur when the sentence form and meaning of the words explicitly match the intended purpose or communication function of the speaker.

#### 1.1 Direct Literal Expressive Speech Acts Function: Expressing Thank You

Datum 1

Context: This utterance appears at the end of Tasyi's video as a thank you to viewers who have

watched her battle content video. Tasyi utters this utterance while smiling and pointing to the camera.

Tasyi Athasyia: "Thank you for watching."

The utterance in datum 1 functions as an expressive speech act of gratitude, because through this utterance, the speaker expresses appreciation to the viewers who have watched the battle content video on Tasyi Athasyia's YouTube channel. In terms of its form, this utterance is a direct literal speech act. It is considered direct because the sentence structure clearly states the speaker's intended meaning, which is to thank the viewers. Furthermore, this utterance is also literal because the meaning of the words used is consistent with the original intent without any figurative language, sarcasm, or hidden meaning. Tasyi's smiling facial expression indicates a friendly attitude and a happy feeling as she closes the video, while the gesture of pointing to the camera emphasizes that the thank you is directed to the viewers as their interlocutors.

### 2. Direct Literal Expressive Speech Act Function - Expressing Congratulations

Datum 2

Context: This utterance appears at the end of Tasyi's video as a congratulatory message to the Hala Kitchen brand for its dessert box victory in the dessert box battle rankings. Tasyi expresses her congratulations enthusiastically and adds an edited illustration of applause and victory sound effects to her video.

Tasyi Athasyia: "Congratulations Hala Kitchen"

The utterance in datum 2 functions as an expressive speech act of congratulations, because through it the speaker expresses appreciation and recognition for the victory achieved by the Hala Kitchen brand in the dessert box battle rankings on Tasyi Athasyia's YouTube channel. Judging by its form, this utterance is a direct literal speech act. The utterance is considered direct because the



sentence structure used clearly states the speaker's intention to congratulate the winner. Furthermore, this utterance is also literal because the meaning of the words used is consistent with the original intent without any figurative meaning, sarcasm, or hidden meaning. Tasyi's enthusiastic intonation indicates enthusiasm and appreciation for the announced victory. In addition, the additional edited illustrations of applause and victory sound effects in the video also help to emphasize the celebratory atmosphere over the ranking results that have been announced.

### 1.3 Literal Direct Expressive Speech Act Functioning: Apologizing

Data 3

Context: This utterance occurs when Tasyi tries dessert box number 10 and finds it unpleasant. She utters this utterance while displaying a disappointed expression, accompanied by a disappointed sound effect and a video effect in the form of a two-thumbs-down sticker.

Tasyi Athasyia: "Honestly, I don't really like it, I'm so sorry."

The utterance in data 3 functions as an expressive speech act of apology, because through it the speaker expresses discomfort over the negative assessment of the dessert box being tasted. This is evident in the use of the word "sorry very much," which explicitly indicates regret or an apology to the party who may have been offended by the comment. The primary function of the utterance remains the speaker's attempt to maintain politeness by including an apology after giving an unfavorable assessment. Judging by its form, this utterance is a literal direct speech act, because the speaker's intended meaning is expressed directly through the word "sorry" as a sign of apology. Furthermore, this utterance is also literal because the meaning of the words used is consistent with the original intent without any figurative language or hidden meaning.

### 1.4 Direct Literal Expressive Speech Acts Function - Welcoming

Datum 4

Context: This utterance appears at the beginning of Tasyi's video to welcome viewers who are about to watch her video. Tasyi delivers this utterance with a smile and is accompanied by a gesture of opening both hands.

Tasyi Athasyia: "Welcome to my channel"

The utterance in datum 4 functions as an expressive speech act of welcoming, because through this utterance the speaker demonstrates a friendly and welcoming attitude toward viewers who will be watching content on Tasyi Athasyia's YouTube channel. Judging from its form, this utterance is a direct literal speech act, because the intention of welcoming is conveyed directly through the word "welcome" without using any other sentence form as an intermediary. Furthermore, this utterance is also literal because the meaning of the words used is consistent with the original intent without any figurative language, allusion, or hidden meaning. Tasyi's smiling facial expression conveys a friendly and happy attitude as she greets the audience. Meanwhile, the gesture of her hands, opened toward the camera, reflects an open and inviting attitude, as if inviting the audience to enjoy the content presented.

### 1.5 Direct Literal Expressive Speech Act Function - Praise

Datum 5

Context: This utterance occurs when Tasyi tries burger number 7 and tries to describe its delicious taste. She delivers this utterance while holding the burger, explaining its ingredients, occasionally squinting to emphasize its deliciousness.

Tasyi Athasyia: "Hmm, it's really delicious! The sauce is sweet and sour, but the meat still has a smoky aroma. The vegetables are refreshing, and the bread is soft and fragrant."

The utterance in point 5 functions as an expressive speech act of praise, as the speaker di-

rectly conveys a positive assessment of the taste of the burger he is tasting. This is evident in the expression "very delicious," which demonstrates appreciation for the quality of the food's flavor. Judging from its form, this utterance is a direct literal speech act, as the intent of the praise is conveyed directly through the expression of positive assessment without using any other sentence form as an intermediary. This utterance is also literal because the meaning of the words used is consistent with the actual intent without any figurative language, sarcasm, or hidden meaning. Tasyi's gesture of holding the burger while explaining its ingredients indicates that he is genuinely evaluating the food he is tasting directly. Furthermore, the squinting expression indicates a sense of enjoyment and satisfaction with the burger's taste.

### **1.6 Direct Literal Expressive Speech Act Functioning as Criticism**

#### **Point 6**

Context: This utterance occurs after Tasyi tries burger number 3. He feels that the portion of burger number 3 is very small considering the components of the burger. He makes this utterance while holding the burger and speaking with a serious expression to the camera.

Tasyi Athasyia: "The portion of number three is really small. The bun is small, the meat is also small, so it's a light bite."

The utterance in point 6 functions as an expressive speech act of criticism, because the speaker directly conveys a negative assessment of the portion of burger number 3, which is considered too small considering its contents. Judging from its form, this utterance is a direct literal speech act, because the intent of the criticism is conveyed directly through an assessment of the burger's size without using figures of speech or sarcasm. This utterance is also literal because the meaning of the words used, such as "small," actually refers to the size of the burger as observed by the speaker and aligns with the intended meaning. Furthermore, the

serious facial expression when speaking to the camera indicates that the speaker is seriously evaluating the product.

### **1.7 Direct Literal Expressive Speech Act Function - Complaining**

#### **Point 7**

Context: This utterance occurs when Tasyi cuts into burger number 9 and finds that the meat used is dry and tough. In a tearful tone, she complains about the dry patty.

Tasyi Athasyia: "I want to cry! Another dry beef patty."

The utterance in point 7 functions as an expressive speech act of complaint, as the speaker directly expresses disappointment with the condition of the patty on burger number 9, which she finds dry and tough. This utterance is a direct speech act, as the complaint is conveyed openly through a statement that clearly expresses the unsatisfactory condition. This utterance is also literal, as the words used accurately describe the speaker's situation, namely finding a dry patty without resorting to metaphors or hidden meanings. When uttering this sentence, Tasyi speaks in a tone that resembles crying, thus conveying her disappointment with the condition of the burger she found. This expression indicates that the speaker is truly dissatisfied with the texture of the meat, which should be softer and juicier.

### **1.8 Direct Literal Expressive Speech Act Functioning as a Greeting**

#### **Datum 8**

Context: This utterance appears at the end of the video when Tasyi has finished assessing all the burgers. This utterance is used as a closing greeting to the audience. This utterance is delivered with a happy expression and contains the hope of seeing each other in the next video. Tasyi Athasyia: "I'll see you on my next one, bye-bye!"

The utterance in datum 8 functions as an expressive speech act of greeting in the form of a



farewell, because the speaker directly ends the interaction with the audience and expresses the hope of seeing each other again in the next video. Judging by its form, this utterance is a direct literal speech act, because the intention of greeting and saying goodbye is conveyed directly through the words used without any figurative language or hidden meaning. The meaning conveyed also aligns with the purpose of the utterance, which is to end the interaction in a friendly manner. When uttering this sentence, Tasyi displays a happy facial expression, indicating satisfaction after completing the entire assessment series in the video. The warm and relaxed intonation of her voice further reinforces the impression of familiarity with the audience.

## 2. Literal Indirect Expressive Speech Acts

Literal indirect speech acts are speech acts used when the sentence structure does not directly indicate the speaker's intent, but is literal in meaning.

### 2.1 Literal Indirect Expressive Speech Acts Function - Praise

Datum 9

Context: This utterance occurs after Tasyi tries burger number 4. While chewing the burger, she utters this utterance in a serious tone accompanied by a pointing gesture toward herself. This is reinforced by the addition of a sticker effect that says "Yummy" in the video.

Tasyi Athasyia: "Wow! This is my type of burger."

The utterance in point 9 functions as an expressive speech act of praise, as the speaker conveys a positive assessment of burger number 4, which she just tasted. This utterance is an indirect speech act, as the speaker merely states her personal preference for the type of burger she likes, rather than directly stating that it's delicious or good. Nevertheless, this utterance remains literal, as the words used are true to their original meaning and contain no figurative language or hidden meanings. While uttering this sentence, Tasyi

chews the burger in a serious tone, indicating that she is genuinely tasting and evaluating the food she's tasting. Her pointing gesture toward herself when saying "my type" clarifies that her assessment relates to her personal tastes. Furthermore, the addition of a "Yummy" sticker effect to the video further emphasizes that the burger is considered delicious and satisfying.

## 2. Literal Indirect Expressive Speech Act Functioning as Criticism

Datum 10

Context: This utterance occurs when Tasyi is giving her final assessment of burger number 2. She asks if someone wants to eat a burger to satisfy their craving, indicating that it's not the right burger. Tasyi asks this while displaying a very strong expression of desire, reinforced by the "want" sticker on her video.

Tasyi Athasyia: "If it's for something we're craving, like a crave for burgers, oh, is this one okay?"

The utterance in datum 10 functions as an expressive speech act of criticism, as the speaker conveys a negative assessment of burger number 2, deeming it incapable of satisfying a craving. This utterance is an indirect speech act, as it is conveyed in an interrogative form using the phrase "is this not okay?", which grammatically appears to be a question requesting confirmation. This utterance is also literal, as the words used remain true to their original meaning, namely, the assessment that the burger is incapable of satisfying a strong desire for a burger, without resorting to metaphors or sarcasm. When uttering this sentence, Tasyi displays a facial expression that depicts a strong desire for the burger, which she hopes will satisfy her craving. This expression demonstrates the contrast between the speaker's expectations for the burger's taste and the reality she experiences after tasting it. Furthermore, the addition of a "want"-themed sticker to the video further emphasizes the situation of someone experiencing a strong desire for a burger.

### 3. Literal Indirect Expressive Speech Act Functioning as a Complaint

Datum 11

Context: This utterance occurred during a session to determine the price and brand of the burger in the middle ranking. When her team named the number 6 burger, Tasyi, with a disappointed expression, stated that it was a brand she usually liked, but in this battle, it only placed in the middle because the taste did not meet expectations.

Tasyi Athasyia's Team: "Number 6 is blenger." "Even though I really like blenger."

The utterance in datum 11 functions as an expressive speech act of complaint because the speaker expresses disappointment with the assessment result of burger number 6, which turned out to be from a brand he usually likes. This complaint is evident in the statement "Even though I really like blenger." Judging from the sentence structure, this utterance is delivered as a declarative sentence, which structurally only states that the speaker likes the brand. However, the actual function of the utterance is to express disappointment or complaint about the assessment result that did not meet his expectations. Therefore, this utterance is an indirect speech act because the speaker does not directly state that he is disappointed or complaining about the result, but rather conveys it through a statement about his preference for the burger brand. However, this utterance remains literal because the words used have their true meaning, namely, the speaker does indeed like the burger brand without using figures of speech or hidden meanings. When uttering this sentence, Tasyi displays a disappointed facial expression, indicating that the assessment result did not meet his expectations for the burger brand he likes.

### 3. Non-Literal Direct Expressive Speech Acts

#### 3.1 Non-Literal Direct Expressive Speech Acts Functioning as Praise

Data 12

Context: This utterance occurs when Tasyi is providing information about three burgers that she

thinks will be delicious in this battle. Her first choice is burger number 1. With a wide-eyed gesture while pointing to burger number 1, she utters this utterance, emphasizing the intonation on the word "thick." "

Tasyi Athasyia: Number 1 is crazy, it's like it's thick, with so much meat!"

The utterance in data 12 functions as an expressive speech act of praise because the speaker expresses a positive assessment of burger number 1, which she believes has very thick and abundant meat. Judging from the sentence structure, this utterance is delivered as a statement, directly stating the speaker's assessment of the object being observed. This declarative sentence structure aligns with the utterance's function, which is to convey a positive evaluation of the burger being discussed. Therefore, this utterance is a direct speech act. However, this utterance is non-literal because the expression "kayak gila" (like crazy) is not meant literally to imply the insane state of the burger, but rather is used as a hyperbolic expression to emphasize the speaker's amazement at the perceived excessive amount of meat. When uttering this sentence, Tasyi widened his eyes while pointing at burger number 1 and emphasized the intonation on the word "tebel" to emphasize his admiration for the thickness of the burger. The surprised facial expression and pointing gesture indicate that the speaker is truly impressed with the burger's appearance.

#### 2.2 Non-Literal Direct Expressive Speech Act Functioning - Criticism

Datum 13

Context: This utterance occurs when Tasyi is about to try burger number 5. He cuts into the burger to examine its contents. In a tearful tone, he utters this utterance because the bread and meat appear dry and thin. This situation is reinforced by the addition of a disappointed sticker and disappointed sound effects in the video.



Tasyi Athasyia: "Honestly, I didn't have high expectations for this one, because the bun looked like paper, and the meat looked like plastic too!

The utterance in datum 13 functions as an expressive speech act of criticism because the speaker conveys a negative assessment of burger number 5, which she believes has a bun and meat that look visually unappealing. Judging by the sentence structure, this utterance is delivered as a statement, directly conveying the speaker's assessment of the burger's condition. This declarative sentence structure aligns with the utterance's function, which is to convey a negative evaluation of the object being assessed. Therefore, this utterance is a direct speech act. However, this utterance is not literal because the comparisons "like paper" and "like plastic" are not meant literally to imply that the bun is actually made of paper or the meat is made of plastic, but rather as a hyperbolic expression to emphasize that the bun looks very thin and dry, while the meat looks stiff and unappealing. When delivering this sentence, Tasyi uses a tearful tone of voice, indicating disappointment with the appearance of the burger she is evaluating.

### 2.3 Non-Literal Direct Expressive Speech Act Functioning as Complaint

Data 14

Context: This utterance occurs when Tasyi asks her team the price of Burger King's number 12 burger. However, upon hearing the answer, Tasyi is immediately shocked by the high price. This situation is characterized by a deep breath, wide eyes, and a sudden recoil, accompanied by a hand immediately clutching her chest.

Team: "42,000, Wooper."

Tasyi Athasyia: "Haaa, hurt!"

The utterance in date 14 functions as an expressive speech act of complaint because the speaker expresses his objection and disappointment after learning the price of burger number 12, which he considers quite expensive. Judging by

the sentence structure, this utterance is delivered directly as an expression of the speaker's feelings regarding the current situation. This utterance directly represents the expressive function of complaining about the perceived high price. Therefore, this utterance is a direct speech act. However, this utterance is non-literal because the expression "hurt" is not intended literally as a physical condition of the heart, but rather as a hyperbolic expression to describe the speaker's shock and objection to the price of the burger. Upon hearing the price, Tasyi immediately took a deep breath, widened her eyes, and reflexively stepped back while holding her chest. This bodily reaction indicates a strong emotional response to the price information she had just heard.

## 4. Non-Literal Indirect Expressive Speech Acts

### 4.1 Acts Non-Literal Indirect Expressive Speech Functions to Criticize

Datum 15

Context: This utterance occurred when Tasyi discovered that the Burger King brand her team had purchased was the Junior Burger, a smaller version of the burgers in general. She protested this statement. This situation was reinforced by the addition of a laughing emoji sticker effect to her video.

Tasyi Athasyia: "I told you this could be my body brooch!"

The utterance in date 15 functions as an expressive speech act of criticism because the speaker conveys a negative assessment of the size of burger number 12, which he believes is too small for a typical burger. Judging by the sentence structure, this utterance is delivered as a declarative sentence, grammatically only describing a comparison between the burger and a brooch. However, in terms of its pragmatic function, the utterance goes beyond simply providing information; it also conveys a negative evaluation of the burger's size. Therefore, this utterance is an indirect speech act because the declarative sentence is used to convey a critical function. Furthermore, this utterance

is also non-literal because the phrase "could be a brooch on my body" is not meant literally to mean that the burger could actually be used as a brooch, but rather as a hyperbole to emphasize that the burger is very small. When delivering this sentence, Tasyi uses a protesting tone, indicating his dissatisfaction with the size of the burger purchased by his team.

#### 4.2 Non-Literal Indirect Expressive Speech Act Functioning as Complaint

Datum 16

Context: This utterance occurs after one of the meatballs she was about to taste accidentally falls. Tasyi, speaking in a tone of relief, remarks that she was fortunate there was another meatball because she was complaining about the other one accidentally falling.

Tasyi Athasyia: "Luckily there were two because the meatball jumped."

The utterance in datum 16 functions as an expressive speech act of complaint because the speaker expresses annoyance at the situation where one of the meatballs she was about to taste accidentally fell. Judging by the sentence structure, this utterance is delivered as a declarative sentence, which grammatically only provides information that there is still one more meatball because the other one "jumped." However, pragmatically, this utterance is used to express discomfort with the unexpected event. Therefore, this utterance is an indirect speech act because the declarative sentence is used to convey a complaint. Furthermore, this utterance is also non-literal because the phrase "baksonya jol" does not refer to the literal meaning of the meatball actually jumping, but rather is a hyperbolic expression to describe the meatball accidentally falling. When delivering this sentence, Tasyi uses a tone of voice that sounds half relieved after knowing there is still one more meatball to taste.

#### DISCUSSION

Based on the results of the research on expressive speech acts in food battle content on Tasyi Athasyia's YouTube channel, a total of 227 expressive utterances were collected. These findings align with the theory of speech act forms proposed by Yule (translated by Wahyuni ??2006) and Wijana (1996). The four forms found in this study indicate that speakers use all variations of expressive speech acts as described in the theory. The dominance of direct-literal forms in this study reinforces the notion that in communication situations requiring clarity of meaning, such as direct assessments of food in food battle content, speakers tend to choose direct and literal forms of speech to avoid multiple interpretations, ensuring that the food assessment aligns with the speaker's perception.

This aligns with Yule's opinion (translated by Wahyuni ??2006), who states that direct speech acts are used when speakers want to convey their intentions clearly, consistent with the sentence structure, making them easily understood by their interlocutors. Furthermore, Wijana (1996) also explains that literal speech is speech whose meaning corresponds to the meaning of the words used, thus requiring no additional interpretation. Thus, the dominance of the direct literal form in this study indicates that speakers choose the most effective communication strategy to convey assessments firmly, clearly, and unambiguously to the audience. Furthermore, the results of this study also show that the choice of speech act form is strongly influenced by the communication context, particularly in culinary content that is evaluative and informative.

In this study, utterances representing the expressive speech act form are linked to the accompanying expressive speech act function, so that each expressive speech act form has several accompanying functions. In the direct literal expressive speech act form, there are 8 expressive speech act functions, namely (1) expressing gratitude, (2) congratulating, (3) apologizing, (4) welcoming, (5) praising, (6) criticizing, (7) complaining, and (8) greeting. Indirect literal speech acts have 3 expres-



sive speech act functions, namely (1) praising, (2) criticizing, and (3) complaining. In the non-literal direct expressive speech act form, 3 functions were found, namely (1) praising, (2) criticizing, and (3) complaining. Meanwhile, in the form of indirect, non-literal expressive speech acts, there are two functions: (1) criticizing and (2) complaining. These variations in form and function indicate that the expression of evaluation in food battle content is not only conveyed directly, but also through more diverse pragmatic strategies to strengthen the evaluative impression of the food being evaluated. The findings of variations in the functions of expressive speech acts in this study align with Searle's (1976) theory, which states that expressive speech acts are used to express the speaker's psychological attitude toward a situation. The functions of praise, criticism, and complaint in food battle content demonstrate the speaker's evaluative expression based on direct experience with the food being evaluated. Praise arises when the food meets expectations, while criticism and complaints arise due to a mismatch between expectations and reality.

Furthermore, based on Austin's (1962) theory, expressive speech not only conveys feelings but also has illocutionary power that can influence audience perception. Praise builds a positive perception of food, while criticism and complaints create a negative perception. Meanwhile, according to Tarigan (2009), expressive speech acts also function socially, such as greeting, thanking, apologizing, welcoming, and congratulating, all of which foster closeness with the audience. Thus, the varied functions of expressive speech acts demonstrate that language is used not only to express emotions but also as a communication strategy for conveying judgments and building interactions on digital media.

In addition to the form and function of speech, this study also shows that the use of nonverbal factors such as facial expressions, intonation, and gestures, along with audiovisual elements in the form of sound effects and video effects (stickers and visual editing), play a significant role in strength-

ening the speaker's expressive speech, particularly in conveying food assessments. This phenomenon aligns with research by Anwarani et al. (2026) emphasized that the combination of expressive, visual, and audio elements produces stronger communication, is easier to understand, and is more capable of building emotional engagement with the audience, because the message is not only conveyed verbally but is also enriched by nonverbal and visual elements.

Based on this data, it can be seen that expressions of attitudes, feelings, and evaluations of food are very dominant elements in the overall interaction within this food battle content. The significant number of expressive utterances indicates that the food battle content not only contains product descriptions but is also filled with evaluative responses that appear repeatedly at each stage of product assessment. In the context of culinary content on digital media, expressive utterances serve as a means for speakers to convey subjective experiences regarding the taste, texture, appearance, and quality of the products being compared. Therefore, the use of expressive utterances is important because it can depict the speaker's spontaneous reactions while building emotional engagement with the audience.

## CONCLUSION

Based on the research results and discussion regarding expressive speech acts in food battle content on Tasyi Athasyia's YouTube channel, it can be concluded that 227 expressive utterances were found from the six videos analyzed. These utterances are classified into four forms of expressive speech acts: direct literal speech acts, indirect literal speech acts, direct non-literal speech acts, and indirect non-literal speech acts. These four forms of speech acts demonstrate that food battle content provides ample space for speakers to express diverse attitudes, feelings, and assessments.

Furthermore, this study also identified eight functions of expressive speech acts, including expressing gratitude, congratulating, apologizing, welcoming, praising, criticizing, complaining, and

greeting. The most dominant functions emerging in this study were praise, criticism, and complaining, as the food battle content is evaluative, requiring speakers to directly assess the foods being compared.

The research also shows that the use of expressive speech acts is not only conveyed through verbal speech, but is also reinforced by nonverbal elements such as facial expressions, voice intonation, body gestures, and audiovisual elements such as sound and visual effects in the video. Thus, expressive speech acts in food battle content not only function as a means of conveying an assessment of the food but also as a communication strategy to build interaction and closeness with the audience.

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