

An Analysis of Perlocutionary Speech Acts: Case Study in the 2024 Presidential Candidate Debate

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Abstract: *This study explores the use of perlocutionary speech acts by presidential candidates during the 2024 presidential debate, focusing on the types employed, their frequency, and how cultural backgrounds influence interpretation. Using a qualitative descriptive method, the research analyzed the third segment of the first 2024 debate, aired on December 12, 2023. The findings identified 24 instances of perlocutionary speech acts, including actions such as embarrassing, irritating, persuading, attracting attention, deceiving, and encouraging. These acts demonstrate the strategic use of language to achieve specific effects on the audience. Moreover, the study highlights that cultural values, ethnic backgrounds, and political experiences significantly shape candidates' interpretations and responses to these speech acts. The research provides insights into the interplay between language use and cultural influences in political communication, offering a deeper understanding of rhetorical strategies in high-stakes political discourse.*

Keywords: *Perlocutionary Speech Acts, Presidential Debates, Political Communication, Cultural Influence.*

Introduction

Language has a vital role as a means of communication, enabling individuals to convey their thoughts, emotions, and wishes (Isphording & Otten, 2014; Tseng, 2018). Additionally, speech acts represent human identity. Communication, in this sense, refers to the transmission of ideas between persons, which is crucial for facilitating human social interaction (Pezzulo et al., 2019). Language plays a crucial role in this process, facilitating the efficient transmission of information (Asoulin, 2016; Kikerpill, 2023). Social interaction encompasses reciprocal influence among the individuals engaged, involving not just spoken communication but also the sharing of knowledge and numerous social activities that shape the dynamics of human interactions as a whole (Hornbæk & Oulasvirta, 2017).

Pragmatics is an essential field of research within linguistics that examines the significance of speech acts and the dynamic relationship between language structures and individuals who use them (Feruza, 2024). Pragmatics, as defined by Yule (1996), is the field of study that focuses on the interpretation of speaker meaning, contextual meaning, and the relationship between explicit and implicit meanings. Austin's (1962) theory of speech acts

categorizes utterances into three forms of meaning: propositional or locutionary meaning, which refers to the literal meaning of the speech, and illocutionary meaning, which pertains to the social aim of a speech or written text. These meanings are crucial for comprehending the connection between linguistic structures and individuals, as well as the influence of context and circumstances on generating meaning. In summary, the study of pragmatics is crucial for comprehending the intricate dynamics between language and communication.

Perlocutionary speech acts, as defined by Austin (1962), encompass the effects of speech on the audience, which encompass both the speaker's intention and the audience's interpretation. Comprehending perlocutionary behavior is essential, particularly in digital communication contexts like YouTube, where content creators have significant sway over varied audiences (Younis et al., 2023). This study seeks to investigate perlocutionary actions in YouTube videos, analyze their impact on various audiences, and identify patterns across different types of content. Furthermore, this study aims to comprehend the manner in which individuals of diverse cultural backgrounds view and comprehend perlocutionary activities, acknowledging the intricacy of intercultural communication. Although there has been previous study on perlocutionary speech acts, namely in podcasts and new dialogues, there are still considerable knowledge gaps when it comes to understanding how these actions are expressed in dynamic YouTube videos within a cross-cultural setting (Astuti et al., 2016; Ayu et al., 2022; Chairani et al., 2020).

The new study examines the use of perlocutionary speech acts by presidential candidates from varied cultural backgrounds during the 2024 presidential candidate debate. The study focuses on 23 specific examples of actions such as Embarrass, Irritate, Persuade, Attract Attention, Deceive, and Encourage. Additionally, it explores the impact of cultural values, ethnic backgrounds, and political experiences on the understanding of these actions. Nevertheless, there are still significant areas of research that have not been addressed. Firstly, although the latest study discusses cultural differences, it is necessary to conduct additional research on the wider cultural factors that affect the use and interpretation of perlocutionary speech actions, going beyond just political situations. Furthermore, it is necessary to conduct a comparison analysis across various media platforms in order to comprehend the influence of diverse mediums on the execution and perception of perlocutionary acts. Furthermore, it is essential for research to thoroughly investigate perlocutionary acts in various discourse types in order to determine their role in diverse communication settings. Furthermore, there is a lack of comprehension regarding the lasting impacts of perlocutionary acts on the behavior and attitudes of the audience, which justifies the need for additional research. Furthermore, doing a comparative examination of perlocutionary acts across different cultures can provide valuable insights into the distinction between universal and culture-specific elements of communication. This can contribute to our comprehension of intercultural dynamics and the development of effective communication techniques. By addressing these shortcomings, it would enhance communication theory and have practical ramifications for political discourse, multicultural communication, and language instruction.

Comprehending perlocutionary speech acts in YouTube videos has the capacity to enhance instructional tactics, specifically in the digital era, inside the realm of English education (Omanee, 2021). Furthermore, studying perlocutionary acts on YouTube improves our comprehension of pragmatic phenomena in digital communication, providing insight into interactions among persons from various cultural backgrounds (Abdalhadi et al., 2023). The primary objective of this study is to enhance our comprehension of cross-cultural communication dynamics on digital platforms like YouTube. It seeks to provide significant insights into the impact and understanding of perlocutionary speech acts in online contexts.

Methodology

The study used a qualitative case study technique to fulfill its objectives, aligning with (Merriam & Tisdell, 2015) description of qualitative research methodologies rooted in post-positivism philosophy. This technique seeks to understand the environmental conditions of natural objects from the viewpoints of individuals involved. In this framework, the case study method, as described by Creswell (2014), allows for an empirical investigation of current events within authentic, real-world settings.

The data collection process involves transcribing and identifying pertinent YouTube videos, specifically those that showcase interactions between speakers and viewers, such as footage from presidential candidates' debates. Transcription is an essential step in qualitative research when spoken or recorded content is converted into written form for systematic analysis. It includes not just spoken information but also nonverbal cues such as tone and pauses. After transcribing the film, researchers systematically identify interactions within it, specifically focusing on segments that have perlocutionary speech acts. This methodical approach allows for classification based on the observed perlocutionary behaviors, facilitating the identification of underlying significances and patterns.

The theme analysis method is employed for data analysis. This methodology, along with (Braun & Clarke, 2022) theoretical framework, involves the identification of meaningful patterns within qualitative data in order to reveal underlying themes. This research use theme analysis to categorize and elucidate data collected from recordings of presidential debates, with a particular emphasis on perlocutionary behaviors. This methodological choice guarantees a methodical analysis of perlocutionary speech acts in the discussion films, enhancing understanding and providing valuable insights into their dynamics and consequences.

Result and Discussion

Perlocutionary Speech Acts Used in the 2024 Presidential Candidate Debate Video

The findings were derived from the analysis of the YouTube data pertaining to the 2024 presidential candidate debate. Three contestants took part in the discussion. I only examined the third portion of the debate video, focusing on the interplay between the statements made by the three candidates about perlocutionary acts and their various forms. (Leech, 1989) categorised perlocutionary acts into the following: persuasion, deception, encouragement, irritation, terror, amusement, impression, inspiration, distraction, tension relief, embarrassment, attention attraction, and boredom. According to the investigation, the three candidates employ various forms of perlocutionary acts, including persuasion, encouragement, irritation, deception, attracting attention, and embarrassment.

Table 1: Types of Utterances

Types of Perlocutionary Acts	Total Utterances		
	C1	C2	C3
Persuade	4	4	5
Encourage	-	2	3
Irritate	1	2	-
Deceive	-	1	-
Attract attention	1	-	-
Embarrass	1	-	-

Note:

C1: First Presidential Candidate

C2: Second Presidential Candidate

C3: Third Presidential Candidate

a) Persuade

This perlocutionary speech act seeks to persuade or convince the recipient of the message to accept or behave in accordance with the speaker's proposition (Sejati et al., 2024). An instance occurs when an individual endeavours to persuade another individual to adopt a specific viewpoint or engage in a particular course of action. Based on this assertion, the examination of the 2024 presidential candidate discussion on YouTube reveals the subsequent findings.

Table 1: Candidates' Utterances on Types of Persuade

Speakers	Utterances
C1	<i>Kalau ada masalah jangan ditinggalkan diselesaikan, itu filosofi nomor satu. Jadi, ketika di Jakarta menghadapi masalah maka masalah lingkungan hidup, masalah ee lalu lintas, kepadatan penduduk, ini harus diselesaikan ditinggalkan tidak kemudian membuat otomatis selesai, justru Ini yang harus dibereskan.</i>
C2	<i>Intinya adalah bahwa keputusan itu final dan tidak dapat dirubah ya saya laksanakan. Ya dan kita ini bukan anak kecil mas Anies Anda juga paham ya sudahlah ya. Sekarang begini intinya rakyat yang putuskan rakyat yang menilai kalau rakyat tidak suka Prabowo dan Gibran enggak usah pilih kami saudara-saudara sekalian.</i>
C3	<i>...setiap satu keluarga miskin kita kasih kesempatan satu anaknya sampai ke perguruan tinggi. Karena itulah yang akan membongkar dan kemudian memberikan ruang pekerjaan yang jauh lebih banyak ee kepada mereka.</i>

The statements made by the presidential candidates demonstrate a deliberate attempt to use persuasive speech acts with the goal of convincing their audience. The candidate in C1 highlights the need of proactive problem-solving, emphasising the need to immediately handle difficulties to showcase leadership and competence, especially when dealing with unique obstacles such as environmental concerns and traffic congestion. C2 observes the candidate confidently emphasising the irrevocability of decisions while appealing to the electorate's authority in decision-making, presenting themselves as mature and considerate of public opinion. Finally, C3 puts up a policy recommendation to address poverty through the provision of educational opportunities, emphasising the candidate's dedication to social equity and the possibility for generating job possibilities. These statements strategically combine strong belief, understanding, and practical ideas to convince the audience of the candidate's potential for leadership.

Furthermore, while examining the communication patterns of three persons, namely C1, C2, and C3, a consistent pattern of perlocutionary persuasion was seen. Each participant employed persuasive strategies on four and five times, respectively. The C1 technique is distinguished by its nuanced nature, as it combines language with tangible evidence and logical reasoning. This approach reflects the cultural traditions of Java, which prioritise peaceful communication. The communication style of C2 demonstrates a strong and authoritative demeanour, possibly influenced by a military background, which effectively conveys a sense of confidence and authority. Meanwhile, C3 employs a diplomatic approach that combines logical reasoning with empathy, potentially influenced by political expertise, resulting in a comprehensive communication style that harmoniously blends rationality and emotional intelligence.

b) Encourage

The aim of this perlocutionary speaking act is to offer support, encouragement, or stimulus to the recipient. The purpose of utilising encouragement is to motivate someone to engage in activity or to strengthen their confidence and enthusiasm (Wang, 2023). Within the framework of a presidential candidate debate, this speech act functions to induce the audience to adhere to the speaker's directives. The video analysis uncovers numerous occurrences of the utilisation of phrases belonging to the encourage group. Expressions were obtained from candidate 2 (C2) and candidate 3 for illustrative purposes.

Table 2: Candidates' Utterances on Types of Encourage

Speakers	Utterances
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C1 -

-
- C2 *Saya ingin bertanya bagaimana pemikiran bapak untuk mengatasi pengangguran yang ee masih banyak terutama lulusan-lulusan sekolah dan sarjana yang belum tertampung mungkin pengalaman bapak bisa Bapak memberi suatu pencerahan kepada kami terima kasih.*
- C3 *Pertanyaan saya ada dua Kalau bapak ada di situ apakah akan membuat pengadilan HAM dan membersikan rekomendasi DPR. Pertanyaan kedua di luar sana menunggu banyak ibu-ibu Apakah bapak bisa membantu menemukan di mana kuburnya yang hilang agar mereka bisa berziarah.*
-

The analysis of the statements made by presidential candidates suggests that they are employing the perlocutionary act of encouragement. The speaker in C2 expresses a desire to understand the candidate's strategies for addressing unemployment, particularly among recent school graduates and undergraduates who are struggling to find employment. The presence of phrases such as "pencerahan" (enlightenment) and "terima kasih" (thank you) indicates a positive mindset, encouraging the candidate to provide important insights on potential solutions. The speaker in C3 poses two inquiries. The primary objective is to establish a court dedicated to safeguarding human rights and to enact parliamentary recommendations. The second query pertains to assisting in locating unmarked grave locations to facilitate visits by grieving mothers. The term "bisa membantu" (can help) signifies a plea for the candidate to actively aid and offer assistance, hence highlighting the persuasive aspect of the perlocutionary act. The purpose of these comments is to motivate the applicants to actively tackle the stated challenges and offer solutions or assistance. The speakers employ these persuasive behaviours to elicit involvement.

C2 often employs the perlocutionary act of encouragement in his speech, using authoritative and inspiring language to motivate action. This communication strategy may be influenced by his military background. Statement C3 demonstrates a higher prevalence of the encouraging perlocution type, appearing four times, which aligns with the values and beliefs of Javanese culture. Within this particular framework, a leadership approach that places a high value on the welfare of the community, as demonstrated in the statement, closely corresponds with the cultural standards. Leaders who exhibit empathy and adhere to societal principles are held in great regard and enjoy significant support within Javanese society. The regular use of supportive language in C3 demonstrates the organization's commitment to fostering a positive and collaborative atmosphere, which is in line with the cultural preferences of Javanese society and facilitates effective leadership within its cultural context.

c) Irritate

The purpose of this perlocutionary speaking act is to intentionally provoke discomfort, annoyance, or displeasure in the hearer. The objective is to deliberately provoke or agitate someone by certain words or behaviours. The 2024 presidential candidate debate video features the utilisation of perlocutionary speech acts of an irritating nature by candidate 1 (C1) and candidate 2 (C2) as outlined below:

Table 3: Candidates' Utterances on Types of Irritate

Speakers	Utterances
C1	<i>Fenomena ordal ini menyebalkan. Di seluruh Indonesia kita menghadapi fenomena ordal mau ikut kesebelasan ada ordalnya...</i>
C2	<i>Jadi saya kira kalau kita dengan gampang menyalahkan angin, hujan dan sebagainya, ya mungkin tidak perlu ada pemerintahan kalau begitu ya, terima kasih.</i>
C3	-

Upon analyzing the words made by the presidential aspirants, it is evident that they are expressing irritation towards certain incidents, such as the practice of ordal, which they perceive as problematic. The candidate in C1 expresses frustration at the widespread occurrence of corruption throughout Indonesia. The usage of the phrase "menyebalkan" (bothersome) indicates a deep dislike for this specific pastime. Furthermore, the use of the term "fenomena ordal" emphasizes the candidate's focus on this specific issue, suggesting it as a significant worry that demands attention. In C2, the candidate conveys a profound sense of exasperation as they argue that ascribing societal issues like ordal to external factors such as the wind and rain fundamentally undermines the essentiality of government. The expression implies a criticism of assigning blame to others and highlights the importance of taking responsibility and implementing effective governance. The statement implies that if responsibility is consistently avoided, the candidate questions the need for governance. Both comments convey frustration with societal concerns and a preference for constructive action rather than assigning blame or passively accepting the status quo.

Both C1 and C2 express sentiments of irritation or discontentment in different circumstances. C1 employs a straightforward and emotionally impactful communication approach to tackle the widespread problem of "ordal" in Indonesian society. This method deviates from conventional Javanese norms and seeks to convey a sense of urgency and intense emotions over the issue. The selection may be influenced by broader cultural factors that prioritize intense communication in certain circumstances, emphasizing C1's nuanced adaptation to the cultural context. Meanwhile, C2, a political figure, expresses discontent with the governor's efforts to reduce pollution in DKI Jakarta, potentially alluding to cultural values that prioritize public accountability and expect effective governance. C2's statement reflects a blend of personal discontent and dedication to cultural standards that prioritize transparency and accountability in governance.

d) Deceive

This perlocutionary utterance aims to manipulate or deceive the listener by presenting inaccurate or misleading information. The goal is to engage in deception or manipulation of others for personal or group gain. In the YouTube video of the 2024 presidential candidate discussion, candidate 2 (C2) is shown engaging in a singular act of perlocutionary behavior with the intention of deceiving.

Table 4: Candidates' Utterances on Types of Deceive

Speakers	Utterances
C1	-
C2	<i>Mas Anis Saya tidak punya apa-apa saya sudah siap mati untuk negara ini.</i>
C3	-

The presidential candidate's speech contains aspects that can be construed as intentional acts intended at fooling the audience, known as perlocutionary acts. Candidate C2 claims to possess nothing and expresses a willingness to sacrifice their life for the nation. This phrase is crafted to elicit a feeling of altruism and willingness to give up personal interests, potentially gaining empathy and backing from voters. However, following careful scrutiny, it becomes evident that the statement may be misleading. C2 strategically presents himself as devoid of personal interests and unwaveringly committed to the nation, aiming to cultivate a positive perception that conceals any possible hidden agendas or deficiencies. The statement "have nothing" can be deceptive, since it may suggest a dearth of personal interests, but in actuality, political candidates frequently possess personal or political goals. Furthermore, the inclusion of the declaration to sacrifice one's life for the nation introduces a theatrical and sentimental aspect to the proclamation, which could divert attention away from substantial policy deliberations. This emotional appeal seeks to sway the audience's perception and evoke a positive reaction without delving into the practical consequences of the candidate's platform or abilities. On the whole, although C2's speech may appear admirable and patriotic at first glance, it is actually a calculated tactic aimed at misleading the public by exploiting their emotions and perceptions in order to achieve political advantages.

The statement in the sentence suggests that C2 is deeply willing to give up his life for his country. Nevertheless, the understanding of this statement differs greatly based on the cultural environment and dominant beliefs regarding political discourse and the concept of selflessness. In specific cultural contexts, this phrase could be interpreted as a commendable pledge to serving the public and a demonstration of the military's steadfast devotion to protecting the nation's interests. In contrast, in certain cultural settings, these sentiments may be regarded with doubt, seen as either manipulative or symbolic of an authoritative purpose. The intricacy of these interpretations highlights the complicated interaction between individual statements and the wider cultural frameworks in which they are expressed, demonstrating the subtle nature of political discussion and the variety of viewpoints that influence how it is received.

e) Attract attention

This perlocutionary speech act is intended to capture the listener's attention or pique their interest in specific discussions or acts. The objective is to captivate the interest of others and direct their attention towards the matter at hand. In the YouTube video of the 2024 presidential candidate debate, one instance was identified when candidate 1 (C1) used perlocutionary activities to capture attention.

Table 5: Candidates' Utterances on Types of Attract Attention

Speakers	Utterances
C1	<i>Ada dua peristiwa yang menarik perhatian dan perlu kita bahas di sini, peristiwa Kanjuruhan dan peristiwa Kilo Meter 50.</i>
C2	-
C3	-

Within the discussion, C1 carefully makes references to the Kanjuruhan event and the Kilo Meter 50 event, with the intention of captivating public interest by alluding to important or controversial incidents. These specific events are chosen because of their significant influence on society or the possibility for controversial discussions that could provoke intense debate. C1 aims to attract and connect with voters by highlighting these instances, bringing attention to issues that are relevant to their political goals. Moreover, referencing these occurrences functions as a strategy to attract different groups of society with distinct interests and viewpoints on the topics being discussed. The mention of the Kanjuruhan and Kilo Meter 50 occurrences within the context of perlocutionary acts aims to provoke a reaction from the audience, whether it be through public discussion, media attention, or a change in public attitude towards the candidates. Therefore, the analysis of these events becomes a vital communication tactic for C1 in order to attract attention and obtain public support. C1's main objective is to skillfully guide this discussion, making sure that questions about the Kanjuruhan and KM 50 occurrences are presented in a way that considers cultural sensitivities and encourages meaningful and inclusive conversation.

f) Embarrass

This perlocutionary speaking act is intended to elicit feelings of embarrassment, awkwardness, or discomfort in the listener by the speaker's words or behavior. The intention behind this statement is to evoke sensations of unease or humiliation in others.

Table 6: Candidates' Utterances on Types of Embrass

Speakers	Utterances
C1	<i>Karena di situ adalah waktu terakhir untuk mengambil keputusan bila ada perubahan, sesudah Bapak mendengar bahwa ternyata pencalonan persyaratannya bermasalah secara etika.</i>
C2	-
C3	-

This particular statement seems to fit well within the category of embarrassment-inducing utterances as it centers on factual revelations that could potentially provoke discomfort regarding ethical breaches in a candidacy context. Candidate C1's explicit mention of the Constitutional Court's rulings, highlighting a significant ethical violation, carries weight in establishing the severity of the situation. By attributing the ethical problem directly to the court's decision, C1 implicates the legitimacy and authority of the judgment, intensifying the impact of the accusation. This deliberate choice of language and framing is likely to elicit a strong emotional response, potentially

leading to feelings of discomfort or embarrassment for the listener, denoted here as C2. Thus, this statement serves as a perlocutionary act designed to stir feelings of disturbance or shame in the listener by highlighting and condemning the ethical transgressions associated with the candidacy.

In light of C1's Javanese ethnicity and political standing, the findings suggest that his departure from cultural communication norms, such as subtlety and indirectness, is evident in his explicit condemnation of ethical breaches, particularly in relation to the Constitutional Court's rulings. This departure, observed in Candidate C1's statement, underscores the severity of the situation while implicitly challenging the legitimacy of authoritative judgments, which contrasts with traditional deference in Javanese culture. By employing a confrontational approach, Anies Baswedan's statement aims to provoke strong emotional responses, potentially causing discomfort or embarrassment, particularly among those who adhere to traditional cultural values. Thus, the statement serves as a deliberate perlocutionary act designed to highlight and condemn ethical transgressions associated with the candidacy, despite its departure from typical cultural communication norms.

Discussion

An analysis of perlocutionary acts in political discourse, specifically in the context of presidential candidate debates on digital platforms such as YouTube, contributes a substantial aspect to the current research on speech acts. The present study focuses on the precise methods utilized by presidential candidates in perlocutionary actions, building upon previous research conducted by Ayu et al. (2022) and Chairani et al. (2020), who have examined perlocutionary acts in diverse contexts such as podcasts and YouTube videos. The study examines how candidates employ various communication strategies, such as persuasion, encouragement, and aggravation, to shape how the audience perceives them, using Leech (1989) categorization of perlocutionary acts. This intricate examination not only enhances our comprehension of political communication but also emphasizes the significance of taking into account cultural and individual backgrounds when analyzing perlocutionary activities. Furthermore, it illuminates how candidates deliberately utilize these actions to influence public opinion, demonstrating the ever-changing nature of political communication in the digital era.

Moreover, the research highlights the impact of cultural values and individual backgrounds on the utilization and understanding of perlocutionary behaviors. The study examines the communication methods of presidential candidates from many cultural and ethnic backgrounds, highlighting notable patterns and differences. For example, individuals with a Javanese cultural background may place a higher importance on maintaining harmony and tend to utilize more subtle and diplomatic behaviors, whereas individuals with military experience may choose to use more assertive and authoritative methods. The results are consistent with Astuti et al. (2016) study on perlocutionary acts in literature, which illustrates how personal experiences influence communication practices and their

interpretation. This emphasizes the complicated interaction between cultural norms, individual histories, and rhetorical techniques used by candidates to connect with varied audiences and traverse sophisticated political environments.

Furthermore, the examination of perlocutionary acts in political speech provides valuable understanding of cross-cultural interactions and the consequences of globalization in the digital era. The research goes beyond linguistic analysis by exploring how cultural norms and political experiences shape people's interpretation of politicians' statements, shedding information on wider sociocultural processes. The study conducted by Chairani et al. (2020) on YouTube videos highlights the need of taking into account both the speaker's intentions and the audience's responses when analyzing perlocutionary effects. This aligns with the multidisciplinary approach. This highlights the importance of considering the context when shaping how political messages are received and interpreted. It also emphasizes the necessity for scholars and policymakers to take into account cultural diversity and individual backgrounds in order to develop effective communication strategies and encourage intercultural understanding.

Ultimately, the examination of perlocutionary behaviors in presidential candidate debates on YouTube enhances our understanding of political communication in the digital age. This study expands on prior research in pragmatics and speech acts, shedding light on the complex relationship between language, culture, and individual backgrounds. As a result, it enhances our comprehension of the construction, transmission, and interpretation of political signals in modern society. This research highlights the significance of promoting inclusive and culturally sensitive communication practices in a globally interconnected world by acknowledging the complex nature of perlocutionary acts and their impact on cross-cultural encounters.

Conclusion

In summary, a major contribution to our knowledge of political communication in the digital age has been made by analysing perlocutionary acts in the context of presidential candidate debates on websites like YouTube. This research advances our understanding of the dynamic nature of political discourse by providing a comprehensive analysis of the techniques used by candidates to manipulate audience perceptions through diverse perlocutionary strategies. Building on earlier research in pragmatics and speech acts, especially those by Chairani et al. (2020), Astuti et al. (2016), and Wedasuwari et al. (2022), this study clarifies the complex nature of perlocutionary acts and their consequences for personal histories, cross-cultural interactions, and the larger sociocultural dynamics at work.

The substantial variety in the employment of perlocutionary acts amongst presidential candidates, showing a range of communication tactics intended to sway audience perceptions, is one of the research's main results. Utilising a typology of perlocutionary acts by Leech (1983), the study identifies a variety of methods employed by candidates, such as encouragement, annoyance, persuasion, and others. Furthermore, contrasting candidates

from various ethnic and cultural backgrounds brings to light how communication tactics are influenced by personal experiences and cultural beliefs. Candidates with histories in the military, for example, might take a more strong and authoritative position, while those from Javanese culture might value harmony and use more subtle perlocutionary techniques.

The approach also emphasises how crucial it is to take individual background and cultural context into account when understanding perlocutionary acts. This goes beyond simple linguistic analysis to include implications for cross-cultural interactions as well as more general sociocultural processes. In line with other research on perlocutionary acts in digital media and literature by Astuti et al. (2016) and Chairani et al. (2020), respectively, the study highlights the necessity of inclusive and culturally aware communication practices in a globalised society.

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