

AN ANALYSIS OF DIRECTIVE AND COMMISSIVE SPEECH ACTS ON TWO VIDEOS OF COLLIN ABROADCAST CHANNEL

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Abstract

The research investigated how sellers and buyers used directive and commissive speech acts in English market transactions on YouTube. It also determined the dominant speech act between the two categories. Directive speech acts encouraged the listener to perform specific actions, such as commands or requests. Meanwhile, commissive speech acts bound the speaker to future commitments, including offers or promises. The researcher properly applied a qualitative descriptive analysis method. First, the investigator collected the primary data directly from two bargaining videos on the Collin Abroadcast channel. The researcher observed the transactions carefully and transcribed the spoken interactions. Next, during the data reduction phase, the author sorted the relevant utterances and discarded unnecessary dialogue. Then, the researcher created a structured table to display the linguistic patterns clearly. Finally, the author drew systematic conclusions based on the specific context. The findings systematically revealed some very interesting variations between the two different digital markets. In the Beijing video, the researcher identified exactly 571 total expressions. Directive speech acts appeared slightly more dominant with 286 utterances, driven by initial asks and requests, while commissive acts occurred 285 times. Conversely, in the Cambodia video, the researcher carefully analyzed 395 unique spoken expressions. Here, directive speech acts heavily dominated the conversation with 214 phrases, mostly consisting of various questions, compared to just 181 commissive phrases. Ultimately, the study thoroughly demonstrated how the speech acts functioned dynamically throughout the intense English market transactions on the popular YouTube platform.

Keywords— directive, commissive, speech acts, youtube, collin abroadcast channel

Introduction

Speech acts were confidently concluded to be practical expressions that individuals regularly used to perform certain concrete actions during their everyday conversations (Trihanto, 2022). This essential linguistic concept naturally included illocutionary acts, which were composed of all the various verbal utterances that speakers actively used during their communication (Yulian & Mandarani, 2023). To understand these utterances better, illocutionary acts were categorized clearly by a prominent linguist. Specifically, these communicative acts were classified by (Searle, 1979) into five basic categories: Assertives, Directives, Commissives, Expressives, and Declarations. This specific and widely accepted classification was structurally based on three main theoretical dimensions that explained how language functioned. First, the illocutionary point was generally known as the main purpose or the primary goal of the spoken utterance. Second, the direction of fit was carefully described as the specific way how words were adjusted to match the real world, or conversely, how the world was adjusted to match the spoken words. Third, the sincerity condition was explicitly expressed

as the internal psychological state or the genuine attitude of the speaker when delivering the message. Ultimately, these foundational theories provided a strong analytical framework for understanding daily conversations.

Building upon Searle's foundational classification, two specific types of speech acts were examined closely: directive and commissive speech acts. Initially, a directive speech act was formally stated as a strong utterance that directly required the listener to take or perform a specific, observable action (Prastio et al., 2024). In this particular type of speech act, the speaker's true intentions, personal desires, and internal hopes were clearly expressed to function as a psychological push or a direct cause for the listener to act accordingly (Yardha & Ambalegin, 2022). Therefore, it was accurately defined as a purposeful spoken message that contained a clear goal to politely request or strictly order someone to do something specific (Pradnyani et al., 2022). In theory, directive speech acts were defined as deliberate attempts to make listeners do something, and a world-to-words direction of fit was uniquely used here. Meanwhile, the second theoretical focus was placed heavily on commissive speech acts. Commissive speech acts were primarily intended to commit the speakers themselves to specific future actions. A world-to-words direction of fit was similarly applied in this context. These unique acts were practically applied in a conversation whenever speakers firmly bound or personally committed themselves through a spoken utterance to perform a future action responsibly (Desica & Ambalegin, 2021). Based on various academic documents, promising to do something and offering a service were frequently mentioned as the absolute primary examples of this specific speech act (Sari et al., 2025).

In everyday social contexts, these theoretical speech acts were observed actively, especially during business negotiations. Transactional communication was scientifically suggested to be much better, smoother, and significantly more polite when both buyers and sellers habituated themselves to using appropriate opening greetings and respectful closing remarks like "thank you" (Pardede & Herman, 2020). To study such dynamic communication and linguistic politeness today, modern digital platforms were utilized extensively. For instance, YouTube was strongly viewed by researchers (Abubakar & Muhammed, 2023) as a fundamental digital backbone for modern classroom pedagogy and innovative instructional interventions. Furthermore, YouTube was widely considered an absolutely ideal platform to thoroughly explore real-world language politeness and transactional speech acts. This was primarily because of its exceptionally high global accessibility, its incredibly rich multimodal video content, and its undeniable role as a perfectly natural setting for authentic English as a Lingua Franca (ELF) communication among diverse non-native speakers worldwide (Maiklad & Numtong, 2025). On this vast digital platform, sellers and buyers constantly interacted through various video formats, including influencer marketing. Overall, influencer marketing videos on YouTube were clearly distinguished from traditional television advertisements by their noticeably high level of detailed information, their strong social interactivity with the audience, their highly personal touch, and their significantly reduced commercial feel (Chen et al., 2023). Analyzing these videos eventually allowed researchers to understand market transactions deeply.

Although, the previous study mostly analyzed about dialogues based on movie transcripts, these data were often shown as ideal conversations and were planned by screenwriters. Otherwise, English market transaction authenticity videos on YouTube captured spontaneous human interaction and were unplanned, which was pushed by communication purposes and real economic activities. Analyzing bargaining videos in real life gave deep theoretical knowledge about how directive and commissive speech acts were negotiated in real time. This research purpose was to advance pragmatic knowledge by switching from fiction data to show how speakers naturally used directive speech acts to persuade and commissive speech acts to commit during bargaining, therefore it showed the use of speech acts in daily life more accurately.

Literature Review

The previous study explored the use of directive and commissive speech acts; however,

most research was about movie transcripts. In the directive speech acts field, the studies by (Arifani, 2024) and (Apriliana, 2021) showed the similarity of analyzing the “Luca” movie transcript. These studies found that directive speech acts, especially asking were dominant because they were used to arrange the characters to build the story. Moreover, (Silaen et al., 2022) have focused on directive speech acts. In their analysis of the war movie “Dunkirk,” researchers found 20 directive speech acts, including asking, ordering, requesting, and begging. In this intense movie, “asking” was the most frequent type of directive speech act. On the other hand (Muhartoyo & Kristani, 2013), a study on the classic animated movie “Sleeping Beauty” found a much larger number of directive speech acts, totaling 139. In this fairy tale setting, “ordering” was the most common type, making up 21.6% of all the recorded speech acts.

On the other hand, the study focused on commissive speech acts that emphasized speaker commitment to future action. (Samosir & Afriana, 2023) identified 33 utterances on the “Army of the Dead” movie. Additionally, (Pambudi, 2017) found 19 utterances of commissive speech acts, consisting of 1 threat utterance, 2 refusal utterances, 8 warning utterances, and 8 promise utterances. Despite these differences in focus, a fundamental similarity across these studies was their reliance on qualitative methods to analyze verbal dialogue.

There were significant methodological limitations in the previous studies; they analyzed movie transcripts which had been prepared by the screenwriter. Those data showed ideal, artificial, and non-spontaneous conversations. Therefore, the main problem that had not been analyzed in these speech acts was how speakers naturally used and negotiated these speech acts in an unscripted setting, under pressure, and in real time.

This research answered the research gap directly by shifting data sources from fictional films to bargaining videos in real life. With researched market transactions, this research gave evidence of how directive and commissive speech acts were dynamically and spontaneously used to achieve real economic and communicative goals.

Research Method

In the process of qualitative data analysis and recording, it was suggested by (Creswell, 2009) that notes were taken by researchers as information was obtained directly from the individuals or the situations that were investigated. In the specific context of this current research, the primary data were constituted by verbal statements. These verbal statements were found within two videos of English language market transactions, which were hosted on the Collin Abroadcast channel. These specific videos were utilized as the primary data source because the necessary information was obtained directly through a meticulous process. In this process, the videos were observed carefully, and the spoken interactions were transcribed directly by the researcher. Therefore, firsthand information was gathered directly from the natural setting of the digital market transactions, ensuring that the foundational requirement of qualitative primary data collection was fulfilled appropriately.

Furthermore, in the broader context of qualitative data collection, secondary material or secondary data was defined by (Creswell, 2009). Secondary data was described as information that existed in the form of secondhand accounts or secondhand reports. These secondhand reports were written by other people regarding the individuals or the situations being studied. Following data collection, data analysis in this study was conducted by utilizing a qualitative descriptive analysis method. Through this specific analytical method, the collected speech data was analyzed comprehensively based on the core meaning and the specific function of the speech acts. These speech acts were observed as they appeared in the English-language market transaction videos on the Collin Abroadcast channel. This qualitative descriptive technique was chosen specifically because an in-depth understanding of the illocutionary force contained in each utterance was focused on by the researcher. Consequently, the calculation of statistical frequencies was avoided completely.

To systematically process the gathered information, the specific steps that were introduced by (Miles & Huberman, 1994) were followed strictly. The first phase of this analytical procedure was identified as data collection. In this initial part of the methodology, the main data was collected specifically in the form of two distinct English market transaction

videos. These videos were sourced directly from the Collin Abroadcast channel. As it was reported by (Miles & Huberman, 1994), data collection was positioned firmly as the primary step within the research process. During this fundamental stage, systematic observation was conducted, detailed note-taking was performed, and the precise transcription of all spoken utterances between the sellers and the buyers was carried out. As a direct result of this rigorous process, raw data in the form of complete and unedited utterances was obtained. Subsequently, this raw data was utilized as the main foundation for analyzing the specific directive and commissive speech acts.

The second essential phase of the analytical framework was known as data reduction. After the raw data was collected, the data reduction process was started immediately. This phase was initiated by sorting the relevant utterances systematically according to the specific research topics. For instance, the utterances wherein directive and commissive speech acts were found were separated carefully. As it was described by (Miles & Huberman, 1994), three distinct stages were involved in this reduction process. These stages were recognized as the anticipatory stage, where data was estimated and sorted from the beginning; the during stage, which was executed while data collection was ongoing; and the post stage, where data was reduced after all materials were collected. In this specific part of the research, the data was simplified significantly. Attention was concentrated exclusively on the utterances that were relevant to the established theory of (Searle, 1979). Consequently, the parts of the transcription that were not relevant were reduced.

The third stage of the qualitative analysis procedure was designated as data display. In this critical phase of the research, a comprehensive table or an organized list was made by the researcher. This visual representation was created specifically so that the underlying pattern of language use within the market transactions was seen clearly and analyzed effectively. By presenting the sorted utterances in a structured format, the complex qualitative information was comprehended more easily. Following the display of the data, the fourth and final step of the analytical process was executed, which was known as concluding the findings. In this terminal stage, the final research conclusions were drawn systematically based on the specific linguistic patterns that were found within the previously constructed data display. Ultimately, it was concluded clearly how the specific directive and commissive speech acts were used in authentic English market transactions.

Results and Discussion

Results

Following the study finished at the Slamet Riyadi University Library, the information regarding directive and commissive speech acts was gathered and analyzed from two Collin Abroadcast videos. These videos were known as 'Beijing Knockoff Market Spree! (Undercover)' and 'Cambodia Fake Night Market Spree!'.

From the analysis results of 'Beijing Knockoff Market Spree! (Undercover)', 571 expressions were identified and were separated into directive and commissive speech acts. The directive speech acts were counted at 286 times. These were explained as asking (198 utterances), commanding (11 utterances), requesting (56 utterances), suggesting (21 utterances), and prohibiting (0 utterance). On the other hand, the commissive speech acts were shown to be more dominant with 285 utterances. This group was detailed to include offering (157 occurrences), refusing (83 occurrences), guaranteeing (7 occurrences), promising (37 occurrences), and threatening (1 occurrence).

In a recent study, 395 spoken expressions were analyzed from the 'Cambodia Fake Night Market Spree!' video. The data was divided into directive and commissive. A total of 214 phrases were found in the directive category. These were detailed into 169 questions, 5 orders, 14 requests, 24 suggestions, and 2 ban. Meanwhile, 181 phrases were founded in the commissive category. This group was composed of 115 offers, 38 rejections, 28 promises, and 0 threats and guarantees.

The findings regarding directive and commissive speech acts were summarized in below:

Table 1. Directive speech act

Title	asking	commanding	requesting	suggesting	prohibiting
Beijing knockoff market spree! (undercover)	198	11	56	21	0
Cambodia fake night market spree!	169	5	14	24	2
Total	367	16	70	45	2

Total Utterances : 500

Table 2. Commissive speech act

Title	offering	refusing	guaranteeing	promising	threatening
Beijing knockoff market spree! (undercover)	157	83	7	37	1
Cambodia fake night market spree!	115	38	0	28	0
Total	272	121	7	65	1

Total Utterances : 466

This section presented a comprehensive discussion of the results of the analysis of directive and commissive speech acts from two market bargaining videos: *Beijing Knockoff Market Spree!* and *Cambodia Fake Night Market Spree!*. Bargaining was a unique social interaction in which language played an important role in helping buyers and sellers reach an agreement. Overall, the data showed that directive speech acts were more dominant, with a total of 500 utterances, compared to commissive speech acts, which appeared 466 times.

A very consistent pattern was found in the data, where "Ask" was the most frequently used directive speech act, and "Offer" was the most common commissive speech act. For example, there were 198 Ask and 157 Offer utterances in the Beijing market, while 169 Ask and 115 Offer utterances were found in the Cambodia market. Buyers usually used questions to check prices and product quality safely, while sellers used them to understand the buyers' budgets. After that, both parties actively used offers to negotiate and find a price that benefited both sides.

Another major finding was the high number of "Refuse" speech acts. In the Beijing video, refusals appeared 83 times, while in the Cambodia video, they appeared 38 times. In everyday life, refusing might have been considered impolite, but in the context of market bargaining, it was completely normal and necessary. Buyers refused high prices to protect their financial limits, while sellers refused very low offers to protect their profit margins and establish clear minimum prices.

To deal with these frequent refusals and build trust, both buyers and sellers relied heavily on softer and more persuasive speech acts. On the other hand, buyers used promises, such as saying that they would bring their friends to the shop later, to obtain special discounts. In addition, polite suggestions and requests were also used by both parties to maintain a friendly atmosphere during the negotiation and make it feel more like cooperation.

The most interesting finding was that aggressive speech acts, especially "Threat" and "Prohibit," were the least frequently used strategies, with numbers that were almost close to zero across both markets. This finding proved that although market bargaining could be fast-paced and intense, a cooperative and respectful atmosphere was still maintained. Both buyers and sellers were aware that the use of aggressive language would only damage the agreement, so harmony was preserved in order to achieve a successful transaction.

Discussions

This research faced certain limitations that threatened its overall validity. Specifically, the study focused only on two types of speech acts, which were directive and commissive acts.

Furthermore, the researcher limited the data source to English market transaction videos from a single YouTube channel, "Collin Abroadcast." The analysis included only two specific videos: *"Beijing Knockoff Market Spree! (Undercover)"* and *"Cambodia Fake Night Market Spree!"*. Because the study relied on such a small and highly specific sample size.

This was discussed the results of analyzing directive and commissive speech acts from two market bargaining videos: Beijing Knockoff Market Spree! and Cambodia Fake Night Market Spree!. Bargaining was a special social interaction where language helped buyers and sellers understand each other and reach an agreement. Overall, the data showed that directive utterances were more dominant, appearing 500 times, compared to commissive utterances, which appeared 466 times.

The data clearly showed that "Ask" was the most common directive speech act, and "Offer" was the most common commissive speech act. For example, the Beijing video had 198 asks and 157 offers, while the Cambodia video had 169 asks and 115 offers. Pragmatically, ask was used by buyers to requires the lowest price or gain the information that forced sellers to take action. Otherwise, offer was mostly used by sellers to propose an agreement, negotiate price, or guarantee the product.

Another important result was the frequent use of "Refuse" statements. The researchers found 83 refusals in the Beijing video and 38 in the Cambodia video. In regular situations, saying no seemed impolite, but in market negotiations, it acted as a completely normal and needed step. Customers said no to high costs to guard their budget and acted confidently, while merchants turned down cheap bids to maintain their income and set a firm minimum price.

Buyers and sellers needed to balance the refusals and build a good relationship, so they used softer and more convincing expressions. For example, customers promised to bring their friends to the market to get a special price reduction. Furthermore, everyone shared polite ideas and requests. These actions kept the negotiation peaceful and changed it from a battle into a collaborative effort.

In the end, the study revealed an interesting fact: aggressive expressions, such as threatening or forbidding, became the least common methods. Truthfully, there were almost no threats or bans found during the activity. This indicated that market negotiations, despite being loud and rushed, functioned as a highly respectful and teamwork-based process. Both customers and merchants realized that hostile language could break the negotiation, therefore they preserved a good relationship to achieve a closed deal.

In these bargaining videos, speech acts were used to urge economic purposes; speakers used direct utterances to maximize profit and make transactions a dynamic trade-off process. Moreover, these speech acts were influenced by the culture of traditional market bargaining. The exact opposite of retail stores with fixed prices, the traditional markets that were shown in these YouTube videos were possible to bargain in, where building fast relationships through polite requests or enthusiastic offers was important to successful transactions.

The authenticity of YouTube videos showed pragmatic complexity that was not in previous research that analyzed movie transcripts (Arifani (2024) and Apriliana (2021)). Even though movie transcripts showed directive and commissive speech acts perfectly, authentic market bargaining videos showed spontaneity, hesitation, and real-time. It proved that in daily bargaining, speakers should consistently use the pragmatic strategy based on the direct response from the other speakers.

Conclusion

The main findings about the directive and commissive speech acts used in English market transactions on YouTube were presented to answer the research questions. Based on the analysis of the *"Beijing Knockoff Market Spree! (Undercover)"* video, 571 utterances were found and were classified into 286 directive speech acts and 285 commissive speech acts. In another analysis from the *"Cambodia Fake Night Market Spree!"* video, 395 spoken phrases were examined and were divided into 214 directive phrases and 181 commissive phrases.

This research had limitations. Firstly, the specific scope was limited to directive and commissive speech acts that appeared in English market transaction videos on YouTube. This

limitation meant that other speech acts such as declarative, expressive, and assertive were not explored in this research. Secondly, this study used a qualitative method that used sample data from two videos from the Collin Abroadcast channel. The results were shown contextually. Therefore, this research could not be fully generalized to all forms of bargaining interactions.

According to these limitations, other researchers were allowed to explore speech acts in other contexts. Research in the classroom, communication dynamics on social media, and other platforms for instance, live chat in e-commerce could give more knowledge about pragmatic strategy. These opportunities were expected to provide deeper knowledge about speech acts in various situations.

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