
SPEECH ACTS ANALYSIS ON SHASA ZHANIA'S UTTERANCES ON HER TIKTOK ACCOUNT

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Abstract: This study aims to analyze the speech acts used by Shasa Zhania in her endorsement content on TikTok. As a well-known influencer, her utterances have the power to shape perceptions and influence followers' behaviors. The research focused on two questions: (1) what types of speech acts are found in her utterances, and (2) how her speaker intentions are revealed based on the Intentionalist Model by Bach & Harnish (1979). Using Austin's (1962) speech act theory, Searle's (1969) classification, and Bach & Harnish's framework, this study employed a descriptive qualitative method. Data were collected from seven endorsement videos through observation and documentation. The findings indicate that the most dominant speech acts are locutionary statements with 104 data: assertive (85), directive (4), expressive (14), and commissive (1). From the intentionalist perspective, constatives, directives, commissives, and acknowledgments were identified. These results suggest that Shasa Zhania strategically uses speech acts to strengthen persuasive communication in digital marketing through TikTok.

Keywords: Speech Acts, Pragmatics, TikTok, Influencer, Endorsement

INTRODUCTION

The development of digital technology has transformed the way people communicate, consume information, and make purchasing decisions. Among the most influential platforms in recent years is TikTok, which provides an interactive space for sharing short-form videos combining verbal, visual, and audio elements. This unique format has positioned TikTok not

only as a platform for entertainment but also as a key arena for marketing and digital communication. The data report sourced from We Are Social show that TikTok users in Indonesia account for 73,5% of active social media engagement, indicating its substantial impact on both businesses and influencers.

In this digital environment, language plays a crucial role in this context because it is not merely a medium of expression but also a tool of persuasion. Influencers, in particular, rely on language to connect with followers, build credibility, and encourage specific behaviors such as purchasing products or adopting lifestyles. Within this communicative practice, speech acts become a central concept, as every utterance contains locutionary, illocutionary, and perlocutionary forces that can shape how messages are understood and acted upon.

One prominent example of this phenomenon is Shasa Zhanía, a well-known TikTok influencer with over one million followers, is widely recognized for her beauty and fashion content. Her endorsement videos, some of which have reached millions of views, illustrate how influencers use language not only to describe products but also to create trust, evoke emotions, and motivate audiences to act. This makes her utterances an ideal case for examining the pragmatic dimension of influencer communication, particularly how speech functions contribute to persuasive intent.

Previous studies on speech acts have examined their roles in digital communication, especially in promotional contexts such as Instagram and TikTok. However, most of these studies only applied Austin's (1962) and Searle's (1969) classical frameworks. This research goes further by integrating Bach & Harnish's (1979) Intentionalist Model, which provides deeper insight into speaker intentions and the inferential processes between influencers and their audiences.

Therefore, this study aims to fill a research gap by focusing on (1) identifying the types of speech acts in Shasa Zhanía's endorsement utterances, and (2) analyzing how her speaker intentions are revealed through the Intentionalist Model. The significance of this study lies in its contribution to pragmatic studies while also offering practical insights into the persuasive strategies of influencers in digital marketing.

METHOD

This study employed a descriptive qualitative design, which is appropriate for exploring language use in its natural context. The qualitative approach allowed the researcher to focus on meaning, intention, and context rather than numerical generalizations.

1. Data Source

The data were taken from seven endorsement videos uploaded by Shasa Zhanía on her TikTok account. These videos were selected purposively based on 6 criteria. The criteria are such as, related beauty endorsement content, uploaded on January - December 2024, include tags and hashtags related to the product, more than 500.000 views, more than 50.000 likes and more than 100 comments.

2. Data Collection

The primary techniques were observation and documentation. Observation involved repeatedly watching the videos to identify relevant utterances. Documentation was carried out by transcribing the spoken utterances into written form. This ensured accuracy and facilitated systematic analysis.

3. Data Analysis

The analysis followed three stages proposed by Miles and Huberman (1994):

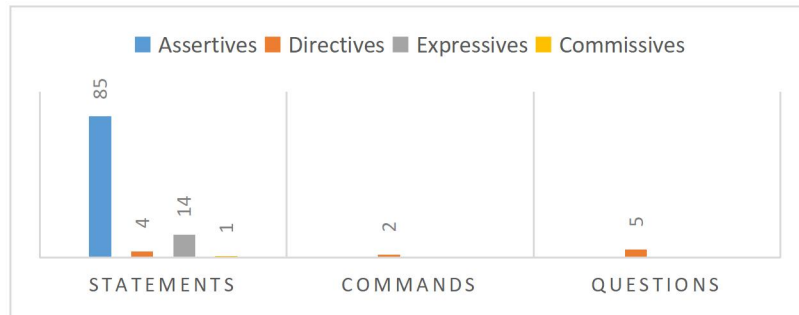
- **Data Reduction** – selecting and categorizing the data from the transcript based on the types of speech acts based on Austin (1962) and classification by Searle (1969) theory, also use intentionalist model by Bach & Harnish (1979) to examines the speaker's intention.
- **Data Display** – organizing the data in tables according to categories of locutionary, illocutionary, and perlocutionary acts. Illocutionary acts were further classified based on Searle's (1969) categories, this analysis uses coding for the data in the format VnDm, where V stands for video with n indicating the sequence number of the video and D stands for data with m indicating the sequence number of the data within the video.
- **Conclusion Drawing** – interpreting the findings and relating them to Bach & Harnish's (1979) Intentionalist Model to reveal speaker intentions.

By triangulating Austin's, Searle's, and Bach & Harnish's theories, this study ensured a comprehensive analysis of both the structural and intentional dimensions of speech acts. The method thus provided not only a categorization of speech acts but also insights into how Shasa Zhanian's utterances function as persuasive tools in digital endorsement contexts.

RESULTS AND DISCUSSION

A. The Type of Speech Acts Found on Shasa Zhanian's Utterances in Her Endorsement Content on TikTok

The types of speech acts by Austin (1962) were used to examine the speech acts found in Shasa Zhanian's utterances on her TikTok account. Speech acts are classified into three types according to Austin (1962) theory, namely locutionary, illocutionary, and perlocutionary acts. All three types of speech acts were identified in this study. Furthermore, John Searle (1969) classified the type of illocutionary acts into assertives, directives, expressives, commissives and declarations. The following figure is a list of the types of speech acts, including the forms of locutionary acts and classification of illocutionary acts.



Types of Speech Acts on Shasa Zhanía's Utterances

1. Locutionary acts statements with the illocutionary acts assertives

Data V1D1:

“Aku tuh jarang banget pakai softlens, tapi sekali pakai softlens aku tuh bingung, aku cocoknya warna coklat atau warna abu-abu?!”

Context: The 1 minute 3 second video uploaded to the @_shaz account shows Shasa Zhanía getting ready and choosing soft lens colors that match her skin tone. The narration occurs as Shasa explains her habits and confusion when choosing soft lens colors. The narration also aims to express or inform about Shasa Zhanía's habits and confusion regarding the use and colors of soft lenses.

The data falls into the category of locutionary acts in the form of statements. Locutionarily, the utterance is merely a statement about the speaker's personal habits which can be indicated in a phrase *“Aku tuh jarang banget pakai softlens”* and an expression of confusion in choosing the right color of contact lenses for the speaker which can be indicated in *“tapi sekali pakai softlens aku tuh bingung, aku cocoknya warna coklat atau warna abu-abu?!”* Although it is in the form of a question, the sentence is still a statement because the speaker expresses her mental state of confusion and provides information about herself. The illocutionary of this data is also classified as assertive speech acts, (Searle, 1969). This is because the speaker states a fact about herself, that she rarely uses contact lenses. In addition, the speaker also expresses confusion in determining the right color of contact lenses for her. Thus, the illocutionary function is to state personal experience while revealing the speaker's condition. In this case, the speaker not only conveys information but also builds closeness with the audience through self-disclosure.

The possible effect on the audience is that they are encouraged to respond with comments, suggestions, or opinions about which soft lens color is more suitable for the speaker. For example, on the @sevdark account, who commented, *“sama banget kayak aku 🤔 bingung abu”* apa coklat 🤔”. This comment shows that the audience feels relatable to what the speaker is experiencing. Additionally, the audience may feel closer to the speaker because the speaker is sharing a personal aspect of themselves.

This finding is consistent with previous studies by Hajar et al. (2024) which found that TikTok endorsement content largely uses assertive speech acts to enhance the appeal of personal promotions. Therefore, this theoretical approach provides a strong foundation for

understanding how the utterances delivered by Shasa are not only informative but also strategic in building emotional connections, which is a characteristic of digital promotions carried out by influencers. In the context of endorsements, this speech acts as an opener in the video. In opening the video, Shasa uses assertive speech acts, where she begins her endorsement video by sharing her personal experiences and issues regarding the use and color matching of soft lenses. So, these utterance not only about conveying information about the speaker, but also serves as an opener in the endorsement video.

2. Locutionary acts statements with the illocutionary acts directives

Data V2D10:

“Aku cukup recommend sabun ini untuk teman-teman yang punya eczema atau psoriasis, this one is for you too!”

Context: A TikTok account with the username @_shaz shared a 1 minute 25 second video about body care tips for people with eczema or psoriasis. The speech occurred because Shasa recommended soap products for people who have the same condition or experience as her. The speech aimed to recommend soap products suitable for people with eczema or psoriasis to the audience.

The utterance is classified as a locutionary act in the form of a statement. Locutionarily, the utterance is a statement that contains recommendations regarding soap products. Although it takes the form of a statement, the utterance implies a recommendation that can show in phrase *“Aku cukup recommend sabun ini untuk teman-teman yang punya eczema atau psoriasis”* and an invitation that can show in phrase *“this one is for you too!”*, for the audience who have the same problems, namely having eczema or psoriasis. The illocutionary of this utterance falls into the category of directives, (Searle, 1979). This is because the speaker is not only stating information, but also trying to influence the audience to use the recommended product. The illocutionary function is to provide a recommendation while encouraging the audience, particularly those with skin issues such as eczema or psoriasis, to try the product. Through the expression *“this one is for you too!”* the speaker reinforces their persuasive message by directly involving the audience, thereby creating a personal and relevant impression tailored to the needs of the target audience.

The possible impact is that the audience will be encouraged to try or buy the product based on the speaker's recommendation. The audience will also feel that the product is suitable for them who have the same skin problems as the speaker. The audience will be encouraged to try or buy the product based on the speaker's recommendation. Such as a comment by @user311219972 who said, *“Aku pake sabun ini juga buat eskim dan emang bagus bgt!”* This comment shows that the audience also provides testimonials related to the speaker's statements.

The results of this study are consistent with the research of Hajar et al. (2024), which states that action speech directives are the most widely used type of utterance in endorsement content on TikTok. Influencers use methods such as suggestions and invitations to encourage

people to take action. However, Sheila & Assidik (2023) found that promotions containing invitations or advisory statements have a strong appeal because they seem more like soft selling rather than coercive. In the context of endorsement, the statement falls within the structure of product recommendations being promoted to an audience that shares the same conditions or perspectives as the speaker. In providing recommendations, Shasa uses directive speech acts. In recommending products, Shasa aims to encourage the audience to try the products in accordance with her suggestions and recommendations.

3. Locutionary acts statements with illocutionary acts expressives

Data V4D9:

“I’m so grateful for small things yet impactful like this, cause it makes me ready to face the sun and face the day.”

Context: The 1 minute 28 second video uploaded to the @_shaz account shows Shasa Zhania talking about her wedding preparations, which are then linked to the promotion of Citra body serum. The narrative occurs because Shasa chooses interesting words and describes her satisfaction with the product. The narrative aims to express gratitude and satisfaction toward the discovery of the body serum that helps her care for her skin.

The data is classified as a locutionary act in the form of a statement. Locutionary, the utterance expresses gratitude for the positive effects of the product on the speaker. The speaker feels thankful for useful items like body serum that can protect them from the sun and help them in their daily life. The illocutionary of this data falls under expressive speech acts, (Searle, 1979). The utterance is an expressive speech act because the speaker conveys their feelings of gratitude towards the product they use. In the utterance, Shasa expresses her personal feelings about the product, where she really likes it and is grateful for its presence in her life. This is marked by the phrase, *‘I’m so grateful for small things yet impactful like this.’* Its illocutionary function is to express gratitude and personal satisfaction with the product, which then leaves a positive impression on the audience. Such utterances not only convey emotion, but also reinforce the product's appeal through an authentic emotional experience.

This result aligns with the research of Sheila & Assidik (2023) which shows that, although expressive language is not as directive or assertive in endorsements, expressive speech acts are very important to engage emotions. By using expressions like 'grateful', 'happy', or 'love it so much', influencers and the audience create an emotional connection, making the promotion more personal and trustworthy. In their research on patterns of language expression, Maryati & Rika (2023) found that expressive acts such as compliments, appreciation, or complaints demonstrate maturity in language use to convey true feelings. In Shasa Zhania, such expressive utterances show success in creating an engaging subjective experience for the audience. In the context of endorsement, the utterance falls under the speaker's personal assessment of the product. In providing an assessment of the product, Shasa uses expressive speech acts. Where Shasa expresses her gratitude towards the product. The utterance delivered by Shasa is a positive assessment or testimony.

4. Locutionary acts statements with the illocutionary acts commissives

Data V4D11:

“Next aku ceritain kali ya mengenai seserahan aku dan gio, siapa tahu bisa jadi inspo buat teman-teman yang lagi preparation juga ya kan.”

Context: The 1 minute 28 second video uploaded to the @_shaz account shows Shasa Zhania talking about her wedding preparations, which are then linked to the promotion of Citra body serum. The narrative occurs because Shasa expresses her intention to create further content about wedding preparations that discusses dowries. The narrative aims to inform the audience about other content that will be coming soon.

The data falls into the category of locutionary acts in the form of statements. Locutionarily, the utterance is a statement that there will be further content related to the wedding preparation content, specifically concerning the gift content. The illocutionary of this data is classified as commissive speech acts, (Searle, 1979). Which serves to express the intention or commitment to share a story about the gift in the subsequent content, hoping to assist or inspire the audience. Utterances such as *“next aku ceritain kali ya”* often appear in TikTok content as a form of indirect invitation for users to keep up with the developments of the content creator. Its illocutionary function is to express a promise or intention to provide information at a later date. Through this commitment, the speaker seeks to emphasize that he will share his experiences, which can be useful or inspiring to the audience. Thus, this utterance not only shows the speaker's engagement with the audience, but also builds expectations and maintains engagement through the commitment expressed.

This result is in accordance with the research of Hajar et al. (2024), which states that although commissions are not as important as directions and statements in supporting content, their existence is crucial to building long-term commitment. The anticipation effect or curiosity of the audience is heightened by the promise of content or announcements for further content, which strengthens the relationship between influence and its followers. Furthermore, Maryati & Rika (2023) state that by creating expectations and emotional attachment to the narrative being built, this strategy enhances the audience's loyalty to the speaker. In the context of endorsement, the utterance is considered a prefatory statement before the conclusion. In this case, Shasa employs commissive speech acts in delivering it. The utterance indicates that Shasa is committed or intends to discuss the dowry through follow-up content that addresses wedding preparations. Where, before truly ending the video, Shasa makes a commitment to the audience.

5. Locutionary acts commands with the illocutionary acts directives

Data V1D2:

“Nah kalian bantuin aku pilih ya!”

Context: The 1 minute 3 second video uploaded to the @_shaz account shows Shasa Zhania getting ready and choosing soft lens colors that match her skin tone. The narration occurs

because Shasa hopes that the audience will participate in choosing soft lens colors that suit her. The narration aims to encourage the audience to give their opinions on soft lens colors.

The data falls into the category of locutionary acts in the form of a command. Locutionarily, the utterance is a command or invitation to request help in choosing the color of soft lenses. The illocutionary of this data falls into the category of directive speech acts, (Searle, 1979). Which serves to guide or encourage the audience to give their opinion on which color of soft lenses suits the speaker by commenting. In the utterance, Shasa Zhania is requesting or inviting the audience to participate in choosing the soft lens color that suits her. The illocutionary function of this utterance is to request assistance or participation from the audience in the decision-making process. This utterance serves to build rapport with the audience, increase interactivity, and encourage the audience to respond, for example through comments or suggestions. Thus, this utterance is not only a request, but also a strategy to maintain engagement in a digital context.

Previous research by Hajar et al. (2024) found that directive speech acts dominate TikTok endorsement content as they aim to influence the audience, including through invitations or requests. This analysis supports these findings. It indicates that statements directing or soliciting opinions are widely used on social media, especially to enhance interaction with followers. As a result, the statement implicitly means that the audience will provide responses or recommendations in response to the invitation. In the context of endorsement, the utterance serves as a command that encourages increasing engagement and closeness with the audience. In delivering this utterance, Shasa employs directive speech acts. Shasa wants the audience to help her choose the suitable color of contact lenses. Therefore, before entering the story or narrative about her experiences or problems in choosing the colour of contact lenses, she wants the audience to also contribute to her decision-making.

6. Locutionary acts questions with the illocutionary directives

Data VID11:

“Balik lagi ke yang tadi, jadi gimana menurut kalian aku lebih cocok pakai warna coklat atau abu-abu?”

Context: The 1 minute 3 second video uploaded to the @_shaz account shows Shasa Zhania getting ready and choosing soft lens colors that match her skin tone. The utterance occurs because Shasa explicitly asks the audience about soft lens colors that suit her. The utterance aims to get answers from the audience in the form of their opinions about soft lens color choices.

The data falls into the category of locutionary acts in the form of questions. Locutionary, the utterance is a question from the speaker to the audience regarding the suitable color of contact lenses based on the previous explanation, which is show in frase *“so what do you think I look better in brown or gray?”* The illocutionary of this data falls into the category of directive speech acts, (Searle, 1979). Which aims to encourage the audience to respond to the question by commenting, which is intended to increase video engagement and personal closeness between the speaker and the audience. Its illocutionary function is to request input

or opinions from the audience as a form of participation in decision-making. In a digital context, this utterance serves to build two-way interaction, increase engagement, and foster emotional closeness between the speaker and the audience. By directly involving the audience, the speaker not only obtains responses but also creates the impression that the audience's opinions are important and valued.

The possible impact is that the audience is encouraged to write comments or give suggestions regarding color choices and the audience feels involved in the speaker's personal decisions, thereby building emotional closeness. Such as a comments in the form of opinions from the audience regarding the choice of lens colors, such as @kirensyatasya who commented, “Lebih cocok warna coklat sih” or @cocobearyo who also commented, “Bagus semua kakkk tapi abu keliatan lebih nyala” which encourages the audience to give their comments or opinions. Meliyawati et al. (2023) states the form of locutionary acts can be in the form of questions if marked by question particles such as "what", "who", "how", or through certain intonation patterns, as seen in the utterance.

This finding is also consistent with the research by Hajar et al. (2024), which states that directive types are widely used in TikTok endorsement content because they serve to engage the audience and make them believe. In the context of endorsement, the utterance serves as a closing in the video. In closing or ending the video, Shasa uses directive speech acts. Shasa wants or expects answers to the questions she poses in order to encourage the audience to provide their answers or opinions through comments. This is used to enhance engagement and closeness between the speaker and the audience.

B. Shasa Zhania’s speaker intentions revealed in her endorsement utterances on TikTok based on the Intentionalist Model by Bach & Harnish (1979)

The types of speech acts in intentionalist model by Bach & Harnish (1979) were used to examine the speaker’s intention in Shasa Zhania’s utterances on her TikTok account. Bach & Harnish (1979) classified illocutionary acts into 4 categories, namely constatives, directives, commissives and acknowledgement. These four categories were identified and found in this study. Below is a complete explanation.

1. Constatives

Data VID1:

“Aku tuh jarang banget pakai softlens, tapi sekali pakai softlens aku tuh bingung, aku cocoknya warna coklat atau warna abu-abu?!”

Context: The 1 minute 3 second video uploaded to the @_shaz account shows Shasa Zhania getting ready and choosing soft lens colors that match her skin tone. The narration occurs as Shasa explains her habits and confusion when choosing soft lens colors. The narration also aims to express or inform about Shasa Zhania's habits and confusion regarding the use and colors of soft lenses.

In Bach & Harnish (1979) perspective, the utterance falls into the category of constatives with the subcategory of assertives. Where the scheme is *in delivering utterance (e)*,

speaker (S) expresses the belief that proposition (p), and intends that hearer (H) believe proposition (p). This means that in the statement, Shasa expresses her personal belief that she rarely wears contact lenses and her confusion in choosing a suitable lens color, and she wants the audience to also accept or understand this information as a reality about herself, as well as to believe it because they understand her confusion. The speaker's intention is to create closeness with the audience, foster interaction, and at the same time slip in a persuasive message about product variety. In this way, the audience perceives Shasa's message not only as a personal story, but also as an endorsement that directs them toward choosing soft lens products.

2. Directives

Data V2D10:

“Aku cukup recommend sabun ini untuk teman-teman yang punya eczema atau psoriasis, this one is for you too!”

Context: A TikTok account with the username @_shaz shared a 1 minute 25 second video about body care tips for people with eczema or psoriasis. The speech occurred because Shasa recommended soap products for people who have the same condition or experience as her. The speech aimed to recommend soap products suitable for people with eczema or psoriasis to the audience.

In Bach & Harnish (1979) perspective, this utterance falls into the category of directives with a subcategory of advisories. Where the scheme is *in delivering utterance (e), speaker (S) expresses the belief that there is adequate reason for hearer (H) to action (A) and the intention that hearer (H) take speaker's belief as adequate reason for him/her to action (A).* This means that in the speech, Shasa expresses her belief that she has a strong enough reason to recommend the product to the audience to take action such as trying the product, and she wants the audience to understand the speaker's belief as a sufficient reason for them to take action. The speaker's intention is to directly recommend the product while also conveying that it is safe for certain skin conditions. With the intentionalist model, this utterance is understood by the audience as a persuasive personal recommendation, which not only builds trust but also increases the likelihood of the audience trying the product.

3. Acknowledgement

Data V4D9:

“I'm so grateful for small things yet impactful like this, cause it makes me ready to face the sun and face the day.”

Context: The 1 minute 28 second video uploaded to the @_shaz account shows Shasa Zhania talking about her wedding preparations, which are then linked to the promotion of Citra body serum. The narrative occurs because Shasa chooses interesting words and describes her satisfaction with the product. The narrative aims to express gratitude and satisfaction toward the discovery of the body serum that helps her care for her skin.

In Bach & Harnish (1979) perspective, this utterance falls into the category of acknowledgment with the subcategory of thanks. Where the schema is *in delivering (e), speaker (S) expresses gratitude to hearer (H) for specific action or event (D), and the intention that hearer (H) believe that speaker (S) is grateful to hearer (H) for specific action or event (D)*. This means that in that utterance, Shasa expresses gratitude for the positive effects she has experienced, and she wants the audience to recognize that value and feel it as well. The speaker's intention is to express gratitude while emphasizing the functional and emotional benefits of the product. With the intentionalist model, the audience understands this message not only as a personal feeling, but also as a persuasive strategy that frames the product as something simple yet impactful in everyday life.

4. Commissives

Data V4D11:

"Next aku ceritain kali ya mengenai seserahan aku dan gio, siapa tahu bisa jadi inspo buat teman-teman yang lagi preparation juga ya kan."

Context: The 1 minute 28 second video uploaded to the @_shaz account shows Shasa Zhania talking about her wedding preparations, which are then linked to the promotion of Citra body serum. The narrative occurs because Shasa expresses her intention to create further content about wedding preparations that discusses dowries. The narrative aims to inform the audience about other content that will be coming soon.

In Bach & Harnish (1979) perspective, this utterance is categorized as commissives with the subcategory of promises. Where the scheme is *in delivering utterance (e), speaker (S) expresses the belief that his/her utterance obligates him/her to action (A), the intention to action (A), and the intention that hearer (H) believe that speaker's utterance obligates speaker (S) to action (A) and that speaker (S) intends to action (A)*. This means that in the statement, Shasa expresses her belief that she has a responsibility or will undertake an action that aligns with her words and wants the listeners to understand that she intends to share a story in the future, hoping that it can be an inspiration. The speaker's intention is to promise personal content to build engagement while providing inspirational value to the audience. With the intentionalist model, this discourse is understood by the audience as a natural persuasive strategy: they feel close, benefited as if they are getting inspiration, and ultimately more loyal to Shasa's content.

CONCLUSION

This study analyzed Shasa Zhania's utterances in her TikTok endorsement videos by applying Austin's (1962) speech act theory, Searle's (1969) classification of illocutionary acts, and Bach & Harnish's (1979) Intentionalist Model. The findings revealed that speech acts play a central role in digital endorsement, not only as a medium for conveying product-related information but also as a strategy for shaping audience perceptions and encouraging engagement.

From Austin's classification, the research identified all three types of speech acts locutionary, illocutionary, and perlocutionary demonstrating how utterances function at multiple communicative levels. Locutionary acts primarily appeared in the form of statements, commands, and questions, while illocutionary acts were dominated by assertives (85 data), followed by expressives (14 data), directives (4 data), and commissives (1 data). Assertive speech acts became the most prevalent, as Shasa frequently used her utterances to state facts, describe personal experiences, and share evaluations of products. These acts highlight her attempt to build trust and authenticity, which are essential in influencer marketing. Expressive acts also played a significant role in creating emotional resonance, while directives and commissives demonstrated her efforts to involve the audience and maintain long-term engagement.

Through the Intentionalist Model, this study also revealed the underlying speaker intentions behind her utterances. The analysis identified constatives, directives, acknowledgments, and commissives. Constatives reflected her beliefs about products and personal experiences, directives showed her persuasive recommendations, acknowledgments emphasized gratitude and emotional connection, and commissives highlighted her commitment to future content. These categories underscore the inferential processes between influencer and audience, where Shasa's utterances were designed to be interpreted as both personal narratives and persuasive messages.

Overall, the findings suggest that Shasa Zhanía employs speech acts strategically to strengthen persuasive communication in digital marketing. By combining assertive statements with expressive emotions, directive recommendations, and commissive commitments, she effectively engages her audience while embedding promotional messages within relatable and authentic discourse.

Theoretically, this research contributes to pragmatic studies by demonstrating the relevance of combining classical speech act theory with the Intentionalist Model to analyze digital influencer communication. Practically, the study offers insights for marketers and influencers, highlighting how speech acts can be used not only to promote products but also to establish credibility, build emotional connections, and encourage active audience participation.

In conclusion, Shasa Zhanía's TikTok endorsements exemplify how influencers can utilize language strategically to achieve persuasive goals. Her utterances do not merely serve as product promotion, but also as a form of interpersonal communication that fosters trust and loyalty among followers. This study thus reinforces the importance of pragmatics in understanding the dynamics of digital communication and provides a useful framework for analyzing similar cases in future research.

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