



**PERSUASIVE SPEECH ACTS BY LIAH YOO
AS BEAUTY CONTENT CREATOR
ON YOUTUBE**

A THESIS

In Partial Fulfillment of the Requirements for
The Sarjana Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University

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2020

PRONOUNCEMENT

The writer honestly confirms that she compiles this thesis by herself without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer also ascertains that she does not quote any material from publications or someone's paper other than from the references mentioned.

Semarang, 6 June 2020

Amatul Firdausyah

MOTTO AND DEDICATION

“Do what you have to do until you can do what you want”

-Oprah Winfrey

The writer dedicated this thesis

to her beloved parents and

to everyone who helped her accomplishing this

thesis.

PERSUASIVE SPEECH ACTS BY LIAH YOO
AS BEAUTY CONTENT CREATOR
ON YOUTUBE

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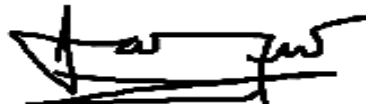
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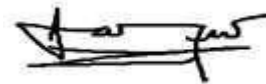
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The writer realizes that this thesis is not perfect. Therefore, she will be glad to receive critics and suggestions to make this thesis better. Finally, the writer expects that this thesis will be useful for the readers who learn illocutionary act.

Semarang, 6 June 2020

Amatul Firdausyah

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LIST OF ABBREVIATIONS

Vlog	: Video Blog
AHA	: Alpha Hydroxy Acid
BHA	: Beta Hydroxy Acid
CEO	: Chief Executive Officer

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ABSTRACT

Youtube's popularity phenomenon is the result of the habit of people. They access Youtube to get information and entertainment. Therefore, a lot of people become content creators. They use it as a platform to share any kinds of contents. The utterances of content creators might potentially influence Youtube users. In this research, a beauty content creator named Liah Yoo whose contents are about beauty product reviews is chosen as the object. The purposes of this research are to find the persuasive language and the responses of Liah Yoo's utterances. They are analyzed by using illocutionary act, IFID element, and felicity condition theories from Searle. The data are the sentences that contain types of illocutionary acts. In collecting the data, the writer uses non-participant observation and purposive sampling technique. Pragmatic identity method is applied to analyze the data. The results show 16 illocutionary forces of assertive, directives, expressive, and commissive. An assertive act has functions to state, describe, inform, and assure. A directive act is to recommend, request, order, advise, invite, and warn. An expressive act is used for greeting, showing expression of pleasure, praising, and complaining. A commissive act is categorized as the speaker's commitment and promise. Meanwhile, the declaration act cannot be found since there are no utterances that could change the reality of the world. Several feedbacks from the viewers showed that the speaker's utterances are successful since the utterances have a power to persuade. Those comments are about suggestions for filming other products review, temptation feeling to buy the products, and appreciation messages. A few comments that criticize and state the contrary opinion are expressed in polite way.

Keywords: persuasive language, illocutionary act, beauty content creator, youtube.

CHAPTER I INTRODUCTION

1.1 Background of the Study

Language is crucial for human beings to fulfill their lives. It is a tool to show their identity, their point of view, their character, and to communicate effectively. When it comes to communication, both speaker and hearer must have the same shared knowledge. As a branch of linguistics that studies on the meaning behind utterances, pragmatics is closely related to speech act.

According to Yule (Yule 1996:47), a speech act refers to an action performed which is produced by the speaker via the utterance. The action of speech acts consist of three related types. Locutionary act is the main basis of utterances. Illocutionary act is utterances containing functions or intended meanings such as making a statement, a promise, a command, and other communicative purposes.

Communication can be divided into direct communication and through media communication. For instance; television programs, radio, social media platforms, and so on. Social media platforms have been spread up today because people can access them easily. Youtube has become the most popular platform. According to techterms.com, Youtube was started as an independent website in 2005 and was acquired by Google in 2006. It is a video sharing service in which the users can freely share their videos from their channel and watch videos from other users. Moreover, users can respond through providing like and comment on videos

anytime. The interesting fact is that the users can monetize their Youtube channel. They can get paid from Youtube through Google AdSense and endorsement. Therefore, many people are interested in Youtube to work as a content creator. The users can find a lot of content on Youtube, among them are product review, video blog (*vlog*), game, beauty, travel, parody, and others. The concern of this research is beauty content so that they relate it to beauty content creators.

Liah Yoo is a famous beauty content creator from South Korea. Beginning her Youtube channel in 2015, she has gained boundless popularity for her contents about skincare, self-care, and lifestyle tips. Even though she was born and raised in South Korea, she uses English in her videos so that the viewers outside South Korea can understand what she said. Besides as content creator, Liah Yoo is the Founder and CEO at her skincare line named Krave Beauty since 2017. She worked at Amore Pacific which was the biggest Korean cosmetics company. Her deep understanding of skincare products combined with a humble personality makes her a trustworthy beauty *guru*. Currently, she got over 800,000 subscribers. The way Liah Yoo talks about skincare and cosmetic products is extremely convincing. Her utterances have a power to persuade even they are expressed outside sponsored videos. This is the main reason to conduct the research.

Based on the phenomenon of beauty content creator, the writer is eager to study the utterances of Liah Yoo through the theory of illocutionary act. Liah Yoo is selected as the object because of her career background. Besides that, her explanations are always based on research. The writer assumed that her utterances can influence the viewers. The writer will also investigate the viewers' responses

to see if the utterances of the speaker succeeded. Based on the previous explanations, the thesis is entitled “**Persuasive Speech Acts by Liah Yoo as Beauty Content Creator on Youtube**”.

1.2 Research Problems

Accordant with the topic of the study, the writer focuses on three research problems:

1. What are the types of illocutionary acts in Liah Yoo’s utterances that tend to persuade?
2. What are the responses given by the viewers toward Liah Yoo’s utterances?
3. Which one the most dominant illocutionary force for persuading the viewers?

1.3 Purpose of the Study

In the videos, Liah Yoo wants to share any skincare tips and beauty products review which are good for her viewers. In this research, the purposes that would be achieved by the writer are:

1. To present the illocutionary acts in Liah Yoo’s utterances that tend to persuade.
2. To comprehend the responses given by the viewers toward Liah Yoo’s utterances.
3. To reveal the most dominant illocutionary force for persuading the viewers.

1.4 Scope of the Study

Illocutionary acts of Liah Yoo's utterances and the responses of the viewers are the main focused of the study. Both of them will be analyzed by the theories proposed by Searle. The utterances were collected from Liah Yoo's Youtube channel. The writer limited the data by selecting four beauty videos that represent the whole kind of uploaded videos. The videos are concerned with the best product recommendations, skincare tips, honest reviews, and makeup tutorials. However, the essence of all the contents is similar. Those contents are talking about the review of skincare and makeup products.

1.5 Significance of the Study

Data gathered in this research are expected to provide advantages to the readers, particularly students who are majoring in English linguistics. This research will help to understand illocutionary acts that occur not only in the phenomena of beauty content creators but also in any kind of utterances. Furthermore, this research can provide a new insight for other researchers to develop the illocutionary act's research.

1.6 Previous Studies

Some research conducted in speech act analysis by other researchers. Five previous studies have been selected as the references. The first research is entitled The Use of Illocutionary Acts in Stephenie Meyer's New Moon. This research concerns with analyzing five types of speech acts. The writer described them by using the theory of Searle. She collected 219 utterances containing illocutionary acts. The result shows that representatives occupied the highest frequency of illocutionary acts in

the novel since the conversation tells about the true feeling between the characters. Each function of the utterances is explained. However, the analysis process is limited. She did not apply the theory of felicity condition or illocutionary force to strengthen the results. (Ainurrohmah, 2011)

The next research is entitled *Identifying Illocutionary Force of The Host's Speech Act in Mata Najwa Talkshow*. The writer analyzed the illocutionary forces resulted from the host and the structure of adjacency pairs. She found that the host used representative, directive, and expressive illocutionary acts to respond to the guest's statement. The theories of illocutionary act and implicature by Yule (Yule 1996) were applied in analyzing the data. The result reveals that the structure of adjacency pairs makes the conversation between the host and the guest is in harmony. (Kristanti, 2013)

Another related research is entitled *Analysis of Illocutionary Acts of Jokowi's Speech*. The main focus is the illocutionary acts of Jokowi's utterance. The writer obtained 94 data then classified them into assertive, directive, commissive, and expressive illocutionary acts. They were analyzed by using Searle's theory. To support the results, he added the reasons why Jokowi used those illocutionary acts to the context of the situation on his speech. Furthermore, he elaborated on the possible perlocutionary effect of dominant illocutionary acts. The result shows that assertive acts occupied the most used type of illocutionary acts since Jokowi's utterances contained a lot of information about the agenda of Indonesia. Since he only focused in elaborating the meaning of Jokowi's utterances

to its context, he did not put other theories such as IFID, felicity condition, and illocutionary force to support the results. (Saputro, 2015)

The following research is entitled *Persuasion in Social Media (A study of Instagram influencers' usage of persuasive speech act)*. The writer analyzed four data collected from every two male influencers and two female influencers. She chose the contents that only contain textual aspects of marketing posts from the fitness influencers on Instagram. The differences and similarities between their contents through persuasive speech acts were compared. The writer analyzed the data by applying the theory from Searle. The result presents that the directive speech act became the most used utterances. It is because the influencers can write the caption on Instagram to tell the followers to purchase and to use the products. Although the writer analyzed the persuasive sentences, she did not present the outcomes from the Instagram influencer's followers after seeing those Instagram's posts. (Carlsson, 2017)

The last research is entitled *An Analysis of Directives Illocutionary Acts in Boy William's Video Blog (Vlog)*. Using Yule's theory, the writer chooses three *vlogs* to be analyzed. Based on the data, she identified the sorts of directive illocutionary acts. In addition to the amount of each directive types, they were presented on the table but the writer did not explain the reasons. She also neither put IFID, illocutionary force, nor felicity conditions to strengthen her results. (Sholikah, 2019)

All the presented previous research have similarity with this research which is analyzing speech act or illocutionary act. However, each writer is not only has a different object but also its concern. There are novels, talk shows, presidential speeches, advertisements, and *vlog*. The object of this research is quite new compared to the previous research because there was only one researcher that analyzed certain Youtube videos and it is a kind of video blog (*vlog*). None of the previous research analyzed the data through the theory of felicity condition. Therefore, the concern of this research is on the illocutionary act and felicity condition analysis. This research also shows the outcomes from the speaker's viewer to prove if the utterances are successful. Based on the previous descriptions, the title of this research is Persuasive Speech Acts by Liah Yoo as Beauty Content Creator on Youtube.

1.7 Organization of the Writing

This research has several chapters as shown below:

CHAPTER I

INTRODUCTION

This chapter comprises of background of the study, research problems, purpose of the study, scope of the study, significance of the study, previous studies, and organization of the writing.

CHAPTER II

REVIEW OF LITERATURE

This chapter contains the description of related theories to analyze the research. Those theories are

Speech Act, Direct and Indirect Speech Acts, illocutionary Act, IFID, and Felicity Conditions.

CHAPTER III

RESEARCH METHOD

This chapter elaborates the type of research, population, and sample, method of collecting data, and method of data analysis.

CHAPTER IV

ANALYSIS

This chapter presents the data analysis of Liah Yoo's utterances indicating illocutionary act, the responses of the viewers in the selected videos, and the most dominant illocutionary force for persuading the viewers.

CHAPTER V

CONCLUSION

This chapter shows the conclusions based on the analysis and the findings.

CHAPTER II REVIEW OF LITERATURE

This chapter explains some theories which are related to the research. The theories are used as the basis for analyzing data. The topic of the research is a speech act in pragmatics. It deals with speech acts, direct and indirect speech acts, types of illocutionary acts, IFID, and felicity conditions. Those aspects are analyzed by the theories from Searle and Yule.

2.1 Speech Acts

Pragmatics is the study of contextual meaning which means that the speaker's utterances have an implicit meaning more than what it said. There is one of the pragmatics branches called speech acts.

The speech act theory first was introduced by J.L Austin, an Oxford Philosopher. He explained it in "*How to Do Things with Words*" (Austin 1962). The theory was developed by American Philosopher J.R Searle (Searle 1969), who once was his student. Searle deepens on the study of speech act since all linguistic communication involves the linguistics act. Meaning that the unit of linguistics is communicated not the symbol, the word, or sentence, but rather the production of those things in the performance of the speech act.

Speech acts are classified into three classes: locutionary, illocutionary, and perlocutionary (Austin 1962). Locutionary act associates with the act of uttering something clearly without implicit meaning. Illocutionary act refers to the act of uttering something that has a meaning behind the statetement and usually has a

particular force. Perlocutionary act deals with the effect of the hearer towards the speaker's utterance.

Austin labeled that complete speech acts by the name "Illocutionary Act". Five basic categories were classified into verdictive, expositive, exercitive, behabitive, and commissive. Therefore, Searle adopts this terminology for his version of illocutionary act types.

2.2 Direct and Indirect Speech Acts

Yule (Yule 1996) distinguished speech act into direct and indirect speech acts.

1. Direct speech act refers to an utterance in which its structure and function are correlated. This type commonly can be found in the structural forms (declarative, interrogative, and imperative) between the general functions (statement, question, command or request).

For example: "Open the book!"

In imperative form, the lecturer orders the students to open the book.

2. Indirect speech act refers to an utterance in which its structure does not correspond with its function. The speaker has intended meaning in producing the utterance but does not state it explicitly. Therefore, the hearer should understand the intended meaning.

For example: "The weather is so hot, it makes me thirsty."

In declarative forms, the speaker indirectly asks for the drink.

2.3 Types of Illocutionary Acts

The taxonomy proposed by Searle is the most popular work at categorizing illocutionary act's alternative class. According to Searle (Searle 1979), the version of the illocutionary act by Austin (Austin 1962) is defective. Several weaknesses of Austin's taxonomy can be explained for instance:

There is a persistent confusion between verbs and acts, not all the verbs are illocutionary force, there is too much overlap of the categories, too much heterogeneity within the categories, many of the verbs listed in the categories don't satisfy the definition given for the category, and there is no consistent principle of classification (Searle 1979:11).

Basic categories of illocutionary acts proposed by Searle (Searle 1979:12) consist of assertive, directives, commissives, expressive, and declarations.

1. Assertive

Assertive is the act in which the speaker describes a state of affair to the hearer, whether it is a fact or not. It is otherwise called representatives. The utterance is classified as assertive act when there are verbs like state, describe, claim, tell, insist, and hypothesize. Besides that, the intended meaning behind the utterance also can be illocutionary force.

For example: (1) *My cosmetics brand has launched on the website.*

The speaker on statement (1) means to inform everyone that the cosmetics product of his/her brand has launched.

2. Directive

Directive is the act which the speaker makes the hearer to perform what he/she said. The verbs, intended meanings, or other devices that can determine an

utterance into directive act are asking, requesting, commanding, ordering, advising, inviting, and etc.

For example: (2) *Put this mask on your face.*

The speaker on utterance (2) orders someone to put the mask.

3. Commissive

Commissive is described as the act in which the speaker commits himself/herself to do the action in the future. Verbs that refer to commissive class are promising, threatening, intending, and pledging.

For example: (3) *I will do a giveaway for you guys.*

The speaker on utterance (3) promises to do a giveaway to his/her fans.

4. Expressive

Expressive is the act of expressing the feeling in a specified situation. Expressive act can be identified by several verbs such as thanking, congratulating, complaining, praising, welcoming, condoling, and apologizing. The utterances which have the meaning of those verbs also belong to this class.

For example: (4) *You really deserve it!*

The speaker on the utterance (4) praises someone of his/her achievement.

5. Declaration

Declaration refers to the act which only the speaker who has the power to change the status of people or the reality of the world by his/her utterances. Firing,

baptizing, bidding, passing sentence, excommunicating are involved as declaration verbs. It can be found in a formal situation such as courts and wedding ceremonies.

For example: (5) *Judge: I sentence you 20 years prison!*

The speaker on the utterance (5) can pass sentence to a murder since his/her position is judge in court.

2.4 Illocutionary Force Indicating Device (IFID)

Searle (Searle 1969:30) stated that Illocutionary Force Indicating Device is a term used to know and to emphasize the utterances intended by the speaker. The devices are classified into:

1. Word order

Word order is how words are arranged in a smaller order or construction.

2. Stress

Giving stress to speech is useful to differentiate the level of emphasis on the sentence.

3. Intonation Contour

The difference in sound levels to distinguish between questions, statements, and other utterances.

4. Punctuation

It is used to mark the sentence.

5. The Mood of the Verb

It is used to show the speaker's attitude. There are three types of moods in verbs, namely: imperative (request and command), subjunctive (hypothetical statement), and indicative (statement and question).

6. Performative Verb

Searle explained that when someone uses a performative verb, he "does" what he describes just by saying the verb

2.5 Felicity Conditions

Felicity conditions are the criteria to achieve felicitous utterance. For example, the student who orders the teacher to clean the blackboard is considered as infelicitous utterance. On the contrary, it becomes a felicitous utterance if the teacher orders it to the student. According to Searle (Searle 1969), those criteria are categorized into four rules:

a. Propositional Content

It is a condition in which illocutionary force and the produced utterance are concordant. It represents past, present or a future set of circumstance.

b. Preparatory Condition

This condition is regarding the speaker's beliefs in which he/she can perform the utterance. In certain acts, the speaker is required to have a higher position over the hearer.

c. Sincerity Condition

It is the psychological state of the speaker which can determine the sincerity or insincerity of the speaker's act. The feelings, intentions, and thoughts are categorized into this rule.

d. Essential Condition

It is a condition that shows the speaker's intention to make the hearer to perform the act or the speaker's intention to undertake the action.

2.6 The Parameters of Felicitous Utterance

According to Searle (Searle 1969:66-67), the parameters for several illocutionary acts to fulfill felicitous utterance can be illustrated as follows:

1. Assert, state, affirm

Propositional Content : Any proposition p

Preparatory Condition : S has evidence (reason, etc) for the truth of p , it is not obvious to both S and H that H knows p .

Sincerity Condition : S believes p .

Essential Condition : Counts as an undertaking to the effect that p represents an actual state of affairs.

2. Request

Propositional Content : Future act A of H .

Preparatory Condition : H is able to do A . S believes H is able to do A , it is not obvious to both S and H that H will do A in the normal course of events of his own accord. Meanwhile, *order* and

command have additional preparatory rule that *S* must be in a position of authority over *H*.

Sincerity Condition : *S* wants *H* to do *A*.

Essential Condition : Counts as an attempt to get *H* to do *A*.

3. Advise

Advise is not the type of request since it is not trying to require the hearer to do act.

Advise can be compared to urge, advocate, and recommend.

Propositional Content : Future act *A* of *H*.

Preparatory Condition : *S* has some reasons to believe *A* will benefit *H*, it is not obvious to both *S* and *H* that *H* will do *A* in the normal course of events.

Sincerity Condition : *S* believes *A* will benefit *H*.

Essential Condition : Counts as an undertaking to the effect that *A* is in *H*'s best interest.

4. Warn

Propositional Content : Future event or state, etc., *E*.

Preparatory Condition : *H* has reason to believe *E* will occur and is not in *H*'s interest, it is not obvious to both *S* and *H* that *E* will occur.

Sincerity Condition : *S* believes *E* is not in *H*'s best interest.

Essential Condition : Counts as an undertaking to the effect that *E* is not in *H*'s best interest.

5. Thank

Propositional Content : Past act *A* done by *H*.

Preparatory Condition: *A* benefits *S* and *S* believes *A* benefits *S*.

Sincerity Condition : *S* feels grateful or appreciative for *A*.

Essential Condition : Counts as an expressions gratitude or appreciation.

6. Greet

Propositional Content : None.

Preparatory Condition: *S* has just encountered (or been introduced to, etc.) *H*.

Sincerity Condition : None.

Essential Condition : Counts as a courteous recognition of *H* by *S*.

7. Congratulate

Propositional Content : Some event, act, etc., *E* related to *H*.

Preparatory Condition: *E* is in *H*'s interest and *S* believes *E* is in *H*'s interest.

Sincerity Condition : *S* is pleased at *E*.

Essential Condition : Counts as an expression of pleasure at *E*.

8. Promise

Propositional Content : *S* predicates a future act *A* of *S*.

Preparatory Condition: *S* is able to perform *A*, *H* wants *S* to perform *A*.

Sincerity Condition : *S* intends to do *A*.

Essential Condition : Counts as the undertaking by *S* of an obligation to do *A*.

CHAPTER III RESEARCH METHOD

3.1 Type of Research

In relation to the objectives of this research, the design of this research is a descriptive qualitative research. Consequently, the characteristics of the phenomena and the data were analyzed using the description rather than the frequency or number. Furthermore, the writer uses pragmatic identity method with a purposive sampling technique as a pragmatic determinant. The method is used since the utterances of Liah Yoo affects the interlocutors. The writer presented the classification of five types of illocutionary acts and explained the felicity conditions of Liah Yoo's utterances.

3.2 Data, Population, and Sample

Data of this research are all kinds of illocutionary acts in Liah Yoo's beauty videos. In 2020, Liah Yoo has uploaded over 330 videos on her Youtube channel. However, the writer limited and selected four videos on <https://www.youtube.com/user/YellowyCream>. Those videos represent the sort of hundred videos about series of the best products recommendation, skincare tips, honest reviews, and sponsored products.

The population of this research is all the utterances spoken by Liah Yoo in her beauty videos on Youtube. However, not all the population becomes the samples of this research since the writer has a certain purpose. The technique that is used to choose the sample is a purposive sampling technique.

3.3 Methods of Collecting Data

The writer uses a non-participant observation method to collect the data. Non-participant observation does not require the participation of the researcher in the research. Therefore, the writer just notices on what Liah Yoo talked about. The steps to collect the data are elaborated as follows:

1. The writer downloaded four videos from Liah Yoo's Youtube channel.
2. The writer made a transcript of the utterances of Liah Yoo.
3. The writer classified the utterances of Liah Yoo based on all types of the illocutionary act.

3.4 Methods of Analyzing Data

The writer uses a pragmatic identity method to analyze the data. According to Sudaryanto (Sudaryanto 2015), identity method is a method used to analyze the lingual unit by using the determinants that are outside the *langue*. The determinant of identity method is classified into five sub-types. They are referent, speech organ, langue, orthographic, and pragmatic. In this research, the determinant is the interlocutor so that it is classified as pragmatic identity method. The writer analyzed the data in the following steps:

1. The writer selected some data and analyzed them based on the illocutionary acts.
2. The writer analyzed the selected data by using the theory of felicity condition.

-
-
3. The writer presented the responses from some viewers in the comment feature on Youtube.

CHAPTER IV DATA ANALYSIS

The writer presents the data analysis and the findings of the research in this chapter. The first section explains the illocutionary act types and the felicity condition that are used by Liah Yoo in her beauty videos. Those types are divided into assertive, directive, expressive, and commissive. Declaration illocutionary act is not counted because there is no utterance that could change the reality of the world. The theory of felicity condition is applied in the analysis since it can reveal whether the utterances are felicitous or not. The second section provides the responses given by the viewers toward Liah Yoo's utterances. The most dominant illocutionary force for persuading the viewers are shown in the last section. According to the findings, Liah Yoo's utterances have a huge power to persuade the viewers. The writer does not find such hateful comments. However, there is one contradictory response towards the expression of complaint that written in a polite way.

4.1 Illocutionary Acts of Liah Yoo's Utterances

This section provides the intention of Liah Yoo's utterances through analysis of felicity condition.

1. Assertive

Assertive acts of Liah Yoo's utterance are divided into state, describe, inform, and assure.

1.1 State

State is the utterance that can be correct or not correct, meaning that it is a fact or speaker's opinion. The utterances of stating can be shown as follow:

I like the idea of exfoliating but at the same time I'm not really sure if we need to go up a very high percentage especially doing at home.

[Data 3 (140)]

The utterance is produced on the video of overhyped skincare products review. The review concerns with an exfoliating treatment. Liah Yoo gives her opinion for the product in that present time. The way she shows the product fulfills the propositional content condition.

On this video, Liah Yoo reviews an exfoliating product containing a high percentage of AHA and BHA. The term *exfoliating* is the process of removing dead skin cell from the surface with physical exfoliating or chemical exfoliating product. Physical exfoliation can be done with the use of scrub product, while chemical exfoliation can be done if the product contains AHA and BHA. In this case, Liah Yoo does not recommend for exfoliating the face at a high percentage. However, it is not obvious to both of Liah Yoo and the viewers that the viewers know the secure way to exfoliate their face.

Based on the previous elaboration of home exfoliating treatment, Liah Yoo sincerely informs the viewers whether those products are worth to buy or not. Liah Yoo believes that she and the viewers do not need to exfoliate their face in a very high percentage of AHA and BHA. The action of over exfoliation can hurt the face.

The utterance is considered as Liah Yoo's undertaking to the effect that over exfoliation treatment can damage the skin barrier. In this case, Liah Yoo must utter the actual situation. If she does not tell the truth, the viewers will not believe her anymore.

Based on the context, Liah Yoo's statement contains not only assertive point but also indirectly does not recommend purchasing the product. Her expression on the clause "*I'm not really sure if we need to go up a very high percentage*" indicates the assertive point. According to IFID's analysis, Liah Yoo stresses that clause.

1.2 Describe

Describe is to tell a particular object or situation in detail. The utterance that indicates to describe is shown below:

If we're talking about the texture and the consistency of Tamanu oil, it's definitely a bit heavier than Rosehip Seed oil, Hempseed oil, Jojoba and Grapeseed oil which are more suitable for oilier skin type but it's not as heavy as avocado oil, olive oil, coconut oil which are more suitable for drier skin type. It's like right in between.

[Data 2 (95)]

The utterance is produced by Liah Yoo on the video of skincare tips. On this episode, Liah Yoo reviews the benefits of Tamanu Oil. Liah Yoo describes the texture and the consistency of Tamanu Oil by showing it to the viewers. It can be seen in the clause "*if we're talking about the texture and the consistency of Tamanu Oil*". The utterance is used to give insight for people who have oily or dry skin type. In this video, she compares Tamanu Oil to other oil products. It is also not obvious that all the viewers know the texture and consistency of those products. According

to the data, Liah Yoo describes those products very detail. The utterance is produced by Liah Yoo sincerely. Therefore, the viewers will not feel being fooled. The utterance is considered as Liah Yoo's undertaking to the effect that over exfoliation treatment can damage the skin barrier. The utterance is viewed as Liah Yoo's effort that the description of Tamanu Oil will be suitable for all skin types. It must represent the actual situation.

. If we see the context, Liah Yoo's utterance not only contains assertive point but also indirectly recommends the product by uttering the clause "*It's like right in between*". The clause functions as a balancer to the previous description. According to IFID's analysis, Liah Yoo gives stress when saying the clause.

1.3 Inform

Inform is to deliver oneself with information. The utterance of informing is shown below:

We have a very interesting product here. This is Vely Vely Artemesia Balance Essence and this is basically made out of 100% Mugwort essence or Mugwort extract with no other ingredients.

[Data 3 (171)]

The utterance is produced by Liah Yoo on the video of honest review. It conveys the ingredients of each product. According to the data, Liah Yoo tells the viewers about the ingredients of Vely Vely Artemesia Balance. She elaborates on the ingredients of the product clearly. It can be seen from the sentence that states "*this is Vely Vely Artemesia Balance Essence and this is basically made out of 100% Mugwort essence or Mugwort extract with no other ingredients*". Liah Yoo's utterance meets preparatory condition because she has evidence for the validity of

the product by its product claim. It is also not obvious that all the viewers know about the product so that the product can benefit the viewers. Liah Yoo certainly knows the ingredient of the product. Her expression when uttering “*with no other ingredients*” supports the sincerity condition. In fact, she says the truth. This utterance is counted as Liah Yoo’s effort in convincing the interesting thing about the product to the viewers.

In the beginning, Liah Yoo states that it is an interesting product because it only has one ingredient. If we pay attention to the following information about the product, the utterance has a function to persuade the viewers to try it. The stressed clause “*100% Mugwort Essence*” is categorized as IFID’s element of stress. Therefore, the clause supports this utterance to function it as inform.

1.4 Assure

Assure is to state with confidence that intends to make someone sure. The utterances of assure are presented below:

This is hands-down the best tattoo tint ever that really really works and this will be your lifesaver if you are going on a beach holiday as well.

[Data 4 (213)]

Liah Yoo produces the utterance on the video of skincare and makeup tutorial. As the speaker, Liah Yoo tells the viewers about the best tattoo tint product for eyebrows. The utterance is used to convince the viewers about Liah Yoo’s claim. In assuring, Liah Yoo shows the finished look when using the product and the texture of the product. It comes with gel texture that can be peeled off after several minutes to create an evenly-filled brow.

The utterance also fits preparatory condition. Liah Yoo demonstrates how to use it and shows the final look on her face, she also feels comfortable in using the product. However, it is questioned to both Liah Yoo and the viewers if all the viewers know about the product. It is assumed that only some of them know. Liah Yoo looks sincere in persuading the viewers. She guarantees that the product will be needed by the viewers if they are on a beach. The utterance produced by Liah Yoo is considered as her undertaking in assuring the viewers. It represents the actual state of affairs.

According to the context, Liah Yoo's utterance not only contains assertive point but also persuade the viewers to buy the product. It can be seen from the hyperbole expression "*this is hands-down the best tattoo tint ever*" and "*this will be your lifesaver*". Moreover, Liah Yoo deep stressed when saying "really" than other clauses. She really means assuring the viewers to purchase the product because she knew that it would benefit the viewers and they would like it.

2. Directive

Directive acts of Liah Yoo's utterance are classified into recommend, request, order, advise, invite, and warn.

2.1 Recommend

Recommend is to suggest someone that a certain action should be done or to encourage that something would be good. The utterances of recommending are shown below:

I highly recommend this product to those you guys who are kind of feeling a lot of spending.

[Data 1 (57)]

Liah Yoo produces the utterance on the video of best recommendation products. On the video, she reviews a cushion foundation product from Sulwhasoo brand. It is known as a high-end brand. This utterance is used to encourage the viewers who do not mind to spend much money to try the product. It also concerns to the action of the viewers in the future. The writer assumed that the viewers will buy or put the product in their wish list after watching Liah Yoo's recommendation.

Liah Yoo has some reasons to believe that the action will benefit the viewers. If they buy the mask product, they can achieve a beautiful finish on their face since it has skincare in its ingredients. On the contrary, it is not obvious to both Liah and the viewers that all the viewers will buy or use the product. In producing the utterance, Liah Yoo is sincere that the action will give advantage to the viewers. She confirms it by saying "*definitely recommend*".

Based on the context, this utterance directly shows the recommendation to the viewers. Liah Yoo recommends the cushion foundation product since it provides a perfect finish and contains skincare property. Although the product is a bit pricey, she thinks that it is worth to buy. The utterance also supported by the performative verb and stress on the clause "*I highly recommend*".

2.2 Request

Request is to beg for something. The utterance below is classified as request:

Please subscribe to my Youtube channel down below by clicking that red subscribe button.

[Data 4 (265)]

The utterance is produced on every Liah Yoo's video, especially on the closing part. It indicates the future act of the viewers. By uttering the clause "*please subscribe to my Youtube channel*", the viewers are required to subscribe Liah Yoo's Youtube channel. Liah Yoo believes that the viewers are able to subscribe to her channel. Nevertheless, it is not obvious that all the viewers will do the action on their own accord. She uses the word "*please*" to be more polite. The utterance is counted as Liah Yoo's undertaking to get the viewers do the action, meaning that she really begs for the subscribers.

Based on the context, kind of this utterance is a direct request. It can be seen that Liah Yoo also emphasized the word "*please*" to show IFID's element of stress.

2.3 Order

Order is to give someone an instruction to perform something. The utterance of order is presented as follows:

Krave Beauty Beet The Sun is coming to you guys very very soon, so stay tuned.

[Data 4 (229)]

Liah Yoo produces the utterance on the video of skincare and makeup tutorial. There is a request statement that showed on the clause "*so stay tune*". The utterance shows that the viewers must do an action in the future. This utterance can be classified as assertive act but it tends to function as directive act. The illocutionary force of order is used to make the viewers wait for the upcoming sunscreen product called Krave Beauty Beet The Sun. Liah Yoo believes that the order can be done by the viewers. She also knows that the viewers are able to wait

within a certain period to get the product. Besides, she believes that the product will benefit the viewers in treating their skin. As a beauty *guru*, she has more knowledge in terms of skincare and makeup. Therefore, Liah Yoo is in a higher position than the viewers. She has the authority to order them. In fact, the viewers know that she will provide a good product because of her background career.

This utterance is counted as Liah Yoo's effort to get the viewers to believe and to do the act. This state of affairs belongs to essential conditions. Based on the context, Liah Yoo directly recommends the product. IFID's element of this utterance can be traced from the stress on "*stay tuned*".

2.4 Advise

Advising is to supply oneself with an important message. Here is the utterance of advising:

I just want you guys to remember whether you're struggling with acne, rosacea, eczema, or any kind of skin condition, honor yourself and really really nourish and love your skin as well as your body.

[Data 2 (121)]

The utterance is produced in the video of skincare tips. After giving some information about the benefits of Tamanu Oil, Liah Yoo advises the viewers. Propositional content can be shown from Liah Yoo's utterance which requires the viewers to appreciate themselves in any condition after listen to Liah's advice. So, this circumstance is about the future act of the viewers. The utterance that shows "*honor yourself and really really nourish and love your skin as well as your body*" will affects the viewers to implement it.

Liah Yoo assumes that the action will be beneficial for the viewers. If the viewers obey her advice, they will accept and love themselves more in any condition. She believes that the viewers who deal with the worst skin condition will feel valued if they try to honor themselves. However, it is not obvious that the viewers will be grateful since everyone wants to be a good looking person. This utterance is counted as Liah Yoo's effort to the effect that the advice is in the viewers' interest.

The illocutionary force of advising is used to raise a self love. Based on the context, Liah Yoo's utterance directly advise the viewers by saying "*honor yourself and really really nourish and love your skin*". The clause shows higher stress so that it makes the whole utterance categorized as a directive act of advising.

2.5 Invite

Invite is to request the participation of someone. The utterance below is considered as invite:

So let's look at what Tamanu Oil can do.

[Data 2 (101)]

Liah Yoo produces the utterance on the video about removing acne marks and hyper-pigmentation tips. The context is a review of the benefits of Tamanu oil for that problematic skin. She invites the viewers to keep their ears open on the explanation about Tamanu Oil. This utterance deals with the future act of the viewers. The act is giving attention to Liah Yoo's review of Tamanu Oil. If all the viewers do not do the action, the utterance will not be felicitous. Liah Yoo believes that the product will benefit the viewers. It can relieve acne marks. Another reason

is that she believes that the product is different from any acne products. This utterance can be concluded as a struggle to the effect that the action of listening or giving attention is in the viewers' interest. If the viewers do not interested in the video, the utterance cannot fulfill the essential condition of invite.

Liah Yoo directly asks their participation. IFID's element of the utterance is the stress on the clause "*so let's look at*". However, the utterance has intended meaning. Liah Yoo indirectly wanted to prove that Tamanu oil is good for healing some skin problems.

2.6 Warn

Warning is to give notice from unfavorable or dangerous things. The utterance below is classified as a warning:

If you're allergic to artificial scents, be aware of that.

[Data 1 (14)]

This utterance is produced on the video of best cushion foundation products recommendation. Liah Yoo informs the viewers about the coverage, finish look, texture, and ingredients of the product. Coincidentally, this product contains an artificial scent. Liah Yoo knew that not all people could apply that ingredient on their faces. Illocutionary force of warn is used to remind the viewers who are allergic to it. This utterance concerns to the future state of affairs which may be risky. Liah Yoo warns them by saying "*be aware of that*". The act of applying the product with fragrance will gives bad effect to the ones who are allergic to it.

Liah Yoo believes that the condition possibly happens. It refers to the effect of artificial scents on the product towards the viewers who are allergic to it. Liah

Yoo also believes that the condition is not in the viewers' interest so that she is sincere in telling her viewers who are allergic to avoid the product. However, it is not obvious that the condition will happen since she warned them in advance. This utterance is considered as an effort to the effect that artificial scent is not in certain viewers' interest.

The element of IFID can be found on the clause "*be aware of that*". She stresses when uttering it. In this utterance, Liah Yoo shows the direct act of warning for certain viewers.

3. Expressive

Expressive acts of Liah Yoo's utterance are divided into state, describe, inform, and assure.

3.1 Greet

Greeting is to welcome someone. The expression of greeting can be shown below:

What's up everyone! My name is Liah Yoo.

[Data 1 (1)]

The utterance is produced at the beginning of the video. The illocutionary force of greeting is used to introduce Liah Yoo and welcome the viewers before she reviews a product. It is possible that there will be new viewers who do not know Liah Yoo in advance. Greeting to the viewers is considered as courteous recognition in the beginning of the video. In reference to the analysis of IFID, the word order and intonation of the utterance are relevant to the expression of greeting. Liah Yoo also gives stress when uttering "*What's up everyone!*". Based on the context, Liah

Yoo uses direct speech act since the utterance does not have the intention to recommend.

3.2 Expression of Pleasure

Expression of pleasure is the feeling of joyful towards certain situation or something. It is presented as follows:

I really really enjoyed this, it actually exceeded my expectation but mine that I had really low expectation of this product.

[Data 3 (197)]

The utterance is produced on the video of overhyped skin care products review. Liah Yoo expresses her pleasure towards the product. It can be shown by Liah's expression that says "*I really really enjoyed this*". It is not a sponsored video so Liah Yoo can freely express her feeling towards the product. The product is Mamonde Ceramide Cream. In the video, Liah Yoo describes the main ingredient and the result of applying it. She really likes the product because it beyond her expectation. The utterance is associated with the speaker's interest, meaning that the product attracts Liah Yoo's attention. She believes that it will benefit the viewers who look for moisturizer cream. Based on Liah Yoo's expression, she is pleased by the product. The word "*really*" represents and emphasizes her statement.

The expressive point can be found on the clause "*I really really enjoyed this*". It is categorized as an indirect expression of recommendation. Moreover, the stress and the intonation on uttering it support as an expression of pleasure.

3.3 Praise

Praise is to express admiration towards something. The example of praise's expression can be shown below:

I've been just really occupied with other cushion foundation but this one is like actually a very beautiful product.

[Data 1 (54)]

Liah Yoo produces the utterance on the video of best cushion foundation products recommendation. The utterance fits the circumstance. Liah Yoo undergoes the good from the cushion foundation product. It can be traced by the clause “*this one is like actually a very beautiful product*”. Liah Yoo feels that the product has good quality and worth buying. She adores the product so she can produce the utterance without constraint. The function of the illocutionary force is used to express her admiration for the product by saying that it is beautiful “*a very beautiful product*”. It means that Liah Yoo is sincere about the quality of the product. At the time she shows her admiration, she also shows the appearance of the product to the viewers.

According to the context, Liah Yoo's utterance shows an indirect recommendation. The phrase “*very beautiful*” indicates the IFID's element of stress. It shows that she really means when uttering it.

3.4 Complain

Complain is to express discontent, resentment, and distress toward something. The expression of complaint can be seen as follows:

First of all, I have to say while reading the description, it just made me really really mad because I just hate when skincare brands are teaching their

customers to apply AHA BHA and everything and expect a miracle at the end of 30 days.

[Data 3 (164)]

Liah Yoo produces the utterance on the video of overhyped products review. This utterance shows that Liah Yoo experiences the bad of the product. The illocutionary force of complaining is used to express Liah Yoo's discontent about the product claim. The utterance supports the circumstance since the video is about honest reviews from Liah Yoo. She strongly disagrees with the product claim "*I just hate when skincare brands are teaching their customers to apply AHA BHA and everything and expect a miracle at the end of 30 days*". The utterance will not be produced if Liah Yoo films a sponsored video. According to Liah Yoo's expression, the product is not in Liah Yoo's interest. As a beauty *guru*, she is capable to utter the utterance and she does not recommend the product. Liah Yoo is sincere uttering the product claim is exaggerated. The expression on her face shows that she is deeply mad. Therefore, the utterance meets the sincerity condition requirement. Liah Yoo's utterance meets the essential condition because she tries to express her dissatisfaction with the product claim. In this case, the product is not as good as the claim.

In the description, the claim says that the product will provide a miracle after 30 days of usage. Liah Yoo does not like it because there is no miracle inside. Meanwhile, it is not recommended to apply AHA BHA everyday in 30 days row because it will damage the skin barrier. Liah Yoo indirectly does not recommend the product to the viewers. Stress on the phrase "*really really mad*" and performative verb in "*hate*" support the inference of expression of complaining.

4. Commissive

Directive acts of Liah Yoo's utterance are categorized into commit and promise.

4.1 Commit

Commit is when someone tries to fulfill what she/he was said. The example of commitment uttered by Liah Yoo is displayed below:

There are still a lot of works to do but I really wanted to create a super basic but powerfully soothing and calming moisturizer with heaps of oat extract, so that almost anyone on the planet can use it.

[Data 4 (226)]

The utterance is produced on the video of skincare and makeup tutorial. As the founder and CEO of her skincare brand named Krave Beauty, Liah Yoo commits herself to create a good quality from her product. The utterance refers to the future act of Liah Yoo in realizing the sunscreen product based on her claims. It is shown by the clause "*I really wanted to create a super basic but powerfully soothing and calming moisturizer*". As the owner of her skincare line, she is able to create the product. If she is not the owner of that skincare line, she will not able to make it happen. Liah Yoo is sincere in terms of performing the utterance. She is sincere to create a moisturizer product which has a super basic but powerfully soothing and calming moisturizer. The utterance is counted as the effort of Liah Yoo to undertake the obligation. She must fulfill it by creating the promised product to the viewers.

The illocutionary force of committing is used to fulfill a moisturizer that can be fitted to everyone's skin types. Liah Yoo indirectly persuades the viewers to try the product since she uses several words such as really, super, and powerfully to

trigger the viewers. IFID's element can be identified through the stress on the clause "*I really wanted to create super basic but powerfully soothing and calming*".

4.2 Promise

Promise is to declare willingness or ability to do something for others. The example of promising can be presented as follows:

If you're interested, I will leave the link down below.

[Data 2 (119)]

The utterance is produced at the end of the video. It functions as Liah Yoo's promise in putting the link of the products that she mentioned. In addition, it concerns to her action in the future. The future action is that Liah Yoo will leave the links of the products to ease the viewers to buy them. It can be shown by the clause that stated "*I will leave the link down below*". Liah Yoo will write down the product names and the links to inform the viewers about where marketplace or website to buy them. She is able to fulfill her promise because she knows where she got the products. The utterance is counted as Liah Yoo's effort to perform the obligation.

Based on the previous explanation, the utterance is classified as commissive act of promising. Referring to IFID's analysis, the element of the stress is used on the clause "*I will leave the link*". The way Liah Yoo talks directly recommends the viewers to buy through those links.

4.2 The Responses from The Viewers

Youtube has a comment feature in every uploaded video. The comments from the viewers are exposed at the bottom of the video. Both of Youtube users and the owner of the video can see the comments. This section will expose the comments of Liah Yoo's viewers.

According to the contents of Liah Yoo's videos, most of the viewers are females. It can be traced by the comments shown from selected videos. Liah Yoo's reviews become the reference for the viewers to fix their problematic skin and to buy new products. The following are some responses that represent a hundred comments from the viewers after watching Liah Yoo's beauty videos. The responses are classified based on the illocutionary forces as elaborated below:

1. State

Appreciation Message	Criticism
<i>Thank you Liah for literally saving my skin. It's been so better than it used to be. Less is always more like you said. You are awesome. –Athira Jyothish Umar</i>	<i>Ur video is very boring can please make it more entertaining coz I love ur content but I get bored and change which I don't want to do. Love ur channel. –Saba Saikh</i>

2. Describe

Tempted Feeling	Suggestion	Contrary Statement
<i>I've bought Grapeseed Oil and sunscreen and now I want to buy Tamanu Oil, and it's all because you are so good at persuading and</i>	<i>Talk more about oils! I think is amazing that there are so many benefits in oils. But it can be scary for people with oily skin. –Camila Parizzy</i>	<i>It didn't worked on meee. It breaks out my skin, maybe bc my face is too oily and sensitive. I've tried tamanu oil (as spot treatment), sunflower oil, grapeseed oil, castor oil, all of them made my skin breakout so I stopped using any oil form skincare, just trying water based</i>

<i>informing.</i> –Suhada Aktar	<i>or mattifying skincare and apparently it works.</i> –Hani
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3. Inform

Suggestion	Criticism
<i>Please make this a series! I love hearing your break down of ingredients!</i> –Kenzie Thomann	<i>I struggle to understand the Korean obsession w/ mugwort. I've even seen it included in menstrual pads!? It's also very common allergen. Every year I deal with pollen allergies from Mugwort. It wouldn't even cross my mind to actually use that pesky plant in anything skincare related even it's not the "common mugwort" being used but it sure is interesting to see the cultural differences.</i> –melo meloos

4. Assure

Tempted Feeling
<i>Ohhh I really want that eyebrow tint so I can go swimming without my eyebrows falling off.</i> –Galina
<i>Super pretty look. I have never seen this Maybelline brow tint before. I am going to look this up now. Love it. I usually just tint my brows when I color my hair. How long does the tint last?</i> –Graceful Beauty.

5. Recommend

Tempted Feeling	Agreement
<i>Hi. I'm currently looking for best cushion (korea products) for summer. I saw your youtube and decided to try Sulwhasoo. But I can't decide which from the Brightening Perfecting Cushion and Perfecring Intense Cushion is better to use during summer. Can you help and advise me? Thank you.</i> –goldieliu1	<i>Sulwhasoo is the best to me. It's really good product.</i> –YOUN HEE Choi

6. Order

Tempted Feeling
<i>Sooo excited for the sunscreen <3 –Haejin Suh</i>
<i>I can't wait to try the sunscreen!>.< it looks sooo good!!! –Sonia Duran</i>
<i>I cannot wait for Krave Beauty beet it sunscreen! I love your take on skincare and Krave Beauty has really restored my skin so I cannot wait to see us how much I will love the sunscreen, because of course I will! Thank you so much. Love you! –Linda Lieu</i>
<i>SIS WHEN IS THE SUNSCREEN COMING OUT. –Steffy Rodriguez</i>

7. Advise

Appreciation Message
<i>Liah. Thanks so much for sharing your experience and all the great advices. They've helped me a lot. I wanna try the ordinary products, I'm looking for them. Hopefully I'll find a trustworthy page (looking for Tamanu oil too). – Cintia Mendoza</i>

8. Invite

Agreement
<i>That's interesting. Never heard of this oil. –July Jenny</i>

9. Warn

Appreciation Message
<i>Hi! Thank you so much for your review! Does Lirikos's cushion has any scent? – Natalia SC</i>
<i>This was super helpful. Thank you so much!! –Chantel Duong</i>

10. Expression of Pleasure

Appreciation Message	Tempted Feeling

<i>Thank you, ordered Mamonde right away! Can't wait to see how it will fare against slightly cheaper Rosette. i love Korean and Japanese Ceramide gel creams. –Sarka Halastova</i>	<i>I really like Mamonde moisturize, I already tried the travel size and it feels amazing, but it kinda pricey for me. –Kania Fatikasari</i>
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11. Praise

Appreciation Message	Tempted Feeling
<p><i>Hi Liah, thank you so much for this lovely review! I have used the Sulwhasoo one last summer and definitely loved it! Do you think that one is good for wearing on a daily basis to protect my skin from the environmental damage? Thanks! –Cecile Sun</i></p> <p><i>Thanks for making another great video! I haven't used a cushion foundation in a while and this helped me consider some new products for the season. –thexomanda</i></p>	<p><i>This is what I need. Will definitely try out Lirikos, Sulwhasoo & Mamonde cushion. Thank you Liah. –onlyonedayz</i></p>

12. Complain

Appreciation Message	Criticism
<p><i>Omg, I almost bought the some by mi toner and serum, glad I watched this first. Now I'm planning on buying the nacific serum. –Aleexis Villavelez</i></p> <p><i>This is sooooo helpful, I have trying 30 days toner by some (whatever it call), and I got breakout. I wish I watch this before I decided to buy. I'm thinking to purchase dr jart, and thanks God, I watch this. –Nanda</i></p>	<p><i>Although I agree that the 30 days promise of SOMEBYMI is ridiculous, I have to say that after using it consistently it has really helped my skin. I am not completely blemish free but I have seen the most results after using this product. It does not dry me out at all and has experienced no irritation. But just to warn everyone, if you expect some miracle after 30 days, it is NOT going to happen. –Anna Luisa</i></p>

13. Commit

Suggestion

I hope you make the moisturizer look like the Drunk Elephant cream, put it in a pump for more safety and feels less dirty to put your finger in the jar over and over again, feel not sfe for acne prone skin. But I would love every product you release. –Durc Le

14. Promise

Appreciation Message	Tempted Feeling
<i>Thank You Liah!! It's already sold out on iHerb haha, getting on that notification list so fast. Cannot wait to try! –Stacey Zhang</i>	<i>Literally ordering this right now. –Gabrielle Whitesides</i>

With reference to the selected videos, the comments from the viewers are varied. Based on the observation, those comments mostly consist of the temptation to buy the products and appreciation messages to Liah Yoo. Besides, the viewers suggest Liah Yoo to film another review and ask for another recommendation. Although the utterances are not directive acts, Liah Yoo is able to persuade the viewers. However, a few viewers also give a constructive criticism and contrary statements.

4.3 Most Dominant Illocutionary Force for Persuading The Viewers

In the selected videos, Liah Yoo's utterances are classified into assertive, directive, expressive, and commissive. In table 4.3, there are 16 kinds of illocutionary forces. *State, describe, inform, and assure* belong to the assertive act. The directive acts are divided into *recommending, requesting, ordering, advising, inviting, and warning*. Illocutionary forces of expressive acts are *greeting, expression of pleasure, praising, and complaining*. Furthermore, *commit and promise* are the illocutionary forces of commissive acts in the videos.

Table 4.3 The Classifications of Illocutionary Acts Found in Liah Yoo's Videos

No	Illocutionary Acts	Illocutionary Forces	Frequencies
1.	Assertive	a. state b. describe c. inform d. assure	44 33 43 47
2.	Directive	a. recommend b. request c. order d. advise e. invite f. warn	21 13 4 2 3 10
3.	Expressive	a. greet b. expression of pleasure c. praise d. complain	6 9 9 16
4.	Commissive	a. commit b. promise	2 5
Total			267

Based on Table 4.3, assertive acts have the most frequency among others. Numerous utterances can be found whereby Liah Yoo tells anything related to the products. Occasionally, assertive act has function as directive act. Despite the fact that Liah Yoo does not mean to persuade the viewers, she can make them believe on her utterances. The second position is the usage of directive acts. Liah Yoo will make the viewers do something at the beginning of the video, in the middle of the video, and at the end of the video. The illocutionary force of *recommend* contributes to the most used directive acts. All the utterances in this category do not have indirect form in making the viewers perform an action. The next position is expressive acts. The utterances contain Liah Yoo's feelings toward the products.

The face expression of Liah Yoo can convince the viewers that she is sincere so that they are being persuaded. The last is commissive acts. During the review time, sometimes Liah Yoo commits herself and makes a promise to the viewers. On the selected videos, all the utterances aim to provide some references to the viewers who are looking for particular products.

CHAPTER V CONCLUSION

The purpose of the research is to discover the persuasive speech acts spoken by beauty content creators named Liah Yoo. The writer analyzed them by using the theories of illocutionary act and felicity condition. Moreover, the writer tried to show the responses from the viewers. Based on the data analysis and proven findings, they can be concluded into some points. The utterances of Liah Yoo in her beauty videos presented assertive, directive, expressive, and commissive acts. The assertive act has functions to state, describe, inform, and assure. The directive act has functions to recommend, request, order, advise, invite, and warn. The expressive act has functions to greet, expression of pleasure, praise, and complain. The commissive act has a function to commit and promise. Meanwhile, the declaration act is an exception since no utterances that could change the reality of the world.

The most used utterances of Liah Yoo belong to the assertive act. This is due to the fact that her contents concerned with beauty product reviews and tips. Meaning that, Liah Yoo mostly informs the viewers about anything related to the products very detail. The utterances of Liah Yoo that had been analyzed fit with the criteria of felicity condition. Therefore, the utterances of Liah Yoo are proven to be felicitous sentences. The responses of Liah Yoo's utterances toward the viewers can be revealed that the comments are mostly about the temptation to buy the products, appreciation messages, and suggestions for filming other product reviews. There

are a few of comments that criticize and state the contrary views toward Liah Yoo's utterances. However, those comments are expressed in polite way.

Although the utterances are not in directive forms, they have a function to influence the viewers to perform acts that are stated above. It can be concluded that almost all utterances produced by the speaker are successful at doing indirect recommendation.

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APPENDIX

Data 1: ✨Best Korean Cushion for Summer // 여름용쿠션추천템썸머쿠션베스트 7

	Utterances	Assertive	Directive	Expressive	Commissive	Declaration
1.	What's up everyone! my name is Liah Yoo.			greet		
2.	Today we are going to talk about Korean cushion compacts again. But today is slightly different because it's going to be a summer this year.	inform				
3.	So I hope you guys find this video a little bit helpful especially those you guys who live in high temperature and high humidity climate.		request			
4.	You guys have been requesting this video for ages, so get excited and let's begin.		invite			
5.	First things first I want to introduce you guys to the Etude House Real Powder Cushion.	inform				
6.	I've been pretty much enjoying wearing this during the summertime and also ever since it was released.			expression of pleasure		
7.	At first I was a little bit confused because the formulation itself was very very new to me. It was very disruptive to this cushion foundation market and it was not something that you would normally expect from a cushion foundation.	describe				
8.	It's a liquid to powder formula, so as soon as you apply it on your face it'll dry down to a pretty much matte like <i>legit</i> powder finish.	describe				

9.	So I highly recommend you guys to incorporate using a bronzer or a contour shade to kind of give some definition to your face color to your face because it tends to make you look a little bit flat because it doesn't really give you any glow.		recommend			
10.	I super love this foundation because it's highly pigmented, meaning that it will provide almost full coverage with a really light weight consistency so it doesn't really feel heavy on your face at all.			praise		
11.	I found this foundation to be really good with sweat like it didn't really melt down while I was wearing this in Singapore and Singapore was super humid and hot.	describe				
12.	It was like almost 38°Celsius and I was like “this heat is really suffocating”, but the foundation managed to stay the entire day with a good primer underneath so I really love this.			praise		
13.	This has a very strong fragrance and it does linger around throughout the day.	describe				
14.	If you're allergic to artificial scents, be aware of that.		warn			
15.	Next up we have a very summery looking cushion foundation here. It is the Innisfree Long Wear Waterproof Cushion and I believe this is their newest addition in their cushion range.	inform				
16.	I need to point out that the Innisfree cushion shades tend to run slightly lighter and brighter and even wider in terms of the color.	describe				

17.	Since it claims to be waterproof, the girl from the store highly recommended me to make sure I double cleanse to remove all the waterproof factors because it can clog on your pores.	inform				
18.	So just make sure you cleanse thoroughly when you're using the waterproof anything.		warn			
20.	First impression towards this foundation wasn't really that great because the consistency was a little bit strange to me. It was almost like tacky when you were applying it and the blending process was a little bit too hard, the cushion puff would stick to my skin and it wouldn't let me blend or swipe the applicator on my face. So it was a little bit confusing.			complain		
21.	But as soon as you blend it in, it dries down to almost like matte finish and it won't budge at all.	describe				
22.	It's very smudgeproof it's very waterproof, so it lasts you pretty much the entire day. It will kind of lock everything down and seal everything and will let anything budge or smudge.	assure				
23.	However, the cover for this foundation is not that great, it's super natural.	state				
24.	I think this will be suitable for those guys who are looking for a foundation that can just even out their skin tone, just chief that brighter complexion a little bit, and add some SPF on to the skin.		recommend			

25.	It's perfect for daily wear in high humidity weather because it's pretty much sweat proof when I work out in this foundation.	assure				
26.	It's pretty much kind of managed to stick on my skin like throughout the entire workout session without budging or smudging or just dropping that really gross foundation sweat.	assure				
27.	Oil controls is really really great with this foundation and the texture is super lightweight as well.	assure				
28.	Recommendation number three we have VDL Expert Metal Cushion Foundation. I know a lot of you guys have been really anticipating for my review for its foundation.	inform				
29.	I have been using this for a couple of weeks by now but nothing really 'wowed' me so far like... but at the same time nothing really disappointed me.	state				
30.	So I thought it would be good I do throw this in here because it does provide a super matte finish that a lot of extremely oily skin will benefit from, but at the same time it's very very drying for some of the other skin types out there.	describe				
31.	So you got to be cautious when you layer this product, it will accentuate light all the dry patches.		warn			
32.	I do have oily skin but sometimes I feel like this is a little too drying towards me the day.			complain		
33.	But I do have to say though the metal tip or the middle plate that's inside here, it kind of gives you	describe				

	that you know “cooling sensation” instantly and it just feels a little bit cleaner and more hygienic than any other cushion compact.					
34.	Whenever I use this I always tend to use a very hydrating skin care routine underneath, so that it will adhere a little bit better and it doesn't really dried me out. So be cautious of that.		warn			
35.	Otherwise it's a great super matte foundation.	assure				
36.	I've been waiting for this moment to talk about this foundation because this just instantly became one of my favorite cushion foundations of all time and it is the Lirikos Marine Collagen Cushion Moisture.	state				
37.	It is their newest cushion foundation range. I just love it and I really adored this foundation because it does have a very cooling sensation and also it has like collagen and hyaluronic acid in it which can benefit your firmness and elasticity on your skin and it just makes your skin like so damn good damn better.			praise		
38.	I promise you guys you will love this foundation.	assure				
39.	It just creates a beautiful firm on top of your skin, and it just flares out everything like imperfections pores like fine lines, it doesn't clog into your pores which is really really important to me.	describe				
40.	By the end of the day, the foundation still lasts like pretty decently without clogging or clinging around my fine lines and pores.	assure				

41.	The coverage of this foundation is almost medium to high and the finish is semi matte	describe				
42.	We have the G-Dragon cushion from Moonshot. It is the micro fit cushion.	inform				
43.	As I reviewed this, this is probably the closest closest cushion foundation that I could find to replace YSL Le Cushion Encre De Peau which cost like 71,000 Korean Won which is crazy because it doesn't even give you a separate refill.	assure				
44.	But I really adore that foundation and I've been meaning to repurchase that refill cost like forty-one thousand won and I'm like... really?			complain		
45.	But then I found this item. It is way more affordable but it just gives you a very similar finish to the YSL one.	assure				
46.	It just provides a beautiful like subtle glow on top your face semi matte.	describe				
47.	So probably this is the least matte cushion foundation among all the cushion foundations that I've introduced guys today.	assure				
48.	So if you have more drier skin types and you want still like try out more semi matte finish, this will be a perfect foundation for you guys		recommend			
49.	This is a very natural-looking foundation I've been really enjoying wearing this because you can achieve that really healthier looking complexion	assure				

	and it provides a decent coverage as well, so nothing to really complain about.					
50.	I did find this to be not exactly sweatproof though when I was sweating in the gym wearing this foundation. It didn't really like the buzz	state				
51.	But if you do live in a higher temperature but a dry air condition, I feel like this will work perfectly in those type of like summertime		recommend			
52.	Initially I was planning to make this video a top 5 cushion recommendation but then I'm going to stressed you two more into the list, you know it's because the very first one is this Sulwasoo Perfecting Cushion and Brightening.	Inform				
53.	I actually just ran out of this cushion. I didn't really get the chance to repurchase it yet just because I have like... so many other cushion products to go through and there's like constantly new cushion product that I need to review in the market.	state				
54.	I've been just really occupied with other cushion foundation but this one is like actually a very beautiful product.			praise		
55.	This is the most high-end product among all of the foundations that I mentioned today and this just provides a very like airbrush natural looking... like youthful looking skin. I have this on my right side right here and I'll show the demo.	assure				

56.	It just provides a beautiful semimatte finish with a subtle glow on top of your skin. Your skin just becomes like really radiant, really healthy-looking, and I feel like this does provide that extra firm on top of your skin that just blurs out all the pores and your fine lines.	assure				
57	I highly recommend this product to those you guys who are kind of feeling a lot of spending.		recommend			
58.	I want to really invest a good cushion compact with a good skin care property in it.				commit	
59.	Sulwhasoo also known for their great amazing natural ingredients that they put in even make up range, so it has like white magnolia extract and other great extracts into this little cushion compact.	describe				
60.	So if you're into that kind of things, I definitely recommend this to you.		recommend			
61.	Last bonus round goes to the Mamonde Cover Powder Cushion.	inform				
62.	If you guys have following me for a while, you might have noticed that I pretty much was going through a lot of cover powder cushions last year.	state				
63.	It was one of the very very very very first matte cushions out there when every other cushion was claiming to be more moisturizing and dewy and achieve like glowing skin, but this was the very first like oily skin friendly matte cushion out there.	assure				
64.	So I was like really happy to discover a matte cushion ever since cushion foundation has evolved.			expression of pleasure		

65.	There are so many other great pigmented, high coverage matte cushion out there.	state				
66.	I feel like this was kind of neglected in my makeup collection but this is like all around an average... like okay product.	state				
67.	It just provides a medium to high coverage and also it is super duper matte.	describe				
68.	I'm wearing this foundation on the left side of my face today	inform				
69.	A lot of you guys have been asking me like why I stopped using this. It's just because it feels a little bit like slightly heavier than any other matte cushions I have, also I feel like when I wear off by the end of the day I feel like this does accentuate and clog around the pore area. That's my two reasons for this product			complain		
70.	I feel like I owe some update and explanation to you guys.	state				
71.	But regarding this product, I was pretty much obsessed up to last year with this product so yeah.			expression of pleasure		
72.	So that's pretty much it for today “Entire Summer Cushion Collection or Summer Edition Cushion Foundation Review”. I hope you guys enjoy this video		request			
73.	If you did, don't forget to click the like button down below, it will help me out a lot.		request			

74.	If you're into this kind of Korean Makeup review kind of thing, you can subscribe to my channel down below by hitting that red button down below.		request			
75.	If you want to watch more reviews from my channel you can click it around this video or this video here.		request			
76.	I'll see you guys very very soon with another video. Bye.			greet		

Data 2: How I Got Rid of Acne Marks • Hyperpigmentation with \$15

	Utterances	Assertive	Directive	Expressive	Commissive	Declaration
77.	A couple of months back, I uploaded a video called "How to Get Rid of Acne Scars, Marks, and Hyperpigmentation" so give that a watch if you haven't already		order			
78.	If that was more of a general informative guideline, in today's video I'm going to share my experience that helped fading my acne marks that used to look something like this to this.	inform				
79.	Let me lay out the ingredients that I've tried so far.		request			
80.	So first, Niacinamide... It's been great for brightening my complexion in general but I do feel like it doesn't really do much when it comes to targeting really stubborn pigmented spots.			complain		
81.	But I really do love Niacinamide for other reasons so it'll still be in my daily routine			expression of pleasure		
82.	Alpha-Arbutin...I know a lot of you have seen good results with Alpha-Arbutin, so I tried it. I tried two			complain		

	products with it. I finished them all. I just really didn't see the point of using it because it wasn't doing anything to my skin. So it's now out of my routine					
83.	L-Ascorbic Acid is a pure form of vitamin C that I do know and I do believe it can bring good results with high concentration like between 15% all the way up to 30%.	state				
84.	But sadly, L-Ascorbic Acid products have been quite irritating my skin so far. So I kind of got discouraged but Drunk Elephant one was quite nice, it is that the fact that I just didn't really see a transformative results.			complain		
85.	So what did work? Finally I present to you the Tamanu Oil.	inform				
86.	So this is something that single-handedly, really really really helped me in fading those dark pigmented spots.	assure				
87.	I read so much about Tamanu oil about the benefits, about how it works in like eczema, acne, and it almost sound too good to be true.	state				
88.	I bought this a couple of months back and then I haven't been using in a regular basis to be honest because I can get really really lazy sometimes.	state				
89.	So I've been skipping it and I kind of forgotten about it and then I introduced this back into my routine, then using it every single night only on the spots where I do have pigmented spots and then	assure				

	something happened, like...I noticed a visible differences in a few weeks.					
90.	I was kind of going through my old footage, just organizing my video files, and then I noticed that my dark pigmented spots that I have right here faded significantly.	assure				
91.	I know a lot of you guys have been commenting and messaging me about how great Tamanu oil is.	state				
92.	My auntie is a massive firm believer in Tamanu oil. She's not someone who applies or even has a solid skincare routine at all, but like the only thing that she would swear by and would apply over and over again is Tamanu oil.	assure				
93.	Before and after story about Tamanu oil like how she came across and how it really helped in fading one of the most stubborn sunspots that she had that she even got removed professionally, but then it came back and then she incorporated Tamanu oil and then it slowly but gradually it remarkably faded that sunspots.	describe				
94.	So ever since then, she's been using Tamanu oil for years and years and I somehow didn't know about this story until this recently.	state				
95.	If we're talking about the texture and the consistency of Tamanu oil, it's definitely a bit heavier than Rosehip Seed oil, Hempseed oil, Jojoba and Grapeseed oil which are more suitable for oilier skin type but it's not as heavy as avocado	describe				

	oil, olive oil, coconut oil which are more suitable for drier skin type. It's like right in between					
96.	If you break down the fatty acid composition in terms of the Oleic and Linoleic Acid ratio, it's pretty similar in terms of the percentage but it's still slightly slightly slightly higher in Oleic Acid which makes this oil only a little bit, this tiny bit, heavy, but it absorbs pretty well into the skin	describe				
97.	So if you do have dry skin, this might be great to apply all over the face.		recommend			
98.	If you do have oily skin, you might want to apply this only on the spots.		recommend			
99.	If you're someone who cannot handle the oiliness or the kind of crazy residue that it leaves behind, all you can do is that you can absorb the oil first and then you can gently press a tissue or something to remove the excess oiliness.		recommend			
100	For me, so far it never caused any breakouts or I never felt like it's clogging my pore at all.	assure				
101	It actually does sink beautifully and it really really nourishes and also softens my skin and I just wake up with the best plump, soft skin ever.	assure				
102	So let's look at what Tamanu oil can do		invite			
103	So Tamanu oil is a very well-researched oil that's known to be a really really good wound-healing oil which promotes the formation of new scar tissue to grow and generate, so that your skin rejuvenate.	inform				

104	So basically, it just means that whether you have wound whether you have cut, scar, burn, whatever, Tamanu oil can really really helped.	assure				
105	When I use Retinol incorrectly, I completely burned my neck. It was really really bad at all.			complain		
106	Then I applied Tamanu oil consistently for about 3 or 4 days. It just...my scars, my burns, or everything was calmed down, and then it didn't leave any scar.	assure				
107	So this is something that can be used as a first aid treatment as well.	inform				
108	Tamanu oil also have a very very strong anti-inflammatory property which makes it as a good alternative to conventional acne treatments.	inform				
109	And all those contents inside tamanu oil possess a very very strong anti-inflammatory activity, and also, it shows reduction in eczema, rashes, soreness, skin swelling	inform				
110	Tamanu oil also has a very very strong anti-bacterial, anti-fungal activity which kind of demonstrates and also spends the very long self life.	inform				
111	You can even store this up until 2 to 3 years. If you store it in the fridge, it's even up to 4 years. That's a very long time for natural oil to not go rancid at all. That's because this oil contains very very powerful fungicides and bacteriocides.	inform				
112	I think last one is my favorite	state				

113	Tamanu oil has an antioxidant superpower.	inform				
114	So basically it has xanthenes and coumarins which are basically an organic and chemical compound that exists inside tamanu oil which makes it so powerful to work as an antioxidant. In other words, it's just making your skin really really healthy.	assure				
115	Where to buy tamanu oil? You can basically go to any kinds of organic supermarkets like Whole Foods, Trader Joe's, Sprouts, or wherever that's near you.	inform				
116	I firstly ordered mine from iHerb.	inform				
117	This is the Life-flo Pure Tamanu oil. It's cold-pressed organic and it is from Vietnam, and I think the highest grade is often coming from Madagascar, and it's often unrefined.	inform				
118	It has a very naturally green force deep into it, and it comes in a very gloopy texture which can be a little bit hard to use as an oil itself.	describe				
119	If you're interested, I will leave the link down below.				promise	
120	So there you have it. This was my personal experiences with Tamanu oil and how it helped me in fading my acne marks.	state				
121	It doesn't necessarily mean it's going to work the same on your skin and I cannot guarantee any results with it, but hopefully it works for you.		warn			
122	I just want you guys to remember whether you're struggling with acne, rosacea, eczema, or any kind		advise			

	of skin condition, honor yourself and really really nourish and love your skin as well as your body.					
123	Once you start respecting your skin, once you start listening to what your skin is saying, I'm sure you will have amazing results.	assure				
124	Anyways the best conversations happen over on my Instagram @aboutliahyoo. So I'll talk to you guys more over there				promise	
125	I'll talk to you guys soon.				promise	
126	Stay healthy and happy.		advise			
127	Bye!			greet		

Data 3: Reviewing Overhyped Skincare Products • Worth The Hype?

	Utterances	Assertive	Directive	Expressive	Commissive	Declaration
128	Today I brought a lot of overhyped skincare products to review it for you guys, because a lot of you guys have asked for my specific opinion for that products and I found it really really flattering to know that a lot of people actually do care about my opinion.	inform				
129	But please note that these are my personal experiences with these products		warn			
130	Everyone has different skin type, different thickness of the skin, and different kind of toleration towards individual ingredients.	inform				
131	Keep those in mind and let's get started.		invite			

132	First product is Summer Fridays Jet Lag Mask. I'm pretty sure you guys have seen this all across Instagram. I've seen a lot of people loving it, liking this product, raving about this product.	assure				
133	This does come in a very beautiful cushiony formula that just hugs and wraps your skin and it does provide a very intense nourishment and moisturizing property and the ingredient in general looked okay.	describe				
135	The only thing that I had problem with is probably the mint oil.			complain		
136	So it does smell really really refreshing in return, it does smell very kind of menthol like... I guess, but it does hurt my skin and I'm pretty sure my skin is probably more sensitive than a lot of other people out there, but I don't think my skin tolerates well with anything that has mint oil in it. That was a major drawback for me			complain		
137	I would highly recommend Glossier Moon Mask, the moisturizing moon mask or Cosrx Rice Sleeping Mask because I think those gentler dupes that you can reach for.		recommend			
138	If you think \$48 is a little bit too steep to spend, I think those are wonderful moisturizing mask options.		recommend			
139	Next product comes from Drunk Elephant. This is the baby facial and this is basically an at-home chemical peel so it's a skin exfoliating resurfacing treatment.	inform				

140	I have to say this is a very potent powerful product because it contains up to 25% of an AHA and BHA plant so it uses glycolic acid, tartaric acid, lactic acid, citric acid, and for BHA it contains salicylic acid.	inform				
141	So while it resurfaces the entire surface of the skin, it also goes into the pore and clear out the gunk off in the pore lightening.	describe				
142	I like the idea of exfoliating but at the same time I'm not really sure if we need to go up to a very high percentage especially doing at home.	state				
143	I know if you go to an aesthetician, they would do like 20%, 30%, or even up to like 50% of chemical peel but those are licensed aesthetician so they know what they're doing.	inform				
144	I think a lot of people tend to overdo with exfoliating.	state				
145	I completely burned my skin after using this, so I do have to agree that you know...use everything in moderation, you don't need to bind to the hype that's because it is hyped up.		warn			
146	I like the ingredient is because it has Chickpea flour, which can be very helpful in removing excessive oil and also pumpkin firming extract which does aid in exfoliation and also a very botanical sourced antioxidants.	inform				
147	So next we have Dr. Jart Cicapair serum. I also have seen this everywhere on Instagram.	inform				

148	I'm not really sure if this is notably different than any other Cica products out there... I mean, there are probably a million different Cica products nowadays.	state				
149	You guys don't know what Cica product is. It's basically a product that's made with Centella Asiatica extract which is the tiger grass.	inform				
150	So it's a plant that makes the active compound called Madecassoside which is found in a lot of skin healing ointment. So it has a great skin soothing property, a lot of skin regenerating skin healing property.	describe				
151	That's why I think it's become so much popular because a lot of people have sensitive skin nowadays.	state				
152	So Dr. Jart has their own Cicapair and and I really wanted to like it, but there is really nothing special about it. It is a little bit pricey.			complain		
153	I'm not sure if it is worth it, but also at the same time it's not a bad product and I would probably not recommend or repurchase its product.	state				
154	Speaking of Cica products, we have another one here. This is Innisfree Bija Cica Balm. This is really popular among a lot of Koreans who have acne-prone skin.	state				
155	The Bija line from Innisfree is supposed to target oily skin and also acne prone skin.	inform				

154	So they do use Bija seed oil which is another great ingredient for having its anti-inflammatory property and soothing property, and this product also does come with Centella Asiatica extract, and they say it's highly purified Madecassoside, and it comes with other active compounds that accompanies Madecassoside.	describe				
155	So no doubt this is a great product.	assure				
156	But at the same time, I'm not sure if it's like significantly different from other Cica products out there.	state				
157	I don't know how I feel about Cica products now because there's just a little bit too much.			complain		
158	I don't really like seeing a lot of Korean brands jumping into one trend if it is a trend.			complain		
159	Don't expect this to clear up your skin (to be honest) on the areas that you just pop the pimple which you probably shouldn't.		warn			
160	This might help soothing down the area and also helping the area to heal so that it doesn't leave any scar.	inform				
161	I think Etude House does better in terms of alleviating the redness and also Madecassoside Cica Balm from Apieu seems to be a little bit better when it comes to skin healing property and it's much cheaper too.	assure				

162	Next product is Some By Mi AHA BHA PHA 30 Days Miracle Toner, and I have never really come across this brand until you guys brought it up to me.	state				
163	I think this is probably one of those brands that are way more popular in Southeast Asian region than it is in Korea or anywhere else.	state				
164	First of all, I have to say while reading the description, it just made me really really mad because I just hate when skincare brands are teaching their customers to apply AHA BHA and everything and expect a miracle at the end of 30 days.			complain		
165	I just really don't like the entire marketing gimmicks of it and you can really destroy your skin barrier if you use this every single day in that sense.			complain		
166	I don't like this brand and I really don't think there should be more skincare brands that just make products to sell more products rather than really considering to take care of their customers' skin health.			complain		
167	There is no miracle in this. It's just simply AHA BHA.	assure				
168	If you exfoliate your skin every single day, of course you are going to somewhat cure or somewhat it'll make the symptom of acne.	inform				
169	It does have Niacinamide 2% of it. It also comes with witch hazel tea tree extract and also peppermint oil	inform				

	which also that I'm not a big fan of it you guys know that.					
170	So for me this just felt a little bit too drying and to acne product like... I think there are far gentler options to go when it comes to treating acne. It doesn't need to be this aggressive.	state				
171	We have a very interesting product here. This is Vely Vely Artemesia Balance Essence and this is basically made out of 100% Mugwort essence or Mugwort extract with no other ingredients.	inform				
172	That kind of reminded me of Amore Pacific Vintage Single Extract Essence that is made out of 100% green tea extract, no preservatives, no filling ingredients.	inform				
173	I got to meet the formulator who made that Amore Pacific Vintage Single Extract Essence and it was really mind blowing.			praise		
174	The entire process and the research, the innovation process that they had to put in in order to stabilize that green tea extract to be potent in antioxidant properties without having to compromise by using it with other preservatives or other ingredients.	describe				
175	So it was really really groundbreaking and I was like mind blown.			praise		
176	I don't think Vely Vely tells you enough about the story how they formulated and why they have to have one single ingredient in it, but all in all, this is	assure				

	supposed to be one of the best-selling skincare products in Korea at the moment.					
177	It does smell like straight-up Mugwort which I really really really like.	describe				
178	I don't think this is a hydrating essence. I think they're trying to market and position this product to be great for someone who has constant redness.	state				
179	I myself don't really have severe redness so I don't have anything to test with.	state				
180	But overall it just seems to be really relaxing and really calming a sense that I really thoroughly enjoyed every single time.			expression of pleasure		
181	I really didn't like any other products from the same brand but I think the Artemisia balanced essence is something that's worth trying		recommend			
182	Another greatly hyped up product from Korea is this little guy called Goodal Green Tangerine Vita C Dark Spots Serum.	state				
183	It comes in a really really cute yellow packaging and to be honest I've been seeing this everywhere in Korea.	describe				
184	A lot of my Korean youtuber friends seem to love it, they seem to worship this, they seem to repurchase this over and over again	assure				
185	I'm not normally a vitamin C serum type of girl because it could be stinging, it could be a little bit irritating to sensitive skin like mine	state				

186	Goodal positions this as a gentler option than vitamin C product with the same benefit, so they use 70% of green Tangerine extract and it's supposed to be more potent in vitamin C content than the orange or the normal tangerines.	inform				
187	Apparently first I was really really intimidated because also it is a citrus, and it's gonna burn, or this sting, or it has that kind of tanginess to it.	state				
188	I used this on my sensitive skin. I had no reaction at all. It just felt really nice and hydrating.	assure				
189	I'm not gonna say this is gonna be a really great product for hyperpigmentation or sunspots or freckles		warn			
190	But if you are someone who wants to brighten up your complexion overall kind of, even out the complexion a little bit, this might be a great option actually.		recommend			
191	But if you're someone who wants to really target the pigmented spot I think nothing really beats Tamanu Oil. So I'm a huge believer of Tamanu oil here.		recommend			
192	I think the best for the last. This is the Mamonde Ceramide Cream in light. So they have an intense version and they have a light version.	describe				
193	I texted Amore Pacific's formulator right away to kind of hunt town like... who on earth created this beautiful product?			praise		
194	It has a really perfect balance of water and oil.	assure				

195	As soon as you apply it, it's very very plush, and it just melts into your skin right away, and it kind of leaves a really beautiful barrier that is not suffocating where that is not to pore clogging, and it just leaves your skin super supple, and bouncy, and firm.	describe				
196	Since it does contain ceramide as a main ingredient, it is great for overall skin health.	inform				
197	I really really enjoyed this, it actually exceeded my expectation but mine that I had really low expectation of this product.			expression of pleasure		
198	Even though this product is a light cream, it is definitely not like as light as a gel cream.	describe				
199	I have normal to combination skin now and this works perfectly.	assure				
200	If you feel like you need a little bit more moisture, definitely layer it up.		recommend			
201	They also came up with a very new Ceramide ingredient that is exclusive to them.	inform				
202	So they use a very extraordinary technology... I believe... It's just made my skin so much bouncier, it's so much healthier.	assure				
203	So I have to really really recommend this.		recommend			
204	I mean this doesn't come with a cleanest ingredient but at the end of the day we are all chemicals. The air is chemical, the water is chemical.	state				

205	So yeah, let me know if I should keep this as a series. Is it worth the hype series? I don't know		request			
206	Also, let me know if there are any other products out there that I should be trying.		request			
207	I love product testing			expression of pleasure		
208	I hope you guys really take care		request			
209	I'll see you guys next time. Bye!			greet		

Data 4: 🐼 Simple Summer Skincare + Makeup Routine • Sunscreen Layering

	Utterances	Assertive	Directive	Expressive	Commissive	Declaration
210	Hey everyone!			greet		
211	Now that is really really hot and humid outside, I wanted to share my super duper simple skincare routine and add a fun makeup look that I've been rocking these days especially in Mexico which was really fun and impacted reality in health.	inform				
212	In summertime what did the best ways to simplify your makeup routine? I think is to get your brows microbladed or get a tattoo tint like this one from Maybelline.		recommend			
213	This is hands-down the best tattoo tint ever that really really works and this will be your lifesaver if you are going on a beach holiday as well	assure				

214	While leaving the blade tattoo when to do the job, I am also going to do a quick aloe vera cooling mask.	state				
215	So you can watch my last video on summer breakouts and dehydrated skin tips, but basically this product was a lifesaver to my sunburn skin in Mexico.		request			
216	Most of the days my skin was really roasted, baked, and over irritated, and this product really calm down my skin overnight	assure				
217	So I'm just cooling my skin down before I do anything on my skin, and wait for about 20 minutes.	state				
218	As you can see the brows looking pretty already which is awesome. I'm simply wiping the aloe vera gel with a wet cotton pad.	assure				
219	While I do my skincare I am going to apply a lip balm so that my lips are nice, and plump, and smooth later on.				promise	
220	If you bring me anything “matcha”, I am more inclined to open my wallet.	state				
221	Winky Lux is such a fun playful makeup brand that is inspired by magic. I recently came across this brand on Instagram and they had this Matcha lip balm that I just couldn't resist.	inform				
222	The first skincare product that I apply is a serum. I find that my skin doesn't really need a toner at this moment, so this is what I have been using as a first step to hydrate and plump up the skin.	assure				

223	Peach & Lily Glass Skin Refining Serum has peach extracts for an antioxidant benefit, Niacinamide to even out the complexion.	inform				
224	The product is a very lightweight transparent gel texture that doesn't leave any residue behind, so it is really nice for summertime.	assure				
225	This is actually our Krave Beauty moisturizers sample prototype.	inform				
226	There are still a lot of work to do but I really wanted to create a super basic but powerfully soothing and calming moisturizer with heaps of oat extract, so that almost anyone on the planet can use it.				commit	
227	So please follow my Instagram @liahyoo and Krave Beauty's Instagram at @kravebeauty if you want to follow along our product development journey. I would really really appreciate that.		request			
228	I like layering. That's a great multiple times to ensure a very solid secure UV protection to avoid any kind of sun damage.	state				
229	Krave Beauty Beet The Sun is coming to you guys very very soon so stay tuned.		order			
230	You are going to really really love this	assure				
231	It's the sunscreen that I really like for to applying and I think it's the most important thing when it comes to sunscreens that really encourages you to apply more.			expression of pleasure		
232	We use the mildest UV filter so you wouldn't really feel any kind of irritation.	assure				

233	It's lightweight, it absorbs pretty nicely, and it doesn't leave your skin any white cast, and it perfectly leaves your skin makeup ready so yeah.	describe				
234	I layered this twice first, and then for the third layer or the last layer of sunscreen I love this Clinique mineral sunscreen fluid.	state				
235	It's milky, and it absorbs pretty well and it's very very lightweight for a mineral sunscreen and the best part is that it doesn't dry off the skin.	describe				
236	I typically focus this on where I get the most sun spots like my upper cheeks and the nose area.	state				
237	There's nothing like skipping a foundation in summer times because it's so liberating.	state				
238	I highly recommend you guys to just stick to concealer and try it out.		recommend			
239	Wearing another layer is just really too much you know, so as always I'm using my trustworthy Maybelline fit me concealer and it's pretty nice.	assure				
240	Do yourself a favor and get a translucent powder this summer because it is going to be your BFF.		recommend			
241	It blots the unwanted chain without caking up the skin.	state				
242	I noticed a huge difference between powdering and non-powdering,so I love this ELF High Definition powder	assure				
243	Next I'll be using this gorgeous summery eyeshadow palette from Winky lux collaborated with youtuber Marzia collection.	state				

244	The colors are super duper pigmented so be careful when you're playing around		warn			
245	They honestly have a really affordable price point so I was just really pleasantly surprised by the quality that I get for the price.			expression of pleasure		
246	They are cruelty free and they use good ingredients for lipsticks, eyeshadows, foundation, and other fun makeup products.	assure				
247	I highly recommend you guys to check it out.		recommend			
248	Basically for the eye makeup look I'm trying to create that kind of sunset over the beach look, using an orange color is really way way beyond my comfort zone but again orange is my favorite summery color.	state				
249	Then I'm using a Colorgram Eyeliner. A brown eyeliner that I've been rocking and loving lately. It really doesn't budge at all	assure				
250	Another product that really deserves that noble prize is this Maybelline Brow Volumizer.			praise		
251	I have tried many different brow mascaras but this is the most natural one that gives you that your brows better look and it is also kind of sweatproof	assure				
252	So I think it's perfect for summer		recommend			
253	I say my face is a lot fairer than the rest of my body, I am going to try to match the color a bit by using this Winky Lux coffee bronzer.	state				

254	It really does smell like coffee and also this product is not one of those shimmery one which I really appreciate	describe				
255	I just like applying to solid basic bronzer.	state				
256	This makes a really subtle, natural, tanner, last bronzer.	describe				
257	Last but definitely not least, this is something that I've been carrying everywhere and showing it to my friends everywhere this summertime	assure				
258	Winky Lux Watermelon Jelly Balm is so so cute.			praise		
259	It is a pH activated pink tinted lip balm so it's not only moisturizing but it also gives you that fuchsia pink rosy tint to your lips.	describe				
260	I highly recommend you guys to get this Watermelon Jelly Balm and just be a twin with me.		recommend			
261	I will leave the link down below in the info box.				promise	
262	If you do enter my promo code: liahyoo and that is L-I-A-H-Y-O-O at the checkout, Winky Lux will be adding a full-size lipstick for free on orders that are above \$15.	inform				
263	So make sure you use my promo code.		order			
264	That wraps up my entire skincare routine and makeup look. I hope you guys enjoyed.		request			
265	Please subscribe to my Youtube channel down below by clicking that red subscribe button		request			

266	Leave me your favorite summer essential skincare or makeup products.		order			
267	I would love to know and I will speak to you guys very very soon. Bye			greet		