



## Speech Acts Criticizing on Laptop Reviews

Chrisnatama Tangguh Prasetyo<sup>1</sup>; FX Sawardi<sup>2</sup>; Miftah Nugroho<sup>2</sup>

<sup>1</sup> Postgraduate Program, Linguistics, Universitas Sebelas Maret, Surakarta, Indonesia

<sup>2</sup> Doctoral, Linguistic Program, Universitas Sebelas Maret, Surakarta, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v10i4.4603>

---

### **Abstract**

This study aims to describe the speech act of criticizing a laptop review Youtuber. The data in this study are included in authentic data in the form of verbal originating from the speech of a Youtuber when reviewing laptops. The data source for this research is laptop review videos on the Gadgetin, Sobat Hape, Nerd Reviews, and Bestindotech YouTube channels. Data analysis is based on the theory of speech acts criticized by Nguyen. The findings from this study generate two speech acts of critical, direct, and indirect criticism strategies. Semantic formulas for indirect speech acts are negative feedback, difficulty statement, and problem statement. In indirect speech acts, semantic formulas change requests and suggested changes. This finding resulted in two speech acts of criticizing strategies, direct and indirect criticism strategies.

**Keywords:** *Speech acts, Criticizing, Youtuber Review*

### **Introduction**

The phenomenon of speech acts of criticizing is dominant occurred in conveying information. Information media is a place where information is conveyed. According to Alex (2006), information media are graphic, photographic, or electronic tools for capturing, processing and rearranging visual information. The media for conveying information at this time are very diverse. Information can be conveyed through social media platforms, video blogs, etc. In conveying information, it can be said that someone has carried out the concept of speech acts. The view on speech acts begins with Austin (1969). According to Austin, when someone speaks, that person provides information and does something (to say something is to do something).

One of the media for delivering information is YouTube. According to Burdiago (2015: 47), YouTube is an online media through which users can search, view and share videos worldwide via a web browser. One of the information conveyed on YouTube is about gadgets such as cell phones and laptops. Submission of information related to gadgets is carried out in the form of a review. In this process, a Youtuber not only provides information but also criticizes the gadget. In a gadget video review, criticism of the gadget is based on dissatisfaction and deficiencies in the gadget being reviewed. The public can use

these comments criticizing Youtubers as a reference to see the advantages and disadvantages of a gadget to be purchased.

Criticizing, according to Hoa (2007: 144), is used to express negative feelings or negative attitudes from the speaker towards the speaker or the performance, choice, behavior of the speaker, and so on. Meanwhile, Nguyen (2008: 110) also argues that criticism can be defined as an illocutionary act whose illocutionary point is to give a negative evaluation of an action, choice, word, as well as product which is the responsibility of the speaker.

Furthermore, Nguyen (2005) classifies speech acts of criticism into two strategies. That is, speech acts of direct criticism and speech acts of indirect criticism. In the direct criticizing speech act strategy, there is negative feedback, reproaches, expressions of opposition, problem statements, difficulty statements, and consequences. In the speech act of criticizing indirectly, there are corrections, showing standards, requests for changes, requests, advice for changes, suggestions, expressions, proposing/supposing, and other instructions.

Some elements comprise the criticizing speech act, namely the head act, and modifier. According to Blum-Kulka (1989:275), a head act is a minimum unit used to realize critical speech acts, so head acts are the most important part of critical speech acts. On the other hand, modifiers are elements in critical speech acts that soften the sting of criticism or even increase the vitality of critical speech acts. The presence of the modifier is not mandatory (peripheral). It is only a complement to the head act, so when the modifier is not present in the speech act of criticizing, it does not affect the head act.

Previous researchers have carried out studies on speech acts of criticism. Hoa (2007) compared critical behavior in Vietnamese and American society. In another similar study, Sattar (2015) studied critical speech acts among native speakers of Iranian Persian. Furthermore, Alfesia (2016) examined the forms of critical speech act strategies by English learners in Indonesia (PBII) and Australian English speakers (PBIA). In another study, Jauhari (2016) discussed the strategies the Arek cultural community used in conducting criticism. Ridho'l (2021) also conducts a critique study on Bu Tejo's speech in the film *Tilik* which aims to discover the form of critical strategy speech acts carried out by Javanese mothers who are often associated with antagonistic stereotypes when gossiping.

This study is motivated by the need to explore further the speech act of criticizing. Based on the research previously mentioned, there are research gaps that other researchers have not studied. Research on the speech acts of criticizing YouTuber review gadgets is rarely done. Previous studies have not discussed the relationship between semantic formulas and criticizing utterances conveyed by YouTuber reviews when conducting gadget reviews.

This study used videos from the *Gadgetin*, *Sobat hape*, *Nerd Reviews*, and *Bestindotech* YouTube channels as data sources, with two videos each from the four YouTube channels. The speech act of criticizing that is studied is a speech act of criticizing, which uses the strategy of criticizing and the semantic formula proposed by Nguyen (2005).

## ***Methodology***

This research is a type of descriptive qualitative research with a pragmatic approach. In pragmatic research, Archer divides data into two types, namely authentic data (raw data) and generated data (elicitation data). Raw data is sorted into written and oral data (Nugroho, 2013). The data in this study are included in authentic data in the form of speech, and this is because the data comes from the speech of a YouTuber while reviewing gadgets. In this study, data is in the form of utterances uttered by YouTuber reviews which contain elements of criticizing the gadget being reviewed. The data was obtained from recordings on the *Gadgetin*, *Friends*, *Nerd Reviews*, and *Bestindotech* YouTube channels. The selection

of the five channels is based on the last education of the Youtuber, a bachelor. So, they are considered capable of criticizing the gadget being reviewed. This study did not use all videos on the Gadgetin, Sobat hape, Nerd Reviews, and Bestindotech YouTube channels as data sources. However, only two videos from each Youtuber channel related to cellphone and laptop gadgets.

Data analysis is based on the speech act theory criticizing Nguyen (2005) and Blum kulka's head act modifier (1989). The analytical procedure in this study was carried out in several stages. First is the context description, which includes the speaker, place of occurrence, background, and purpose of the speech. Second, it displays the form of speech analyzed. Third, linking the utterances to the surrounding context and analyzing the data with previously established theories.

## Result and Discussion

The following is a description and analysis of speech acts criticizing laptop reviews on the Gadgetin, Sobat hape, Nerd Reviews, and Bestindotech youtube channels.

Table 1. List of YouTube channels and age of speakers

No	Youtube Channel	Speaker	Age
1.	Gadgetin	David	29 years
2.	Sobathape	Mouldie	33 years
3.	Nerd Reviews	Michael	28 years
4.	Bestindotech	Malvin	30 years

## Difficulty Statement

### (1)Speech Context

The speech event happened when David was doing a laptop review in the video “SERASA MIMPI! Laptop lokal bisa punya spek sebgas ini!”,

David: “Satu-satunya bagian yang saya agak aneh, **entah kenapa nih laptop nggak punya shortcut keyboard buat ngatur ini brightness. Teken fn + apa gitu kan. Nggak ada di sini, jadi kita harus masuk ke setting terus slide sendiri kecerahannya. Ini agak ngerepotin sih.**”

In speech events (1) above, David performs a speech act of criticizing the keyboard of the Axioo Mybook 14F laptop. The laptop didn't have a keyboard shortcut, which made it difficult for David. The speech act of criticizing David is realized with the speech “**entah kenapa nih laptop nggak punya shortcut keyboard buat ngatur ini brightness. Teken fn + apa gitu kan. Nggak ada di sini, jadi kita harus masuk ke setting terus slide sendiri kecerahannya. Ini agak ngerepotin sih**”. The head act in the critique above is in the part of the criticism that is in bold, while the part that is not in bold is a modifier that amplifies the vitality of criticizing. Because the modifier position is outside the head act, the modifier can be considered an external modifier.

In the events of the speech above, David uses the strategy of direct criticism with the semantic formula of the statement of difficulty. The strategy of direct criticism is marked by the existence of performative criticism that is raised explicitly. On the other hand, the semantic formula of the difficulty statement is indicated by the utterance *entah kenapa nih laptop nggak punya shortcut keyboard buat ngatur ini brightness*. In this statement, David found adjusting the screen brightness on the Axioo Mybook 14F laptop difficult. David experienced this difficulty because the Axioo Mybook 14F laptop did not have a keyboard shortcut to make it easier to adjust the screen brightness. The following speech also supports the criticizing remarks *Teken fn + apa gitu kan. Nggak ada di sini, jadi kita harus masuk ke setting terus*

*slide sendiri kecerahannya*. In this supporting speech, David explained that to adjust the screen brightness, you have to go through the settings and manually shift the settings to change the screen brightness of the Axioo Mybook 14F laptop. In addition to these markers, the context of the situation contained in David's speech shows that there is illocutionary power criticizing the keyboard of the Axioo Mybook 14F laptop, which does not have a shortcut to adjust the screen brightness

## Negative Feedback

### (2) Speech Context

The speech event happened when Mouldie did a laptop review in the video “Mau beli Xiaomi RedmiBook 15? TAHAN DULU!”.

Mouldie: “Okay fine, emang sih banyak yang ngeluh soal layarnya Panelnya TN. **Warna kagak akurat dan kalo dimiringin dikit, buyar, yes betul**”

In the speech (2) above, Mouldie performs a speech act criticizing the Xiaomi Redmi Book 15 screen laptop, which still uses a TN screen panel. The speech act of criticizing Mouldie is realized with speech “**Warna kagak akurat dan kalo dimiringin dikit, buyar, yes betul**”. The head act in the critique above is in the part of the criticism that is in bold, while the part that is not in bold is a modifier that amplifies the vitality of criticizing. Because the modifier position is outside the head act, the modifier can be considered an external modifier.

In the events of the speech above, Mouldie criticizes by using a direct criticizing strategy with a negative feedback semantic formula. The strategy of direct criticism is marked by the existence of performative criticism that is raised explicitly. On the other hand, negative feedback semantic formulas are characterized by utterances *Warna kagak akurat dan kalo dimiringin dikit, buyar*. In this statement, Mouldie explicitly gave negative feedback on the Xiaomi Redmi Book 15 laptop screen, which has inaccurate colors. If examined more deeply, the utterances criticizing Mouldie are also supported by previous speeches *emang sih banyak yang ngeluh soal layarnya panelnya TN*. In the speech that added to the sting of criticism, Mouldie complained about the Xiaomi Redmi Book 15 laptop screen, which still uses a TN screen panel, so the resulting screen color is inaccurate. In addition to these markers, the context of the situation in Mouldie's speech shows an illocutionary power criticizing the screen of the Xiaomi Redmi Book 15 laptop, which is inaccurate in producing colors.

## Problem Statement

### (3) Speech Context

The speech event happened when Malvin Malvin reviewed the laptop in the video “LAPTOP MURAH YANG NEXT LEVEL! Review Infinix INBook X1”.

Malvin: “**Cuman memang trackpadnya, trackpadnya agak kurang, menurut gua akurasiya kurang maksimal, bukan pake yang windows presision touchpad**, jadi kalau kalian pake *trackpad* mungkin perlu adaptasi sedikit atau morebetter pake mouse aja”

In the speech (3) above, Malvin performs a speech act criticizing the trackpad of the Infinix Inbook X1 laptop. The speech act of criticizing Malvin is realized by speech “**cuman memang trackpadnya, trackpadnya agak kurang, menurut gua akurasiya kurang maksimal, bukan pake yang windows presision timer**”. The head act in the critique above is in the part of the criticism that is in bold, while the part that is not in bold is a modifier that amplifies the vitality of criticizing. Because the modifier position is outside the head act, the modifier can be considered an external modifier.

In the events of the speech above, Malvin uses a direct critical strategy with the semantic formula of the problem statement. The strategy of direct criticism is marked by the existence of performative criticism that is raised explicitly. On the other hand, the problem statement's semantic formula is marked by utterances *cuman memang trackpadnya, trackpadnya agak kurang, menurut gua akurasiya kurang maksimal, bukan pake yang windows presision touchpad*. In this speech, Malvin directly expressed his problems with the trackpad of the Infinix Inbook X1 laptop, which included less than optimal accuracy, and the absence of a windows precision trackpad. If seen further, the utterances criticizing Malvin are also supported by the following speeches *jadi kalau kalian pake trackpad mungkin perlu adaptasi sedikit atau more better pake mouse aja*. In this statement that added vitality to the critique, Malvin added criticism to the trackpad of the Infinix Inbook X1 laptop by advising users who want to use the Infinix Inbook X1 laptop to use a mouse instead of using a trackpad whose accuracy is less than optimal. In addition to these markers, the context of the situation in Malvin's speech shows an illocutionary power criticizing the trackpad on the Infinix Inbook X1 laptop.

## Requested Change

### (4) Speech Context

The speech event happened when Michael was doing a laptop review in the video "Notebook "MEWAH" Buatan Indonesia? Tapi Kok - MyBook Pro K7".

Michael: "**Tentu kami ingin ya selanjutnya Axioo bisa naik kelas ke laptop-laptop seperti ini.** Bisa jadi pilihan solid buat para pelajar, mahasiswa dan pekerja kantor sehari-hari yang pengen cari laptop ultraportable dengan spek yang solid dan bisa diupgrade.

In the speech (4) above, Michael criticizes by hoping that Axioo can improve a grade by making laptops with good specifications for students, college students, and office workers. The speech act of criticizing is realized in the speech "**Tentu kami ingin ya selanjutnya Axioo bisa naik kelas ke laptop-laptop seperti ini**". The head act in the critique above is the part of the criticism that is in bold, while the part that is not in bold is a modifier that functions as a softener for the power of criticism. Because the modifier position is outside the head act, the modifier can be considered an external modifier.

In the speech event above, Michael uses the strategy of indirect criticism with the semantic formula of requesting a change. The strategy of indirect criticism is characterized by implicit criticism. On the other hand, the change request semantic formula is indicated by the word *kami ingin* on speech *tentu kami ingin ya selanjutnya Axioo bisa naik kelas ke laptop-laptop seperti ini*. In these speeches, Michael gave criticism of the Axioo brand. Instead of criticizing the Axioo brand negatively, the criticizing speech contained a request for change so that Axioo could move up a class by producing quality laptops. In addition to these markers, the context of the situation contained in Michael's speech shows that there is an illocutionary power to criticize the brand from Axioo.

## Suggested Changes

### (5) Speech Context

The speech event happened when Michael reviewed the laptop in the video "Notebook "MEWAH" Buatan Indonesia? Tapi Kok - MyBook Pro K7".

Michael: "**Andai ini laptop harganya 8 9 10 juta,** mungkin masih bisa ya bersaing sama laptop-laptop ultraportable merek-merek luar, tapi ya kita nggak tahu sebenarnya ada agenda apa dibalik ini semua"

In the speech (5) above, Michael performs a speech act criticizing the price of the Axioo Mybook Pro K7 laptop, which is over ten million. The speech act of criticizing is realized in the speech "**Andai ini**

**laptop harganya 8 9 10 juta**". The head act in the critique above is part of the criticism that is in bold, while the part that is not in bold is a modifier that amplifies the power criticism. Because the modifier position is outside the head act, the modifier can be considered an external modifier.

In the speech event above, Michael used the strategy of indirect criticism with the semantic formula suggesting changes. The strategy of indirect criticism is characterized by implicit criticism. On the other hand, the change suggestion semantic formula is indicated by the word *andai ini laptop* on speech *andai ini laptop harganya 8 9 10 juta*. The criticizing utterance is also supported by the following speech, in the utterance  *mungkin masih bisa ya bersaing sama laptop-laptop ultraportable merek-merek luar, tapi ya kita nggak tahu sebenarnya ada agenda apa dibalik ini semua*. In this speech, Michael criticized the price of the Axioo Mybook Pro K7 laptop, which he felt was quite expensive. Instead of giving negative criticism of the price of the Axioo Mybook Pro K7 laptop, the criticism contains suggestions for changes so that Axioo can lower the price of the Axioo Mybook Pro K7 laptop so it can compete with ultraportable laptops from foreign brands. In addition to these markers, the context of the situation in Michael's speech shows an illocutionary force criticizing the price of the Axioo Mybook Pro K7 laptop.

### Conclusion

Based on the analysis above, 27 critical utterances were found. On Gadgetin YouTube channel, there were 13 critical utterances with the most use of semantic formulas in negative feedback with 10 data, then 2 data for difficulty statements and 1 data for problem statements. On the Nerdreviews YouTube channel, there were 8 data found, with variations in the use of the semantic formula for negative feedback of 6 data, 1 data requested change, and 1 data suggested change. In the Sobat hape YouTube channel, 3 data were found, all using a negative feedback semantic formula. On other YouTube channels such as Bestindotech, 3 utterances of criticism were found with the distribution of negative feedback semantic formulas of 3 data and 1 data of problem statements.

### References

- Alex, Sobur. (2006). *Semiotika Komunikasi, Analisis Teks Media Suatu Pengantar Untuk Analisa Wacana, dan Analisis Framing*. Bandung: PT Remaja Rosdakarya.
- Alfresia, Anisa. (2016). *Tindak Tutur Mengkritik dalam Bahasa Inggris oleh Pembelajar Bahasa Inggris di Indonesia dan Penutur Bahasa Inggris Australia*. Thesis. Yogyakarta: Universitas Gadjah Mada.
- Austin, J.L. (1962). *How to Do Things with Words*. New York: Oxford University Press.
- Blum-Kulka, et al. (1989). *Investigating Cross-cultural Pragmatics: An Introductory Overview*. New Jersey: Ablex Publishing Corporation Norwood.
- Budiargo, D. (2015). *Berkomunikasi Ala Net Generation*. Jakarta: PT Elex Media.
- Hoang Thi Xuan Hoa. (2007). "Criticizing Behaviors by the Vietnamese and the American: Topics, Sosial Factors, and Frequency." *VNU Journal of Science. Foreign Languages*:133-146.
- Jauhari, E. (2016). *Kritik dalam masyarakat budaya Arek di Surabaya: Kajian sosiopragmatik terhadap pemakaian bahasa sebagai sarana kontrol sosial*. Disertasi. Universitas Sebelas Maret.
- Nguyen. (2005). "Criticizing and Responding to Criticism in a Foreign Language: A Study of Vietnamese Learners of English." Auckland: The University of Auckland.

Nguyen. (2008). Modifying L2 criticisms: How learners do it? *Journal of Intercultural Pragmatic*.

Nugroho, M. (2013). Data dan Metode Pemerolehan Data dalam Penelitian Pragmatik. *Proceeding Seminar Internasional*, hlm 503-506.

Ridho'i, N. (2021). Kajian Sosiopragmatik Strategi Tindak Tutur Kritik Karakter Antagonis Ibu Jawa; Bu Tejo dalam Film Tilik. *Sutasoma : Jurnal Sastra Jawa*, 9(1), 116-128.

### **Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).