



A Pragmatic Analysis Of Perlocutionary Acts In Jay Shetty's Podcast Conversation

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Abstract. *This research aims to analyze perlocutionary acts in the On Purpose podcast conversation by Jay Shetty, specifically in the episode "How To Stop Caring What People Think of You." This study applies a qualitative approach using a descriptive method within the field of pragmatics. The data consist of utterances containing perlocutionary acts taken from the podcast transcript and audio. The data collection techniques include observation and note-taking, while the data analysis uses Austin (1962) and Searle's (1969) speech act theory with a focus on the effects produced on listeners. The findings show that perlocutionary acts in the podcast are used to influence listeners' thoughts, emotions, and attitudes, such as motivating, building self-confidence, and changing perspectives toward others' opinions. Furthermore, the study reveals that perlocutionary acts play a significant role in including self-confidence, self-awareness, and self-acceptance. Overall, the use of language in Jay Shetty's podcast is effective in shaping listeners' understanding and promoting positive attitudes.*

Keywords: Pragmatics, Perlocutionary Acts, Podcast

Abstrak. Penelitian ini bertujuan untuk menganalisis tindak tutur perlokusi dalam percakapan podcast On Purpose oleh Jay Shetty, khususnya pada episode "How To Stop Caring What People Think of You". Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif dalam kajian pragmatik. Data penelitian berupa tuturan yang mengandung tindak perlokusi yang diambil dari transkrip dan rekaman podcast. Teknik pengumpulan data dilakukan melalui metode simak dan catat, sedangkan teknik analisis data menggunakan teori tindak tutur dari Austin (1962) dan Searle (1969) dengan fokus pada efek yang ditimbulkan terhadap pendengar. Hasil penelitian menunjukkan bahwa tindak perlokusi dalam podcast tersebut digunakan untuk memengaruhi pikiran, emosi, dan sikap pendengar, seperti memberikan motivasi, membangun kepercayaan diri, dan mengubah cara pandang terhadap penilaian orang lain. Selain itu, penelitian ini menemukan bahwa tindak perlokusi berperan penting dalam menyampaikan seperti kepercayaan diri, kesadaran diri, dan penerimaan diri. Secara keseluruhan, penggunaan bahasa dalam podcast Jay Shetty terbukti efektif dalam membentuk pemahaman dan sikap positif pendengar.

Kata kunci: Pragmatik, Tindak Tutur Perlokusi, Podcast.

1. INTRODUCTION

Language is an essential means of communication that enables people to express ideas, emotions, intentions, and perspectives. As communication continues to develop through digital technology, language use has become increasingly dynamic and context-dependent. Communication is no longer limited to direct interaction but also takes place through various digital media, including podcasts. This development makes linguistic analysis increasingly important for understanding how speakers construct meaning and influence listeners through spoken communication.

One important branch of linguistics for examining meaning in communication is pragmatics. Pragmatics studies how meaning is interpreted based on context, speaker intention, and the relationship between speakers and listeners (Yule, 1996; Levinson, 1983). In pragmatic communication, an utterance does not merely convey information but may also perform an

action and produce a particular response from the listener. Therefore, pragmatic analysis is relevant to understanding communication in digital media, where speakers often use language to inform, persuade, motivate, or influence their audiences.

One of the central concepts in pragmatics is speech act theory, which was initially introduced by Austin (1962) and further developed by Searle (1969). Speech acts refer to actions performed through utterances. Among the different aspects of speech acts, perlocutionary acts are particularly relevant because they concern the effects produced by an utterance on the listener. These effects may include changes in thoughts, attitudes, emotions, or responses. In persuasive and motivational communication, perlocutionary acts can therefore play an important role in influencing how listeners understand and respond to a speaker's message.

Podcasts provide an interesting context for examining perlocutionary acts because they combine conversational interaction with persuasive and motivational discourse. One example is *On Purpose with Jay Shetty*, a podcast that frequently discusses self-development, relationships, emotional well-being, and personal growth. In the episode "How To Stop Caring What People Think of You," Jay Shetty presents ideas and advice intended to encourage listeners to reconsider their perspectives and responses toward other people's opinions. His communication contains various utterances that may generate observable responses from the person participating in the conversation.

Previous studies have examined speech acts and pragmatic phenomena in various forms of communication, including digital media and conversational discourse (Chairani et al., 2020; Nadhifah et al., 2023; Setiadi & Simatupang, 2022). However, studies specifically focusing on perlocutionary acts in motivational podcast conversations, particularly those examining the observable responses generated during the interaction, remain limited. This creates an opportunity to investigate how perlocutionary acts operate in a contemporary digital communication context.

Therefore, this study focuses on the perlocutionary acts used by Jay Shetty in the *On Purpose* podcast episode "How To Stop Caring What People Think of You." The study analyzes the types of perlocutionary acts, the reasons they can influence the listener within the conversation, and how they convey and shape the listener's understanding. By examining these aspects, the research is expected to contribute to pragmatic studies, particularly the study of perlocutionary acts in digital communication, while also providing a better understanding of how language can influence listeners in motivational podcast discourse.

2. RESEARCH METHOD

2.1. Research Design

This research employs a descriptive qualitative approach to analyze perlocutionary acts in the *On Purpose with Jay Shetty* podcast. A qualitative approach is appropriate because the data consist of spoken utterances whose meanings and communicative effects depend on context, speaker intention, and interaction. The analysis therefore focuses not only on the linguistic forms of the utterances but also on their functions and potential effects on listeners (Creswell, 2014; Yule, 1996; Levinson, 1983). The main theoretical framework is speech act theory proposed by Austin (1962) and developed by Searle (1969), with particular emphasis on perlocutionary acts.

2.2. Research Object and Data Source

The object of this research is the perlocutionary acts found in Jay Shetty's podcast conversation. The data source is *On Purpose with Jay Shetty*, specifically Episode 19 entitled "How To Stop Caring What People Think of You," featuring Gary Vaynerchuk. The primary data consist of spoken utterances that demonstrate potential perlocutionary effects, particularly those that persuade listeners to change opinions, motivate them to take action, influence emotional responses, and encourage reflection or awareness.

The podcast is selected because its motivational and reflective content provides relevant data for examining how language is used to influence thoughts, emotions, attitudes, and behavior. The analysis also considers the context of the conversation, including the topic, speaker intention, and communicative purpose, because pragmatic meaning cannot be separated from its context (Yule, 1996; Levinson, 1983).

2.3. Data Collection Technique

The data were collected through observation, transcription, and note-taking techniques. First, the researcher repeatedly listened to and observed the selected podcast episode to understand the conversation and its context. Second, the spoken conversation was transcribed into written form while maintaining the relevant characteristics of the original speech. Third, the researcher used note-taking to identify and select utterances relevant to the research focus. Only utterances that demonstrated perlocutionary effects were selected for further analysis.

2.4. Data Analysis Technique

The data were analyzed descriptively and interpretatively using the qualitative data analysis framework of Miles et al. (2014), which involves data reduction, data display, and drawing conclusions. The analysis was conducted through several stages.

First, the researcher identified utterances containing relevant pragmatic phenomena. Second, the selected utterances were classified according to four perlocutionary effects: (1) persuading listeners to change opinions, (2) motivating listeners to take action, (3) influencing emotional responses, and (4) encouraging reflection or awareness. Third, the researcher conducted theoretical analysis by applying Austin's (1962) speech act theory and Searle's (1969) classification of speech acts. Fourth, the researcher interpreted the meaning of each utterance by considering its linguistic form, context, communicative purpose, and potential effect on listeners. Finally, the researcher drew conclusions based on the findings to answer the research questions.

2.5. Trustworthiness of Data

To ensure the trustworthiness of the findings, this research applies the principles of credibility, transferability, dependability, and confirmability. Data triangulation is used by comparing the written transcript with the original audio or video recording to ensure the accuracy and consistency of the data. The researcher also applies peer debriefing by discussing the preliminary interpretation with individuals who have competence in linguistics or pragmatic studies. In addition, an audit trail is maintained by documenting the stages of data collection, selection, analysis, interpretation, and conclusion. These procedures are intended to reduce researcher subjectivity and strengthen the credibility and consistency of the findings (Creswell, 2014).

3. RESULTS & DISCUSSION

3.1. Results

This study investigates perlocutionary acts found in the *On Purpose with Jay Shetty* podcast episode entitled “*How To Stop Caring What People Think of You.*” The analysis focuses on how utterances produce effects on listeners based on Austin's (1962) concept of perlocutionary acts. Searle's (1969) speech act classification is also used to support the identification of the communicative force underlying the utterances.

A total of 54 utterances were identified as containing perlocutionary effects. The data were classified into four categories: persuading listeners to change opinions, motivating listeners to take action, influencing emotional responses, and encouraging reflection or

awareness. The findings indicate that perlocutionary acts in the podcast produce cognitive, behavioral, emotional, and reflective effects.

Table 1. Types of Perlocutionary Acts Found in the Podcast

No.	Types of Perlocutionary Acts	Frequency	Percentage
1	Persuading Listeners to Change Opinions	10	18.52%
2	Motivating Listeners to Take Action	13	24.07%
3	Influencing Emotional Responses	11	20.37%
4	Encouraging Reflection or Awareness	20	37.04%
Total		54	100%

The table shows that encouraging reflection or awareness is the dominant type, with 20 utterances or 37.04% of the total data. This finding suggests that the podcast primarily uses language to encourage listeners to evaluate their thoughts, experiences, motivations, and attitudes. The second most frequent type is motivating listeners to take action, followed by influencing emotional responses and persuading listeners to change opinions.

3.1.1. Persuading Listeners to Change Opinions

The first type identified in this study is persuading listeners to change opinions, which appears in 10 out of 54 utterances. These utterances encourage listeners to reconsider their existing assumptions, beliefs, and perspectives. The speakers frequently use contrastive statements and rhetorical questions to challenge conventional ways of thinking.

One example is:

“How is your mother’s opinion the same as a random comment?”

This utterance encourages listeners to reconsider how they respond to other people’s opinions. The rhetorical question highlights the difference between opinions that have a meaningful relationship to one’s life and opinions expressed by strangers. The perlocutionary effect is the possibility that listeners will become more critical when evaluating external judgments rather than treating every opinion as equally important.

Another example is:

“People think there’s not enough for everyone.”

This utterance challenges a scarcity-oriented perspective. Listeners may be encouraged to reconsider the assumption that success and opportunities are always limited. The statement can produce a cognitive effect by introducing a more open perspective toward opportunities and personal achievement.

Similarly, the statement:

“Life is a game of perspective.”

encourages listeners to understand that the interpretation of an experience can influence how that experience is perceived. A difficult situation may be interpreted differently depending on an individual's perspective. Therefore, the perlocutionary effect of this utterance is to persuade listeners to reconsider negative or limiting interpretations of their experiences. These findings demonstrate that persuasive perlocutionary acts function by challenging assumptions and introducing alternative perspectives.

3.1.2 Motivating Listeners to Take Action

The second category is **motivating listeners to take action**, which occurs in 13 utterances. This type encourages listeners to move from reflection toward practical behavior. The utterances generally contain direct, action-oriented, and encouraging expressions.

For example:

“Put out new stuff every day without overthinking.”

This statement encourages listeners to act without becoming excessively concerned about perfection. The utterance may influence listeners to reduce hesitation and become more willing to take action. Its perlocutionary effect is motivational because it promotes consistency and practical effort.

Another example is:

“Lean into what you’re good at.”

This utterance motivates listeners to recognize and develop their individual strengths. Instead of focusing excessively on weaknesses, listeners are encouraged to identify areas in which they have potential and use those strengths for personal development.

The statement:

“Call someone you haven’t spoken to.”

provides a more direct example of action-oriented language. Unlike reflective statements that primarily stimulate thought, this utterance explicitly encourages a particular action. Its perlocutionary effect can be seen in the listener's potential motivation to reconnect with another person.

Overall, motivational perlocutionary acts are effective because the speakers provide messages that are simple, practical, and applicable to everyday life. The findings indicate that direct and action-oriented language can encourage listeners to overcome hesitation, reduce fear of failure, and develop proactive behavior.

3.1.3 Influencing Emotional Responses

The third type is **influencing emotional responses**, which consists of 11 utterances. These utterances produce or encourage emotional effects such as appreciation, empathy, inspiration, gratitude, trust, and positivity.

One example is:

“I’m so grateful that you keep committing to your growth.”

This utterance creates an atmosphere of appreciation and recognition. The expression of gratitude can influence listeners emotionally by making the process of personal growth appear valuable and worthy of appreciation.

Another example is:

“I don’t know what you did to me but my life changed.”

This utterance illustrates a strong emotional effect because it describes personal transformation resulting from communication or interaction. Listeners may experience inspiration after hearing an example of how a person's words or actions can influence another person's life.

The expression:

“Love, laugh, appreciate.”

also demonstrates emotional perlocutionary effects. The use of three positive expressions creates an orientation toward positive emotions and encourages listeners to value happiness, relationships, and gratitude.

Other emotional utterances in the findings emphasize empathy, understanding, and positive human relationships. For example, “I deploy empathy and sympathy” promotes compassion, while “Human life is rare” can encourage appreciation of life's value. These expressions demonstrate how emotional language strengthens the connection between the speaker and the audience.

Therefore, emotional perlocutionary acts do not simply provide information. They make the message more engaging and memorable by involving the listener's feelings. Emotional engagement may also strengthen the overall influence of motivational communication.

3.1.4 Encouraging Reflection or Awareness

The most dominant category is **encouraging reflection or awareness**, with 20 utterances. This result indicates that reflective communication is a central characteristic of the podcast discourse.

One example is:

“What in the way that you were parented has created you?”

This rhetorical question encourages listeners to reflect on how their earlier experiences may influence their present identity, attitudes, and behavior. Rather than providing a direct answer, the question creates space for personal evaluation.

Another example is:

“Do you even want to drive that car?”

This utterance encourages listeners to question the source of their desires. It invites them to distinguish between genuine personal goals and desires that may be influenced by social expectations or external pressure.

The statement:

“What are you going to complain about?”

also functions as a reflective question. It challenges listeners to examine negative attitudes and reconsider whether their complaints are constructive. The potential perlocutionary effect is increased awareness of personal attitudes and a shift toward gratitude or more constructive thinking.

Other findings also show reflective effects in utterances such as “I see everything as my responsibility,” which encourages personal accountability, and “Pay attention to who gives advice,” which promotes critical awareness regarding information sources. These findings show that reflective perlocutionary acts are commonly realized through rhetorical questions, evaluative statements, and observations.

The dominance of this category suggests that the podcast does not primarily tell listeners what to think. Instead, the speakers frequently use language to encourage listeners to think independently, evaluate their experiences, and develop greater self-awareness.

3.2 Discussion

3.2.1 Perlocutionary Acts as Communicative Actions

The findings demonstrate Austin's (1962) argument that utterances do not merely convey literal meaning but can also produce effects on listeners. In this study, the effects of language are reflected in four main forms: cognitive change, behavioral motivation, emotional engagement, and self-reflection.

The utterances found in the podcast appear through several linguistic strategies, including **direct statements, motivational expressions, rhetorical questions, contrastive language, and reflective observations**. These forms demonstrate that the same communicative event can perform more than one function. An utterance may provide information at the locutionary level,

perform a communicative intention at the illocutionary level, and potentially influence the listener at the perlocutionary level.

Searle's (1969) classification also helps explain the communicative force behind these effects. Representative acts can shape beliefs and perspectives, directive acts can encourage action, and expressive acts can influence emotional responses. Thus, the findings show a relationship between the speaker's communicative force and the perlocutionary effect potentially produced by the utterance.

3.2.2 Why Perlocutionary Acts Influence Listeners

The findings indicate that perlocutionary acts influence listeners because the speakers combine **persuasive language, personal experience, emotional expressions, practical advice, and reflective questions**. These strategies make the messages more relevant and easier for listeners to connect with.

First, persuasive utterances influence listeners because they challenge existing assumptions. Questions such as “How is your mother’s opinion the same as a random comment?” do not simply provide information but encourage audiences to evaluate their beliefs. The listener is invited to compare different perspectives and develop an independent judgment.

Second, motivational utterances influence listeners because they offer practical direction. Statements such as “Put out new stuff every day without overthinking” present a simple behavioral orientation. The direct language reduces complexity and provides an understandable message that can potentially be applied in daily life.

Third, emotional expressions influence listeners because emotions strengthen communication. Appreciation, empathy, gratitude, and inspiration can create a sense of connection between speakers and listeners. When listeners feel emotionally connected to a message, they may become more receptive to its meaning.

Fourth, reflective questions influence listeners because they encourage active participation in meaning-making. Instead of giving listeners a complete answer, questions require them to consider their own experiences. This makes reflection or awareness the dominant category because much of the podcast's communication encourages audiences to interpret the message in relation to their personal lives.

3.2.3 How Perlocutionary Acts Shape Listeners' Understanding

The findings further show that perlocutionary acts shape listeners' understanding by constructing new ways of interpreting experiences, personal development, relationships, and social reality. This process occurs through different forms of pragmatic communication.

a. Shaping Understanding Through Alternative Perspectives

Persuasive utterances encourage listeners to reinterpret existing beliefs. For example, “Life is a game of perspective” constructs the understanding that reality can be interpreted differently depending on one's viewpoint. Likewise, “People think there’s not enough for everyone” challenges assumptions regarding limited opportunities and success.

These utterances shape understanding because they do not simply replace one opinion with another. Instead, they encourage listeners to examine how their own interpretations influence their responses to life experiences.

b. Shaping Understanding Through Action and Growth

Motivational utterances construct an understanding of personal development as a continuous process. “Put out new stuff every day without overthinking” emphasizes consistency over perfection, while “Lean into what you’re good at” highlights the importance of recognizing personal strengths.

Another utterance, “There is always potential to do something,” promotes the understanding that opportunities for growth can remain available even under difficult circumstances. Therefore, motivational language shapes a mindset centered on effort, learning, persistence, and continuous improvement.

c. Shaping Understanding Through Emotional Values

Emotional utterances help listeners understand the importance of values such as gratitude, empathy, appreciation, and positivity. The expression “Love, laugh, appreciate,” for instance, provides a concise representation of positive emotional values.

Similarly, expressions related to empathy encourage listeners to understand human interaction through compassion and consideration. In this way, emotional perlocutionary acts do not only create temporary feelings but can also communicate values that influence how listeners interpret relationships and human experiences.

d. Shaping Understanding Through Critical Reflection

Reflective utterances have the strongest role in shaping listeners' understanding because they require listeners to participate actively in interpreting the message. Questions such as “Do you

even want to drive that car?" encourage individuals to examine whether their goals genuinely come from themselves or from external influences.

The statement "All advice is a problem" also encourages critical thinking by challenging passive acceptance of external advice. Listeners are encouraged to understand that advice should be considered within their personal circumstances rather than followed without reflection. Likewise, "Not taking it literally" promotes the understanding that meaning often depends on context and deeper intentions rather than words alone.

Therefore, perlocutionary acts shape understanding through an interactive process. Speakers introduce perspectives, values, questions, and practical guidance, while listeners are encouraged to interpret those messages based on their own experiences and contexts.

3.3 Overall Discussion

Overall, the results reveal that the *On Purpose with Jay Shetty* podcast uses language as a means of influencing listeners beyond the literal meaning of utterances. The 54 identified data demonstrate four primary perlocutionary effects: **persuasion, motivation, emotional influence, and reflection**. The most dominant category, encouraging reflection or awareness, demonstrates that the podcast strongly emphasizes self-evaluation and independent thinking. The findings support Austin's (1962) concept that speaking can constitute action because utterances can produce particular effects on listeners. They are also consistent with Searle's (1969) theory, in which different communicative functions contribute to the effects produced through language. Representative, directive, and expressive forces particularly support the cognitive, behavioral, and emotional effects identified in the data.

Thus, the podcast functions not only as a platform for sharing information but also as a form of persuasive and motivational discourse. Through rhetorical questions, direct advice, positive expressions, personal reflections, and alternative perspectives, the speakers encourage listeners to reconsider their opinions, take action, experience emotional engagement, and develop greater awareness. These findings demonstrate the important role of perlocutionary acts in shaping communication within contemporary podcast discourse.

4. Conclusion

Based on the findings and discussion of the research entitled "**A Pragmatic Analysis of Perlocutionary Acts Used by Jay Shetty in the *On Purpose* Podcast Episode 'How To Stop Caring What People Think of You',**" several conclusions can be drawn.

First, the research identified 54 perlocutionary acts found in the podcast conversation. These acts were classified into four types based on their effects on listeners: persuading listeners to change opinions (10 data), motivating listeners to take action (13 data), influencing emotional responses (11 data), and encouraging reflection or awareness (20 data). Among the four types, encouraging reflection or awareness was the most dominant category. This indicates that the podcast frequently uses reflective statements and rhetorical questions to encourage listeners to examine their thoughts, experiences, attitudes, and personal goals.

Second, the findings show that perlocutionary acts influence listeners through cognitive, behavioral, emotional, and reflective effects. Persuasive utterances encourage listeners to reconsider existing opinions and perspectives, while motivational utterances encourage them to take action and develop themselves. Emotional expressions create feelings such as appreciation, empathy, inspiration, and positivity. Meanwhile, reflective utterances encourage listeners to evaluate their personal experiences, beliefs, motivations, and attitudes.

Third, the perlocutionary acts also convey and shape listeners' understanding of personal growth, social relationships, emotional values, and self-awareness. The speakers use different forms of language, including direct statements, motivational expressions, emotional statements, personal experiences, and rhetorical questions, to present alternative perspectives and encourage listeners to develop their own understanding. For example, expressions related to perspective encourage listeners to reconsider how they interpret life experiences, while reflective questions encourage them to evaluate their personal motivations and experiences.

Overall, this research demonstrates that language in podcast discourse functions not only as a means of delivering information but also as a means of influencing listeners' perspectives, emotions, actions, and self-awareness. The findings support Austin's (1962) concept of perlocutionary acts by demonstrating that utterances can produce particular effects on listeners. Thus, *On Purpose with Jay Shetty* provides an example of how pragmatic language use can be employed to persuade, motivate, emotionally engage, and encourage reflection among listeners.

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