

REPRESENTATION OF NETIZENS' EMOTIONS THROUGH EXPRESSIVE SPEECH IN YOUTUBE COMMENTS: A PRAGMATIC STUDY OF ISA BAJAJ'S VIDEO ON DEDDY CORBUZIER'S CHANNEL

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ABSTRACT

The development of social media has changed people's communication patterns to be more participatory, dialogical, and full of emotional expressions. YouTube, as one of the digital public spaces, provides a comment column that allows netizens to openly express their attitudes, feelings, and judgments towards the content consumed. This study aims to describe and analyze the form and function of expressive speech used by netizens in the comment column of the YouTube video "Isa Bajaj" on Deddy Corbuzier's channel. This study uses a descriptive qualitative approach with data in the form of 500 purposively selected netizens' comments. Data analysis was carried out by referring to John R. Searle's speech theory of actions, especially the category of expressive speech actions. The results showed that there were seven types of expressive speech, namely positive praise/appreciation (29.0%), criticism/disapproval (24.0%), expressions of gratitude/gratitude (16.0%), expressions of anger or negative emotions (14.0%), empathy/compassion (8.0%), regret/apology (5.0%), and hope/prayer (4.0%). The dominance of praise and criticism shows the high emotional and evaluative involvement of netizens in the content of the personal narrative presented. These findings confirm that YouTube's comment column serves as a space for public emotional expression that represents the collective psychological condition of netizens. This research contributes to enriching the study of digital pragmatics by placing expressive speech as a reflection of emotional dynamics, empathy, and moral reflection in social media communication.

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INTRODUCTION

The development of digital technology has brought fundamental changes in the communication patterns of modern society. Social media is no longer understood as a means of exchanging information, but has transformed into a digital public space that allows for social interaction, opinion formation, and open expression of attitudes and emotions. In this space, individuals not only act as consumers of information, but also as producers of discourse who actively respond, assess, and reflect on various social phenomena through language. This condition shows that social media has a strategic role in shaping contemporary communication practices that are participatory and dialogical (Alim & Dharma, 2021). The transition of communication from conventional media to digital media also affects the character of the language used by

the community. Digital communication tends to be more spontaneous, expressive, and personal, especially when it takes place in an interaction space that is not limited by formal norms such as in face-to-face communication. This causes social media to become a space rich in emotional expressions and psychological attitudes of its speakers. Language not only serves to convey information, but also serves as the main medium to express feelings, moral views, and affective responses to certain events or figures. One of the social media platforms that has a significant influence in shaping public discourse is YouTube. YouTube provides audio-visual content production and distribution space accessible to audiences across ages, backgrounds, and geographic regions. YouTube's open and interactive characteristics make it not only a medium of entertainment and information, but also a dynamic arena for public discussion (Atmadi & Rusadhi, 2024). The presence of a comment column on each video allows users to convey their responses, ratings, and emotions directly to the content they are watching.

YouTube's comment column serves as a two-way communication space as well as a horizontal interaction space between users. In this column, netizens are free to express support, criticism, empathy, or rejection of a content. This phenomenon shows that YouTube not only brings one-way communication from content creators to viewers, but also facilitates the formation of social discourse that involves the active participation of the public (De Putri & Toni, 2024). Thus, the YouTube comment column becomes a relevant object of study to understand the practice of public language in the digital public space. In the practice of digital communication, language plays a central role as a means of expressing meaning and emotions. Language allows the speaker to convey a subjective attitude towards the reality they are facing, whether in the form of empathy, sympathy, admiration, disappointment, or self-reflection. Emotional expressions in language can be identified through lexical choices, syntactic structures, and speech styles used in specific contexts (Cahyani et al., 2021). Therefore, the study of language in social media requires an approach that focuses not only on the structure of language, but also on the function and meaning of speech in the context of its use. Pragmatic approaches, especially speech theory theory, are relevant theoretical foundations for analyzing this phenomenon. Speech acts are understood as actions that are carried out through speech in a certain communication context. One type of speech that stands out in digital communication is expressive speech. Expressive speech acts function to express the speaker's psychological state of a certain event, condition, or object (Juwita & Purnamasasri, 2018). This form of speech includes expressions of praise, complaining, criticizing, thanking, praying, giving sympathy, and other forms of emotional expression (Rahmadani, 2024).

In the context of social media, expressive speech tends to appear explicitly and intensely. The lack of formality and strong emotional involvement of users makes netizens more free to express their feelings and attitudes. Social media thus becomes a space that represents the dynamics of people's collective emotions in responding to various social phenomena. Analysis of expressive speech on social media can provide an overview of how individuals interpret events, build empathy, and negotiate social and moral values in the digital public space. The phenomenon of expressive speech is evident in netizens' responses to content that contains personal narratives and high emotional content. One relevant example is the video "Isa Bajaj" on Deddy Corbuzier's channel which raises reflective stories about life, fame, family, and devotion to parents. The content not only presents the personal experiences of public figures, but also raises human values that are close to people's daily lives. As a result, this video triggered a large amount of emotional involvement of netizens. Netizens' response to the video was reflected in the comment column which was filled with various forms of expressive speech, such as expressions of empathy, prayer, praise, regret, and reflection on personal experiences. These comments not only serve as a response to the content, but also as a medium for netizens to express their emotions and build emotional solidarity with the characters shown. This condition makes the comment column of the "Isa Bajaj" video a rich and complex source of linguistic data to be studied pragmatically.

A number of previous studies have examined the use of language on YouTube from various perspectives, including the analysis of hate speech, slang language variations, and speech acts in certain contexts (Rahmadani, 2024; Zafiera et al., 2024; Fikri et al., 2025). Other research also places YouTube as a digital public space that plays a role in shaping

social opinion and discourse (De Putri & Toni, 2024). However, most of the research still focuses on the context of politics, education, or popular entertainment, and there have not been many studies on the expressive speech of netizens on podcast content that displays the personal narratives and human values of public figures. Based on these conditions, this research presents novelty in several important aspects. First, this study specifically focuses on the expressive speech of netizens in the YouTube comment column on personal narrative podcast content, which is still relatively rarely the object of pragmatic study. Second, this study views the comment column as a space for collective emotional expression, not just a collection of individual responses, thus allowing the identification of the dominant pattern of netizens' psychological expression. Third, this study relates expressive speech to the phenomenon of empathy, self-reflection, and moral values that arise in digital interactions, thereby enriching the study of digital pragmatics with a humanitarian perspective. The urgency of this research lies in the importance of understanding how language is used by netizens to express emotions and attitudes in an open and massive digital public space. This understanding is not only important for the development of pragmatic linguistic studies, but also relevant for understanding the dynamics of social communication in a digital society. The analysis of expressive speech is expected to make a theoretical contribution in explaining the emotional function of language, as well as a practical contribution in building a more reflective and empathetic language awareness on social media.

Based on this description, this study aims to describe and analyze the form and function of expressive speech used by netizens in the comment column of the YouTube video "Isa Bajaj" on Deddy Corbuzier's channel. Thus, this research is expected to be able to make a significant academic contribution to the study of pragmatic linguistics, especially related to the use of language and emotional expression in social media.

RESEARCH METHODS

Types and Sources of Data, This study uses a descriptive qualitative approach that aims to describe and interpret linguistic phenomena in depth based on the context of its use. This approach was chosen because the focus of the research is directed at the meaning of expressive speech acts that appear naturally in digital communication, especially in the social media comment column. The research data is in the form of netizens' written speech that contains expressive speech in the comment column of the YouTube video "Isa Bajaj" on Deddy Corbuzier's channel. Data is in the form of words, phrases, clauses, and sentences that represent the expression of netizens' attitudes, feelings, judgments, or reactions to the character and video content. In addition, speech contexts such as discussion topics and communication situations are also considered as part of the data. Data sources are divided into two. Primary data was obtained directly from netizens' comments in the comment column of the "Isa Bajaj" video on Deddy Corbuzier's channel. Secondary data is in the form of scientific sources relevant to the study of language and digital communication that functions as a support for analysis and discussion. The specifications of the main data sources include: (1) YouTube media, (2) the video title "Isa Bajaj", (3) Deddy Corbuzier's channel, and (4) the video duration of 1 hour 03 minutes.

Population and Samples, In qualitative research, population is understood as a social situation in which the phenomenon being studied occurs. The social situation in this study includes the YouTube platform as a place for research, netizens as speech actors, commenting activities as a form of linguistic interaction, and limited data collection time to maintain the relevance of the speech context. The research sample is in the form of language units in netizens' comments that contain expressive speech acts. Sample selection was carried out purposively, namely by considering the suitability of the data with the purpose of the research. The sample is not intended to represent the population quantitatively, but rather to obtain depth of data in revealing variations in expressive speech actions. **Data Collection Methods and Techniques,** Data collection is carried out through several complementary techniques. First, non-participatory observation by observing the YouTube comment column without involving researchers in interaction with netizens. Second, documentation in the form of a collection of written comments and screenshots of relevant comments. Third, data recording, which is recording and grouping comments that contain expressive speech acts systematically to facilitate

analysis.

Data Analysis Techniques, Data analysis is carried out in a narrative descriptive manner through three stages. The first stage is data reduction, which is to select comments that are relevant to the focus of the research. The second stage is the presentation of data, which is carried out in the form of classification tables and narrative descriptions accompanied by examples of representative speech. The third stage is drawing conclusions, namely interpreting the meaning of expressive speech actions based on the results of analysis consistently and repeatedly. Data Validity, Data validity is maintained through the researcher's thoroughness in reading, checking, and analyzing data repeatedly. Consistency of classification and interpretation was checked at each stage of the analysis to ensure that the results of the study were completely in accordance with the data being analyzed.

RESEARCH RESULTS

This study analyzed 500 netizens' comments taken from the YouTube comment column on the video "Isa Bajaj" on Deddy Corbuzier's channel. The data was selected purposively by considering readability, topic relevance, and the presence of clear emotional expression elements. All comments are then classified based on the type of expressive speech by referring to the Speech Act theory proposed by John R. Searle, especially the expressive category that serves to reveal the speaker's psychological condition of an event, figure, or idea.

The results of the calculation show that the comment column not only functions as an informative response space, but also as an arena for public affective expression, where netizens convey their judgments, emotions, empathy, and personal reflection. The distribution of data shows a relatively balanced variation in forms of expression between positive and negative emotions, which indicates the high emotional involvement of the audience towards the content presented. Based on the results of the classification, seven types of expressive speech acts were obtained with the following distribution:

Distribution Table of Types of Expressive Speech Actions of Netizens in the YouTube Comment Column of the "Isa Bajaj" Video on Deddy Corbuzier's Channel

No.	Types of Expressive Speech	Number of Data (N = 500)	Percentage (%)
1	Praise / Positive Appreciation	145	29,0
2	Criticism / Disapproval	120	24,0
3	Thank You / Expressions of Gratitude	80	16,0
4	Anger / Negative Emotional Expressions	70	14,0
5	Empathy / Compassion	40	8,0
6	Regret / Apology	25	5,0
7	Hope / Prayer	20	4,0
Total		500	100,0

This distribution shows that the majority of netizens tend to express evaluative and emotional attitudes directly, both in the form of support and rejection, which strengthens the dialogical and affective character in digital communication. The following is a description and in-depth analysis of each type of expressive speech:

1. Praise / Positive Appreciation (29.0%)

Expressive speech acts in the form of positive praise and appreciation were the most dominant categories in the research data. These findings show that netizens are actively expressing admiration, appreciation, and pride for the figure of Isa Bajaj, both in terms of life journey, narrative honesty, and reflective attitude displayed in the dialogue with Deddy Corbuzier. Within the framework of Searle's theory, praise is categorized as an expressive act of speech because the speaker aligns speech with the positive psychological state he or she feels. Praise does not aim to change the actions of the opponent, but rather to express an emotional evaluation of the object being discussed.

Speech examples:

"Very well! The story is honest and makes me motivated."

This speech contains two layers of expression: first, positive evaluation through the word "steady"; second, affective response in the form of personal motivation. This shows that netizens do not only position themselves as

passive spectators, but as subjects who are emotionally involved and encouraged to do self-reflection.

The dominance of this category also indicates that the interview content is inspirational and resonant, thus triggering a strong affective response from the audience.

2. Criticism/Disapproval (24.0%)

The categories of criticism and disapproval occupy the second highest position, which indicates that YouTube's comment space is also utilized as an arena for negotiating meaning and differences of opinion. Netizens expressed their disapproval of the opinions, viewpoints, or generalizations conveyed in the video. According to Searle, although criticism is often associated with assertive speech, in this context criticism is categorized as expressive because the main focus of speech lies in the expression of emotional and evaluative attitudes, rather than on the presentation of objective truths.

Speech examples:

"I don't agree with this opinion, it oversimplifies the issue."

The speech displayed a relatively rational and polite expression of dissatisfaction. The choice of diction *"disagree"* indicates the existence of emotional control, but still reflects a negative affective attitude towards the content of the speaker's speech. This indicates that netizens are able to express emotions argumentatively without having to be aggressive.

3. Thanks/Expressions of Gratitude (16.0%)

Acts of gratitude and expressions of gratitude appear as a form of positive response to the benefits obtained by the audience, both informatively and emotionally. Netizens consider videos not only as entertainment, but also as a source of learning and reflection on life. In Searle's theory, gratitude is an expressive act of speech that explicitly expresses the speaker's positive feelings towards the actions of the other party. Speech examples:

"Thank you Dedy and Bang Isa, the conversation really opened my mind."

This speech shows the existence of an affective relationship between the audience and the content creator. Netizens position themselves as beneficiaries, while resource persons and hosts are positioned as value givers. This confirms YouTube's social function as a medium for the exchange of meaning and experience.

4. Anger / Negative Emotional Expression (14.0%)

The category of negative emotions includes speech that expresses anger, upset, or disappointment. This emotion generally arises when there is a discrepancy between the audience's expectations and the content of the discussion or the way it is delivered in the video.

According to Searle, the expression of anger includes expressive speech because speech functions as an overflow of internal feelings, not as an instruction or request.

Speech examples:

"Honestly, this part makes me upset and disappointed."

This speech shows spontaneous and personal emotional expressions. Netizens do not demand changes from the opponent, but simply articulate their affective responses. This phenomenon confirms that the comment column serves as a space of emotional catharsis.

5. Empathy / Compassion (8.0%)

The act of empathetic speech shows the emotional involvement of netizens in Isa Bajaj's life experience which is considered touching and full of struggle. Empathetic speech shows emotional solidarity and social concern. In Searle's framework, empathy is expressive because it reflects the emotional alignment of the speaker with the psychological condition of the other party.

Speech examples:

"It's sad to hear the story, I hope Bang Isa will always be strong."

This speech shows that netizens not only respond to content cognitively, but also emotionally, which reinforces the humanist dimension in digital communication.

6. Regret / Apology (5.0%)

This category shows the reflective awareness of netizens towards previous attitudes or comments. Although their numbers are relatively small, their existence is important because they reflect the dynamics of changing emotional attitudes.

Speech examples:

"I'm sorry, after watching it until I finished I just understood what it meant."

This speech shows a shift in the speaker's psychological condition from negative to positive after gaining a more

complete understanding.

7. Hope / Prayer (4.0%)

The act of expressing hope and prayer represents an expression of positive affection directed at the future of the resource person. This speech is not instructive, but reflective and emotional.

Speech examples:

"Hopefully Bang Isa will be more successful and healthy always."

In Searle's perspective, hope is expressive because it displays the speaker's optimistic and affectionate mental state.

Overall, the results show that YouTube's comment column serves as a rich and complex space for public emotional expression. Netizens not only play the role of consumers of information, but also as affective subjects who actively assess, respond, and reflect on content. The dominance of expressive speech in the form of praise and criticism confirms that digital communication is evaluative and emotional, in line with the concept of expressive speech proposed by John R. Searle. Thus, netizens' interaction in the YouTube comment column can be understood as a linguistic practice that represents the collective psychological condition in the digital public space.

DISCUSSION

The YouTube comment column in this study shows the character of digital communication that no longer functions solely as an informative feedback space, but rather develops into a complex space for public emotional expression. Netizens use the comment column as a medium to articulate affective attitudes, moral judgment, social empathy, and personal reflection on the life experiences of public figures shown in the video. This phenomenon shows that interactions in the digital space are not emotionally neutral, but are loaded with psychological and evaluative content. In a pragmatic perspective, especially the theory of speech actions put forward by Searle, language is not only understood as a means of conveying information, but also as a means of expressing the speaker's mental state. Expressive speech puts emotions, attitudes, and subjective judgments at the heart of language acts. The findings of this study are in line with the contemporary view that communication on social media is dominated by affective expression rather than the exchange of factual information alone. According to Klinger and Svensson (2021), social media is shaping a new public space that is heavily influenced by emotions, where the expression of feelings is the main driver of user participation.

The dominance of affective responses in the comment column of the "Isa Bajaj" video shows that the audience does not only consume content passively, but also builds meaning through emotional engagement. The presence of Isa Bajaj's figure with a personal, reflective, and open narrative of life creates a strong emotional resonance, thus triggering various expressive speech acts. This strengthens the argument that personal narratives in digital media have high affective power and are able to build psychological closeness between public figures and audiences. Research by Raun (2020) confirms that the self-disclosure practices of public figures in digital media encourage audiences to respond emotionally because they feel engaged in an intimate and authentic experience. The expressions of praise and appreciation that appear in the comments can be understood as a form of positive emotional evaluation of the values represented by the speakers, such as honesty, sincerity, and life struggles. In a pragmatic context, praise does not aim to change the behavior of the speaker, but rather serves as a marker of the speaker's psychological attitude. This phenomenon is in line with the view of Tagg and Lyons (2022) who state that praise on social media serves as a social affiliation mechanism, which is an effort to build a symbolic closeness between users and admired figures.

On the other hand, the existence of criticism and disagreement shows that the comment column also serves as a deliberative space, where netizens negotiate meanings and state their ideological positions. However, criticism in this context is not always confrontational, but is often delivered in the form of relatively controlled emotional evaluation. This indicates that the act of criticizing on social media is not always attack-oriented, but can also be a means of rational expression of dissatisfaction. According to Dynel (2021), criticism in digital communication often functions as an expression of affective attitudes combined with arguments, so it is in the region between expressive and assertive speech.

The expressions of gratitude and gratitude found in the comments show a symbolic relationship between the audience and the content creator. Netizens position themselves as emotional and cognitive beneficiaries of the content consumed. In this context, YouTube serves not only as an entertainment platform, but also as a space for informal learning and self-reflection. Research by Scolere, Pruchniewska, and Duffy (2021) shows that digital media audiences tend to express gratitude when they feel they get personal value from content, whether in the form of motivation, emotional validation, or life inspiration.

Expressions of negative emotions such as anger, upset, or disappointment are also an important part of the dynamics of digital communication. Negative emotions in the comment column are not always interpreted as a form of

communication dysfunction, but rather as a form of high emotional involvement. In the framework of expressive speech, anger is understood as the overflow of the speaker's psychological condition towards a certain stimulus. According to Papacharissi (2021), negative emotions in digital space often function as a form of catharsis, which is the release of emotional stress that is not always directed at changing external circumstances, but at balancing the speaker's internal state.

In addition, the emergence of empathetic and compassionate speech shows that digital communication also facilitates the formation of emotional solidarity. Netizens not only reacted to the content, but also showed concern for the life experiences of the figures displayed. This indicates that social media is able to mediate empathy even though the interaction takes place indirectly. According to Pérez-Escoda et al. (2020), the expression of empathy in digital media is an important indicator of emotional literacy, which reflects an individual's ability to understand and respond to the emotions of others in a virtual context.

Acts of remorse and apology, although not dominant, have high pragmatic significance because they reflect self-reflection and changes in emotional attitudes. This kind of speech shows that the interaction in the comment column is dynamic and allows for attitude revision. From a pragmatic perspective, an apology is an expressive act of speech that indicates the moral awareness of the speaker. This is in line with the findings of Chang and Hsieh (2022) who stated that social media provides a space for individuals to publicly correct themselves after acquiring new information or understanding.

Meanwhile, expressions of hope and prayer represent the emotional orientation of netizens towards the future of public figures. This speech is not directive, but rather reflective and symbolic, which emphasizes the audience's long-term emotional engagement. In the context of Indonesia's religious and collective culture, prayer and hope are a form of expression of affection that is prevalent and socially meaningful. According to Nurlaily and Wibowo (2023), the expression of prayer on social media functions as a representation of cultural values that persist and adapt in the digital space.

Overall, this discussion shows that expressive speech in the YouTube comment column reflects the collective psychological condition of netizens formed through interaction with narrative content and public figures. These findings confirm the relevance of Searle's speech theory in analyzing contemporary digital communication, while expanding his understanding in the context of participatory, emotional, and dialogical social media. Thus, YouTube's comment column can be understood as a linguistic practice that not only represents public opinion, but also reflects the dynamics of social emotions in the digital public space.

CONCLUSION

Based on the results and discussion of the research, it can be concluded that the YouTube comment column on the "Isa Bajaj" video on Deddy Corbuzier's channel functions as a digital public space full of emotional and evaluative expressions, where netizens actively express their psychological state through various types of expressive speech acts as classified in John R. Searle's speech theory of speech. The dominance of positive praise/appreciation and criticism/disapproval shows that digital communication not only represents affective support, but also becomes an arena for negotiation of meaning and social judgment of public figures and narratives presented. The existence of expressions of gratitude, empathy, anger, regret, as well as hopes and prayers shows that netizens play the role of reflective affective subjects, able to show emotional solidarity, catharsis of feelings, and changes in attitudes after gaining new understanding. These findings confirm the relevance of Searle's theory of expressive speech in the context of contemporary digital communication, while broadening his understanding by showing that linguistic expression in social media represents a collective psychological condition formed through interaction with personal narratives and public figures. In line with these findings, this study suggests that pragmatic studies in the future will further develop speech analysis in the context of social media by considering cultural factors, content genres, and the dynamics of the relationship between public figures and audiences, while for content creators and digital platform managers, the results of this study can be the basis for understanding that the comment column is not just a technical feedback space. rather, it is an important arena for the formation of social emotions, public reflection, and affective dialogue that needs to be managed ethically and constructively.

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