

Power Reflections in the Illocutionary Acts of Consumers and Drivers in the Indonesian Context

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Abstract—Speech acts between speakers and hearers are quite diverse and interesting in heterogeneous social interactions. This study aims to reveal how illocutionary speech acts are manifested between consumers and drivers within the Gojek application. This study used qualitative method. The data source, which was 55 conversations in the Gojek App, was collected in January-July 2024. After the data is collected, it is then classified the type of illocutionary, based on Searle's (1969) theory. The results showed that there were 55 data of illocutionary speech acts found, as many as 20 (36%) assertive speech acts, 27 (49%) directive speech acts, 2 (4%) commissive speech acts and 6 (11%) expressive speech acts. In this study, the most dominant illocutionary speech acts were directive illocutionary acts with 27 data. Directive speech acts with commanding functions have the greatest data, specifically 24 data. This shows that the driver is a service worker, while the customer is a service tenant; hence, in acting speech, the customer has more ordering rights than the driver, as the customer is viewed as the superior party and the driver is viewed as the subordinate party.

Index Terms—pragmatics, speech acts, illocutionary, consumer, driver

I. INTRODUCTION

The functions that language serves have been the subject of debate for centuries, despite its status as a defining characteristic of our species (Fedorenko et al., 2024). Fedorenko et al. (2024) state language serves as an instrument for communication. Language facilitates efficient and adaptable transfer of information, and a significant portion of our knowledge is obtained through verbal communication (Lupyan, 2016). Lupyan (2016) said that the development of language, which is a highly efficient and flexible method of communication, is widely recognized as a significant milestone in the process of evolution. Language is frequently considered a defining characteristic of humanity (Čadková, 2015).

According to Austin and Searle (in Vuori, 2008), speaking a language is a rule-governed behavior, and all human languages have a common set of constitutive principles that underlie their various languages' conventional semantic structures. Language serves as a means for humans to communicate and engage with one another (Budiasih et al., 2017). Language use is inevitable in the sphere of service work, such as Gojek, in all of its services. Gojek is a technology company from Indonesia that serves public transportation such as cars, motorbikes and other transportation. Gojek also provides other features such as ordering food, beverages and snacks through its application.

In reality, language is a tool for communicating with people, sharing knowledge, and expressing oneself. Language is

a constant in daily life and it can be found in conversations between Gojek driver and customers. Additionally, language can affect the course of human conduct. Context determines the characteristics of language and speech. Context is crucial for comprehending the meaning of language or speech in a communication (Saifudin, 2018).

Language is the most critical component of human communication. In the context of language study, individuals employ language not only to express themselves but also to perform actions (Nasser, 2022). This is referred to as speech acts. Speech acts are defined as utterances that include meaning and have the potential to lead individuals to engage in particular activities (Chen et al., 2023). Nasser (2022) argues that speech acts are actions that are engaged through the act of uttering. They are the fundamental means of human communication (Vuori, 2008). Austin (in Abels et al., 2021) emphasized that speech act theory is a linguistic framework that can be used to analyze and understand how language is used in communication. Speech acts are described as deliberate communication acts that individuals can carry out with their conversational turns (Holtgraves, 2024). An effective speech act as a speech that is conducted seriously in conventionally suitable circumstances (Bornedal, 2020).

According to Chaer and Agustina (in Amfusina et al., 2020a), the "speech acts" theory examines some psychological symptoms or phenomena whose persistence is determined by the speaker's capacity to use language to respond to particular situations. When using language, individuals undertake speech acts. When a person employs a language, the essential question is often what speech act(s) he or she intended to accomplish (Croddy, 2002). It is essential to comprehend the numerous aspects of speech acts in order to develop effective communication. The presence of comprehension between the speaker and the spoken partner is a crucial indicator that communication is operating effectively (Budiasih et al., 2017).

Speech acts are attempts to articulate oneself; they create not just utterances including words and grammatical structures, but also reveal activities through these utterances. Simultaneously, the exhibited speech acts generate a speech with three interconnected actions (Yule, 2006). The frequent use of language is referred to as speech acts, and every word said is an utterance. Explanatory utterances, interrogative utterances, informational utterances, as well as numerous other forms of utterances, are among the various kinds of utterances. Notably, an utterance is regarded a speech act if it contains a speaker, a speech partner, and a speech act. Speech acts can be regarded as the fundamental form of human communication (Vuori, 2016). Speech acts are acknowledged as utterances that not only characterize a situation, but also perform an action (Marks, 2014). Butler (in Smits et al., 2021) contends that speech acts are indicative of the actions of individuals (the act or the performative) and the repercussions of those actions. Austin (Abulof, 2020) observes that certain utterances have performative functions rather than simply describing. By considering both content (semantics) and context (pragmatics), words have the ability to convey meaning (locutionary act) with intended purpose (illocutionary act) and can also influence the listener's views or behaviors, thereby having a social effect (perlocutionary act).

Searle (in Septiana et al., 2020) states that there are at least three types of actions that speakers can perform: locutionary acts, illocutionary acts, and perlocutionary acts. Locutionary speech acts are communicative speech acts. The *act of saying something* is the name of this speech act (Yule, 2006). A locutionary act refers to the act of simply uttering or expressing anything verbally or just saying something (Ogborn, 2020). An illocutionary act is the act of saying something, which is the speaker's intention. While, a perlocutionary act is the subsequent act of saying something). An illocutionary act refers to the intended meaning conveyed by agents when they say something (Austin in Qi, 2020). The speaker employs the illocutionary force to exert influence over the listener's interpretation of the meaning conveyed by those words (Argyris et al., 2021). While, a perlocutionary act refers to the desired outcome that a person intends to attain through the performance of a speech act (Nasser, 2022). Perlocutionary acts are actions that can be carried out by executing locutionary or illocutionary acts. Perlocutionary acts refer to the intentional actions that produce specific causal effects in the audience, speaker, or other individuals (Austin in Reiland, 2024). In contrast to perlocutions, these illocutionary acts are conventional in nature, as they are executed in accordance with conventions that are historical and influenced by social and cultural factors (Austin in Vuori, 2016). According to Austin (in Chen et al., 2023), these three kinds of speech acts could be simultaneously accomplished by all utterances. Additionally, he proposed a taxonomy for illocutionary acts that divided the acts into five categories: verdictives, expressives, commissives, behabitives, and exerctives. Later, Searle (in Chen et al., 2023) expanded Austin's taxonomy and proposed a novel framework that classified illocutionary acts into assertives, directives, commissives, expressives, and declaratives.

First, assertive is an illocutionary act that is tied to the truth of the proposition expressed, for example, stating, proposing, bragging, complaining, expressing opinions, reporting (Leech, 1993, p. 164). Assertives obligate the speaker to accept the veracity of the stated proposition, i.e., that a particular situation is true. Assertives are statements that can be evaluated as either true or false (Watson, 2012). Second, Directive illocution aims to produce an effect in the form of an action performed by the speaker; for example, ordering, ordering, begging, demanding, giving advice (Leech, 1993, p. 164). Directives are verbal instructions given by speakers with the intention of influencing the listener to take a specific action (Watson, 2012). Watson (2012) argues the range of these illocutionary acts might vary from a humble invitation or suggestion to a more explicit insistence or command. Directives involve the speaker's attempt to align the world with their words, typically to achieve a desired outcome. Third, commissives are related to a future action, such as promising, offering, and vowing. This type of illocutionary tends to function pleasantly and is less competitive, because it does not refer to the speaker's interests but to the speaker's interests. Typically, the speech consists of a promise to the addressee (Leech, 1993, p. 164). Watson (2012) states commissives are spoken acts that commit the speaker to undertake a specific

action in the future. Similar to directives, they possess a direction of fit from the world to the word, meaning that the speaker attempts to alter the world based on the words s/he speaks. In line with Chen (Chen et al., 2023), commissive speech acts deeds pertain to the future conduct of speakers. Fourth, expressive illocutionary is expressing the speaker's psychological attitude towards the circumstances implied in the illocutionary, for example, thanking, praising, condoling, criticizing, accusing (Leech, 1993, pp. 164–165). Fourth, expressives pertain to the mental status of individuals who talk and are mostly employed to convey the emotions and sentiments of the speakers to the recipients (Chen et al., 2023). Last, declaratives are commonly known as performatives. A proclamation is considered successful when its propositional content accurately aligns with the reality of the world (Watson, 2012). The successful implementation of declarative illocutionary, according to Searle (Leech, 1993, p. 165), would result in the conformance of propositions with reality, for example, resigning, baptizing, firing, giving names, imposing punishments, excommunicating/disposing, appointing (positions). This is a particularly special type of speech acts, as they are often conducted by someone (authorized) who is permitted to do so within an institutional context. According to Yule (2006) the speaker must have a special institutional role, in a special context, to present a declaration correctly, for example, at trial a defendant is found guilty by a judge. Levinson (in Watson, 2012) posits that declarations result in immediate changes to the institutional state of affairs and are typically supported by complex extra-linguistic institutions.

Several previous studies related to the analysis of illocutionary acts have been carried out, such as in law (Cao, 2009; Di Rosa, 2019), public figure (Annahlia et al., 2020; Ayeomoni & Akinkuolere, 2012; Chinwendu Israel & Botchwey, 2017; Hamza & Nordin, 2024; Kartika et al., 2023; Megasari et al., 2024), advertisements (Arrosid & Munandar, 2018; Prastio et al., 2021), narrative report (Espunya, 2024), emoticons (Shaari, 2020a; Simon & Dejica-Cartis, 2015), laws (Di Rosa, 2019; Perez, 2020), news (Kampf, 2021; Obasi, 2024), novel (Petriandy & Marlina, 2018), and social media (Jafar, 2019; Natalia et al., 2022). Much less is known about illocutionary speech acts in transportation applications. In Indonesia, Gojek is a technology company from Indonesia that serves public transportation such as cars, motorbikes and other transportation. Gojek also provides other features such as ordering food, beverages and snacks through its application.

Through this research, the researchers will analyze the types of illocutionary speech acts between consumers and driver. Speech acts can occur anywhere, including interactions between consumers and driver via the Gojek application, which serves as a location for remote communication between consumers and driver. Some reasons why researchers do this research, first, in heterogeneous society interactions, such as speech acts between consumers and driver, the speech acts are quite varied and interesting. The utterances that occur are not very long and there are many types of illocutionary speech acts. In addition, natural data will show the position of customers and drivers; how are they described and represented? is there dominance or hegemony between customers and drivers as to their speech acts? Furthermore, the researchers tried to reveal whether services such as Gojek with the issue of 'buyer is king' have lasted and been trusted by consensus until now, especially in Indonesian society.

II. METHODOLOGY

The data that was collected in this study was described using a qualitative approach, which was based on Searle's (1969) theory. Barrett (in Nurhalizah et al., 2022) asserted that the researchers play a critical role as the primary instrument for interpreting qualitative data in order to comprehend the phenomenon being investigated. In accordance with Barrett's claims, it can be asserted that researchers are the primary controllers of their research. The three primary instruments in qualitative studies are interviewing, observing, and documenting, according to Merriam and Tisdell (in Hamza & Nordin, 2024). To acquire reliable data, the researchers employed documentation data. The written documents were observed by the researchers, who subsequently transcribed them. In this stage, the researchers gathered all the data from utterances between consumers and drivers in the Gojek app that consisted of illocutionary acts. The researchers also incorporate the conversation context during the data transcription procedure. The data source, which was 55 conversations in the Gojek App, was collected in January-July 2024. Gojek is a technology company from Indonesia that serves public transportation such as cars, motorbikes and other transportation. Gojek also provides other features such as ordering food, beverages and snacks through its application.

Following the collection of data, the subsequent step involves data analysis. The present study employs a three-step data analysis approach based on the qualitative research method proposed by Miles and Huberman (in Fitriani et al., 2020). This study encompasses three key components: data reduction, data display, and verification/conclusion drawing. The researchers employed a process of data selection and simplification. They analyze the selected illocutionary acts and then classify them according to Searle's theory (illocutionary acts), which encompasses declaratives, representatives, expressives, directives, and commissives. Each category is reviewed in depth. To present the results of the data analysis, the researchers employed descriptive statistics, utilizing the Microsoft Office Windows Excel software. This application automatically searches and calculates numerical data (frequency and percentage) and determines the dominant illocutionary acts used by consumers and drivers in the Gojek app. The final step is to draw conclusions based on the research findings.

III. RESULTS AND DISCUSSION

A. Findings

The research findings related to the categories of illocutionary acts observed in consumers and drivers in the Gojek app are described in this section. The researchers have identified 55 types of illocutionary acts that consumers and drivers employ in the Gojek app, in accordance with Searle's theory, as evidenced by the research data. The data is categorised into four categories: assertive acts, directive acts, commissive acts, and expressive acts. Additionally, the data exhibits varying frequencies of occurrence. The Figure 1 below illustrates the research results.

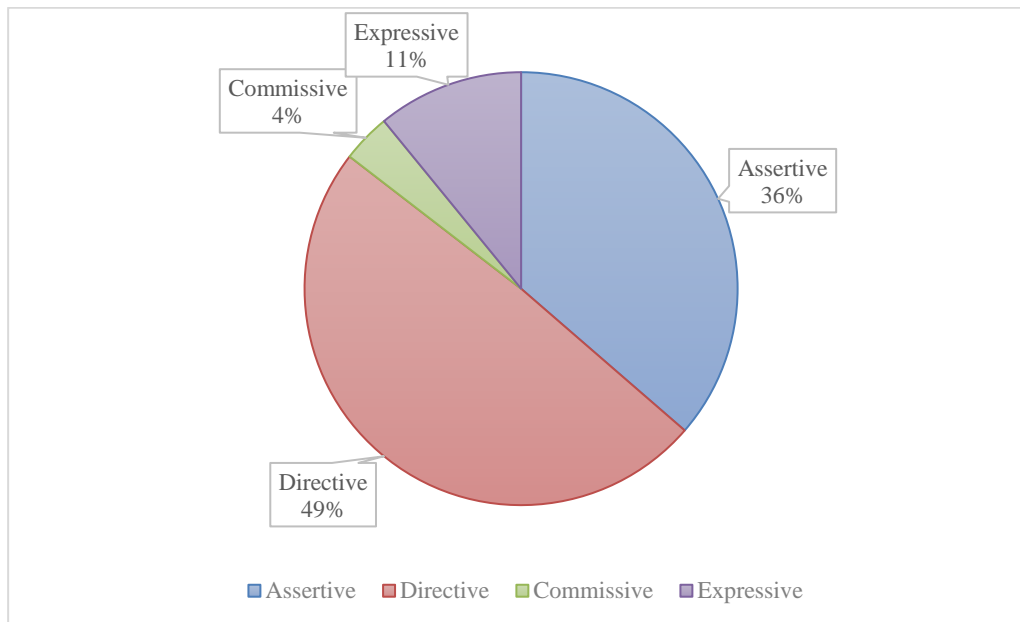


Figure 1. Spread of Illocutionary Act Between Customers and Drivers in the Gojek Application

TABLE 1
RECAPITULATION OF ILLOCUTIONARY ACTS BETWEEN CUSTOMERS AND DRIVERS IN THE GOJEK APPLICATION

No.	Illocutionary Acts	Frequency	Percentage
1.	Assertive	20	36%
2.	Directive	27	49%
3.	Commissive	2	4%
4.	Expressive	6	11%
Total		55	

There are 55 data of illocutionary acts in the speech between customers and drivers in the Gojek application, as shown in the table above. From a total of 55 data, the data reveal four different types of illocutionary acts. There were 20 (36%) assertive, 27 (49%) directive, 2 (4%) commissive, and 6 (11%) expressive. The directive speech was the most prevalent among consumers and drivers in the Gojek app, as illustrated in Figure 1 & Tabel 1, while commissive speech was the least common. The subsequent section will explain the various types of illocutionary acts that are present between customers and drivers' utterances in the Gojek application.

1. Assertive

Assertive illocutionary found as many as 20 (36%) data such as assertive illocutionary acts which has the function of stating 3 data, suggesting 6 data, and reporting 11 data. However, the researchers only explained some of the data due to data saturation.

1) Reporting

Data 1

The driver receives orders on the Gojek App. The following is the conversation data.

Consumer : *I'm in front of Alfamidi wearing a blue headscarf*
 Driver : *Ok*

The speech in the conversation above is an assertive speech act. This utterance is known when a consumer says *I'm in front of Alfamidi wearing a blue headscarf*. The utterances uttered by the consumer serve to 'report' to the driver that she is at Alfamidi wearing a blue headscarf. The effect of this assertive speech act makes the driver understand what to do, namely to her in front of Alfamidi. Based on the data analysis above, it can be concluded that the utterance is an assertive speech act with the function of reporting.

Data 2

The driver received a GoJek order to take her husband to his office. The subsequent text presents the conversational data.

Driver : *I'm in front of the Fin Cell counter*
 Consumer : ***Okay, my husband is walking wearing Levi's pants***

The consumer's speech can be interpreted as a function of reporting. The driver receives the convenience of locating consumers as a result of this assertive illocutionary speech act. The analysis of illocutionary speech acts above indicates that this utterance contains assertive speech acts that are of the reporting type.

2) Suggesting

Data 3

The driver received a GoMart order to buy the order listed, but the consumer suggested the driver read the notes that had been written, there may be additional information from the consumer regarding the order. The following is the conversation data.

Driver : *Morning Sir, it's according to the application, right?*
 Consumer : *I'm waiting, Bro, thank you very much*
 Driver : *Okay, the main gate is near the Bakso Mas Kumis, huh?*
 Consumer : ***You just go straight from that place, follow the main road.***

This statement above are assertive illocutionary speech acts which have the intention to state. The speech spoken by the consumer can be seen to function to propose or provide suggestions in the form of directions for the road to be traversed so as not to confuse the driver. Based on the analysis of the data above, it can be concluded from the analysis above that the speech includes assertive speech acts with the type of suggesting.

Data 4

The driver received a GoMart order to buy several products listed in the application, but during delivery, the driver reconfirmed the route that was passed. The following is the conversation data.

Driver : *Ma'am, where is the way to your house?*
 Consumer : ***You'd better enter the street next to the shoe shop***

The speech act above is an assertive speech act. The speech spoken by the consumer can be seen to function as a suggestion to the driver. The assertive speech act of suggestion has an effect on the driver in the form of an understanding of which way to go by directly taking the entrance next to the shoe shop. It can be concluded from the analysis above that the speech includes assertive speech acts with the type of suggesting.

3) Stating

Data 5

The driver received a GoMart order to buy several orders listed, but the driver asked for the complete address of the consumer. The following is the conversation data.

Driver : *Full address, bro*
 Consumer : ***Block Q5 No. 36, Brizlink Warehouse.***

This statement above are assertive illocutionary speech acts which have the intention to state. It can be seen that the purpose of the speech "Block Q5 No. 36, Brizlink Warehouse", is to explain that the speaker, who is located in that area. The speech spoken by the consumer can be seen to function to state or explain that the consumer's address. Based on the analysis of the data above, it can be concluded that the speech includes assertive speech acts with the type of stating.

Data 6

The driver received an order. The following is the conversation data.

Driver : *I'll head there now*
 Consumer : ***SIR, IMMEDIATELY. I'M ALREADY LATE.***

This statement above are assertive illocutionary speech acts which have the intention to state. It can be seen that the speech "SIR, IMMEDIATELY. I'M ALREADY LATE". Based on the analysis of the data above, it can be concluded that the speech includes assertive speech acts with the type of stating.

Data 7

The driver received a GoMart order to buy several products. The following is the conversation data.

Consumer : ***Sir, please hurry up. I need it now.***

Driver : *Okay, please wait, sis.*

The speech act above is an assertive speech act. The speech that has the intention to state. The assertive speech act of state has an effect on the driver in the form of an understanding of which way to go by directly taking the entrance next to the shoe shop. It can be concluded from the analysis above that the speech includes assertive speech acts with the type of stating.

2. Directive

Directives illocutionary found as many as 27 (49%) data such as directive illocutionary which has the function of ordering as much as 2 data, commanding as much as 24 data, and advising as much as 1 data. The researchers only explained some of the data due to data saturation.

1) Commanding

Data 8

At noon, the driver received a GoFood order to buy food orders that consumers had ordered. The data below describes the driver who is asking about the consumer's house. The following is the conversation data.

Consumer : *Sir, I'm sorry, **please go to the 2nd floor, green door number 17.***
 Driver : *Yes, sir.*

The speech act above is a directive speech act. The directive illocutionary speech act is known when the consumer says: "please go to the 2nd floor, green door number 17". The utterances uttered by the consumer can be seen to function to command the driver to go up to the 2nd floor. The consumer's speech had an effect so that the driver did what the consumer ordered. From this utterance, it can be concluded that the utterance includes directive speech acts with the type of commanding. This statement exemplifies the speaker's intention to elicit a subsequent action from the recipient.

Data 9

The driver received a GoFood order to buy some stuff. The following is the conversation data.

Consumer : ***Please buy one Sampoerna Mild cigarette, one Aqua, one Silver Queen chocolate, one coffee, and on the way here I'll ask for some fried snacks for ten thousand rupiah***
 Driver : *Okay, Sir.*

The speech act above is a directive speech act. The utterances uttered by the consumer can be seen to function to instruct or command the driver to buy some stuff. The consumer's speech has an effect on the driver in the form of an action to buy some stuff according to what the consumer orders. From the speech, it can be concluded that the speech is a directive speech act with the type of commanding. This utterance demonstrates how the speaker requests an action from the hearer.

Data 10

The driver received a GoFood order to buy chicken noodles at the specified shop. The following is the conversation data.

Consumer : ***Just hang it on the fence***
 Driver : *Okay, ma'am.*

The speech act above is a directive speech act. The utterances uttered by the consumer can be seen to function to instruct or command the driver to hang the order on the fence. The consumer's speech has an effect on the driver in the form of an action to hang the order on the fence according to what the consumer orders. From the speech, it can be concluded that the speech is a directive speech act with the type of commanding.

Data 11

The driver received a GoMart order to buy several products that the consumer ordered. The following is the conversation data.

Driver : *Order according to the application, ma'am?*
 Consumer : *Yes, as per application. **Later, please deliver it to Ecohome Apartement Tower A. Just put it in a pot.***

The speech act above is a directive speech act. The speech spoken by the consumer can be seen to function to instruct the driver to place her order. The consumer's speech has an effect on the driver in the form of an action to place the order in a pot. From the speech, it can be concluded that the speech is a directive speech act with the type of commanding. This utterance demonstrates how the speaker (customer) requests an action from the hearer (driver).

Data 12

The driver received a GoFood order to buy some meals at a shop. The following is the conversation data.

Consumer : **Buy 8 bottles of mineral water too**
 Driver : *Yes*

The speech act above is a directive speech act. The utterance uttered by the consumer can be seen to function commanding the driver to buy 8 bottles of mineral water. This utterance has an effect on the driver in the form of an action to buy the order. From the speech, it can be concluded that the speech is a directive speech act with the type of commanding.

Data 13

The driver received a GoFood order to buy food for her child. The following is the conversation data.

Driver : *Please wait*
 Consumer : **Please leave it with the security post for class 9A**

The speech act above is a directive speech act. The speech uttered by the consumer can be seen to function as a command to the driver. This utterance has an effect on the driver in the form of an action to entrust the order to the local security. From the speech, it can be concluded that the speech is a directive speech act with the type of commanding.

2) *Ordering*

Data 14

The driver received a GoFood order to buy food accompanied by a little note. The following is the conversation data.

Driver : *Good afternoon, sir. Please wait for the order.*
 Consumer : **Bro, don't give it tofu, please.**

The speech act above is a directive speech act. The utterance uttered by the consumer can be seen to function as an order from the consumer that his order does not give it tofu. The consumer's speech has an effect on the driver in the form of an action to convey the contents of the message to the restaurant waiter that the order does not give it tofu. From this utterance, it can be concluded that the utterance includes directive speech acts with the type of ordering.

3) *Advising*

Data 15

The driver received a GoMart order to buy several products that the consumer had chosen. The speech act occurs when the driver starts the chat right after getting the order. The following is the conversation data.

Driver : *Please wait for the order*
 Consumer : **Okay, please be careful**

The speech act above is a directive speech act. The utterance spoken by the consumer can be seen to function as a form of advice to the driver to be careful in delivering orders so that the product is not damaged during delivery. The consumer's speech had an effect on the driver in the form of careful action in carrying out every order, including orders from this one consumer. From the utterance, it can be concluded from the analysis above that this utterance includes directive speech acts with the type of giving advice.

3. **Commissive**

Commissive illocutionary found as many as 2 (4%) data such as commissive illocutionary act which has the function of offering as much as only 1 data and promising as much as 1 data. Below is a detailed explanation.

1) *Offering*

Data 16

The driver received a GoFood order to buy some meals. The following is the conversation data.

Driver : **Do you want me to leave your order in the lobby or put it in front of the door?**
 Consumer : *Just put my order at the door*

The speech act above is a commissive speech act. The utterance directly by the driver appears to be intended to offer consumer whether to leave her order in the lobby or in front of the door. From this speech, it can be concluded that the speech is a commissive speech act with the type of offering.

2) *Promising*

Data 17

The driver received an order from the Gojek application which is located in downtown. The following is the conversation data.

Consumer : *Sir, please don't cancel. I'm catching a bus home*
 Driver : *Okay sis, I'll go there.*

The speech act above is a commissive speech act. The speech spoken directly by the driver intends to promise the customer that he will not cancel the order from his passenger. From this speech, it can be concluded that the speech is a commissive speech act with the type of promising.

4. Expressive

Expressive illocutionary acts found as many as 6 (11%) data which has the function of thanking as much as 5 data and criticizing only 1 data. The researchers only explained some of the data due to data saturation. Here is a detailed explanation.

1) Thanking

Data 18

The driver received a GoMart order to buy the order listed in the application. Expressive illocutionary speech acts occur when the consumer first initiates the conversation via a message on the application. The following is the conversation data.

Driver : *Okay sis, I'll go there.*
 Consumer : *Okay sir. Thank you very much sir.*

The speech act above is an expressive speech act. The speech uttered by the consumer can be seen as an expressive form of the consumer because the driver is willing to take her order. Based on the analysis of the data above, it can be concluded that the speech includes expressive speech acts with the type of saying thank you. The statement mentioned above is categorized as expressive illocutionary speech acts that intend to express the speaker's feelings. "*Thank you very much sir*", showed emotional gratitude because her order was not canceled.

2) criticizing

Data 19

The driver received a GoSend order. The following is the conversation data.

Driver : *Please wait, sis.*
 Consumer : *The previous GoSend driver was so stupid.*

The utterances spoken by the consumer can be seen as functioning as a form of criticism of the driver. Expressive speech in the category of criticism is to express anger or vent one's emotions. Therefore, this speech is rude and uncontrolled so that the speaker does not care about the feelings of the person being cursed at (the driver).

B. Discussion

The objective of this study is to elucidate the mechanisms through which illocutionary speech acts manifest between consumers and drivers within the Gojek application. The researchers conducted this investigation for several reasons, including that the speech acts between consumers and drivers are quite diverse and intriguing in heterogeneous society interactions. There are many kinds of illocutionary speech acts and the utterances that occur are not very long. Furthermore, the analysis of natural data will provide insights into the characteristics and portrayal of customers and drivers. Does a dominant or hegemonic relationship exist between consumers and drivers in terms of their engagement in speech acts? Additionally, researchers are investigating whether services like Gojek have the potential to alter the prevailing belief that "the customer is king" which has been widely accepted and ingrained in Indonesian society.

Based on the research's findings, in the Gojek app, the most prevalent speech among consumers and drivers was directive speech 27 (49%), followed by assertive 20 (36%), and expressive 6 (11%) speech. While commissive speech was the least frequent 2 (4%). In addition, the data examined does not contain declarative illocutionary acts. These findings show that the driver is a service worker, while the customer is a service tenant; hence, in acting speech, the customer has more ordering rights than the driver, as the customer is viewed as the superior party and the driver is viewed as the subordinate party. This is shown in the findings where directive speech that functions as commanding was found in 24 data from a total of 27 (49%) data. Through this speech, the speaker (consumer) has higher authority than the speech partner (driver). This is consistent with Jatiningtyas et al.'s (2024) research, which revealed that educators possess the autonomy to direct their own educational and learning experiences in the classroom. This is demonstrated by their research on directive speech. The findings are reinforced by assertives that function to state. In data 6 and 7, consumers say to the driver with the utterances "*SIR, IMMEDIATELY. I'M ALREADY LATE*" and "*Sir, please hurry up. I need it now*". The meaning of these utterances indicates that the speaker (consumer) considers the driver as a speech partner who has authority below them. The utterance is also reinforced by the capital letters in data 6. This indicates an outburst of consumer emotion. This is in line with what Ningrum et al. (2019) did in their research. They stated that capital letters and indicate the use of a high tone in speech. In addition, the utterance also has the meaning of expressing anger. Other assertive findings that function to suggest (as many as 6 data) strengthen the driver's position below the consumer. The

suggesting uttered by the consumer indicates the meaning of directing or even dictating the driver such as in choosing a path as in data 3 and 4. Furthermore, the criticizing type of expressive illocutionary acts as in data 19 strengthens the position of consumers who have more power than drivers. In data 19, consumers even call another GoSend driver “stupid”. In the context of Indonesian, this utterance is an insult (Prasetyo, 2021). This position is also strengthened by the driver's utterance who still considers that “the consumer is king”. This is evidenced in data 16, the driver offers his consumer by saying “Do you want me to leave your order in the lobby or put it in front of the door?”, in the commissive illocutionary act which has the function of offering. This utterance has the meaning that the driver is not only able to bring his consumer's order in the lobby, he is even able to deliver it directly to the front door of his room. This shows that the driver consensually and consciously positions himself below the consumer. So, it can be concluded that in Indonesia, in the face of commercial competitiveness and contemporary marketplaces, traditional marketing communication strategies—using the catchphrase “the buyer is king”—are still used. The slogan's meaning can be interpreted positively, giving customers the freedom to gratify their cravings for goods or services. Not just meeting one another's necessities, but also their desires. But in another sense, customers are actually given a higher status than drivers in this case. This finding is strengthened by a study found by Brito & Miguel. They identified that there was intense exploitation of power by buyers which resulted in inequality (Brito & Miguel, 2017). The implication of research serves as a reminder to the public regarding the significance of equal rights. Additionally, the primary objective of this study is to enhance the awareness of customers and drivers on their interpersonal interactions.

IV. CONCLUSION

Based on the research's findings, in the Gojek app, the most prevalent speech among consumers and drivers was directive speech 27 (49%), followed by assertive 20 (36%), and expressive 6 (11%) speech. While commissive speech was the least frequent 2 (4%). In addition, the data examined does not contain declarative illocutionary acts. These findings show that the driver is a service worker, while the customer is a service tenant; hence, in acting speech, the customer has more ordering rights than the driver, as the customer is viewed as the superior party and the driver is viewed as the subordinate party. This is shown in the findings where directive speech that functions as commanding was found in 24 data from a total of 27 (49%) data. So, it can be concluded that in Indonesia, in the face of commercial competitiveness and contemporary marketplaces, traditional marketing communication strategies—using the catchphrase “the buyer is king”—are still used. The slogan's meaning can be interpreted positively, giving customers the freedom to gratify their cravings for goods or services. However, in another sense, it might be argued that customers are accorded a superior position compared to drivers in this particular hypothetical scenario. This research is basically a case study so its scope is very limited. The scope of future research can be expanded to include more diverse samples, for example, not just one application, maybe *Grab*, *Maxim*, *inDriver*, etc. In addition, further research can also choose based on gender, for example, how female and male consumers communicate with drivers via the application so that the findings can be very comprehensive.

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