

## **YouTube headlines as copywriting: An interpersonal meaning analysis of ||Superwoman||'s**

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### **ABSTRACT**

YouTube is one of the most influential video-based platforms nowadays. This platform has become the source of living for many people, especially the youth. Apparently, one of the considerations for people to click a video on YouTube is its attractive headline. Therefore this study aims to investigate the interpersonal meaning of the headlines through the use of speech function and its typicality and the realization of the speech function across different types of headline. This study employs a qualitative descriptive design with the help of simple descriptive statistics. The data include 240 headlines of the highest, in-between, and the lowest views videos collected from ||*Superwoman*|| YouTube channel. These headlines are categorized based on the speech function and its typicality proposed by Halliday (1994) to see the realization of interpersonal meaning. The data are also classified by using the theory of headline types by Maslen (2010). It is found that there are three initiating speech functions realized in the headlines: statement, command, and question. The dominant speech function is statement which is realized typically in a declarative mood. It also shows that statement that arouses curiosity is the most desirable type of headline. The findings indicate equal status between the YouTuber and the viewers through the typical realization of statement, and also signify that viewers are most likely to click a video with a headline that arouses their curiosity. Consequently, the videos can get vast numbers of viewers.

**Keywords:** *Headline types, Interpersonal meaning, Speech function, Typicality, YouTube*

## INTRODUCTION

In this audiovisual era, YouTube is a platform of video-based category that is visited by the largest number of social media users from all over the world. YouTube was launched in June 2005. In 2019, YouTube has been accessed monthly by 1.9 billion users, making it the second most popular media platform in the world after Facebook (Statista, 2019). YouTube has no limits for those who upload videos; therefore, it can be operated as a platform that orients in professional production to gain benefits (Burgess & Green, 2018).

As this well known video-based platform for business purposes emerged, the occupation of a YouTuber emerges as well. Not only for entertainment, but YouTube has also become a source of earning money for many youths. YouTube has become a part of teenagers' daily lives (Westenberg, 2016). Even almost 40% of youngsters in the United Kingdom had a dream profession to become a YouTuber instead of a reality TV star and other careers (London & Cliff, 2014). That

fact might be related to the appearance of many successful young YouTubers who establish their positions as real influencers on their viewers (Vähäyjylkkä & Lepistö, 2017).

Lilly Singh is one of the successful YouTubers who have many achievements. Lilly Singh is a Canadian-Indian YouTuber who started to upload her video in December 2010. Until December 2018, Singh has uploaded 765 videos with 2.9 billion views in her *||Superwoman||* channel with 14,465,916 subscribers, and the numbers continue to grow until now. She serves comedy and parody videos on her channel. Her name is on the list of World's Top-Earning Youtube Stars 2015 Forbes. According to Forbes (2015), her income reached \$2.5 million in 2015, making her the only female YouTuber with comedy content who reached Forbes YouTube Millionaires. In 2016, she became the richest female YouTuber in the world who earned \$7.5 million from her channel and other ventures (Swift, 2017).

Aside from their engaging content, Youtubers' success is also inseparable from the role of Youtube's features, for instance, headlines. A headline is basically a string of words or a sentence that can lead readers to other information. According to Garfinkel (2018), headlines are supposed to light up the desire and waken curiosity of the readers to read more and possibly do something. Headline is a part of copywriting that plays an important role because it is something that is commonly first seen by the readers. In the case of YouTube, a headline can influence people to click and watch the video.

According to Maslen (2010), there are three types of headlines: those promising news, those arousing curiosity, and those offering a benefit. Firstly, those promising news uses a standard declarative clause to point out the urgency or the importance of the content that will be clicked and watched (Octavianus, 2018). Secondly, arousing curiosity attempts to lure readers into clicking and reading further. This can also be

associated with a clickbait, where a 'catchy and sensational' headline creates a gap of information in readers' mind and 'arousing their curiosities' to make them click on it (Kuiken et al., 2017; Qu et al., 2018; Shu et al., 2018; Jha et al., 2019; Sisodia, 2019). Lastly, offering a benefit usually offers a solution to people's daily needs or problems. "It concerns the ways to do something or how it is done and mostly through the use of personal pronoun 'you'" (Octavianus, 2018). In other words, people want to gain benefits when reading our headlines; they need to seek information. These types of headlines serve their kind of function in a particular way, although the most responsive one according to Maslen is a headline that contains the three types. It is believed that the right type of headline at the right time will be effective in capturing people's attention. Therefore, the investigation of types of headlines is needed in this study to see what types of headlines are used by the successful channel of *//Superwoman//*.

Headlines exchange something with audiences through the use of languages; therefore, a headline may have a certain speech function in it. Speech function is one of the materials in interpersonal meaning that shows how the speaker and hearer interact with each other. Halliday (1994) classified speech function into four types: statement, question, offer, and command. These basic move types work in keeping the dialogue going, involving speech roles and commodity (Eggins, 2004). Either giving or demanding, the speaker certainly has an interaction with the hearer. These giving and demanding are what we called as speech roles. In doing the speech roles, the speaker should have the commodity to be exchanged: goods or services and information.

Table 1  
 Basic Speech Roles (Halliday, 1994, p.69)

Commodity Exchange		
Role in Exchange	Good- Services	Information
Giving	Offer	Statement
Demanding	Command	Question

The table above represents the four basic speech functions. These four basic speech functions are classified as initiations, which are generally followed by responses of the other participant(s) after they were uttered. Firstly, giving goods or services is called an offer. Secondly, giving information is a statement. Thirdly, demanding goods or services is a command. Lastly, demanding information is a question. These four primary move types are called speech function (Halliday, 1994).

Each speech function has its own typicality. Eggins (2004) described that statement typically uses declarative mood type. In command, it uses an imperative. Then, in question, people will use an interrogative clause. Lastly, offer as a speech function uses a modulated interrogative. However, not all speeches are typical. Statement can also be realized in tagged declarative mood, such as in “*The bus that took us to the library is the bus number 303, wasn’t it?*”. Question can also be untypically realized in a modulated declarative mood. Command can also be realized in declarative or

modulated interrogative. Offer can also be realized in declarative or imperative mood.

Numerous studies have found that the realization of interpersonal meaning can be obtained by using speech functions. These studies use either written or spoken language as the data. First of all, in written cases, Octavianus (2018) used headlines in two online portal news as the data. Then, there is also speech function analysis in drama text (Artha & Listiani, 2018), short story (Fathonah, 2015), and texts that are found in social media (Fauzi, 2013; Fitriyani, 2018). These studies conclude that 'statement' is the type of speech function that appears the most. Despite the type of data analyzed in all of these studies, 'statement' always seems to be the dominant type that is appeared out of the three other types of speech functions.

On the other hand, in spoken cases, presidential speeches (Tarigan, 2014; Syafirah, 2017; Nasution, 2018) are mostly used in the study of speech function. In addition, utterances from a movie script, talk

show, and classroom interaction (Rizqi, 2018; Sianturi & Sinar, 2019; Andriani, 2019) also have been studied using the perspective of interpersonal metafunction by Halliday. 'Statement', once again, is the type of speech function that used the most in spoken cases. From speeches, talk show, dialogue in a movie, until classroom interactions, they employed 'statement', which potentially works to declare something and to give information. However, in these cases, the realization of speech functions tends to be more varied by seeing some of the studies that also found responses.

Furthermore, previous studies about headlines in general and in YouTube as social media also have been conducted. For instance, the study of headline in a newspaper by So-In (2002) analyzed the use of phrasal verbs, as well as three studies that analyze headlines in different media (Andriani's, 2016; Ningsih and Rosa, 2013; Choroś, 2013). Furthermore, the study conducted by Ifantidou (2009) which used newspaper as the data of the study

found that people are more attracted to the creative headlines rather than the standard form of a headline. In addition, the topics of these studies also lead to clickbait studies. The first study is conducted by Zanettou et al. (2018) about clickbait detection on YouTube through its features. The second study is the investigation of features; Chakraborty et al. (2016) used the comparison between non-clickbait and clickbait headlines to build an extension of clickbait detection.

Considering the explanation about related studies above, it can be inferred that so far, none of the studies above analyzes the interpersonal meaning in YouTube headlines through the use of speech function and its typicality. Therefore, this study attempts to fill the gap which lies in the analysis of YouTube headlines. This study aims to know how a headline plays an important role on a YouTube channel, especially a channel with a huge number of subscribers. Furthermore, the social relationship that the YouTuber built through headlines also can be seen, and thus the study

will focus on interpersonal metafunction (Halliday, 1994), and headline types (Maslen, 2010). Along with the knowledge about headlines, this study is expected to be useful for YouTube headline writing in copywriting and the development of Functional Grammar study.

## **METHODOLOGY**

The design of this study is qualitative descriptive with the support of simple descriptive statistics. This study is regarded as qualitative since the data obtained are in the form of texts, namely hundreds of headlines. That reason is in line with Bricki & Green's (2007) statement which stated that textual data are more likely to be analyzed by qualitative approach due to the use of words as its unit of analysis, rather than numbers. Moreover, qualitative design is selected because it can be a means to explore and understand meaning from the relationship of individuals (Alwasilah, 2002; Maxwell, 2005). Hence, this design is suitable for analyzing interpersonal meaning in *||Superwoman||*'s headlines.

Meanwhile, the descriptive approach is employed because the purpose of this study is to elaborate on the realization of interpersonal meaning in headlines through speech function and headline types. As stated by Sandelowski (2010), descriptive study has a characteristic of describing a phenomenon that also requires interpretation; therefore, this approach is chosen to describe and interpret the interpersonal meaning found in this study. Additionally, this study also employs the supporting tools of basic descriptive statistics to map the pattern and distribution of the findings. The statistics involve percentages, data distribution, tables, and graphs.

The data gathered in this study are in the form of texts, specifically, headlines. The headlines were collected from *//Superwoman//* YouTube Channel created by Lilly Singh. Lilly Singh is one of the influential YouTubers who gains the most subscribers in the category of female comedians; therefore, this channel was chosen. From January 2011 until December 2018, there are

763 videos uploaded with over two billion views.

The technique performed to collect the data in this study is by directly rewriting the headlines and other pieces of information to the spreadsheets. The data were accessed online from the channel mentioned above. By accessing the videos online, the other information such as date of publication, numbers of views, likes, and dislikes were written down in columns sequentially by the years of upload.

There were 240 data picked as the sample of this study. They were taken from 763 data, which were already arranged in spreadsheets previously. To determine the sample, there were two variables taken into considerations: years of upload and number of views. The sample data were chosen from eight years, namely, 2011 until 2018. From each year, 30 data were taken based on the categories of views: ten of the highest, ten of the lowest, and ten of in-between. Each category of views took 10 data as the sample; thus, 240 sample data were gathered. The three categories of views might show the

representations of people's interest in hundreds of videos created by ||*Superwoman*|| on YouTube.

After the data were collected, the data analysis was conducted through three main steps. The first step was concerning the investigation of how interpersonal meaning was realized through the distribution of speech function, mood types, and typicality in three categories of views, using the theoretical framework of Halliday (1994). The second step was related to the analysis of headline types and their distribution in three categories of views by employing the theoretical framework of Maslen's (2010) headline types. The last step was to see how speech functions are realized in the headline types in order to form interpersonal meaning.

## FINDINGS AND DISCUSSION

### The Realization of Interpersonal Meaning through the Use of Speech Function and Its Typicality

The analysis of speech functions in the present study leads to the finding of initiations as the types of speech functions that appear in all of the 240 headlines. The types of speech

functions used by Lilly Singh only include statement (S), question (Q), and command (C). Even so, there are two headlines reflected as combinations of initiations: statement and question, and statement and command. Furthermore, the analysis in this section involves three categories of views, namely, the highest views (HV), the lowest views (LV), and in-between views (IB). The distribution of all of the initiating speech functions (SF) is presented in the table below.

Table 2

*The Speech Functions Discovered in Headlines of Videos with Three Categories of Views*

SF	Comb.	HV	IB	LV	Total	
					N	%
S	S	77	68	37	184	76.7%
	S & Q	-	-	1		
	S & C	-	-	1		
C	C	3	11	41	55	22.9%
Q	Q	-	1	-	1	0.4%

The total of 240 headlines is distributed into three types of initiating speech functions, namely, 'statement', 'command', and 'question'. Statement inevitably



appears the most in the //Superwoman//’s video headlines. Statement appears 184 times along with the combinations forms too, which means more than 76% of the total sample data. On the other hand, command only appears 55 times (22.9%), and ‘question’ only appears one time (0.4%). Furthermore, the table above represents the distribution of speech functions discovered in headlines of //Superwoman//’s videos in terms of its views: the highest, in-between, and the lowest. Table 4.1 shows that speech function realized in those 240 headlines varies slightly. Moreover, there is a distinctive pattern in the realization of statement and command in the three categories of views. Statement appears with the most in the highest views, while command appears the most in the lowest views. This fact infers that the viewers prefer videos with statement as the headlines rather than command.

In terms of the typicality, three types of speech functions found in this study are realized either typically or untypically in three types of mood. The distribution of speech

function and its typicality is presented in the figure below.

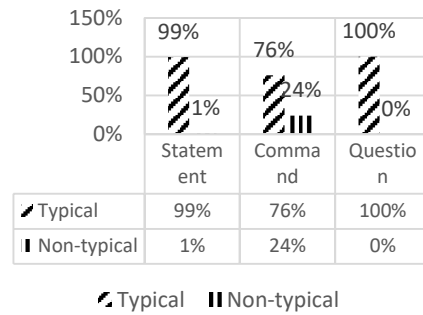


Figure 1. Speech Function and Its Typicality in //Superwoman// YouTube Channel

The figure above shows that all of the speech functions are realized in mood types, whether typically or untypically. These speech functions are realized in declarative, imperative, and interrogative mood. Firstly, all statements but one is considered typical. The realization of this 99% of statements is typically in a declarative mood. Meanwhile, the 1% of statement is realized in an interrogative mood. Secondly, 78% of command is typically realized in an imperative mood, while some of them are untypically realized in declarative and imperative mood. Lastly, the only question in the headlines is typically realized in an interrogative mood. In conclusion, most of the speech

functions found in this study are realized typically.

The elaboration of the findings of speech function found in headlines is presented in the sections below.

### **Statement**

Statement is used to provide information, and to assert or declare something. The realization of statement is typically through a declarative mood type. In terms of its clause construction, a statement can be in the form of a major clause or a minor clause. Major clause is the clause that has MOOD element. Meanwhile, the MOOD element consists of subject and finite, although sometimes the MOOD element may be ellipsed (Eggins, 2004). In contrast, a minor clause does not have any MOOD elements.

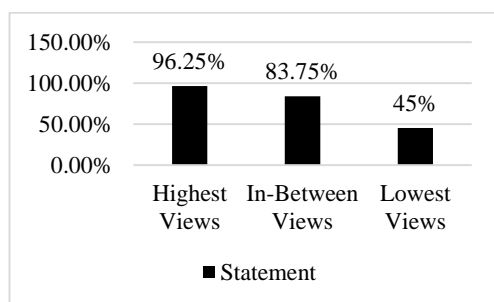


Figure 2. The Realization of Statement in Each Categories of Views

As the figure shows, the most frequent type of speech function that emerges in the three categories of views is 'statement'. In the category of the highest views, 'statement' has the percentage of occurrence as much as 96.25% of the 80 selected headlines. Then, in the category of in-between views, 'statement' appears at 87.75% of headlines. Lastly, there are 45% of headlines in the lowest views category that are presented as 'statements'.

It is found that the constructions of statements in ||Superwoman||'s headlines are not all in the form of major clauses, but in a small number of minor clauses as well. The followings are examples of statements in major and minor clauses.

#### [a] How My Parents Fight

Example [a] above is in the form of elliptical major clause realized as a statement. The full construction of the example above is (*This is*) *How My Parents Fight*. This

clause is realized in a declarative mood with *this is* as the subject and finite of the clause. The speaker declares a statement of how her parents fight. In this statement, the speaker uses 'how' to signify the chronological event she is going to show in her video to the viewers. Moreover, it is discovered that there are 20 headlines in which the writing begins with the WH interrogative 'how'.

The last type of statement is in the form of a minor clause as greetings. It is exemplified in the clause below.

[b] Hello 2013...

The clause above is considered a minor clause because it has no MOOD constituents. It is merely just a greeting. However, as a clause, it has speech function, which is statement. In this video, the speaker is welcoming year 2013 and expressing her gratitude to her viewers for their loyalty in 2012. Additionally, the three periods (...) are possibly the expression to lower her intonation due to the sorrow she

had after her grandfather passed away in early January 2013. Thus, this video is statement because it gives information to the viewers that she is thankful for them and ready for 2013.

In summary, statement is the dominant type of speech function found in *||Superwoman||*'s headlines, particularly in the category of the highest views. Seemingly, the YouTuber, who acts as the information giver, prefers to inform the viewers through the use of statements to give a sense of giving rather than demanding. It seems that the typical realization of statement in a declarative mood is considered the most suitable way for the speaker to build an equal relationship with the viewers. This is in line with Pertiwi's (2015) findings of declarative as the dominant mood that indicates an equal status between writers and readers in an editorial text. The equal relationship in the present study is evidenced in the YouTuber's use of informal language in which everyday colloquial forms are used, as stated by Eggins (2004) that in a casual conversation, the power is shared

equally. This evidence also leads to the YouTuber's attempt to create a close distance and affection with the viewers. Apparently, declarative mood supports equality because this construction is commonly used in daily communication, which tends to suggest a sense of givenness. Hence, the relationship established by the YouTuber also seems to affect the number of subscribers and views as Lilly is one of the most successful female comedian YouTubers in the world.

### ***Command***

Command is the type of initiation that signals the demanding action of a speaker to obtain goods or services from the hearer. In terms of its form, command is typically realized in the form of an imperative clause. Although some imperatives in command do not contain any MOOD constituent, they are not considered as minor clauses since they can be tagged (Eggins, 2004). Additionally, command usually uses an exclamation mark (!) to indicate the

rising intonation of the speaker's voice.

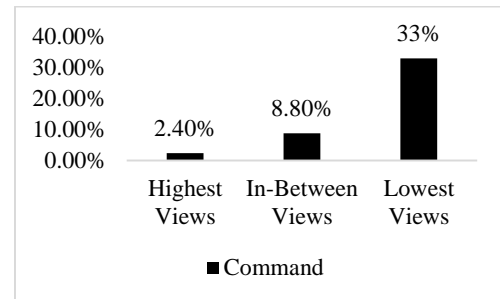


Figure 3. The Realization of Command in Each Category of Views

Command is in the second place of the most frequent type of speech function emerged in ||Superwoman||'s headlines after statement. From the figure above, it is inferred that the emergence of command mostly lies in the headlines with the category of the lowest views videos, with 33% of occurrences. This means that viewers are not that attracted to videos that contain headlines with command.

This study found that 'command' in headlines is realized through imperative, interrogative, and declarative mood. The example below is a hashtag headline that signifies a command without using an exclamation mark.

[a] #AskSuperwomanLIVE  
(Sept 14 2014)

The headline above is the title of a segment created by Lilly Singh for her channel, in which the viewers get the chance to ask Lilly in a live streaming video. This clause indicates command because it implies that Lilly is telling the viewers to ask her in this segment of live streaming. Meanwhile, the construction of the headline consists of RESIDUE only, with no subject and finite. Therefore, *(You) Ask Superwoman LIVE* is the full construction that indicates the speaker's command to the reader. In addition, the construction of command can either use an exclamation mark or not, without decreasing the sense of demand. With regard to its mood type, this command is realized in an imperative mood, so this command is typical.

Seemingly, the realization of commands in imperatives imply an equal role of the speaker as well as commands in declarative and modulated interrogative. The social relations between the speaker and hearer is considered close; therefore,

the speaker can speak informally when demanding the hearer to do something.

Command is the dominant speech function found in the category of the lowest views. This means that headline with command is the least preferable type of headline. It is found that the majority of commands are the videos of question and answer (Q & A). Hence, there are some interpretations of why all of the Q & A videos are in the category of the lowest views. First of all, the presentation of the video probably attracts fewer people in watching the video because it is unedited as it is through live streaming, so the duration is longer than the other videos. The Q & A videos' length is approximately one hour. Meanwhile, as stated by MiniMatters (2020), the preferable length of YouTube videos is no more than ten minutes. Furthermore, the viewers are probably not interested in undertaking the speaker's command, which is to ask her a question. Thus, the viewers prefer the videos with statement rather than command as the headline

because they are more interested in receiving information from the speaker rather than doing a service for the speaker.

### ***Question***

Question is the type of initiations that has the act of demanding information. This basic move type of speech function is followed by either answer or disclaimer. Furthermore, questions are usually realized through WH interrogatives (what, when, who, where, why, and how), or polar interrogatives (yes or no questions), then followed by a question mark (?).

One question as an initiating speech function exists in the overall 240 headlines of ||*Superwoman*|| YouTube Channel within the category of in-between views. The appearance of a question in this headlines is in the form of an elliptical interrogative clause.

[a] Talk Back To Me? (LILLY DISS)

This video is a diss track, a song that is made and sung to attack someone verbally. In this video, the mother sings a diss track aimed at her

daughter, Lilly, which is replied in another video. Here, the speaker expresses a question to her daughter in an ellipsed clause. In a full form, the headline would be (*Why Do You Talk Back To Me?*) The construction of the question above involves a question mark, just like the typical form of a question.

Question in this headline is regarded as typical since it is realized in an interrogative mood. Thus, this kind of mood reveals who is talking and asking from the ones who throw and answers the question. Moreover, it also implies a close distance between the speaker and hearer, which in this context is Mom and Lilly because they are able to ‘diss’ one another.

Moreover, question is the type of speech function which appears least frequently since it only appears once. This is probably because a question can make the speech less convincing and persuasive, as stated by Tehseem (2018). In regard to that, the speaker seems to ask a question less in the headline to persuade people to watch rather than to answer her

question. Furthermore, question is included in the category of in-between views because, apparently, the viewers feel that headline with question is passable to be watched.

### ***Combination***

The combination types of speech functions only appear in two headlines. One of the headline consists of the combination of statement and question, while the other consists of statement and command. They are exemplified in the two clauses below.

[a] My Trip To Washington!  
WUDDUP OBAMA?!

The headline above consists of two types of speech functions: statement and question. Firstly, the statement is expressed using an exclamation mark to emphasize the excitement experienced by the speaker on her trip to Washington. The statement is in the form of an elliptical clause; therefore, the full form of it will be (*This is*) *My Trip to Washington!* Secondly, the question of *WUDDUP OBAMA?! (What is up?)* is also a way to express her

excitement to meet Obama in a conference they attended in Washington. The question is also considered as greetings, asking what is happening at the current time with Obama. Furthermore, the expression of this greeting is through a minor clause of interrogative mood. In terms of the typicality, both of the speech functions in this headline are typical.

[b] Everything You Do Is  
Offensive. Get Woke! (ft. Jay  
Shetty)

Example [b] is the fusion of statement and command. Jay Shetty is a motivator and also a YouTuber who joins to do a collaboration video with Lilly Singh. In this video, they present some motivational speeches in a comedic way. So, the statement intends to give the viewers information about how everything you (the viewers) do is offensive for other people. The statement here is typically realized in a declarative mood. Furthermore, the realization of command in the clause signifies that the viewers need to get woke in order to realize that they did offensive things. Along with that, the command

is realized typically in an imperative mood.

Combinations in this finding are included within statement, because they all begin with statements. In regards to the typicality, they are all realized typically in their own types of mood. Seemingly, the use of each mood type shows the power and involvement of the speaker and hearer. In addition, these two combinations only appear in the lowest view category. Apparently, this type of headline might not attract viewers as much as the other types of headlines.

### **The Realization of Speech Function in Different Types of Headlines**

There are three types of headlines realized in the three types of speech functions, namely, arousing curiosity (AC), promising news (PN), and offering a benefit (OB). The distribution of speech functions in headline types is presented in the table below.

*Table 3*

The Distribution of Speech Functions in Headline Types

SF	Headline Types						Total
	AC		PN		OB		
	N	%	N	%	N	%	
<b>S</b>	115	47.9%	52	21.7%	17	7.1%	184
<b>C</b>	10	4.2%	36	15%	9	3.7%	55
<b>Q</b>	1	0.4%	-	-	-	-	1
<b>Total</b>	126		88		26		240

Based on the table above, 240 headlines emerge in the realization of speech function in headline types. As presented in the previous section, the dominant speech function found in the headlines is statement, followed by command and question. As the type of speech function that appears mostly, statement also appears most frequently in each type of headline. Then, command is in the second place as the most frequently appearing speech function in headline types, followed by question. Besides that, there is also a similarity between the tendency of the realization of speech function and headline types, namely, both statement and arousing curiosity



are the dominant types in the headlines. The total number of headlines that arouse curiosity is 126. Then, it is followed by headlines that promise news with 88 occurrences, and headlines that offer a benefit that reach 26 occurrences.

The three sections below explain the realization of speech function in different types of headlines.

### *The Realization of Statement in Headline Types*

Statement is used in the three types of headline, evidenced in this study, i.e., arousing curiosity, promising news, and offering a benefit. As shown in Table 4.3, statement is used the most in the arousing curiosity headline type, followed by promising news and offering a benefit.

One thing that causes statement to arouse curiosity is that the statement is realized in an incomplete sentence. Statement that arouses curiosity conveys information only by giving a clue to the information. Hence, the headlines can make the viewers wonder about

the videos. Statement that arouses curiosity is the dominant type of headlines that appears with a percentage of 47.9%. The following is an example of statement that arouses curiosity.

[a] If My Dog Were a Person  
(ft. Connor Franta)

The clause above is an example of statement that is written incompletely. This headline is incomplete because its construction is in the form of a dependent clause that starts with the conjunction 'if'. This kind of construction has the potential to arouse people's curiosity because the main information lies within the next clause. The next clause is an independent clause that in this case, is discussed in the content of the video. Furthermore, clause [a] is considered as a statement because it tries to inform viewers about what would happen if the speaker's dog were a person. It arouses curiosity because the viewers may wonder about the Youtuber's imagination about what a dog could do in that situation.

Promising news is also the type of headline that mostly used in statement. Statement used in this type of headline is in the form of a complete clause that contains the summary of information that will be discussed in the video. Accordingly, statement in this type of headline intends to inform people by stating the main points of the video in the headline, as exemplified in headline [b].

[b] BLOOPERS: Real Things  
White People Have Said to Me

This headline is considered a statement that promises news because the headline gives information of an event in the video. This headline identifies the points that will be delivered in the video, namely, the bloopers of the video entitled *Real Things White People Have Said to Me*. Bloopers are recorded scenes of a video that are not being aired. They are usually deleted due to the failure when taking the video. Bloopers usually consist of funny pieces of the recording.

As in the other two types, offering a benefit also uses statement function the most. It is because, the content of the video is giving information regarding procedural knowledge. Statement in offering a benefit usually informs viewers by using the phrases that signify the steps on how to solve something. Therefore, people will get advantage once they watch the video. Headline [c] below is a statement that offers a benefit.

[c] How To Be a YouTube  
Star (ft. The Rock)

The headline above is regarded as statement because the YouTuber wants to give information about how to be a YouTube star. The benefit that the viewers will gain after watching the video is in the form of procedural information. Thus, this video is beneficial for the viewers who are interested in becoming a YouTube star.

Statement as a speech function is used the most to arouse curiosity in ||*Superwoman*|| YouTube channel. This finding is in accordance

with Octavianus' (2018) study that also discovers statement in arousing curiosity as the predominant type of news headlines. Moreover, statement that arouses curiosity is mostly written incompletely. Its construction is usually in the form of a dependent clause; it means that the main idea is only presented in the video. For this reason, the viewers will be curious; as a result, they will satisfy their curiosity by watching the video. Hence, the YouTuber mostly gives information about the video by giving a clue in the headline.

### ***The Realization of Command in Headline Types***

It is found that command is realized in three types of headlines, namely, headlines that arouse curiosity, headlines that promise news, and headlines that offer a benefit. As table 4.3 shows, command is mostly realized in promising news, followed by arousing curiosity and offering a benefit.

Command that promises news states the information of the video and the command directed to the viewers,

at the same time. The constructions of command in promising news is addressed directly to the viewers by telling them to do a service for the speaker. Furthermore, this kind of headline implies a summary of information regarding the event in the video. The example of command that promises news is in the headline [a] below.

[a] Ask Superwoman LIVE!

The headline above is an example of command that promises news. This is a command because it tells people to write a question in the comment section of a live streaming video. As subscribers, people may be familiar with this monthly session, so this headline promises the viewers a question and answer session with the YouTuber.

Command that arouses curiosity usually demands the viewers by leaving an inquisitive mind after they read the headlines. Command in arousing curiosity is presented with vague words that make the viewers wonder about the meaning of the

words. The following is an example of command that arouses curiosity.

[b] Take it Easy!! (Paramjeet Diss)

Headline [b] is the example of command that arouses curiosity. This command tells other people to calm down in facing something. However, this command is arousing people's curiosity because it remains unclear of *who needs to take it easy? What is happening? Why should he or she take it easy?* The answers to these questions are in the video. Based on the video, this command is addressed to the speaker's mother. This video is a response to the previous 'diss' video that is made by her mother to insult the speaker in the first place.

Command that offers a benefit usually indicates a video that contains instruction or guide that will be helpful for the viewers. The procedural information is a benefit that people will get after watching the video. Headline [c] below is the example of command that offers a benefit.

[c] 5 Ways To Be a Dope Human (ft. Sabrina Carpenter)

Headline [c] is one of the commands that offer a benefit. It is a command because it indirectly tells people to be kind to other people by doing five simple actions. Meanwhile, this command is offering a benefit because once people watch the video, they will get the tips to become a dope (very kind) human being. Afterward, they will feel the benefit personally; for instance, they would gain respect from others.

### ***The Realization of Question in a Headline Type***

It is discovered that question in ||Superwoman||'s headlines is realized in the arousing curiosity. The idea of arousing curiosity is in line with question as speech function, which is to seek information. Therefore, question that arouses curiosity is demanding an answer from other people by luring people's curiosity about that question. Furthermore, the construction of question in arousing curiosity is usually incomplete, for instance, in

terms of the subject. The following is the example of a question that arouses curiosity.

[a] Talk Back To Me? (LILLY DISS)

This headline is a question because it requests information from other people. However, the question here is not addressed to the viewers, but Lilly Singh. Furthermore, this question is arousing curiosity because the viewers might not be really familiar with the context. Hence, the potential viewers will click on the video as a result of their curiosity.

### CONCLUSIONS

It is found that statement is the preferable type of speech function used by Lilly Singh in writing the headlines since most of the time, she intends to give information about her videos through headlines. Moreover, the use of declarative mood in almost all of the statement indicates an equal relationship that the YouTuber and the viewers shared. Furthermore, the realization of the three speech functions is found in the three categories of views: the highest, in-

between, and the lowest views. By comparing the findings of each category of views, salient differences exist within the categories. In the highest and in-between views category, the dominant type of speech function is statement. Meanwhile, in the lowest views category, command is the dominant type. Evidently, statement gains the most views by seeing the emergence of it in the category of the highest views with 77 appearances. Apart from the engaging content and other enticing elements of the videos, the viewers seem to be attracted more with headlines that take the form of statement, rather than command. It is because the viewers prefer to be provided with information regarding the content of the videos rather than being asked what to do. In addition, one significant type of speech function, which is question, only appears in the category of in-between views. Apparently, the viewers feel that this kind of headline is passable to be watched because the content is neither good nor bad.

In terms of the realization of speech function in the headline types, statement that arouses curiosity is the most frequent type that emerged in this channel, as evidenced by its occurrence with a percentage of 47.9% from the overall 240 headlines. Statement that arouses curiosity has a distinctive construction with the other type. It is usually written with incomplete information, so that the viewers will try to find the rest of the information by watching the video.

In regard to the findings, it seems that the type of headline and speech function used by the speaker has an important role in making people click and watch the videos. The use of particular speech function and headline type is also considered an effort of the YouTuber to establish a connection between her and the viewers. For that reason, Lilly can serve her relatable comedy videos to the viewers as they already have a close distance of relationship. As a result, Lilly gains massive views on her YouTube channel that lead to economic benefits.

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