

**Elements, functions, and linguistic forms of the discourse structure
in Indonesian food vlogs**

Ari Listiyorini*, I Dewa Putu Wijana, Tofan Dwi Hardjanto

Universitas Gadjah Mada, Indonesia

*Corresponding Author; Email: arilis@uny.ac.id

ABSTRACT

The study is aimed at identifying the elements, functions, and language forms of the discourse structure of the food vlogs of four Indonesian YouTubers. The study used the descriptive qualitative research design. Data sources were 16 videos of four Indonesian vloggers Nex Carlos, Mgdalenaf, Ria SW, and Tanboy Kun. Data were in the forms of utterances in the food vlogs. The research instruments were human instruments, hardware tools and software devices. Data were elicited by the techniques of recording, transcribing, reading, and note taking. Data were analyzed by using the distribution and comparison techniques. Data validity was appraised by minute observation, triangulation, and peer reviews. Results are as follows. First, the structural elements of the food vlog discourse are opening, content, and closing. Second, functions that are found in the three elements are building interaction with viewers, presenting preliminary information of videos, introducing topics, asking viewers to watch videos to the end, informing about the location of the food being reviewed, describing the food being reviewed, giving comments concerning the food being reviewed, recommending the food/food place, asking viewers to give responses, and thanking reviewers. Third, linguistic features being used in each discourse element and structural function of the food vlog discourse are greetings, usernames or YouTube channels, lexicon referring to location, time and directions, and food being reviewed. Fourth, speech acts used in the discourse include assertive illocutionary acts for informing, directive illocutionary acts for requesting and recommending, and expressive illocutionary acts for praising, criticizing, and thanking. Code mixing is used in the discourse to create informal and relaxing situation and atmosphere.

Keywords: Discourse structure, food vlog, element function, linguistic feature, language form

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INTRODUCTION

The YouTube is presently one of the Websites which is the most popular in the world and which contributes almost a third of all of the Internet users. The total number of the YouTube users has been estimated to reach 1.8 billion in 2021 (Praditya, 2018). The same thing happened in Indonesia. Of the many social-media services, such as Twitter, Facebook, Instagram, and Tiktok, the YouTube is the one that is most used by the Indonesian society (Prasty, 2022).

The contents of the YouTube videos have developed in a great multitude of variations in line with the increase in the users of the YouTube sites in Indonesia (Chandra, 2017). One of the very popular contents is the vlog, combination of the concepts of video and blog (Maldin, *et.al.*, 2018). The Vlog, as evolution of blogs can present various forms of texts, pictures, and sounds at the same time (Gao, *et al.*, 2010), such that it can be said that the vlog is richer than blogs. Vlog users can interact among each other by commenting on contents (Safko, 2012).

Development of the uses of the YouTube and vlog which is considerably faster has attracted researchers. Studies related to the use of the vlog are, for example, concerned with the styles and existences of individuals/communities (Reinke & Todd, 2016), the vlog as a resource for promotion/branding and its impacts on the consumers/vlogger communities (Lee & Watkins (2016), the YouTube as media for education and learning (Cioban & Hatos, 2019), and the vlog/YouTube as media for critiques and social changes (Raby, *et.al.* 2018).

In line with the cultural dynamics in the society, the vlog in the YouTube becomes more numerous and also with more variations in the themes. One vlog which is very trendy presently is the *food vlog*. There are many Youtubers who create channels with culinary themes. In food vlogs, much is analyzed or reviewed concerning foods, which can be in the forms of snacks, vegetable dishes, side dishes, and others. The makers of these food contents, or food vloggers, upload their videos in the social media or the YouTube (Almaira & Fachira, 2022). Commonly, these food vloggers are influencers who have followers in a great number and are experts in their fields.

The food vlog is of a great interest in the YouTube audiences as shown by the many viewers of every food vlog that is uploaded in the YouTube. One can know various foods found in various places, or even countries, by simply watching food vlogs. In addition, in food vlogs, viewers are not only able to visually learn all about the foods, but they can also see the expressions and body languages of the food vloggers. Food vlogs can also give personal opinions and experiences about the foods (Effendy, *et.al.*, 2021).

As a discourse, the contents in a food vlog has structures or elements that form a discourse. A food vlog can be regarded as a discourse which is a complete language unit that is cohesive, interrelated, and, from the inner structure (meaning), coherent and unified (Sumarlam, 2008). A discourse has distinctive parts: introduction, body, and closing (Luxemburg, 1984). These three parts have their own functions. The introductory part functions as the opening of the discourse. The body of the discourse functions as an explanation of the discourse. Meanwhile, the closing functions as the ending marker of the discourse. Each of these parts may be broken further into smaller units.

Another distinction of the parts of a discourse is given by Van Dijk (1980) who divides a discourse into three interactive sections; namely: macro structure, super structure, and micro structure. The macro structure is the global/general meaning of a text, that can be understood by looking as the topic of the text. In the analysis of the macro structure of a text, the text is analyzed in integration with its surrounding social conditions. The superstructure is the basic framework of a text which consists of the series of the structures and elements of the text that form a coherent unity. In other words, a superstructural analysis is one of the scheme and plot of the text. Just like in a building construction, a text is constructed of a number of elements—such as an introduction, content, and closing—that must be constructed in such a way to form a complete and interesting text. The superstructure analysis of a discourse is one that identifies the structures forming a discourse. In the present study, in relation to Van Dijk's theory, the structure of the discourse of a food vlog is this superstructure, elements of the structure of a food vlog.

In relation to the structure of a food vlog, Lacsina (2023) studied the discourse structure of food vlogs from three Philippine food vloggers using multi-modal analyses. In the study, Lacsina mentioned the structure of the food vlog genre as consisting of introduction-expectation-tasting, the food-review, the food-summary, and important things. In the present study, more detailed elements of a food vlog structure were used to analyze four Indonesian Youtubers; Nex Carlos, Mgdalenaf, Tanboy Kun, and Ria SW. Besides the elements that form the discourse structure, functions of each element and the language forms of each function are also given.

Research on the discourse structure of a food vlog is important to conduct. Analyzing the discourse structure of a food vlog will help in revealing the effective presentation of information to the viewers especially concerning the verbal format. In addition, such an analysis will identify the patterns food vloggers use in constructing their contents in order to attract viewers's and create viewers' involvement.

METHOD

The present study used the descriptive qualitative research design. Data were elicited in the forms of words, spoken or written, from the subjects being observed as the research participants (Moleong, 2017). Data sources were 16 videos of four food vloggers, by names of Nex Carlos, Mgdalenaf, Ria SW, and Tanboy Kun. The research data were expressions/utterances in the food vlog discourse.

The reserach instruments were human instruments and hardware tools such as video recorders, laptops, printers, USBs, writing kits to document research data. Software materials were used in the forms of criteria related to the research problems developed on the basis of the reference theories used in the study.

Data collection was conducted by the techniques of recording, transcribing, reading, and note taking. Data analysis included the technique of distribution, i.e. the criteria coming from the source language (Indonesian), and that of comparison, i.e. the criteria coming from other (foreign) languages (Sudaryanto, 1993).

Data validity was attempted by increasing the intensity of the observation, triangulation, and peer

reviews. Increasing the intensity of the observation was done to recheck whether or not the information in the data was correct so that the researchers were able to give data description which was accurate and systematic (Sugiyono, 2016). Triangulation was done by comparing the data with other sources. In this case, the study used the observer's triangulation. The researchers and other observers worked together to check the reliability of the data to avoid data deviation (Moleong, 2017). Peer reviews were done by discussions with colleagues through exposures of the tentative results of the study (Moleong, 2017).

RESULTS AND DISCUSSION

Results

The food vlogs presented by Indonesian YouTubers were discourses which were video-visual in formats, i.e. combinations between the elements of sounds and pictures including, in this case, audio, visual, and movements in the form of video records (Sanjaya, 2010). Therefore, in the food vlogs, there are verbal and non-verbal elements which are inter-complementing.

From the results of the data analyses, it can be stated that the structures of the food vlog discourses are not random; they are structures that are constructed in accurately precise forms. This is in agreement with what is concluded by Tripathi, *et.al.* (2022) in their study about the structures of vlogging. The structure of the food vlog discourse of Indonesian YouTubers consists of three elements: opening, content, and closing. The existence of the three elements is in line with what is mentioned by Luxemburg (1984) and Van Dijk (1980) while they are referred to as the superstructure of a discourse. The three elements have their own functions. In the elements that can be found in the food vlog discourses, there are language forms that support those structural elements. The structural elements, their functions, and the language forms in food vlog discourses are presented in table 1 below.

Table 1. Elements, Functions, and Language Forms in the Structure of Food Vlog Discourses of Indonesian YouTubers

No.	Structural Elements	Functions	Language Forms
1.	Opening	a. To establish initial interaction with viewers to create friendly atmosphere between the blogger and the viewers	1) Use of greeting expressions 2) Use of <i>username</i> or YouTube channel
		b. To introduce preliminary information about the video to be viewed	1) Use of lexicon referring to location and time 2) Use of nominal lexicon
		c. To introduce the topic of the video	1) Use of discourse markers 2) Use of nominal lexicon or nominal phrases
		d. To tell viewers to watch the video completely to the end	1) Use of directive illocutionary acts with telling functions
2.	Content	a. To inform about the place of the food being discussed	1) Use of nominal lexicon or nominal phrases 2) Use of lexicon referring to direction/location and time 3) Use of adjectival lexicon or adjectival phrases
		b. To inform about the food being reviewed	1) Use of assertive illocutionary acts with the functions to inform 2) Use of verbal lexicon or verbal phrases 3) Use of adjectival lexicon or adjectival phrases 4) Use of mixed codes to inform about the food being reviewed
		c. To give comments or opinions about the food being reviewed	1) Use of expressive illocutionary acts with the functions to give praises 2) Use of expressive illocutionary acts with the functions to give criticisms
3.	Closing	a. To recommend food place/food	1) Use of directive illocutionary acts with the functions to give recommendations
		b. To ask for responses from viewers to build interaction	2) Use of directive illocutionary acts with the functions to request
		c. To thank viewers for watching the video as a form of appreciation to the food vlogger	3) Use of expressive illocutionary acts with the functions to thank someone

Discussion

Elements of the Food Vlog Discourses of Indonesian YouTubers

From the results of the data analyses as presented in Table 1, it can be seen that the discourse structure of the food vlog of the four Indonesian YouTubers participating in the study consists of the elements Opening, Content, and Closing. This finding is consistent with what Luxemburg (1984) and Van Dijk (1980) pointed out concerning superstructure. This is also in agreement with results of studies about discourse structures in general, such as those of a newspaper rubric (Sukesti, 2020), advertisements in printed mass media and television (Himyati, 2017), and on sites of online shopping (Azizah & Effendi, 2020).

As with other kinds of discourses, the first element in the food vlog discourses is that of opening (See Lacsina, 2023). This element is a discourse element that always exists in every food vlog. The opening element is the initial information about the video so that the goal is communicated clearly without any doubt. There are two outlines in the opening element, i.e. interaction of the YouTuber towards the viewers and identification of the video being documented. YouTuber's interaction is, for example, introduction of the YouTuber, mention of the intimate name of the YouTuber, greeting to the viewers, and invitation to join the YouTuber. Video identification, meanwhile, is such as introduction to the topic, mention of the location, brief introduction the YouTuber's account, and introduction to the time reference.

The next element, as is on the structural elements of discourses in general, is the content element. Findings of the present study about the content element in the food vlog discourse is in agreement with that of other studies, such as the one conducted by Lacsina (2023). However, Lacsina did not mention the term of this element in her study. Lacsina referred to this element as part of the tasting and reviewing the food. This element is very important because it contains the main or core information of the food vlog. In this element, everything about the food being reviewed is described by the food vlogger. This element is always the one that has longer duration than the opening and closing elements.

The last element of the food vlog is the closing element. Findings of the present study about the closing statement are coherent with Luxemburg (1984) and Van Dijk (1980) and other studies about the structural elements of other kinds of discourses. In Lacsina (2023), this element is called summary of important things. This closing element generally has a short duration and tells about recommendations of the food or places of the food and thanks the viewers for having joined the video presentation.

Functions of the Elements in the Food Vlog Discourses of Indonesian Youtubers

Elements in the discourse structure of the food vlog discourses have distinct functions. Functions of the discourse structure of the food vlog discourses as found in the present study are consistent with those mentioned by Luxemburg (1984). These are described as follows.

The opening element in the food vlog discourse has several functions. The first one is to build initial interaction with viewers to create friendly atmosphere. In order to achieve this, the food vlogger greets the viewers. This is conducted by the vloggers to establish friendly relation with the viewers while introducing themselves. Besides for building initial interactions, greetings function to open initial information about the video being presented. In this preliminary information, the food vlogger shows the location the video is being shot and tells about the time of the videoing. In this opening element, the food vloggers introduce the topic of the video and the important things that will be discussed (Rokhmansyah, *et.al.*, 2018). This is done to give hunches to viewers what is the vlog about. By doing this, vloggers expect that they will be able to capture viewers' attention and interest so that they will stay to the end of the show. Topic introduction in the food vlog generally contains information about the place and the food which are going to be reviewed. The last function of the opening element is to tell the viewers to watch the video to the end of the show. In so doing, the food vloggers use requesting expressions to ask the viewers to stay till the end of the show.

Next is the function of the content element. In general, the content element in the food vlog discourse functions to present the main content of the vlog. In more details, this element has three functions; these are to inform about the place of the food being reviewed, to describe the food, and to give comments or opinions about the food that has been reviewed. In fulfilling the function of informing about the location of the food, the vlogger tells about the place where to eat the food, the address of the place, the operational time the food is ready to order, the surrounding situation of the place, and the variety of the foods available. Next, for the description of the food, the vlogger explains the menu/kind

of food, prices of the foods, ingredients, spices, cookers and cutlery sets, food contents, cooking methods, food portions, food flavours, food textures, tastes, ripen levels, ways of eating, and food complements. Finally, in giving comments or opinions about the food being reviewed, the vlogger pronounces the plus and, possibly, the minus aspects related to the food.

The last function is that of the closing element. The closing element in a food vlog discourse has several functions. These functions include giving recommendation whether or not the food is worth trying, asking viewers' responses to stimulate interactions, and thanking the viewers for having watched the video as a form of appreciation from the food vlogger.

Language Forms in the Elements of the Food Vlog Discourses of Indonesian Youtubers

The structural elements and their functions in the food vlog discourses are revealed by use of language forms. Below are language forms that can be found in these elements and functions.

As it has been discussed in the previous sections, the first is concerned with functions of the opening element. In order to familiarize themselves to the viewers, the food vloggers use greeting expressions to say hello to the viewers. The expressions can be in the forms of morphemes, words, or phrases to salute the viewers appropriately depending on the nature of the relation between the vloggers and viewers (Kridalaksana, 1993). Choice of the greeting expressions is influenced by the relation of the intercommunicants and the views of the speakers in positioning their selves in front of their interlocutors (Wibowo & Retnaningsih, 2015). In as much as the vloggers want to establish intimate interaction with viewers and consider their viewers as equals, they use greeting forms that are non-formal.

Below are some examples of greeting expressions used in the vlogs.

- (1) Yo, Mamen! (NC.04.001)
- (2) Halo, semuanya! (MG.02.001) [Hello, all]

Data above show differences in some of the greeting expressions used by the vloggers. "Halo" (Data 2) seems to be the most frequent greeting expression that is used by many vloggers. In (Data 1), the vlogger cheered, "Yo". The expression "Yo" is a slang language spoken by young people in the environment of their close friends. This is done by vloggers since they consider themselves having close relation with the viewers.

When greeting viewers, vloggers often use words as special addresses or names. In (Data 1), the vlogger pronounced "Mamen". This expression "mamen" is a borrowing from the English language "my men", which means my men, my fellowmen, my friends. In (Data 1), Nex Carlos greeted his viewers by saying "mamen" (a shorter version can be "men") as a way to show his closeness with his viewers (Aliva, *et.al.*, 2020).

Another way for a vlogger to make close impressions is by introducing or mentioning his/her name to the viewers. In most cases, vloggers will use the usernames or names of the YouTube channels. Below are some examples where vloggers identify themselves with the vlog channels.

- (3) Balik lagi sama gua Nex Carlos di Makan Keliling Indonesia. (NC.03.002) [Coming back with me, Nex Carlos, in Eating Around Indonesia]
- (4) Balik lagi sama gue, Mgdalenaf. (MG.01.002) [Coming back with me, Mgdalenaf]

Data (3) and (4) show structures of self-identification found in the food vlog discourses. The vloggers in the two extracts above both used the usernames or YouTube channels, *Nex Carlos* and *Mgdalenaf*. Different from Data (4), in which the bloggers only used the usernames, in Data (3), the vlogger, besides mentioning his name, also mentioned the segment of the vlog: *Makan Keliling Indonesia*.

Next, the function of the opening is to give preliminary information about the video being presented. In this phase, the food vlogger showed the location where the video was shot and mentioned the time of the video shooting. Language forms used in this function, i.e. showing location and time.

The next function of the opening element is when the food vlogger introduced the topic of the video. This was done by the uses of language features as discourse markers and nominal words or

phrases. Below is an example of the use of language forms in the function of introducing the topic of the food vlog.

- (5) *Nah*, di belakang sana juga ada salah satu kuliner yang sangat menarik sekali. Ini ada namanya “Mbok War”. Jadi, makannya di atas kapal di pinggir Sungai Musi. *Beuh, perfect*, kan? (NC.02.005) [Well, at the back is what is called “Mother War”. So, you eat on board of a ship on Musi River. Wow, perfect. Isn’t it?]

Data (5) contain a topic introduction by informing the name the eating place to be visited, i.e. “Mbok War” shop which is on board of a ship on Musi River. This topic introduction is preceded by the discourse marker “*Nah*”. This discourse marker is one of the linguistic features which can be a word or phrase (Levinson, 1992), which, in this case, a linguistic expression of a food vlogger. Discourse markers that are used in many food vlogs are varied such as *nah, tuh, lho, sih, ya, nih, eh, deh, kok, ih, duh, kan, loh, oh, and lah*. Discourse markers are used in the food vlog discourses to excite the viewers so that their attention is attracted to the focus of the discussion.

The last function of the opening element is to urge the viewers to watch the video till the end. In this case, the linguistic features that are used are directive illocutionary acts with the function to urge someone to do something. Below is an example.

- (6) *Ayo, langsung ikutin aja!* (TK.01.014) [Come on, just follow]
 (7) *Oke, Mamen, let’s go!* (NC.01.020)

Data (6) – (7) show the existence of persuasion from the food vlogger to the viewers. The language forms that are used to persuade someone to do something are, among others, *ayo* and *let’s go*. The word *ayo* is an imperative word that is often used to ask someone to do something (Alwi, *et.al*, 2010); in this case, the request is directed to do something together with many people. Different from earlier data, in Data (7) the vlogger used a foreign language for the persuasive expressions. The phrase “let’s go” is English. “Let’s is a contraction from the two words “let us” which is literally translatable to “ayo kita”, the persuasive expression in Indonesian. In the context of the expressions above, the vlogger persuaded “Mamen” (affectionate address to his viewers) to be ready to go to the food place. These language expressions, therefore, belong to the directive illocutionary acts of asking somebody to do something. The food vlogger uses the illocutionary act to the viewers to do something intended by the speaker (Searle, 1969), in this case, asking viewers to watch the video.

Next is the language forms that are used in the content element. As it has been shown before, this element has three functions: informing the place of the food, describing the food, and giving comments or opinions about the food. These three functions are realized in language forms as follows.

The language forms that are used to inform about the place of the food are nominal lexicon and nominal phrases. The lexicon contains information about meaning in the language (Chaer, 2007). In this context, the lexicon is related to the name of the the place of the food being reviewed. The name of the food place usually becomes the first piece of information the food vlogger mentions in the content element. The mentioning of the food place is generally used to retain viewers’ expectation of what they are going to discuss in the content session.

- (8) *Oke, guys, gua udah nyampe di Hanamasa.* (TK.01.005) [Okay, guys, I have arrived in Hanamasa]

In utterance (8) above, there is a disclosure of a name of a food place pronounced by the vlogger. In Data (8), the flogger says that he has arrived at the Hanamasa, a Japanese meat restaurant holding the concept of “all you can eat”. In this context, the vlogger uses the word “Hanamasa” to give information about the food place.

The language forms, which are lexicon and phrases for showing directions, are used to give directions to the destination or location of the food place. Information about the food destination contains the location of the physical state of the culinary business in a specific area (Levy & Weitz, 2007).

- (9) Terakhir, ini di **daerah Fatmawati**. (RS.02.042) [Lastly, this is in the Fatmawati area]

Next, the lexicon that refers to time is used to give information about the operational hours of the food place.

- (10) Dia **bukanya dari jam setengah tujuh pagi sampai jam tiga sore**. (NC.02.007) [They are open from six thirty in the morning to three o'clock in the afternoon]

In the data above, there is a lexicon that describes the operational hours of a food place in the *food vlog*. In that food vlog, the operational hours are fully mentioned, i.e. the time of opening and closing. Based on the data above, the operational hours of the floating shop Mbok War are between 06.30—15.00.

In order to give information about the conditions of a food place, food vloggers use the lexicon in the forms of adjectives or adjectival phrases. This lexicon describes something that is stated by the nomina (Alwi, *et.al.*, 2005). The conditional aspects of the food place in the food vlog tells about the atmosphere and situations of the food place being visited. By having information about the conditional aspects of the food place, viewers will be able to decide the most appropriate time to visit the place.

- (11) **Ramai banget**, guys. Kalau gua malem-malem, ya, di atas jam 10. (MG.01.068) [Very crowded, guys. Me, at night, I would come later than 10]

In the next language feature aspect, i.e. in the content element, in order to give information about the food being reviewed, food vloggers use assertive illocutionary acts with the function of informing. By using assertive illocution, the vloggers impart information, statements, or opinions according to their thoughts and beliefs (Searle, 1969). Because there is a lot of information to be disclose to viewers, food vloggers use a great number of illocutionary acts in the food vlogs functioning to impart information.

Below are examples of the use of assertive illocutionary acts with the function to give information found in the *food vlog* discourses.

- (12) Dan ini pokoknya gua minta berkali-kali lipat (petai), *deh*, makanya bisa sebanyak ini dan ini **gue pesen (oseng cumi) level pedas**. (MG.02.028) [And this absolutely I asked for many folds (stink bean] *deh* so it can be this much and here I ordered (sauced squid) hot level]
- (13) Wah, dan itu **139 ribu itu udah net**, udah gak kena pajak lagi. (TK.02.009) [My, and that 139 thousand that already net, no tax anymore]
- (14) Terakhir, **aku mau bungkus pakai telur**. (RS.02.021) [Lastly, I want it wrapped with egg]
- (15) Dia **rasa pedes sama manisnya, ngebakar lidah. Bikin lidah kesemutan**. (RS.03.029) [He/she feels the hot and sweet, burning the tongue, Make the tongue tingling]

In utterance (12) the food vlogger Mgdalenaf informed about the menu she ordered, sauced squid of the hot level, in her vlog entitled “Finding Giant Chilli Squid in Bandung”. Meanwhile, information about food prices was informed by Tanboy Kun in utterance (13); the way to eat the food was informed by Ria SW in utterance (14); and food tastes also by Ria SW in utterance (15).

In order to tell about the food being reviewed, food vloggers use assertive illocutionary acts in the vlog discourses. They also use lexicon related to the food they are describing. The language realization consists of nominal lexicon, either in the singular or plural forms, or nominal phrases to describe the kind of the food, its ingredients, spices, cookers and cutlery sets, food contents, and complements. The nominal lexicon, as mentioned by Alwi, *et.al.* (2005), consists of words that refer to humans, animals, objects, and concepts or thoughts.

- (16) Jadi, gua sendiri, *tuh*, ga cuma pake **babat**, tapi ada gua campur **usus** juga, gua pakein **jantung** juga. (NC.01.018) [So, as for me myself, see, not only with beef tripe, but I also, mix it with intestine, I also take beef heart]
- (17) Ini dia **seblak komplit** yang gua pesan. (MG.02.106) [Here it is the complete *seblak* dish that I ordered]

In the lexicon in Data (16), the words *tripe*, *intestine*, and *heart* are in singular uncountable forms because they do not exist in smaller units (Ramlan, 2001). Meanwhile, the nominal phrase is found in Data (17). The lexicon complete *seblak* dish consists of three words that do not exceed the function limit (Ramlan, 2005).

Other than lexicon in the singular forms, complex forms, or phrasal forms, in the food vlog discourses, vloggers also use verbal lexicon in the singular, complex, and phrasal forms. The verbal lexicon is used as one to express actions, processes, or conditions which are not adjectives or qualities (Alwi, *et.al.*, 2005). These lexicon forms are used to tell about methods of cooking, ways to set up the table, and ways to eat the food.

- (18) Dia gak digoreng, dia, *tuh*, **dipanggang** dengan api yang super kecil. (RS.03.122) [It's not fried. It, see, is roasted on fire which is super small]

In Data (18), is found the lexicon for cooking methods used in Ria SW's food vlog entitled "SPICIEST FOOD IN DEGU #19". In this food vlog, Ria SW described the method of baking *mayakppang*, bread with corn and milk fillers specific of the city of Daegu. Ria SW described that *mayakppang* is baked by roasting on a very small fire.

The last language forms which are used in the functions of describing the food being reviewed are adjectival lexicon in the singular, complex, and phrasal adjectives. The lexicon in the adjectival forms are those which are used to tell about something which are stated by the nominals (Alwi, *et.al.*, 2005). This lexicon is used to describe the visage of the food, serving, aroma, texture, temperature, ripe level, and taste of the food.

- (19) Terus yang bedain telur ini daripada telur warteg lainnya, di sini, *tuh*, banyak banget warteg, ini, *tuh*, apa, ya, pas dimakan telornya **wangi** gitu, *'kan*. (MG.01.054) [And then, what makes this egg different from others of the other shops, here, see, when eaten, the egg tastes flowery, that way, right?]
- (20) **Gurih-gurih**, garing, tapi masih ada juicy-juicy di dalam dagingnya. (N/1.2.19/57) [Tasty-tasty, dry, but there is still juicy-juicy in the meat]

In Data (19) a lexicon in the singular adjectival form can be found in the classification of food aromas. The word is flowery. The word flowery carries the meaning of "delicious aroma". In the context of the utterances above, the word flowery is used by Mgdalenaf to describe the aroma of *qimpul* egg that she ordered.

The lexicon tasty-tasty in Data (20) is an adjective in the repeated form which has the base morpheme tasty. The repetition in the use of the adjective tasty carries the sense of intensity. In the context of Data (20), the lexicon tasty-tasty is used to express that the tasty taste of the meat is very strong.

The last function of the content element is related to the comments or opinions of the food vlogger of the food being reviewed. This function is realized by the use of the expressive illocutionary acts. In reference to the theory mentioned by Searle (1969), by the expressive illocution, the food vlogger states or shows his/her psychological stance on a certain situation. This is in line with the studies conducted by Nurhayati & Prasetyo (2022) and Lacsina (2023).

In order to give comments or opinions about the supremacy of the food being reviewed, the food vlogger uses the expressive illocutionary act praising. The vlogger expresses his/her admiration of the food.

- (21) *Wow, the best! Wow!* Ini, *nih*, yang gue suka walaupun dia pakai santan, tapi, *tuh*, dia tetap ringan, gak berat, gak bikin enek. (MG.02.074) [This here that I love though using coconut cream, but, see, is still light, not heavy, not making nauseated]

Utterance (21) belongs to the expressive illocutionary act of praising. Data (21) is found in the utterances of the vlogger Mgdalenaf when tasting the food she ordered, Betawi soto. In the context of these utterances, MG Dalenaf praised Betawi soto which remained light, and not nauseating, although

coconut cream was used in the making. Besides, the interjection *Wow* and exclamation the best enunciated her praise about the taste of the food she ordered.

On the other hand, in order to state a deficiency in the food being reviewed, food vloggers use the expressive illocutionary acts of criticizing. The expressive illocutionary acts of criticizing is used to criticize, giving evaluation or assessment on the food, drink, or culinary experiences in general. In this case, the vloggers give the critiques to a person.

- (22) Kerupuk nggak ada kayaknya, nih, nggak pake kerupuk. (NC.01.029) [No crispies it seems, here, not using crispies]

Utterance (22) belongs to the expressive illocutionary act of the criticism type. This speech assertion was pronounced by the vlogger, Nex Carlos, after receiving the fried rice he ordered. In this speech assertion, Nex Carlos gave criticism concerning the food complement in the food place regretting the unavailability of chips. This is based on the habit that chips are food complements that are usually available in food places that sell fried rice.

Besides language expressions in the forms of lexicon and illocutionary acts, in the content element of the vlog discourse structure, another linguistic feature in the form of code switching is also dominant. Food vloggers often mix two or more languages (codes) in their contents by inserting items from other languages into the source language (Suwandi, 2008; Nababan, 1993; Suwito, 1983).

From findings of various research studies, the phenomenon of code switching is much found in the YouTube vlogs, such as the ones conducted by Nirmala, *et.al.*, (2020) and Saragih, *et.al.* (2024). Meanwhile, food vloggers who used code mixing in their contents were reported from studies conducted by Ulfiana (2021), Pradinta, *et.al.* (2022), and Retnosari (2023), and from the contents of the YouTube culinary channel by Budiono Sukses.

Food vloggers use Indonesian as the main code. Meanwhile, items from other languages that are often used in the vlogs are regional languages, like Javanese, and foreign languages, like English. English is the most language that is often inserted in the Indonesian vlogs.

The most frequent form of code mixing by food vloggers is that of the adjectival lexicon or phrases for explaining food tastes. Examples of these uses include *beefy*, *creamy*, *crispy*, *crunchy*, *juicy*, *moist*, *spicy*, *ngeblend*, *fluffy* banget [very], *moist* banget, cukup *strong* [strong enough], *rich* banget, and others. Code mixing is used in food vlog discourses because it gives an informal atmosphere in the discourse. As it is stated by Aslinda & Syafyahya (2007), the use of code mixing creates a relaxing situation and atmosphere.

There are several factors that incite the use of code mixing in food vlog discourses. First, there is no exact similarity corresponding to the word in the Indonesian language. This is equal to what is stated about the reason for code switching in the study by Ohoiwutun (1997). Second, there is a tendency on the part of the vloggers to show prestige. Third, there is an inclination to using popular terms, as it is mentioned by Suandi (2014) concerning the causing factors to using code switching.

The last element in the food vlog discourse structure is the closing. The closing element in the discourse is to recommend the food or food place, to ask viewers to give responses, and to thank them for having watched the video. These functions are realized by using language forms of the directive illocutionary acts to recommend and direct to do something and expressive illocutionary acts to praise and express gratitude.

Using the directive illocutionary acts in the vlog discourse, the food vlogger performs a language expression that can give an influence to viewers to do what the vlogger expects them to do (Searle, 1969). Using the directive illocutionary acts in the discourse, the vlogger gives viewers recommendation to do something.

- (23) Ya, buat kalian yang pengen sensasi makan di *Star Cruises* gitu, tapi dengan *budget* terbatas, makan di sini aja. (NC.02.034) [Yes, for you who want sensation, eat in the *Star Cruises* like that, but with a restricted budget, just eat here]

Utterance (23) belongs to the directive illocution with the function of recommending. In the context of utterances (23), the vlogger (Nex Carlos) recommended an eating place to the viewers who wanted to make sensation of eating in the *Star Cruises*, a costly cruise ship. With a limited budget,

however, Nex Carlos recommended the small eating place “Warung Mbok War” which is also on board of a ship.

- (24) Bagi pecinta pedas kayak gua, patut, *sih*, ini. Harus coba di atas level 10 karena menurut gua ini masih bisa dinikmati banget. (MG.03.035) [For those who love hot, like me, this one is okay, here, see. Must try higher than level 10 because in my hunch this is worth enjoying, very]

In this utterance (24), there is, similarly, a directive illocution with the function of recommending. This time, the vlogger Mgdalenaf recommended the hot *seblak* dish for those who liked this dish, like herself. For her, however, level 10 was not hot enough; so she recommended a level higher than 10.

In the closing element, food vloggers often ask viewers to give responses in order to keep the interaction. Vloggers, for example, ask viewers to like the vlog, write comments, share contents, subscribe to the channel, or join other social media accounts. These functions are realized by vloggers by using language forms of the directive illocutionary acts of the requesting type. The examples below are often found in the closing element of the *food vlog*.

- (25) Jangan lupa *like*, *share*, dan *comment* videonya. (NC.01.051) [Don't forget to like, share, and comment on the video]
- (26) Dan jangan lupa juga cek instagram gua, @MGDALENAF untuk rekomendasi kuliner lainnya. (MG.03.057) [And don't forget to also check my Instagram, @MGDALENAF, for recommendation for other culinaries]

In data (25), there is a speech act to ask for responses in Nex Carlos' *food vlog* entitled “NASI GORENG BABAT GONGSO 3 JAM UDAH ABIS!!!” [Tripe Fried Rice (with no frying oil) 3 hours sold out]. In this vlog, Nex Carlos asked the viewers to like, share, and spread the vlog he uploaded. Meanwhile, data (26) contain the speech act of asking for responses from the viewers in the the *food vlog* entitled “TANGAN & PERUT SAKIT KARENA SEBLAK INI!” [Arm & Stomach ache because of this *seblak* dish] uploaded by Mgdalenaf. In this vlog, Mgdalenaf asked the viewers to give responses about her video and also check her Instagram account for recommendation for other culinary places.

Expressing gratitude to the viewers at the end of the vlog is the action of the food vlogger in appreciating them for having spent their time to watch the culinary content he/she uploaded. This expression is conducted by the food vlogger by using the expressive illocutionary act with the function of thanking. In this case, the food vlogger states his/her psychological attitude concerning a certain situation (Searle, 1969).

- (27) Oke, Men, *thank you*, udah selesai kita, udah kenyang kita hari ini. (NC.04.088) [Okay, Men, thank you, we are done, we've been full today]

In Data (27) there is an expression of gratitude that is pronounced directly in Nex Carlos' *food vlog* entitled “AYAM PANGGANG GULING ALATNYA BIKIN SENDIRI!!!” [Roasted full chicken the tools are self-made]. In this vlog, Nex Carlos expressed his gratitude to the viewers of his content, whom he often addressed as Mamen. Besides appreciating the viewers for having attended his content, the thanking expression was also used as a marker of the end of the vlog that he uploaded.

CONCLUSION

The food vlog discourse is not constructed randomly. In the food vlog discourse, there is a structure that develops the narration integratively. Just like in other discourses in general, the structure of the food vlog discourse consists of the elements of opening, content, and closing. Each of the discourse elements has its own functions. In the outline, the opening element functions to open the preliminary information about the video and build interaction with the viewers; the content element functions to review the food; and the closing element functions to give recommendations and thank the viewers for having watched the vlog. The functions in each elements are realized through linguistic units of lexicon and illocutionary acts for various specific functions. Structural analyses of the food vlog discourse can give adequate and systematic information about the food reviewed by the food vlogger.

This study can be followed up by further research to know other things related to food vlogging such as specific lexicon and speech acts used in the food vlogs.

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