

**From YouTube to TikTok: Speech Acts and Implicatures in Cryptocurrency
Influencer Discourse and Its Clipper-Mediated Recontextualization**

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Abstract

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The rapid growth of social media has transformed financial communication, enabling influencers to shape public understanding of cryptocurrency through language that is continuously reproduced and reinterpreted across digital platforms. This study investigates speech acts and conversational implicatures in Timothy Ronald's cryptocurrency discourse and examines how his YouTube utterances are recontextualized through TikTok clipper accounts and audience responses. Grounded in cyberpragmatics, the study employed a qualitative descriptive design. Thirty utterances were collected from YouTube and TikTok, of which eight representative utterances were purposively selected for in-depth analysis. The utterances were analyzed using Speech Act Theory (Austin, 1962; Searle, 1969), Conversational Implicature Theory (Grice, 1975), and thematic analysis (Braun & Clarke, 2006). The findings reveal that Timothy Ronald's YouTube discourse is characterized primarily by assertive and directive speech acts that construct authority, display investment conviction, and promote long-term financial perspectives. Several implicature patterns emerged from the analysis, including aspirational, authority-building, conviction-display, authority-amplification, FOMO-related, satirical, humorous, and solidarity-building meanings. The findings also demonstrate that TikTok clipper accounts actively reshape the pragmatic force of the original utterances through amplification, reframing, and audience interaction, transforming authoritative discourse into a negotiated communicative space. The study contributes to the development of cyberpragmatics by demonstrating how speech acts and conversational implicatures are reconstructed through cross-platform recontextualization in financial influencer discourse,

Kata Kunci:

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thereby extending existing understanding of digital pragmatic meaning-making in the Indonesian context.

Abstrak

Pesatnya perkembangan media sosial telah mengubah cara komunikasi keuangan dilakukan, memungkinkan para influencer membentuk pemahaman masyarakat mengenai cryptocurrency melalui penggunaan bahasa yang terus direproduksi dan direinterpretasi di berbagai platform digital. Penelitian ini mengkaji tindak tutur dan implikatur percakapan dalam wacana cryptocurrency Timothy Ronald serta menelaah bagaimana tuturan-tuturannya di YouTube direkontekstualisasi melalui akun clipper TikTok dan respons audiens. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan landasan teori siberpragmatik. Sebanyak tiga puluh tuturan dikumpulkan dari YouTube dan TikTok, dengan delapan tuturan representatif yang dipilih secara purposif untuk dianalisis secara mendalam. Analisis dilakukan menggunakan Teori Tindak Tutur (Austin, 1962; Searle, 1969), Teori Implikatur Percakapan (Grice, 1975), dan analisis tematik (Braun & Clarke, 2006). Hasil penelitian menunjukkan bahwa wacana Timothy Ronald di YouTube didominasi oleh tindak tutur asertif dan direktif yang membangun otoritas, menunjukkan keyakinan dalam berinvestasi, serta mendorong perspektif investasi jangka panjang. Analisis juga mengidentifikasi berbagai pola implikatur, yaitu implikatur aspirasional, pembangunan otoritas, penegasan keyakinan, penguatan otoritas, FOMO (*fear of missing out*), satir, humor, dan pembangunan solidaritas. Temuan penelitian juga menunjukkan bahwa akun clipper TikTok secara aktif membentuk ulang daya pragmatis tuturan asli melalui penguatan, pembingkai ulang, dan interaksi audiens, sehingga mengubah wacana yang semula bersifat otoritatif menjadi ruang komunikasi yang bersifat negosiatif. Penelitian ini berkontribusi pada pengembangan kajian siberpragmatik dengan menunjukkan bagaimana tindak tutur dan implikatur percakapan direkonstruksi melalui rekontekstualisasi lintas platform dalam wacana influencer keuangan, sehingga memperluas pemahaman mengenai pembentukan makna pragmatis dalam komunikasi digital di konteks Indonesia.

INTRODUCTION

The rapid growth of social media has transformed the way people create, share, and interpret information. Platforms such as YouTube and TikTok have become major spaces for public communication, where content creators not only disseminate information but also influence opinions, attitudes, and behavioral decisions through language. In Indonesia, financial influencers have increasingly utilized these platforms to promote investment literacy and discuss cryptocurrency, attracting large audiences, particularly among Generation Z. Within this digital environment, language is not merely a tool for transmitting information; it functions as a means of performing social actions across various interactional contexts. From a pragmatic perspective, an utterance is understood as more than a vehicle for delivering propositional content; it constitutes an action with a particular communicative purpose (Kunjana Rahardi et al., 2025). Through language, speakers express opinions, provide advice, criticize, persuade, and construct social relationships (Hambali et al., 2024; Sumarlam et al., 2024). This phenomenon becomes increasingly complex in digitally mediated communication, where utterances are continuously reproduced, reinterpreted, and negotiated across social media platforms (Yus, 2011).

In contemporary Indonesia, financial content creators have emerged as influential voices in shaping youth attitudes toward investment, especially (Vu et al., 2025). Timothy Ronald, a 25-year-old investor and founder of Akademi Crypto, has accumulated more than three million YouTube subscribers and is popularly known as Indonesia's "*Raja Kripto*" (Crypto King). His YouTube videos, typically lasting between 20 and 60 minutes, are characterized by a distinctive direct, informal, and assertive style. However, the reach of his discourse extends far beyond his own channel: short clips of his statements are continually reposted by independent TikTok accounts known as "clippers," which extract memorable utterances, add captions or commentary, and circulate them to substantially larger audiences.

This clipper-mediated circulation creates a distinctive pragmatic phenomenon (Roberts & Wahl-Jorgensen, 2022). The original speaker (Timothy

Ronald) loses control over the contextual framing of his words once they enter the clipper ecosystem. Captions, edits, comments, and replies introduce new layers of meaning that may amplify, subvert, or ironize the original utterance (Tymbay, 2024). The same statement that functions as authoritative financial advice on YouTube may become satirical critique, humorous self-deprecation, or solidarity-building community speech when recontextualized on TikTok (Pertiwi et al., 2023).

This phenomenon indicates that linguistic analysis of social media discourse cannot focus solely on the literal meaning of utterances. Speech acts and implicit meanings embedded within utterances must also be examined. Speech Act Theory, originally developed by (Austin, 1962) and later refined by (Searle, 1969), posits that every utterance performs a particular function, such as stating, requesting, or expressing emotion. Complementing this, (Grice, 1975) Conversational Implicature explains that communicative meaning is often not stated explicitly but conveyed through context-dependent implications generated through the flouting of conversational maxims. This theoretical perspective is further extended into digital communication by the cyber-pragmatic framework (Kunjana Rahardi et al., 2025; Yus, 2011), which addresses the platform-specific constraints that reshape how speech acts and implicatures are produced and interpreted.

Previous studies have examined speech acts, implicatures, influencer communication, and digital discourse across various online platforms. These studies provide a foundation for understanding how pragmatic meaning is constructed and interpreted in social media communication. (Chen et al., 2023) analyzed speech acts in YouTube influencer marketing videos and found that assertive speech acts were the most dominant, followed by expressive, commissive, and directive speech acts. Their study also demonstrated that directive speech acts generated higher audience engagement. Similar to the present study, Chen et al. applied Searle's speech act framework to analyze influencer discourse on YouTube. However, their study focused on commercial marketing videos and employed a quantitative approach, whereas the present study adopts a qualitative cyber-pragmatic perspective and investigates cross-platform recontextualization between YouTube and TikTok.

(Vu et al., 2025) investigated the influence of parasocial interaction and source credibility on audience engagement with social media influencers. Their findings indicated that perceived expertise and social attractiveness significantly increased audience trust and willingness to follow influencer recommendations. While both studies focus on influencer communication, Vu et al. examined influencer credibility from a marketing perspective, whereas the present study explores how authority is linguistically constructed through speech acts and implicatures.

(Tymbay, 2024) analyzed conversational implicatures in Russian media discourse on Telegram. The findings demonstrated that implicatures were frequently used to express criticism, irony, and indirect meanings. Similar to the present study, Tymbay employed Grice's Conversational Implicature theory to examine implicit communication in digital discourse. However, the study focused on political media communication, while the present research investigates financial influencer discourse in Indonesian social media contexts.

(Roberts & Wahl-Jorgensen, 2022) examined the recontextualization of discourse across media platforms. Their findings showed that the authority and meaning of original messages can be amplified, transformed, or challenged when redistributed by third parties. This study is particularly relevant to the present research because both investigate the effects of discourse recontextualization. Nevertheless, Roberts and Wahl-Jorgensen focused on political-media content, whereas the present study examines financial-influencer discourse distributed through TikTok clipper accounts.

Within the Indonesian context, (Kunjana Rahardi et al., 2025) explored visual multimodal cybertext within the framework of cyber-pragmatics and found that meaning in digital communication is constructed through the interaction of verbal and non-verbal elements. Similarly, (Sumarlam et al., 2024) demonstrated that assertive and directive speech acts function as persuasive strategies in Indonesian digital commerce. (Hambali et al., 2024) revealed that expressive speech acts in YouTube comment sections play an important role in building solidarity and community engagement among users. Furthermore, (Ningsih et al.,

2025) found that linguistic creativity in Generation Z TikTok comments functions as a strategy for identity construction and community building. While these studies contribute significantly to the understanding of Indonesian digital communication, they do not specifically address the pragmatic transformation of influencer discourse across interconnected social media platforms.

Although prior Indonesian pragmatic studies have explored speech acts and implicatures in various digital contexts (Hambali et al., 2024; Sultan et al., 2023; Sumarlam et al., 2024), and international studies have examined recontextualization in media discourse (Roberts & Wahl-Jorgensen, 2022; Tymbay, 2024), no study has specifically examined the pragmatic shifts that occur when influencer discourse is recontextualized through clipper-mediated platforms. This represents a significant gap, particularly given the growing role of financial influencers in shaping youth investment behavior in Indonesia.

Accordingly, this study aims to analyze the speech acts and implicatures in Timothy Ronald's YouTube cryptocurrency discourse and their recontextualization through TikTok clipper accounts, specifically examining the types of speech acts employed in his original YouTube discourse; the speech acts and implicatures that emerge when his utterances are recontextualized through TikTok clipper accounts and audience responses, and how pragmatic meaning shifts across the two interconnected platforms. The findings are expected to contribute to the development of Indonesian cyber-pragmatics, particularly by extending existing recontextualization frameworks to the clipper-mediated discourse of financial influencers, a platform configuration that remains underexplored in prior Indonesian pragmatic studies.

METHOD

This study employed a qualitative descriptive design to investigate speech acts and conversational implicatures in Timothy Ronald's cryptocurrency discourse on YouTube and its recontextualization through TikTok clipper accounts. The study was grounded in the cyber-pragmatics framework (Yus, 2011), which examines how pragmatic meanings are constructed, negotiated, and interpreted in digitally

mediated communication. A qualitative approach was adopted because the study focused on interpreting the communicative functions and contextual meanings of language rather than measuring linguistic phenomena quantitatively (Kunjana Rahardi et al., 2025).

The data were collected over a two-month period, from April to May 2026, using the documentation method, which involved observing, transcribing, and archiving publicly accessible digital content. The data consisted of eight representative utterances obtained from two interconnected social media platforms. Four utterances were selected from Timothy Ronald's official YouTube channel, while the remaining four utterances were obtained from three reposted videos shared by TikTok clipper accounts, namely "Timothy Ronald," "ReasonVoid_," and "CLIPPER EDUKASI," together with one audience comment posted on a TikTok clipper account. Although one clipper account used the name "Timothy Ronald," it was an independent reposting account rather than Timothy Ronald's official TikTok account.

Purposive sampling was employed to select the representative utterances. Before the final selection, approximately fifteen YouTube videos discussing cryptocurrency were observed. The videos were then screened based on four criteria: (1) they were original videos uploaded to Timothy Ronald's official YouTube channel during 2024-2025; (2) they focused on cryptocurrency-related topics; (3) they had relatively high audience engagement, indicated by a large number of views; and (4) they contained utterances demonstrating clear speech-act functions and potential conversational implicatures. Based on these criteria, four representative YouTube utterances were selected. The remaining four representative utterances were subsequently selected from three TikTok clipper accounts because they redistributed Timothy Ronald's original utterances and demonstrated how those utterances were reinterpreted across platforms. One audience comment was additionally selected because it clearly reflected audience interpretation and pragmatic responses to the recontextualized discourse.

The researchers served as the primary research instruments in collecting, coding, and interpreting the data. A coding sheet was employed to systematically record the source of each utterance, contextual information, speech-act categories, implicature types, and pragmatic interpretations. Each utterance was coded using the format [Speaker Code]/[Platform]/[Year-Month]/[Timestamp or Comment ID], where TR referred to Timothy Ronald, CL to Clipper Account, RC to Reaction Comment, and RV to Response to Video, while YT, TT, and PC represented YouTube, TikTok, and Podcast, respectively. To enhance the credibility of the findings, the coding and interpretation processes were independently examined by the three researchers. Any differences in classifying speech acts or identifying implicatures were discussed until consensus was reached. This peer-checking process was conducted to improve the consistency and trustworthiness of the analysis.

The data were analyzed using Speech Act Theory (Austin, 1962; Searle, 1969), Conversational Implicature Theory (Grice, 1975), and thematic analysis (Braun & Clarke, 2006). The analysis was conducted in five stages. First, all selected videos and comments were repeatedly observed and transcribed to achieve data familiarization. Second, utterances containing speech acts were identified and classified into assertive, directive, expressive, commissive, and declarative categories based on Searle's classification. Third, conversational implicatures were identified by considering the communicative context, the Cooperative Principle, and the flouting of Grice's conversational maxims. Fourth, utterances sharing similar pragmatic characteristics were coded and organized into broader themes through thematic analysis, allowing recurrent implicature patterns to emerge inductively from the data. Finally, the findings were interpreted by comparing Timothy Ronald's original YouTube discourse with its recontextualized forms on TikTok to explain how speech acts and implicatures shifted across platforms and how new pragmatic meanings were constructed through clipper-mediated redistribution and audience participation.

FINDINGS AND DISCUSSION

This section presents the results of the pragmatic analysis. The discussion is organized into four subsections: (1) summary of the representative utterances; (2) analysis of speech acts and implicatures in Timothy Ronald's YouTube discourse; (3) analysis of speech acts and implicatures in TikTok clipper recontextualization; and (4) pragmatic shifts across platforms.

Summary of Data Findings

Table 1 presents a summary of the eight representative utterances selected for in-depth analysis. Each utterance is classified according to its source, speech act type, and implicature subtype with its theoretical reference. The first four utterances represent Timothy Ronald's original YouTube discourse; whereas the remaining four utterances represent recontextualization through TikTok clipper captions and audience comments.

Table 1. Summary of Speech Acts and Implicatures in Timothy Ronald's YouTube Discourse and Its TikTok Clipper Recontextualization

No	Source/Code	Utterance (Excerpt)	Speech Act Type	Implicature Subtype (Theoretical Reference)
1	TR/YT/2024-08/02:37	<i>Gua bukan mau ajak lu mau jual mau beli, gua bilang ini investasi jangka Panjang.</i>	Assertive	Aspirational Implicature (B. & Cialdini, 2021)
2	TR/YT/2025-05/18:42	<i>"Gua gagal berkali kali, kalian pasti gagal, kalian harus terima, itu gua ga akan nyerah."</i>	Assertive	Authority-building implicature (Vu et al., 2025)
3	TR/YT/2025-05/27:15	<i>"Waktu lu diambil untuk main game, kenapa enggak level up di kehidupan nyata?"</i>	Directive	Indirect critique - flouting Manner maxim (Grice, 1975)
4	TR/YT/2024-06/05:46	<i>"Lebih cepat lu percaya lebih cepat lu mendapatkan uang."</i>	Assertive	Conviction-display implicature-emergent category (Grice, 1975)
5	TR/TT/2025-04	<i>Clipper caption: "Wealth transfer terbesar yang pernah ada, dan kalian masih ragu?"</i>	Assertive	Authority amplification and FOMO (B. & Cialdini, 2021; Vu et al., 2025)

No	Source/Code	Utterance (Excerpt)	Speech Act Type	Implicature Subtype (Theoretical Reference)
6	RV/TT/2025-07	<i>"Trading crypto itu judi?"</i> 🎲	Assertive (interrogative surface)	Satirical - flouting Quality maxim (Grice, 1975; Tymbay, 2024)
7	CE/TT/2025-04	<i>"Papan hijau itu lagi"</i> 📺	Expressive	Humorous solidarity - flouting Manner maxim (Grice, 1975; Pertiwi et al., 2023)
8	RV/TT/2025-07	<i>"Berani ambil risiko, itu kunci kata Timothy!"</i>	Directive	Solidarity-building (Hambali et al., 2024; Sultan et al., 2023)

As shown in Table 1, the data reveal distinct pragmatic patterns across the two platforms. The YouTube data (Data 1-4) are characterized primarily by assertive and directive speech acts that construct investment perspectives, display conviction, and encourage audience engagement with cryptocurrency discourse. In contrast, the TikTok data (Data 5-8) demonstrate a wider range of pragmatic functions, including authority amplification, FOMO-related meanings, satire, humor, and solidarity-building interactions. The following subsections present a detailed pragmatic analysis of each datum.

Speech Acts in Timothy Ronald's YouTube Discourse

The following analysis examines four representative utterances drawn from Timothy Ronald's YouTube channel. These utterances illustrate the dominant pragmatic patterns of financial influencer discourse, including assertive expressions of investment belief, directive persuasive strategies, aspirational meanings, and conviction-oriented communication.

a. Assertive Speech Act (Visionary Persuasion)

Data 1 (TR/YT/2024-08/02:37)

"Gua bukan mau ajak lu mau jual mau beli, gua bilang ini investasi jangka Panjang."

Source: Timothy Ronald, YouTube channel <https://www.youtube.com/@TimothyRonald>, video from the Borong Bitcoin series, August 2024, at the 02:37 mark.

Context: Spoken in a video discussing Bitcoin as a long-term investment asset. Timothy Ronald explains his monthly Bitcoin accumulation strategy, emphasizes long-term financial planning, and clarifies that his content is intended for educational purposes rather than encouraging speculative trading or immediate buying and selling decisions.

Speech Act Analysis: This utterance is an assertive (representative) speech act because the speaker expresses his belief and evaluation regarding Bitcoin as a long-term investment. Through the statement “*gua bilang ini investasi jangka panjang*,” the speaker asserts a particular perspective rather than directly requesting or instructing the audience to perform an action. The utterance primarily functions to clarify the speaker’s position and strengthen the credibility of his investment argument.

Implicature Analysis: The utterance generates an aspirational implicature related to long-term financial growth and wealth accumulation. By describing Bitcoin as a “long-term investment,” the speaker implicitly encourages the audience to envision a more secure financial future through sustained investment practices. Although the speaker explicitly states that he is not inviting the audience to buy or sell, listeners may infer that adopting a long-term perspective toward Bitcoin is a rational strategy for achieving future financial benefits. This aspirational appeal functions persuasively by motivating audiences through the prospect of future success and financial advancement rather than through direct commands or immediate rewards, which is consistent with persuasive principles emphasizing future-oriented benefits (B. & Cialdini, 2021).

Discussion: This finding is consistent with previous studies that identify assertive speech acts as an important strategy for constructing credibility and authority in digital communication. By presenting Bitcoin as a “long-term investment,” Timothy Ronald positions himself as a knowledgeable financial influencer and encourages the audience to adopt a particular perspective toward cryptocurrency

investment. Although the utterance does not directly instruct the audience to act, it functions persuasively by framing Bitcoin as a rational and future-oriented financial choice. The aspirational implicature embedded in the utterance encourages listeners to envision future financial growth, reflecting persuasive mechanisms that motivate behavior through anticipated benefits (B. & Cialdini, 2021). This also supports the argument of (Tash et al., 2024) that cryptocurrency discourse on social media is often identity-shaping and emotionally persuasive.

b. Assertive Speech Act (Authority-building Through Failure Disclosure)

Data 2 (TR/YT/2025-05/18:42)

“Gua gagal berkali kali, kalian pasti gagal, kalian harus terima, itu gua ga akan nyerah.”

Source: Timothy Ronald, YouTube channel <https://www.youtube.com/@TimothyRonald>, motivational-financial video, May 2025, at the 18:42 mark. This is one of his frequently re-clipped statements on TikTok.

Context: Stated in a video where Timothy Ronald reflects on his journey and addresses young viewers about the inevitability of failure and the importance of persistence in business and investing.

Speech Act Analysis: This utterance is an assertive speech act because the speaker commits to the truth of three connected propositions: that he himself has failed repeatedly, that his audience will also inevitably fail, and that he will not give up. The first-person pronoun “*gua*” (I) and direct address “*kalian*” (you all) reinforce intimate, peer-level framing, while the parallel “*gua... kalian... gua...*” structure aligns the speaker and audience as co-experiencers of failure.

Implicature Analysis: The utterance generates an authority-building implicature through the strategic disclosure of personal failure. By admitting that he has failed repeatedly while emphasizing persistence, the speaker implicitly presents himself as a credible and experienced figure whose knowledge has been acquired through real-life challenges. The audience may therefore infer that his advice deserves attention because it is grounded in personal experience rather than theoretical knowledge alone. The statement “*kalian pasti gagal, kalian harus terima*” further

positions the speaker as an experienced guide who has already navigated the difficulties he predicts for his audience, thereby strengthening his authority and credibility.

Discussion: This pattern of disclosure-as-credibility corresponds to (Vu et al., 2025) findings on influencer source credibility, where perceived expertise and social attractiveness jointly enhance follower trust. (Kunjana Rahardi et al., 2025) multimodal cybertext analysis similarly observes that speakers strategically deploy personal narrative as a pragmatic resource. The assertive content combined with an implicit credibility-claim is characteristic of Indonesian financial influencer discourse aimed at Generation Z audiences.

c. Directive Speech Act (Indirect Critique)

Data 3 (TR/YT/2025-05/27:15)

“Waktu lu diambil untuk main game, kenapa enggak level up di kehidupan nyata?”

Source: Timothy Ronald, YouTube channel <https://www.youtube.com/@TimothyRonald>, video discussing youth productivity and GTA 6 (posted 12 May 2025), at the 27:15 mark. The utterance went viral after being recirculated by TikTok clipper accounts.

Context: Stated in a video discussing youth productivity, particularly addressing time spent on gaming after the release of GTA 6. The utterance triggered substantial online debate, including criticism that the speaker was dismissive of gaming as a hobby.

Speech Act Analysis: This utterance is a directive speech act realized through a rhetorical question. Although structurally interrogative, its pragmatic force is imperative the listener is being directed to reconsider how they allocate their time.

Implicature Analysis: The utterance generates an indirect critique implicature. The rhetorical question flouts (Grice, 1975) maxim of manner by avoiding direct command; instead, listeners must infer that the speaker views gaming as a misallocation of time relative to real-world advancement. The metaphor “level up” (a gaming term) is strategically borrowed to reframe productivity in terms familiar to gamer-audiences.

Discussion: This indirect strategy corresponds to (Tymbay, 2024) observations that implicit language allows speakers to convey critique while avoiding direct confrontation. Borrowing target-audience vocabulary to convey critique also exemplifies the pragmatic creativity (Kunjana Rahardi et al., 2025) describe in their multimodal cybertext analysis, and aligns with (Ningsih et al., 2025) finding that Generation Z digital communication relies on shared in-group lexical resources.

d. Assertive Speech Act (Conviction-Display)

Data 4 (TR/YT/2024-06/05:46)

“Lebih cepat lu percaya lebih cepat lu mendapatkan uang.”

Source: Timothy Ronald, YouTube channel, video discussing cryptocurrency investment and the importance of conviction in long-term financial decision-making, June 2024, at the 05:46 mark.

Context: Spoken in a YouTube video in which Timothy Ronald discusses the relationship between belief, commitment, and financial success in cryptocurrency investment. He argues that individuals who develop confidence in their investment thesis are more likely to take action and benefit from long-term opportunities. The utterance is delivered as part of his broader attempt to encourage a proactive investment mindset among young audiences.

Speech Act Analysis: This utterance is an assertive (representative) speech act because the speaker expresses a strong belief regarding the relationship between conviction and financial outcomes. Through the parallel construction “*lebih cepat lu percaya lebih cepat lu mendapatkan uang*” (the faster you believe, the faster you earn money), the speaker presents his evaluation as a generally valid principle rather than a direct instruction. The utterance functions to assert confidence in a particular investment perspective and reinforce the speaker’s credibility as an experienced investor.

Implicature Analysis: The utterance generates a conviction-display implicature. By presenting belief as a prerequisite for financial success, the speaker implicitly suggests that hesitation, doubt, or excessive skepticism may delay opportunities for wealth accumulation. Although the statement does not explicitly command the audience to invest, listeners may infer that developing confidence in a long-term

investment strategy is necessary for achieving positive financial outcomes. The concise and aphoristic formulation strengthens the impression of certainty and commitment, making the message highly memorable and persuasive.

Discussion: This finding demonstrates how assertive speech acts can be employed to project confidence and authority in influencer discourse. Rather than providing detailed financial reasoning, Timothy Ronald condenses a complex investment philosophy into a brief and impactful statement that emphasizes conviction as a key determinant of success. This persuasive strategy aligns with (Chen et al., 2023), who found that influencer communication often relies on concise and memorable formulations to increase audience engagement. It also supports (de Souza, K. G., Barboza & Garruti, 2024), who observed that cryptocurrency discourse frequently combines persuasive language with future-oriented financial narratives. Through this conviction-display implicature, the speaker strengthens audience trust while reinforcing the legitimacy of his investment perspective.

Speech Acts and Implicatures in TikTok Clipper Recontextualization

The following analysis examines four representative utterances drawn from TikTok clipper accounts and audience comment sections. These utterances illustrate how Timothy Ronald's original discourse is recontextualized amplified, subverted, ironized, or mobilized for solidarity-building.

a. Assertive Speech Act (Authority-Amplification by Clipper)

Data 5 (TR/TT/2025-04)

“Wealth transfer terbesar yang pernah ada, dan kalian masih ragu?”

Source: TikTok clipper account (representative example: <https://vt.tiktok.com/ZSxTA7sCU/>), April 2025. The clip re-uploads a Timothy Ronald statement about Bitcoin representing the largest wealth transfer in history and pairs it with this condensed, rhetorical caption.

Context: The clipper extracts and reframes Timothy Ronald's thesis that Bitcoin represents the greatest generational wealth transfer, adding a rhetorical challenge (*“dan kalian masih ragu?”* / “and you still doubt it?”) that activates FOMO in the audience.

Speech Act Analysis: This utterance is an assertive (representative) speech act because the speaker expresses a strong evaluation of the current cryptocurrency market situation. By describing the moment as the “largest wealth transfer ever,” Timothy Ronald presents his belief that a significant financial opportunity is taking place. Although the utterance is formulated as a rhetorical question (“*dan kalian masih ragu?*”), it does not genuinely seek information from the audience. Instead, the question functions to reinforce the speaker’s assertion and emphasize his confidence in the investment opportunity being discussed. Through this rhetorical structure, the speaker encourages audience agreement while strengthening the persuasive impact of his claim.

Implicature Analysis: The utterance generates a combined authority-amplification and FOMO implicature. The clipper does not merely relay Timothy Ronald’s claim but restructures it for viral impact: the compressed headline erases the original nuance and replaces it with an unambiguous imperative. The FOMO mechanism operates through the scarcity frame viewers infer that the wealth transfer is already happening and that remaining hesitant means being left behind. This corresponds to Cialdini’s (2021) scarcity principle and (Przybylsky et al., n.d.) FOMO construct.

Discussion: This finding extends (Vu et al., 2025) framework on influencer source credibility by demonstrating that clipper accounts do not simply redistribute content but actively repackage it to maximize persuasive impact. (Roberts & Wahl-Jorgensen, 2022) similarly observed that third-party reposting can amplify and transform original discourse authority. The FOMO-loaded reframing is consistent with (Tash et al., 2024) finding that cryptocurrency social-media discourse is dominated by anticipation and urgency as dominant emotional registers.

b. Satirical Speech Act (Flouting of Quality Maxim)

Data 6 (RV/TT/2025-07)

“Trading crypto itu judi? 🎲”

Source: Audience response to video (RV), TikTok, July 2025. Posted under a TikTok clipper video of Timothy Ronald promoting cryptocurrency investment, during the period when the legality and ethics of crypto trading were publicly debated in Indonesia.

Context: Posted under a clipper video of Timothy Ronald's investment recommendations, during a period in which the legality and ethics of crypto trading were publicly debated in Indonesia. The thinking face emoji signals deliberate ambiguity: the question may be sincere, ironic, or both simultaneously.

Speech Act Analysis: This utterance is structurally interrogative but its illocutionary force is assertive-satirical. The commenter does not genuinely seek an answer; rather, the question performs a challenge to the foundational premise of the influencer's discourse that cryptocurrency investment is a legitimate and rational financial activity rather than gambling.

Implicature Analysis: The implicature is generated through flouting (Grice, 1975) maxim of quality. By framing the challenge as a question rather than an assertion, the commenter generates the implicature that Timothy Ronald's investment advice may be indistinguishable from promoting gambling a destabilizing critique that community members must process and respond to. The ambiguity sustained by the thinking face emoji amplifies the implicature: it is simultaneously readable as sincere inquiry, ironic attack, and community provocation.

Discussion: This pattern extends (Tymbay, 2024) observation that implicit language in social media enables speakers to deliver critique while maintaining deniability. It also aligns with (Ningsih et al., 2025) finding that Generation Z TikTok commenters use ambiguous, multi-layered language to negotiate identity and community values. The comment functions as a community-level regulatory mechanism, inviting followers to interrogate rather than uncritically endorse the influencer's investment framing.

c. Expressive Speech Act (Humorous Community Solidarity)

Data 7 (CE/TT/2025-04)

"Papan hijau itu lagi 🤔"

Source: Reaction comment (CE), TikTok, April 2025. Posted under a TikTok clipper featuring Timothy Ronald's bullish market prediction during a Bitcoin price rally.

Context: "Papan hijau" (green boards) is established cryptocurrency community slang for a market rally, referring to the green color of rising price indicators on

trading dashboards. The exploding head emoji (🤯) in Generation Z digital discourse signals overwhelming excitement, disbelief, or cognitive overload here functioning as an intensifier of amazement at the market recovery.

Speech Act Analysis: This utterance is an expressive speech act conveying intense excitement and communal celebration. Its illocutionary force is simultaneously a personal emotional expression and a community solidarity signal an invitation to co-experience the market rally as a shared in-group moment.

Implicature Analysis: The utterance generates a humorous solidarity implicature through flouting (Grice, 1975) maxim of manner. The radically compressed expression four words plus one emoji deliberately understates what is a highly significant investment event. The audience must decode the minimalist utterance against the shared context of the market rally to access the full emotional meaning. The brevity is itself the humor: it performs the community's collective understated delight. Simultaneously, the comment implicitly validates Timothy Ronald's bullish prediction, extending his authority retrospectively.

Discussion: This finding corresponds to (Pertiwi et al., 2023) observation that humor in Indonesian YouTube and TikTok discourse frequently operates through deliberate compression and shared contextual knowledge. (Ningsih et al., 2025) analysis of Generation Z TikTok comments similarly documents how minimal expressions function as solidarity markers that reinforce community bonds. The comment also demonstrates the authority-validation dynamic (Roberts & Wahl-Jorgensen, 2022) describe: audience expressives can function as implicit endorsements that reinforce the original influencer's credibility.

d. Directive Speech Act (Solidarity-Building)

Data 8 (RV/TT/2025-07)

"Berani ambil risiko, itu kunci kata Timothy!"

Source: Audience response to video (RV), TikTok, July 2025. Posted under a TikTok clipper of Timothy Ronald discussing investment courage during a period of market volatility.

Context: Posted during a period of market volatility, when many Generation Z investors were hesitating. The commenter invokes Timothy Ronald's personal

philosophy (“*berani ambil risiko*” / “dare to take risks”) as a motivational directive to fellow community members.

Speech Act Analysis: This utterance is a directive speech act urging fellow community members to adopt a risk-taking posture in their investment decisions. The invocation of Timothy Ronald’s name and catchphrase functions as an authority appeal that elevates the directive from personal opinion to endorsed community wisdom.

Implicature Analysis: The implicature is one of solidarity-building. Beyond the literal instruction to take risks, the utterance reaffirms the core identity values of the Timothy Ronald community: courage, boldness, and willingness to act against mainstream financial conservatism. The phrase “*itu kunci kata Timothy*” (that’s Timothy’s key word) constructs Timothy Ronald as an authoritative source whose principles serve as community doctrine, creating a chain of delegated authority: community members cite the influencer to direct each other.

Discussion

The findings of this study demonstrate that speech acts and conversational implicatures in cryptocurrency influencer discourse perform multiple pragmatic functions across digital platforms. While assertive speech acts dominate Timothy Ronald’s original YouTube discourse by constructing credibility, investment authority, and educational positioning, directive and expressive speech acts become increasingly prominent after the discourse is recontextualized through TikTok clipper accounts and audience interactions. This indicates that pragmatic meaning is not fixed within the speaker’s original utterances but is dynamically reconstructed through platform-specific communication practices and audience participation. Consequently, speech acts in digital financial communication function not only as linguistic expressions but also as persuasive resources that shape audience beliefs, attitudes, and investment-related decision-making.

These findings support (Searle, 1969) theory of speech acts by demonstrating that assertive speech acts extend beyond conveying factual information. In the present study, Timothy Ronald’s assertive utterances construct

an investment ideology by presenting long-term cryptocurrency investment as a rational, responsible, and desirable financial strategy. Although the utterances do not explicitly instruct audiences to invest, they implicitly encourage audiences to internalize particular investment values through the speaker's perceived expertise and personal experience. This suggests that, within financial influencer discourse, assertive speech acts simultaneously perform epistemic, persuasive, and ideological functions.

The findings are also consistent with previous studies. (Chen et al., 2023) reported that assertive speech acts dominate influencer communication because they strengthen audience trust and credibility. Likewise, (B. & Cialdini, 2021) argues that persuasive communication frequently motivates audiences through future-oriented benefits rather than explicit commands. The present study confirms these perspectives by showing that Timothy Ronald persuades audiences through educational narratives and investment experience instead of direct promotional messages. However, unlike previous studies that primarily examined influencer discourse in commercial marketing contexts, this research demonstrates that cryptocurrency influencers establish persuasion by presenting personal financial beliefs as objective investment knowledge. As a result, audiences are encouraged to accept particular investment perspectives without perceiving the discourse as direct persuasion.

Another important finding concerns the role of clipper-mediated recontextualization. The study reveals that TikTok clipper accounts do not merely redistribute Timothy Ronald's original content but actively reshape its pragmatic force. Through selective editing, shortened captions, rhetorical reformulations, and audience comments, the original educational discourse is transformed into messages emphasizing urgency, authority, fear of missing out (FOMO), humor, satire, and community solidarity. This finding suggests that recontextualization functions as an active pragmatic process in which meaning is collaboratively reconstructed by influencers, clipper accounts, and audiences rather than simply transferred across platforms.

This finding also supports (Yus, 2011) cyber-pragmatic framework, which argues that meaning in digitally mediated communication is not determined solely by linguistic forms but is continuously reconstructed through technological mediation, audience interpretation, and platform-specific interaction. In this study, Timothy Ronald's original YouTube utterances acquire new pragmatic meanings after being redistributed on TikTok, where editing practices, algorithmic visibility, and audience participation reshape their communicative functions. These findings demonstrate that digital platforms actively participate in meaning construction instead of serving merely as channels for information transmission.

Overall, this study extends existing cyber-pragmatic research by demonstrating that speech acts in financial influencer discourse are not merely linguistic acts performed by individual speakers but are socially reconstructed through digital redistribution and audience participation. The findings further indicate that clipper-mediated recontextualization transforms pragmatic meaning into a collaborative process in which credibility, persuasion, authority, humor, and investment ideology are continuously negotiated across social media platforms. Therefore, this study contributes to cyber-pragmatics by showing that pragmatic meaning in financial influencer communication emerges through the interaction between language, digital technology, platform affordances, and online communities, rather than from the speaker's utterances alone.

CONCLUSION

This study examined speech acts and implicatures in Timothy Ronald's cryptocurrency discourse on YouTube and its recontextualization through TikTok clipper accounts and audience responses. The findings reveal that Timothy Ronald's original YouTube discourse is characterized primarily by assertive and directive speech acts that construct authority, display investment conviction, and encourage particular financial perspectives among Generation Z audiences. Through thematic analysis, the study identified several recurring implicature patterns, namely aspirational, authority-building, conviction-display, authority-

amplification, FOMO-related, satirical, humorous, and solidarity-building meanings.

The findings further demonstrate that recontextualization on TikTok substantially transforms the pragmatic functions of the original utterances. Rather than merely redistributing content, clipper accounts actively amplify, reshape, and reinterpret the speaker's intended meanings, while audience comments contribute additional layers of evaluation, humor, criticism, and solidarity. As a result, influencer discourse shifts from a relatively monological form of communication into a dynamic and negotiated interaction involving multiple participants.

Four major pragmatic shifts were identified across platforms: from monologue to dialogue, from assertive-directive discourse to a mixed pragmatic palette, from predominantly literal meanings to implicature-driven interpretations, and from centralized authority to negotiated authority. These shifts demonstrate that meaning on social media is not fixed within the original utterance but is continuously reconstructed through redistribution, reinterpretation, and audience participation.

This study contributes to cyber-pragmatics by extending the understanding of how speech acts and implicatures evolve within influencer-mediated communication across digital platforms. Future research may examine larger datasets, different financial influencers, or other forms of social media recontextualization to further explore the dynamic relationship between language, persuasion, and digital participation.

The findings also provide practical implications for several stakeholders. For financial influencers and digital content creators, the study highlights the importance of carefully constructing speech acts, as linguistic choices influence not only audience persuasion but also the interpretation of messages when redistributed across different social media platforms. For clipper account administrators, the findings demonstrate that selective editing and captioning may substantially reshape the pragmatic meaning of the original discourse, thereby influencing audience perception. Furthermore, the study contributes to digital media literacy by encouraging audiences to critically interpret recontextualized content rather than

relying solely on short clips circulated on social media. These implications may also serve as a reference for future researchers interested in cyber-pragmatics, influencer communication, and cross-platform discourse analysis.

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