Mapping research in Socio-pragmatic linguistics on food vloggers on YouTube: A bibliometric analysis

Fauzi Rahman[1*]**, Zainal Rafli**[1]**, Miftahulkhairah Anwar**[1]
[1]Universitas Negeri Jakarta, Indonesia
***Corresponding Author. Email: fauzierachman20@yahoo.com

Abstract

The phenomenon of food vloggers sharing their culinary experiences through videos presents an interesting area for sociopragmatic studies. This research focuses on understanding the social interactions and pragmatic contexts within food vlogging content. Specifically, the study aims to map the development of sociopragmatic research on the YouTube platform in relation to food vlogging. Using qualitative methods and bibliometric analysis, this study identifies and analyzes publications related to sociopragmatics and food vlogging from electronic databases such as Web of Science, Scopus, and Google Scholar. Keywords such as "sociopragmatics," "food vlogging," and "YouTube" were used to gather relevant data. Bibliometric analysis was conducted using Publish or Perish and VOSviewer software, enabling the processing and visualization of data in this field. The findings indicate a growing interest in food vlogging as a research subject, although studies explicitly examining sociopragmatic aspects remain limited. These findings highlight opportunities for in-depth research on sociopragmatic aspects, such as the use of speech acts, politeness in language, vloggers' communication strategies, interactions between vloggers and viewers, the construction and negotiation of social identities in vlog content, and the reflection of cultural values and social norms in social media interactions, particularly on YouTube.

INTRODUCTION

The advancement of information and communication technology—especially social media—had a significant impact on various aspects of life, including the dissemination of food-related information. An intriguing phenomenon is the emergence of food vloggers on the YouTube platform who not only share culinary experiences but also influence the perceptions and decisions of viewers regarding food preferences and dining places (Briliana et al., 2020; Lacsina, 2023). Food vlogging—as a YouTube content genre—has become a popular and influential source of information about food, restaurants, and culinary culture (Coates et al., 2019). In the perspective of applied linguistics, this phenomenon is interesting to study as it offers insights into social interactions and communication strategies in digital spaces, involving language use in new forms (Rohali et al., 2024).

Research on socio-pragmatics in this phenomenon aids in understanding the social dynamics and language use involved in the communication process between vloggers and their audience. To explore the extent of socio-pragmatic research on food vloggers, a bibliometric analysis is required to provide a comprehensive overview of the development, trends, and tendencies in this field. Bibliometric analysis enables researchers to identify related publications, networks of collaboration

among researchers, the most cited data sources, and the most significant contributions within the research domain (Sousa et al., 2024; Shi et al., 2024).

A bibliometric analysis of socio-pragmatics on the topic of food vloggers offers insights into research developments covering various aspects from vloggers' communication strategies, audience interaction, to the social impact of the content created (Bhatia, 2017; Bishop, 2019). This study will map topics involving pragmatic aspects such as speech acts, politeness, and language adaptation in various social contexts (Brown & Levinson, 1987). This mapping is essential as it enables analysis of how food vloggers shape narratives and interact with audiences from diverse backgrounds.

Previous studies on food vloggers include Briliana et al. (2020) exploring the influence of food vlogger reviews on Indonesian millennials' food purchasing decisions, and Lacsina (2023) analyzing multimodal discourse in food review vlogs. These studies are also supported by Coates et al. (2019) who examined the depiction of food and drinks in popular YouTube videos among children. There is also the study by Bhatia (2017) on interdisciplinary performance in digital professions such as YouTube tutorials. Lastly, Bishop (2019) delved into the knowledge of algorithms among beauty vloggers as a source of algorithmic expertise. However, specific research focusing on the sociopragmatic aspects of food vlogger content remains scarce, even though this study is important for understanding elements such as the use of politeness strategies in criticism or praise, which allows vloggers to connect with audiences in a persuasive and enjoyable way (Prasetyo & Surono, 2019; Abdulfattah et al., 2019).

Research on sociopragmatics in food vlogger content on YouTube holds significant urgency in the field of linguistics as it offers a new perspective on language use in digital media. Focusing on sociopragmatics enables in-depth exploration of the social contexts that influence language choices and communication strategies, as well as the evolution of language within digital communities. Concepts from applied linguistics, such as politeness theory and speech act theory, provide a framework for analyzing language as a medium for shaping social interactions in this digital space. Additionally, this research contributes to understanding linguistic variation and persuasion mechanisms in social media and offers opportunities to enhance media and language literacy among audiences (Cutler, 2020). Ultimately, this study expands linguistic inquiry into the analysis of social interactions and language use on digital platforms, which is essential for understanding changes in communication and social identity in a global society.

RESEARCH METHOD

This study employs a qualitative methodology with a bibliometric analysis approach to map the development of socio-pragmatic research on YouTube food vlogger content. The process begins with data collection through electronic databases such as Web of Science, Scopus, and Google Scholar using the Publish or Perish application. The use of keywords such as "socio-pragmatics," "food vlogging," and "YouTube" enables the identification of publications relevant to the research topic. Subsequently, bibliometric analysis is conducted using VOSviewer software to process and visualize the obtained data. This approach allows researchers to identify citation networks, analyze author collaborations, track keyword trends, and understand the dynamics and relationships within the existing literature (Van Eck & Waltman, 2010; Chen, 2006).

The main focus of the bibliometric analysis is to explore thematic developments, research gaps, and the mapping of scientific impact in sociopragmatic research within the context of food vlogging. This includes analyzing research trends, international collaborations, and the geographical distribution of research. At the data collection stage, several specific keywords used in the literature search include "sociopragmatics," "YouTube," "food vloggers," "YouTube food vlogging," and "Food Influencers." These keywords are selected to encompass all relevant aspects of sociopragmatics and food vlogging, thereby achieving more comprehensive data.

In the selection process, this study includes only articles that meet specific criteria. Selected articles must focus on sociopragmatic or linguistic studies in the context of digital and social media, especially those covering food vlogging. Additionally, articles that focus on related aspects such as communication, politeness strategies, digital interaction, and the evolution of language within the

context of social media are also included. Articles that are not relevant to the main focus of the research, such as those that discuss marketing or advertising aspects without sociopragmatic analysis, are excluded.

Search parameters and filters are also applied to ensure the relevance and quality of the obtained sources. A time range is set from 2010 to 2024 to capture recent studies relevant to the phenomenon of social media development. The types of publications included consist of journal articles, conference proceedings, and peer-reviewed book chapters to maintain quality. The language filter includes only articles in English and Indonesian, to enhance the readability of this study's findings and ensure broader international accessibility. Additionally, articles in languages other than English and Indonesian are considered supplementary data.

FINDINGS AND DISCUSSION
Findings
The results of this study will delve deeper into the key findings, thematic analysis, and implications of the development of socio-pragmatic research on food vlogging. From identifying keyword trends and citation networks to examining research dynamics, it will explore the extent to which socio-pragmatic research has evolved and contributed to understanding the complexities of interactions in the digital world, and how these findings can help guide the future of research in applied linguistics and digital communication.

As the proclamation of the Industry 4.0 revolution continues, discussions about the digital world remain topical (Kholis & Iryanti, 2021). Through this phenomenon, studies on the development of the digital world become a significant topic to investigate. Therefore, in relation to research on food vloggers on the digital media platform YouTube, it is also necessary to examine the research development map on this theme. Based on searches through the VOSviewer application, the latest developments in research about YouTube—specifically food vlogger content—and socio-pragmatic research can be observed.

This analysis contributes to a broader understanding of digital content creation and its impact on social interactions, language use, and cultural perceptions. By mapping out the progression and areas of emphasis within this niche, researchers can pinpoint where further inquiry is needed and how socio-pragmatic insights can enhance our comprehension of digital communication practices. This is vital for advancing theoretical frameworks and practical applications in the dynamic and ever-evolving realm of digital media.
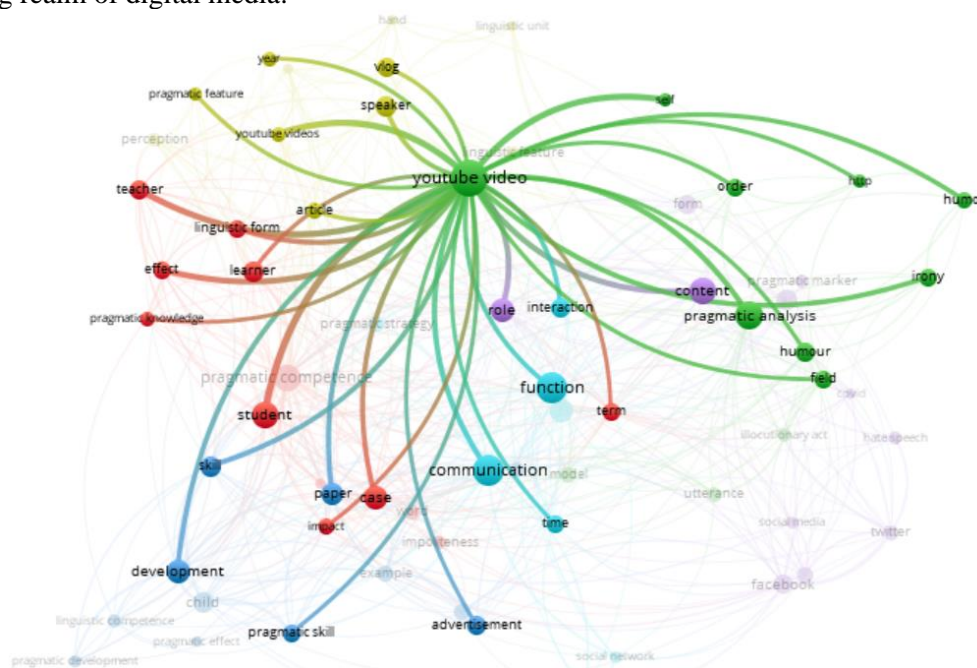

Figure 1. Bibliometric Analysis of Research on YouTube and Linguistics

The bibliometric analysis using VOSviewer revealed major themes based on keyword frequency and co-occurrence, providing a detailed insight into the thematic landscape of YouTube videos within the scope of linguistic research. Here is a detailed explanation of the potential emerging themes based on bibliometric analysis.

YouTube and Pragmatic Aspects

Research themes related to pragmatic usage in YouTube highlight how vloggers utilize speech acts and language politeness to tailor and convey messages to their audiences. Studies such as those by Handayani, Lustyantie, and Iskandar (2022) from the Budapest International Research and Critics Institute employed qualitative methods to analyze gender-based speech in OME TV videos on YouTube, revealing diverse linguistic strategies across genders. In the context of impoliteness responses, Hanif et al. (2021) examined Deddy Corbuzier's podcast videos, finding various forms and responses to impoliteness used in interactions. Abdulfattah et al. (2019) analyzed linguistic politeness in Egyptian media talk shows, identifying how politeness serves as a tool for communication and education. Osisanwo and Ilesanmi (2022) focused their research on humor strategies in Nigerian stand-up comedy on YouTube, showing how humor reflects power relations based on gender, ethnicity, and class. Prasetyo and Surono (2019) studied the positive politeness strategies of Indonesian Presidential candidate Prabowo Subianto in YouTube videos, demonstrating how politicians use language to influence viewers.

YouTube and Discourse Analysis

Discourse analysis of YouTube videos reveals how narrative structure and language style impact viewers. Bhatia (2018) applied Norman Fairclough's critical discourse analysis to explore the interdiscursive discourse in beauty vloggers' speech, revealing how identity and power are shaped and negotiated in their content. Liebschner (2021) utilized multimodal discourse analysis based on Halliday's theory to understand sentence cohesion and discourse in viewer comments on Different Russia's YouTube videos. Havrankova (2021) analyzed promotional ads on YouTube, dissecting the genre, structure, and persuasive speech in endorsement activities by various content creators. Wagener (2017) evaluated viewer comments on YouTube regarding controversial videos by pop singer Lauren Mayberry, applying semantic and cognitive linguistic analysis to understand the dynamics between text and audience.

YouTube and Sociolinguistics

Focusing on the social aspects of language use, including how social norms, cultural values, and contexts influence how vloggers convey messages and interact with communities. Cutler (2020) in his research in the Journal World Englishes analyzed 2,649 comments on the video "how to talk like a New Yorker" on YouTube, using metapragmatic analysis to understand linguistic features in a sociolinguistic context. This study highlights how identity and social interactions are shaped through language on a dynamic digital platform.

YouTube and Sociopragmatics

Research on cultural norms and values, how vloggers adapt their language to the cultural norms and values of their audience to create relatable content. It also discusses situational context, studying how the situational context affects language choices and communication strategies used by vloggers. Bahaa-Eddin (2019) explored linguistic politeness in Arab political talk shows on YouTube. Through pragmatic analysis, his research revealed how linguistic politeness is influenced by social and political contexts, using viewer comments as data sources to understand perceptions and reactions to political discussions. Ibrahim and Qura (2021) from the Journal Retorika studied the speech strategies of online game YouTuber Jess No Limit, finding applications of Brown & Levinson's politeness theory in digital interactions.

YouTube and Cohesion and Coherence

Studies on how vloggers create linkages between ideas in their videos and use discourse connectors to create a coherent narrative flow. Molodychenko (2021) in his research in the Journal of Language and Literature used lexico-grammatical content analysis to understand the metapragmatic discourse of YouTube user comments. His study identified how cohesion and coherence in online communication are structured and understood by the audience. Isosävi and Vecsernyés (2022) in the Journal Contrastive Pragmatics conducted multimodal discourse analysis on speeches by Finnish, French, and Hungarian YouTubers, evaluating how coherence and cohesion are maintained through various communication modes in three different languages.

YouTube and Multimodality

Research on how a combination of text, images, and other audiovisual elements are used to support pragmatic communication in YouTube videos, and how vloggers utilize symbols, gestures, and other nonverbal expressions as part of their pragmatic messages. Alayrac et al. (2018) in their research at IEEE developed narrative methods for creating instructional videos on YouTube, assessing their effectiveness in enhancing the understanding of audiovisual content. Jay (2018) from the Journal of Language Aggression and Conflict analyzed swear speech in social media, including YouTube, discussing how coarse language is used and accepted by online communities. Kumar et al. (2021) in Springer studied hate speech in multimodal content on social media, including YouTube, highlighting challenges in addressing hate speech in the digital era.

The bibliometric analysis and research map generated from VOSviewer indicate a variety of research themes within the scope of linguistics related to video content on YouTube. This analysis reveals the intersection between digital communication and language studies while reflecting the evolving research trends. The identified themes show in-depth exploration of how vloggers use pragmatic aspects in their communication, whether in building narratives, conveying complex messages, or in social interactions. Studies on discourse analysis demonstrate that YouTube serves as a medium where social identities and discursive power are shaped and negotiated. Meanwhile, sociopragmatic aspects delve into the influence of cultural norms and values in YouTube content, and how linguistic politeness and communication strategies are applied in various social and political contexts. In aspects of cohesion and coherence, research underscores the importance of structure and linkage in digital communication. In the final analysis, multimodality also emerges as a crucial theme, highlighting how text, images, and audiovisual collaborate to produce effective communication on YouTube.

Although extensive research in the field of linguistics on YouTube has been conducted, from the bibliometric search and research map, no specific analysis has yet been found on the topic of food vloggers on YouTube. Therefore, a re-search through VOSviewer and an advanced search through the Publish or Perish database with the keyword "Food Vlogger" were conducted to identify and examine international journals that may contain related articles.

From the visualization analysis in Figure 2, there are no explicit points directly linked to linguistics. This finding indicates that although there is extensive research on the social and marketing aspects of food vlogging, research directly connected to linguistics remains limited or underexplored in international publications. This result underscores the need for further exploration, potentially through national journals, to fill the identified research gaps. Thus, these findings highlight the necessity for more focused research explicitly exploring how linguistic aspects, such as socio-pragmatics, are integrated and applied within the context of food vlogging.

Despite no topics on linguistic research specifically related to food vloggers being found through Publish or Perish, a further search on Google Scholar revealed several research themes concerning Food Vloggers, derived from both international and national articles:
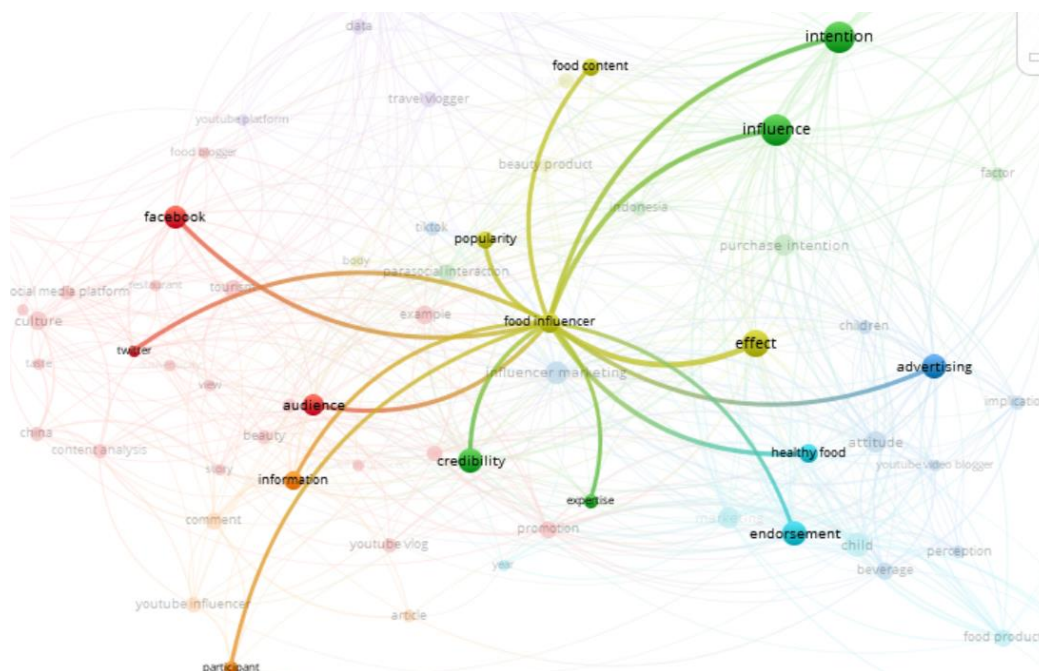
Figure 2. Bibliometric Analysis of Research on Food Vloggers

(1) City Images in Transnational Travel Vlogs from a Multimodal Perspective by Chen, S., Zang, Y., & Yang, P. (2024). This study investigates city images in travel vlogs from a multimodal perspective and found that expressions related to food, such as "street food tour," frequently appear in vlogs. This provides context for understanding how kinesthetic concepts and vlog editing relate to linguistic aspects.

(2) H/ồntology: Spaces of Being in Global Việt Nam by Tran, A. T. L. (2023). This research discusses the use of monolingual language in Vietnamese food vlogs and how linguistic ambiguity is utilized to strengthen their own communities.

(3) The Use of South Korean Food Vlogger Video Content in the Development of Teaching Material of Indonesian Language for Foreign Speakers (BIPA) by Febriyatko, A., Ambarwati, A., & Hun, K. Y. (2023). This study aims to examine the language and linguistic features of food vlogger Ria SW, who uses her YouTube channel to provide videos with information about Korean culture.

(4) Investigating the Impact of Food Tourism Vlogger Entrepreneurs' Language Characteristics on Audiences' Attitude and Behaviors by Hutchinson, W., Djafarova, E., Liu, S., & others. (2023). This research examines the impact of language characteristics of food tourism vlogger entrepreneurs on audience attitudes and behaviors.

(5) Gue, Saya, Aku, Kita: Person Deictic Comparison between Male and Female Indonesian Food Vloggers by Indarti, D. (2023). This study analyzes the use of person deixis in Indonesian between male and female food vloggers, highlighting the importance of creative language and sound linguistic approaches.

(6) Unveiling the Art of Food Vlogging: A Multimodal Discourse Analysis of Food Review Vlogs by Lacsina, N. E. (2023). This research is a multimodal discourse analysis of food review vlogs, exploring how food vlogs achieve their collective goals in describing food.

These articles provide diverse perspectives on how Food Vloggers use language and communication in their content, whether in the context of language learning, as a tool for cultural promotion, or in influencing audience behavior and consumer actions. Further research, especially exploring the relationship between Food Vlogging and Linguistics, could offer deeper insights into communication dynamics and language in this new media.

Currently, there are no direct references to pragmatic or socio-pragmatic research related to Food Vloggers. This indicates a research gap in this area that has not yet been deeply explored in academic studies. Further research focusing on how Food Vloggers use language, engage in speech acts, and strategize interactions with their audience could provide valuable contributions to understanding pragmatic or socio-pragmatic aspects in the context of Food Vloggers.

Discussion

The use of bibliometric analysis through Publish or Perish and VOSviewer in this study has been instrumental in identifying trends and gaps in existing literature. Current and future research can leverage these methods to delve deeper into how specific linguistic phenomena contribute to the success or uniqueness of digital content, as well as their impact on audiences.

The phenomenon of food vloggers, as part of the digital world, has evolved beyond merely sharing culinary experiences. This topic has become a rich medium for understanding the dynamics of social and linguistic interactions in the digital era. However, from the bibliometric searches conducted, there are many interesting and unexplored gaps, particularly in the socio-pragmatic aspects of food vlogger content. This indicates a broad scope for subsequent research, especially in linking linguistic aspects with the social practices occurring within food vlogger content.

This study shares similarities with other research on digital interaction and multimodality in social media. For example, Seargeant and Tagg's (2021) research explores how language on social media is used to build identity and community, as well as how digital platforms influence pragmatic dynamics. However, in the context of food vlogging, language is not only a tool for communication but also serves as a medium for conveying cultural values through culinary visualization, making it unique compared to other forms of digital interaction.

From various studies reviewed, such as the work of Chen et al. (2024) on city images in travel vlogs and Tran's (2023) focus on language use in Vietnamese food vlogs, it is evident how language and multimodality play roles in shaping perceptions and interactions within digital communities. However, these studies tend to focus more on how the content is presented and received by the public, rather than the underlying socio-pragmatic dynamics. This indicates that while the language aspect of food vlogging has been addressed, a thorough analysis of how this language functions within social and pragmatic contexts is still greatly needed. Therefore, here are potential research areas based on the theme of food vloggers in socio-pragmatic studies.

Use of Speech Acts, Language Politeness, and Communication Strategies by Vloggers

This research could examine how food vloggers use various speech acts (such as informing, praising, recommending) in their content and how these verbal actions influence the audience. A focus could be placed on language politeness strategies used to deliver criticism without offending, or ways they enhance engagement through praise or humor. This also includes how communication strategies such as storytelling are used to entertain, educate, or even influence audience culinary decisions. This communication strategy aligns with the findings of Page and Thomas (2020), who state that influencers on social media tend to use persuasive language to build positive relationships with their audience through humor and refined politeness.

Interaction Between Vloggers and Their Audience

This research area would explore the dynamics of interaction between vloggers and their audience, including how comments and feedback from viewers influence the language used by vloggers in subsequent content. This includes analysis of questions, suggestions, and discussions that occur in comments and how these influence topics, language style, and even values conveyed in subsequent videos. This study could also look at how vloggers use language to build social relationships with the audience, creating a sense of community. The study by Tagg and Evans (2022) highlights that interactions on social media often shape new pragmatic dynamics that respond to audience feedback, which is also relevant in the context of food vloggers' interactions influenced by their audience's responses.

Construction and Negotiation of Social Identity Through Vlog Content
This research would focus on how food vloggers use language and various communication strategies to build and negotiate their social identities within the online community. This could include how vloggers highlight their cultural identity through culinary choices, language, and cultural references, and how they adapt or maintain these identities to resonate with or attract a broader audience. It could also explore how the social identities of vloggers interact with the expectations and identities of their audience. Androutsopoulos (2023) highlights the importance of multimodality in social media as a medium for negotiating social identity, especially when cultural values and audience preferences influence the communication strategies of content creators, including in food vlogging.

Reflection of Cultural Values and Social Norms in Interaction
This research area would examine how cultural values and social norms are reflected and discussed in food vlogging content. This includes how food vloggers introduce, explain, and sometimes negotiate culinary norms from various cultures to a global audience. Research could focus on how vloggers navigate sensitive topics such as special diets, sustainability, and consumption ethics, and how they use language to respect or challenge certain cultural norms and values. This also includes how interactions between vloggers and audiences reinforce or challenge these norms. This is relevant to the study by Osisanwo and Ilesanmi (2022), which examined humor strategies based on ethnicity, class, and gender in Nigerian YouTube comedy. They found that local culture and norms influence the perception of humor. In food vlogging, these cultural norms and values can be reflected in the delivery style and audience responses.

Each of the above research areas offers opportunities for deeper exploration of how language and communication are used in the context of food vlogging to influence, entertain, and shape communities. Research in these areas will yield valuable findings on the socio-pragmatic dynamics in social media and digital communication, which are increasingly popular today.

The findings of the above analysis show that research on the socio-pragmatic aspects of the theme of food vloggers presents a significant opportunity for future investigation. The realm of food vlogger themes in linguistic aspects such as how speech acts, language politeness, and communication strategies are utilized by vloggers to influence, entertain, or even shape communities remains wide open for exploration. Questions about how interactions between vloggers and their audience affect the language used, how social identities are built and negotiated through vlog content, and how cultural values and social norms are reflected in these interactions all represent potential research areas.

This discussion indicates that existing research has only scratched the surface in understanding the complexities of socio-pragmatics within the context of food vloggers. Therefore, future research is expected to provide deeper and more comprehensive insights into how language is used in social media to create meaning, build social relations, and convey identities in this ever-changing information era.

CONCLUSION
Research on socio-pragmatics within the content of food vloggers on YouTube provides an essential exploration of the dynamics of social interactions and language use in digital media. The bibliometric analysis conducted indicates that, although there is a growing interest in the phenomenon of food vlogging as a research subject, studies that explicitly examine pragmatic and socio-pragmatic aspects remain limited. This finding underscores a significant research gap in integrating and applying linguistic aspects within the context of food vlogging. The results demonstrate that there are ample opportunities for in-depth research that could further reveal how language and social interactions influence production and communication in the theme of food vloggers.

The thematic analysis and discussions outlined in this study suggest that future research could focus on socio-pragmatic aspects such as the use of speech acts, language politeness, and communication strategies by vloggers, as well as interactions between vloggers and their audience, the construction and negotiation of social identities through vlog content, and the reflection of

cultural values and social norms in interactions. Further research in this area would not only enrich subsequent studies on socio-pragmatics in digital media but also contribute to the development of more effective and inclusive communication strategies in the context of food vlogging.

This study is limited to bibliometric analysis relying on data sources from specific publication databases, which may not encompass all relevant studies, particularly non-English publications that could enrich perspectives. Furthermore, this analysis does not include direct qualitative data from vlog content or user interactions, which could provide deeper insights into the socio-pragmatic context. As a result, the findings of this study only reflect general trends and research gaps without presenting direct empirical evidence of socio-pragmatic interactions in food vlogging content. Further research that incorporates qualitative content analysis and audience data would complement and enhance the findings in this field.

ACKNOWLEDGMENT

REFERENCES
Abdulfattah, O. M. A. R., Ilyas, M., & Kassem, M. A. M. (2019). Linguistic politeness and media education: A lingua-pragmatic study of changing trends in 'forms of address' in Egyptian media talk shows. *Journal of Social Studies Education Research, 9*(2), 349–365.

Alayrac, J. B., Bojanowski, P., Agrawal, N., Sivic, J., Laptev, I., & Lacoste-Julien, S. (2018). Learning from narrated instruction videos. *IEEE Transactions on Pattern Analysis and Machine Intelligence, 40*(9), 2194–2208. https://doi.org/10.1109/TPAMI.2017.2749223

Androutsopoulos, J. (2023). Multimodality in social media communication: A sociopragmatic approach. *Discourse, Context & Media, 56*, 100–110.

Bahaa-Eddin, A. H. (2019). Impolite viewer responses in Arabic political TV talk shows on YouTube. *Pragmatics, 29*(4), 521–544.

Bhatia, A. (2017). Interdiscursive performance in digital professions: The case of YouTube tutorials. *Journal of Pragmatics, 124*, 106–120.

Bhatia, A. (2018). Interdiscursive performance in digital professions: The case of YouTube tutorials. *Journal of Pragmatics, 124*, 106–120. https://doi.org/10.1016/j.pragma.2017.11.010

Bishop, S. (2019). Managing visibility on YouTube through algorithmic gossip. *New Media & Society, 21*(12), 2589–2606.

Briliana, V., Ruswidiono, W., & Deitiana, T. (2020). Do millennials believe in food vlogger reviews? A study of food vlogs as a source of information. *11th Global Conference on Business and Social Sciences.*

Chen, C. (2006). CiteSpace II: Detecting and visualizing emerging trends and transient patterns in scientific literature. *Journal of the American Society for Information Science and Technology, 57*(3), 359–377.

Chen, S., Zang, Y., & Yang, P. (2024). City images in transnational travel vlogs from a multimodal perspective: An investigation of 20 port cities worldwide. *Online Media and Global Communication.*

Coates, A., Hardman, C., Halford, J., Christiansen, P., & Boyland, E. (2019). Food and beverage cues featured in YouTube videos of social media influencers popular with children: An exploratory study. *Frontiers in Psychology, 10*.

Cutler, C. (2020). Metapragmatic comments and orthographic performances of a New York accent on YouTube. *World Englishes, 39*(1), 36–53. https://doi.org/10.1111/weng.12423

Febriyatko, A., Ambarwati, A., & Hun, K. Y. (2023, November). The use of South Korean food vlogger video content in the development of teaching material of Indonesian language for

foreign speakers (BIPA). In *International Conference on Language, Literature, and Cultural Education (3rd ICON-LLCE 2023)* (pp. 87–97). Atlantis Press.

Handayani, W., Lustyantie, N., & Iskandar, I. (2022). Request strategies used by male and female participants on Ome TV. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal), 5*(2), 12293–12305.

Hanif, A., Purnanto, D., & Nugroho, M. (2021). Variations of impolite responses in YouTube podcast videos. *Journal of Language and Linguistic, 17*(4), 1695–1715.

Havrankova, A. (2021). "Let's talk about today's sponsor": A linguistic analysis of YouTube's endorsement-based affiliate advertisement. *MUNI, 18*(1).

Hutchinson, W., Djafarova, E., Liu, S., & Abdelrahman, M. (2023). Investigating the impact of food tourism vlogger entrepreneurs' language characteristics on audiences' attitude and behaviours. *International Journal of Entrepreneurial Behavior & Research*.

Ibrahim, N., & Qura, U. (2021). Speech acts used by a gaming YouTuber in an online game video. *RETORIKA, 14*(2).

Indarti, D. (2023). Gue, Saya, Aku, Kita: Person deictic comparison between male and female Indonesian food vloggers. *Journal of Languages and Language Teaching, 11*(2), 275–285.

Isosävi, J., & Vecsernyés, I. (2022). Addressing, greeting, and related gestures in the opening sequences of Finnish, French, and Hungarian YouTube videos. *Contrastive Pragmatics, 3*(3), 363–396. https://doi.org/10.1163/26660393-bja10042

Jay, T. (2018). Swearing, moral order, and online communication. *Journal of Language Aggression and Conflict, 6*(1), 107–126. https://doi.org/10.1075/jlac.00005.jay

Kholis, A., & Iryanti, H. D. (2021). Integrating digital tools into ESP teaching: A need analysis of a business English course. *LingTera, 8*(2), 1–12.

Kumar, G., Singh, J. P., & Kumar, A. (2021). A deep multi-modal neural network for the identification of hate speech from social media (pp. 670–680). Springer, Cham. https://doi.org/10.1007/978-3-030-85447-8_55

Lacsina, N. E. (2023). Unveiling the art of food vlogging: A multimodal discourse analysis of food review vlogs. *International Journal of Linguistics and Translation Studies, 4*(2), 11–25.

Liebschner, A. (2021). Language evolution online? The use of multimodal cohesion on YouTube. *Сервис Plus, 15*(2), 51–61. https://doi.org/10.22412/2619-0541-2021-2-15-51-61

Molodychenko, E. N. (2021). Metapragmatic discourses in differentiating genres in online media. *Vestnik of Saint Petersburg University. Language and Literature, 18*(2), 363–382. https://doi.org/10.21638/spbu09.2021.207

Osisanwo, A., & Ilesanmi, O. (2022). Gender, ethnic and class as humour strategies in stand-up comedy of Bovi, Kenny Blaq, Akpororo and Basket Mouth. *Comedy Studies*, 1–16. https://doi.org/10.1080/2040610X.2023.2149207

Page, R., & Thomas, B. (2020). Influencer culture and the evolution of language in social media. *Social Media + Society, 6*(3), 2056305120933294.

Prasetyo, A., & Surono. (2019). Positive politeness strategies in Prabowo's winning declarations as an Indonesian president candidate. *International Journal of Scientific and Technology Research, 8*(10).

Rohali, R., Tobing, R. L., & Rahayu, S. P. (2024). Linguistics incivility in student–lecturer communication on WhatsApp. *LingTera, 11*(1), 56–66.

Seargeant, P., & Tagg, C. (2021). *Language and social media: Key issues and new directions.* Routledge.

Shi, Z., Xing, K., Rameezdeen, R., & Chow, C. W. (2024). Current trends and future directions of global research on wastewater to energy: A bibliometric analysis and review. *Environmental Science and Pollution Research*, 1–22.

Sousa, G. H., Gonçalves, R. L., Figueiredo, B., Dias, V. C. M., Mendes, A. C. S., Melo, V. D. C. B., ... & dos Santos Chaves, H. G. (2024). Exploring vital pulp therapies: A bibliometric analysis of the most cited articles. *The Saudi Dental Journal*.

Tagg, C., & Evans, M. (2022). Pragmatics and social media language: Implications for communication research. *Journal of Pragmatics, 194*, 78–90.

Tran, A. T. L. (2023). Hồntology: Spaces of being in global Việt Nam (Doctoral dissertation, UC Irvine).

Van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics, 84*(2), 523–538.

Wagener, A. (2017). Lauren Mayberry vs. 4chan's online misogyny: A Critical Discourse Analysis Perspective. *Lodz Papers in Pragmatics*, 13(2). https://doi.org/10.1515/lpp-2017-0015