

ABSTRAK

Setyonugroho. 2020. “Topik Dan Retorika Tektual Wacana Infografik Instagram Kinibisa Periode April 2019 – Juni 2019”. Skripsi Strata Satu (S1). Program Studi Sastra Indonesia, Jurusan Sastra Indonesia, Fakultas Sastra, Univeristas Sanata Dharma.

Skipisi ini membahas topik dan retorika tektual wacana infografik instagram kini bisa periode april 2019 sampai juni 2019. Penelitian ini bertujuan (i) memerikan topik-topik yang terdapat dalam infografik instagram @Kinibisa dan (ii) memerikan jenis-jenis retorika tektual wacana yang terdapat dalam infografik instagram @Kinibisa. Sumber data penelitian ini diambil dari akun instagram @Kinibisa selama periode april 2019 - juni 2019.

Penelitian ini menggunakan teori dasar yaitu (i) topik dan (ii) retorika tektual wacana. Teori topik meliputi ilustrasi yang telah dipaparkan dalam bentuk infografik untuk mengelompokan topik-topik yang telah ditemukan. Sementara teori retorika tektual wacana mencangkup empat prinsip yang digunakan dalam pembentukan ilustrasi infografik tersebut. Keempat prinsip tersebut sebagai acuan untuk menganalisis retorika tektual wacana. Penelitian ini dilakukan dengan tiga tahap. Pertama, pengumpulan data dilakukan dengan cara menggunakan metode simak dengan teknik catat dan rekam menggunakan teknik penyimpanan, lalu ditranskrip dengan cara titik. Kedua, data analisis dengan metode padan yaitu pragmatis. Ketiga, penyajian hasil analisis data dengan teknik informal dan formal.

Hasil penelitian ini meliputi dua hal. Pertama, topik-topik yang telah ditemukan dalam infografik instgram @Kinibisa terdiri dari topik (i) pendidikan, (ii) psikologi kepribadian, (iii) sosial, (iv) agama, (v) kesehatan, (vi) politik, (vii) hiburan, (viii) acara. Selain itu juga dijabarkan lebih mendalam terkait tipe dari beberapa topik di atas seperti (i.i) pengenalan, (i.ii) ekonomi, (i.iii) perbandingan, (i.iv) beasiswa, (i.v) jadwal , (i.vi) klasifikasi, (i.vii) analisis, (i.ix) kuis. Kedua, dalam retorika wacana tektual telah ditemukan juga empat prinsip utama dalam teori tersebut antara lain, yaitu (i) prinsip kejelasan, (ii) prinsip prosesibilitas, (iii) prinsip ekonomi, dan (iv) prinsip eskpresivitas.

Kata Kunci : topik, retorika tektual wacana, *Instagram @Kinibisa*

ABSTRACT

Setyonugroho. 2020. "The Topic and The Textual Rhetoric of Infographic Discourse of Kinibisa's Instagram from April 2019 to June 2019". Undergraduate Thesis. Indonesian Literature Study Program, Department of Indonesian Letters, Faculty of Letters, Sanata Dharma University.

This undergraduate thesis examines the topic and the textual rhetoric of infographic discourse of Kinibisa's Instagram from April 2019 to June 2019. This research aims to (i) elaborate the topics found in the infographic of Instagram @Kinibisa and (ii) to elaborate the types of textual rhetoric discourse found in the infographic of Instagram @Kinibisa. The data of this research was taken from @Kinibisa Instagram account from April 2019 to June 2019.

This research applied some basic theories that are (i) topic and (ii) textual rhetoric discourse. The topic theory comprises the illustration that has been exposed in the form of infographic to categorize the topics that have been found. On the other hand, the theory of textual rhetoric discourse consists of four principles that are used to form the infographic illustration. Those four principles are used as the reference to analyze the textual rhetoric discourse. This research was conducted in three steps. First, the data collection was done by using the listening method with note-taking technique and recording method with documentation technique, and then they were transcribed by typing. Second, the data analysis was conducted by a pragmatic identity method. Third, the data finding presentation was done by informal and formal techniques.

The finding of this research consists of two points. First, the topics found in the infographic of Instagram @Kinibisa include the topic of (i) education, (ii) personality psychology, (iii) social, (iv) religion, (v) health, (vi) politics, (vii) entertainment, (viii) events. It was also to elaborate more closely related to the types of several topics above such as (ii) introduction, (i.ii) economics, (i.iii) comparison, (i.iv) scholarships, (iv) schedules, (i.vi) classification, (i.vii) analysis, (i.ix) quizzes. Second, in the textual rhetoric discourse, four main principles have found within the theory that are (i) the principle of clarity, (ii) the principle of process ability, (iii) the principle of economy, and (iv) the principle of expressiveness.

Keywords: topic, textual rhetoric of infographic discourse, *instagram* @Kinibisa