

ABSTRAK

Nugraha, Rama Raditya Widi. 2019. *Maksud Imperatif dalam Modus Deklaratif dan Interogatif pada Interaksi Penjual dan Pembeli Secara Daring di H&M Toys-Hobbies*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini membahas maksud tuturan imperatif dalam modus deklaratif dan interogatif pada interaksi penjual dan pembeli secara daring di H&M Toys-Hobbies. Tujuan penelitian ini adalah: (1) Mendeskripsikan maksud imperatif dalam modus deklaratif pada interaksi jual beli secara daring di H&M Toys, (2) Mendeskripsikan maksud imperatif dalam modus interogatif pada interaksi jual beli secara daring di H&M Toys. Penelitian ini termasuk dalam penelitian deskriptif kualitatif. Data diambil dari riwayat pesan dan *timeline* akun *facebook* H&M toys pada bulan November tahun 2018. Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode simak. Teknik yang digunakan untuk melaksanakan metode simak ini adalah teknik catat. Data kemudian diidentifikasi dan dianalisis berdasarkan teori pragmatik.

Maksud tuturan imperatif dalam modus deklaratif yang terdapat pada interaksi jual beli secara daring di H&M Toys yang berhasil ditemukan oleh peneliti, yaitu : tuturan yang mengandung makna imperatif suruhan, permintaan, permohonan, desakan, bujukan. imbauan, persilaan, anjuran, permintaan izin, mengizinkan, larangan, harapan, anjuran, “ngelulu”. Sedangkan dalam modus interogatif, maksud imperatif yang terdapat pada interaksi jual beli secara daring di H&M Toys yang berhasil ditemukan oleh peneliti, yaitu : tuturan yang mengandung makna imperatif suruhan, permintaan, permohonan, desakan. ajakan, dan permintaan izin.

Kata kunci: deklaratif,interogatif, imperatif, makna pragmatik

ABSTRACT

Nugraha, Rama Raditya Widi. 2019. *The Purpose of Imperative in Declarative and Interrogative Mode in Sellers and Buyers Online Interactions at H&M Toys-Hobbies*. Thesis. Yogyakarta: Indonesia Language Literary Education Study Program, Department of Language Education and arts, Faculty of Teacher Training and Education, Sanata Dharma University.

This research discusses about the purpose of imperative in declarative and interrogative mode in the interaction in sellers and buyers online interactions at H&M Toys-Hobbies. The purpose of this research were: (1) to describe a purpose of imperative in declarative mode in online buying and selling interactions at H&M Toys, (2) to describe a purpose of imperative in interrogative utterance in online buying and selling interactions in H&M Toys. This research is included in a qualitative descriptive research. The data is taken from the message history and the H&M toys facebook account timeline in November 2018. The gathering data methods of this research is the listen method. The technique used to carry out the listen method is the note taking technique. Data is then identified and analyzed based on pragmatic theory.

The purpose of imperative utterances's in declarative mode in online buying and selling interactions at H&M Toys that were found by researchers, namely: utterances's that contain the imperative meaning of orders, requests, requests, demands, persuasions. appeal, courtesy, suggestion, request for permission, permit, prohibition, hope, suggestion, "ngelulu". Whereas in the interrogative mode, the purpose of the imperative in the online buying and selling interactions at H&M Toys was successfully discovered by the researcher, namely: speech that implies imperative orders, requests, requests, demands. solicitation, and permission request.

Keywords: declarative, interrogative, imperative, pragmatic meaning