

ABSTRAK

Mudayan, Yohana Maria Fransiska. 2014. *Analisis Pragmatik Wacana Iklan Kampanye Pemilu Legislatif yang Dipasang di Kabupaten Sleman Tahun 2014*. Skripsi. Yogyakarta: PBSI, FKIP, USD.

Penelitian ini bertujuan mendeskripsikan: 1) penggunaan kode linguistik, 2) penggunaan kode non-linguistik, 3) dimensi tindak tutur, dan 4) jenis tindak tutur yang terdapat dalam iklan kampanye politik para calon legislatif (caleg) yang dipasang di wilayah Kabupaten Sleman tahun 2014. Penelitian ini termasuk jenis penelitian deskriptif kualitatif. Jumlah data sebanyak 171 buah iklan kampanye politik yang dipasang di spanduk, baliho, dan *billboard*. Pengumpulan data menggunakan teknik observasi dan teknik dokumentasi. Analisis data dilakukan dengan metode padan pragmatik dan metode padan referensial atau kontekstual.

Hasil penelitian menunjukkan bahwa 166 buah (97,08%) iklan kampanye politik caleg yang menggunakan kode linguistik, 111 buah (64,91%) menggunakan kode non-linguistik, dan 106 buah (61,99%) menggunakan kombinasi kode linguistik dan kode non-linguistik. Penggunaan kode linguistik berupa pernyataan sikap rendah hati, sindiran, pengakraban diri, dan sikap memamerkan diri. Penggunaan kode non-linguistik berupa pencantuman gelar akademik, gelar keagamaan, gelar kebangsawanan, simbol tokoh nasional, dan gambar unik. Hasil penelitian tentang penggunaan dimensi tindak tutur menunjukkan bahwa sebanyak 59 buah (34,5%) iklan tersebut menggunakan tindak tutur lokusi, 124 buah (72,51%) menggunakan dimensi tindak tutur illokusi, dan 93 buah (54,38%) menggunakan dimensi tindak tutur perlokusi. Penggunaan tindak tutur illokusi berupa kalimat representatif atau asertif, direktif, ekspresif, komisif, maupun deklaratif. Selanjutnya, hasil penelitian tentang penggunaan kategori tindak tutur menunjukkan bahwa 94 buah (54,97%) iklan tersebut menggunakan jenis tindak tutur langsung, 105 buah (61,40%) menggunakan tindak tutur tidak langsung, 160 buah (93,57%) menggunakan jenis tindak tutur literal, dan hanya 7 buah (4,09%) yang menggunakan jenis tindak tutur tidak literal. Kalimat tindak tutur langsung berupa kalimat deklaratif, interogatif, dan kalimat imperatif.

Implikasinya, masyarakat wajib pilih pada Pemilu Legislatif periode berikutnya disarankan lebih jeli dan cermat mengkritisi iklan kampanye yang dipasang oleh para caleg. Masyarakat perlu mengkritisi apakah program dan janji yang disampaikan dalam iklan kampanye politik tersebut realistis untuk dilakukan atau justru banyak berisi janji dan pepesan kosong. Masyarakat wajib pilih disarankan lebih selektif memilih caleg terutama caleg yang menggunakan daya pragmatik berupa sindiran dan sikap memamerkan diri secara berlebihan.

ABSTRACT

Mudayen, Yohana Maria Fransiska. 2014. *The Pragmatic Analysis of the Advertisement Passage of the Legislative's General Election Campaign Which was Socialized in Sleman Regency 2014*. Thesis. Yogyakarta: PBSI, FKIP, USD.

This study aimed to describe: 1) the use of linguistics code, 2) the use of non-linguistics code, 3) the speech acts dimensions, and 4) the types of speech acts which were contained in the political campaign advertisements of the legislative candidates installed in Sleman Regency, 2014. This research was considered as a qualitative descriptive research. The total data were 171 political campaign advertisements which were posted on the banners and billboards. The data gathering technique used observation technique and documentation technique. The data analysis technique employed unified pragmatic method and referential method.

The result showed that 166 units (97.08 %) of legislative political campaign advertisements employed linguistics code, 111 units (64.91%) employed non-linguistics code, and 106 units (61.99%) employed the combination of linguistics and non-linguistics code. The use of linguistics code was in the form of humble behavioral statement, satire, familiarity, and self exhibiton statement. The use of non-linguistics code was in the form of putting the academical degree, religion degree, nobility degree, national figure symbol, and unique picture. The result of using speech acts dimensions showed that 59 units (34.5%) of the advertisements employed locutionary act, 124 units (75.51%) employed illocutionary act, and 93 units (54.38%) employed the perlocutionary act. The use of illocutionary act was in the form ofrepresentative utterances or assertive, directive, expressive, commissive, and declarative utterance. Furthermore, the research result of the use of the speech acts category showed that 94 units (94.97%) of the advertisements employed the directive speech act, 105 units (61.40%) employedthe not directive speech act,160 units (93.57%) employed literal speech act, and only 7 units (4.09%) employed the not literal speech act. Directive speech act uttterance was in the form of declarative, interrogative, and imperative utterance.

The implication, the voters in the next legislative election period are suggested to be smarter and more careful when criticize the posted campaign advertisements by the legislative candidates. The community needs to criticize whether the programmes and the promises that are conveyed on the political campaign advertisements are realistic to be done or only deceitful things. The voters are suggested to be more selective in choosing the legislative candidates, especially those who use the pragmatic appeal in the form of satire and excessive self exhibition.