

## ABSTRAK

Taeteti, Dominica Maria. 2022. *Manifestasi Ketidaksantunan Bertutur Pada Penyebaran Berita Hoax Covid 19 Di Media Sosial Tiktok: Kajian Pragmatik siber*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, Jurusan Pendidikan Bahasa dan Seni, Fakultas Keguruan dan Ilmu Pendidikan. Universitas Sanata Dharma. Tujuan penelitian ini, yaitu mendeskripsikan (1) bentuk ketidaksantunan bertutur yang terdapat pada penyebaran berita hoax Covid-19 di media sosial Tiktok dan (2) makna pragmatik ketidaksantunan bertutur yang terdapat pada penyebaran berita hoax Covid-19 di media sosial Tiktok.

Penelitian ini termasuk ke dalam penelitian deskriptif kualitatif. Sumber data penelitian ini yaitu Tiktok dan data penelitian ini berupa unggahan yang mengandung ketidaksantunan bertutur dalam penyebaran berita hoax Covid-19. Peneliti menggunakan dua teknik yaitu, teknik simak bebas libat cakap dan pencatatan. Peneliti mengumpulkan, mengidentifikasi, dan mengelompokkan data-data tuturan bermuatan ketidaksantunan bertutur. Kemudian, peneliti juga menganalisis data-data tersebut menggunakan kajian pragmatik siber, bentuk ketidaksantunan bertutur, dan makna pragmatik hoax Covid-19.

Berdasarkan penelitian yang dilakukan, peneliti mendapatkan data berupa bentuk dan makna ketidaksantunan bertutur. Dalam penelitian ini, peneliti menemukan tiga bentuk ketidaksantunan bertutur. Bentuk-bentuk ketidaksantunan bertutur meliputi: sembilan data kategori kesembronoan, dua belas data kategori memainkan muka, sembilan data kategori melecehkan muka. Selain itu, peneliti juga menemukan tujuh makna pragmatik hoax Covid-19. Makna ketidaksantunan bertutur hoax Covid-19 yang ditemukan yaitu, tujuh data kategori meluruskan informasi, delapan data kategori mengonfirmasi informasi, tujuh data kategori menyebar kegaduhan, satu data kategori melecehkan informasi, satu data kategori menggurui publik, tujuh data kategori mengacaukan informasi, dan tiga belas data memprovokasi publik.

**Kata Kunci:** Pragmatik siber, konteks virtual, ketidaksantunan bertuturu, bentuk ketidaksantunan bertutur, makna pragmatik hoax Covid-19, Tiktok.

## ABSTRACT

*Taeteti, Dominica Maria. 2022. Manifestations of Disrespect in Disseminating Covid 19 Hoax News on Tiktok SocialMedia: A Study of Cyber Pragmatics. Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Department of Language and Arts Education, Faculty of Teacher Training and Education. Sanata Dharma University. The purpose of this study is to describe (1) the form of impoliteness in speech found in the spread of Covid-19 hoax news on Tiktok social media and (2) the pragmatic meaning of impoliteness in speech contained in the spread of Covid-19 hoax news on Tiktok social media.*

*This research is included in the descriptive qualitative research. The source of this research data is Tiktok and this research data is in the form of uploads containing impoliteness in the spread of Covid-19 hoax news. Researchers used two techniques, namely, free listening and speaking techniques and recording. Researchers collect, identify, and classify speech data containing impoliteness in speech. Then, the researchers also analyzed the data using a study of cyber pragmatics, forms of impoliteness in speech, and the pragmatic meaning of the Covid-19 hoax.*

*Based on the research conducted, the researcher obtained data in the form and meaning of spoken impoliteness. In this study, researchers found three forms of impoliteness in speech. The forms of impoliteness in speech include: nine data on the category of frivolity, twelve data on the category of playing with the face, nine data on the category of harassing the face. In addition, the researchers also found seven pragmatic meanings of the Covid-19 hoax. The meaning of impoliteness in speaking of the Covid-19 hoax found, namely, seven category data straightening information, eight category data confirming information, seven category data spreading noise, one category data harassing information, one category data patronizing the public, seven category data confusing information, and thirteen data provoke the public.*

**Keywords:** *Cyber pragmatics, virtual context, spoken impoliteness, forms of spoken impoliteness, the meaning of Covid-19 hoax pragmatics, Tiktok.*