ABSTRAK

Astuti, Ni Komang Fera. 2022. *Tutur Ringkas pada Media Sosial "Instagram" Periode Agustus-Desember 2021*: *Kajian Cyberpragmatics*. Skripsi. Yogyakarta: PBSI, FKIP, USD.

Penelitian ini mengkaji berkaitan dengan tutur ringkas yang digunakan oleh pengguna media sosial Instagram. Tutur ringkas tersebut disampaikan oleh sekelompok orang di media sosial Instagram. Tutur ringkas tersebut diperoleh dari periode Agustus sampai dengan Desember 2022. Tujuan penelitian ini adalah (1) mendeskripsikan jenis-jenis tutur ringkas berdasarkan kajian pragmatik siber di media sosial Instagram periode Agustus sampai dengan Desember 2021. (2) mendeskripsikan makna yang terkandung dalam tutur ringkas di media sosial Instagram periode Agustus sampai dengan Desember 2021. (3) mendeskripsikan fungsi tutur ringkas di media sosial Instagram periode Agustus sampai dengan Desember 2021.

Penelitian ini merupakan penelitian deskriptif kualitatif. Sumber data penelitian ini adalah Instagram. Data penelitian ini berupa postingan dan komentar tutur ringkas yang digunakan oleh pengguna media sosial tersebut. Data tersebut diambil dari postingan pemilik dan tuturan lawan bicara yang mengandung tutur ringkas. Metode dalam memperoleh data yang digunakan adalah metode simak. Peneliti menggunakan teknik simak bebas libat cakap dan pencatatan. Peneliti mengumpulkan, menentukan, dan mengklasifikasikan data-data tuturan yang termasuk dalam ringkasan. Selanjutnya peneliti menganalisis data-data tersebut menggunakan kajian pragmatik siber, jenis tutur ringkas, makna tutur ringkas, dan fungsi tutur ringkas.

Berdasarkan hasil dari penelitian ini yaitu, (1) terdapat penggunaan tutur ringkas dalam jenis singkatan pada tataran kata, jenis singkatan pada tataran frasa, jenis penggalan pada tataran kata, dan jenis akronim pada tataran kata. (2) makna tutur ringkas yang digunakan oleh pengguna di media sosial Instagram periode Agustus sampai dengan Desember 2021 diantaranya makna menanyakan informasi, makna menyuruh melakukan sesuatu, makna memberitahukan informasi, makna menegaskan informasi, makna menyindir seseorang, makna menyampaikan informasi, dan makna meminta sesuatu. (3) terdapat lima fungsi penggunaan tutur ringkas yaitu fungsi informasi, fungsi ekspresi, fungsi persuasi, fungsi eksplorasi, dan fungsi entertainment.

Kata kunci: *cyberpragmatics,* konteks virtual, tutur ringkas, jenis tutur ringkas, makna tutur ringkas, fungsi tutur ringkas, Instagram.

ABSTRACT

Astuti, Ni Komang Fera. 2022. *Concise Speeches on an "Instagram" Social Media on the Period of August to December 2021: The Study of Cyberpragmatics.* Thesis. Yogyakarta: Indonesian Language and Literature Education, Faculty of Teacher Training and Education, Sanata Dharma University.

This study examines the concise speeches used by Instagram social media users. The concise speech was delivered by a group of people on Instagram social media. The short speeches were obtained from the period August to December 2022. The purpose of this study is (1) to describe the types of concise speech based on the study of cyberpragmatics on Instagram social media from August to December 2021. (2) to describe the meaning contained in short speeches on Instagram social media for the period August to December 2021. (3) describing the function of concise speech on Instagram social media for the period August to December 2021.

This research was a qualitative descriptive study. The data source of this research was Instagram. This research data was in the form of posts and short speech comments used by the social media users. The data was taken from the owner's post and the interlocutor's speech which contains concise speech. The method in obtaining the data used was the referential method. The researcher used the technique of free listening, conversation, and recording. Researcher collected, determined, and classified speech data included in the summary. Furthermore, the researcher analyzed the data using cyberpragmatics studies, types of concise speech, meaning of concise speech, and function of concise speech.

Based on the results of this research, namely, (1) there is the use of concise speech in the types of abbreviations at the word level, types of abbreviations at the phrase level, types of fragments at the word level, and types of acronyms at the word level. (2) the meaning of concise speech used by users on Instagram social media for the period August to December 2021 including the meaning of asking for information, the meaning of telling to do something, the meaning of giving information, the meaning of affirming information, the meaning of insinuating someone, the meaning of conveying information, and the meaning of asking for something . (3) there are five functions of using concise speech, namely the function of information, the function of expression, the function of persuasion, the function of exploration, and the function of entertainment.

Keywords: cyberpragmatics, virtual context, concise speech, types of concise speech, meaning of concise speech, function of concise speech, Instagram.