

## ABSTRAK

Venensky, Elian Tadia. 2022. *Kajian Pragmatik Siber Ketidaksantunan Berbahasa Pada Kolom Komentar Media Sosial Instagram Periode Juni - Oktober 2021*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa Indonesia. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini membahas mengenai bentuk ketidaksantunan berbahasa, makna ketidaksantunan berbahasa, dan fungsi ketidaksantunan berbahasa yang terdapat dalam kolom komentar media sosial Instagram periode Juni – Oktober 2021 yang dikaji menggunakan pragmatik siber. Tujuan penelitian yang dilakukan adalah (1) mendeskripsikan bentuk ketidaksantunan berbahasa dalam kolom komentar di media sosial Instagram periode Juni – Oktober 2021, (2) mendeskripsikan makna ketidaksantunan berbahasa dalam kolom komentar di media sosial Instagram periode Juni - Oktober 2021, dan (3) mendeskripsikan fungsi ketidaksantunan berbahasa dalam media sosial Instagram periode Juni - Oktober 2021.

Jenis penelitian ini, menggunakan penelitian deskriptif kualitatif. Sumber data data yang diambil dari media sosial Instagram dan data berupa tuturan ketidaksantunan berbahasa yang diberikan pada unggahan. Penelitian ini menggunakan teknik simak bebas libat cakap dan teknik catat. Peneliti melakukan penelitian dengan mengamati pertuturan ketidaksantunan berbahasa yang terjadi di kolom komentar media sosial Instagram, kemudian mencatat unggahan tersebut dan komentar yang mengandung tuturan ketidaksantunan berbahasa.

Data yang diperoleh peneliti berupa bentuk, makna, dan fungsi ketidaksantunan berbahasa. Pada bentuk ketidaksantunan peneliti mendapatkan empat jenis, yaitu (1) kata; (2) frasa; (3) klausa; dan (4) kalimat. Makna ketidaksantunan yang diperoleh terdapat sembilan makna yaitu, (1) emosional; (2) pengabaian; (3) penghinaan; (4) kesombongan; (5) penolakan; (6) salah penyapaan; (7) ketabuhan; (8) kebencian; dan (9) perintah. Selanjutnya fungsi ketidaksantunan berbahasa terdapat tiga jenis, yaitu (1) ketidaksantunan afektif; (2) ketidaksantunan koersif; dan (3) ketidaksantunan menghibur.

**Kata Kunci:** pragmatic siber, konteks, bentuk ketidaksantunan berbahasa, makna ketidaksantunan berbahasa, fungsi ketidaksantunan berbahasa.

### *ABSTRACT*

**Venensky, Elian Tadia. 2022. Cyber Pragmatics Study of Language Politeness in the Comments Column of Instagram Social Media During the Period June - October 2021.** Thesis. Yogyakarta: Indonesian Language Education Study Program. Faculty of Teacher Training and Education, Sanata Dharma University.

This study discussed the form of language impoliteness, the meaning of language impoliteness, and the function of language impoliteness contained in the Instagram social media comment column during the period June - October 2021 period which was studied using cyber pragmatics. The objectives of the research were (1) to describe the form of language impoliteness in the comment column on Instagram social media during the period June - October 2021, (2) to describe the meaning of language impoliteness in the comment column on Instagram social media during the period June - October 2021, and (3) to describe the function of language impoliteness in Instagram social media during the period June - October 2021.

This type of research used descriptive qualitative research. Sources of data and data were taken from Instagram social media and data in the form of utterances of language impoliteness given in uploads. This study used the free-of-conversation listening technique and the note-taking technique. Researchers conducted research by observing utterances of language impoliteness that occurred in the comment column of Instagram social media and then recording the uploads and comments containing utterances of language impoliteness.

The data obtained by researchers were in the form of form, meaning, and function of language impoliteness. In the form of impoliteness, researchers got four types, namely (1) words; (2) phrases; (3) clauses; and (4) sentences. The meaning of impoliteness obtained there were nine meanings, namely, (1) emotional; (2) waiver; (3) humiliation; (4) arrogance; (5) rejection; (6) mispronunciation; (7) steadfastness; (8) hatred; and (9) commands. Furthermore, there were three types of language impoliteness functions, namely (1) affective impoliteness; (2) coercive impoliteness; and (3) entertaining impoliteness.

**Keywords:** cyber pragmatics, context, forms of language impoliteness, meaning of language impoliteness, function of language impoliteness.