

ABSTRAK

Utami, Veronika Tri Budi. 2023. *Tindak Tutur Ilokusi dalam Wacana Iklan Minuman di Televisi Swasta: Kajian Pragmatik*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa Dan Sastra Indonesia, Fakultas Keguruan Dan Ilmu Pendidikan, Universitas Sanata Dharma. Tujuan penelitian ini, yaitu: (1) Untuk mengetahui jenis tindak tutur yang terdapat dalam wacana iklan produk minuman di televisi swasta sertamendeskripsikannya dan (2) Untuk mengetahui makna tindak tutur yang terdapat dalam wacana iklan minuman di televisi swasta serta mendeskripsikannya.

Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data dalam penelitian ini yaitu iklan minuman di televisi swasta dan data penelitian ini berupa tuturan yang mengandung tindak tutur ilokusi. Pengumpulan data dalam penelitian ini menggunakan beberapa teknik, yaitu teknik dokumentasi, simak, dan catat. Data tersebut dianalisis secara deskriptif dengan beberapa tahapan, yaitu identifikasi, klasifikasi, interpretasi, dan deskripsi.

Tindak tutur ilokusi dalam wacana iklan minuman di televisi swasta, pemilihan tindak tutur pada iklan tentu saja sangat kreatif dan inovatif serta mempertimbangkan kalimat-kalimat yang akan digunakan untuk menarik perhatian para calon pembelinya. Maraknya persaingan bisnis yang semakin ketat, berbagai inovasi digunakan untuk meningkatkan promosi, salah satunya berinovasi dengan sebuah slogan dalam iklan. Hal ini menuntut kreatifitas pebisnis dalam merumuskan bahasa slogansemenarik mungkin, agar iklan dapat diterima masyarakat, serta mengakar kuat di benak konsumen. Penelitian ini membahas mengenai praanggapan (presupposisi) dalam slogan iklan di televisi. Objek Yang dipilih adalah iklan minuman.

Berdasarkan penelitian yang telah dilakukan, peneliti menemukan 75 data iklan minuman di televisi swasta yang terdapat tindak tutur ilokusi. Peneliti menemukan terdapat lima jenis tindak tutur ilokusi pada data penelitian, yaitu: (1) tindak tutur asertif, (2) tindak tutur direktif, (3) tindak tutur ekspresif, (4) tindak tutur komisif, dan (5) tindak tutur deklaratif. Selain itu peneliti juga menemukan terdapat empat makna pragmatik di dalam data yaitu, (1) makna pragmatik membentuk opini publik yang positif, (2) makna pragmatik mengembangkan kepercayaan, (3) makna pragmatik membeli produk, (4) makna pragmatik memberikan informasi.

Kata Kunci: Tindak Tutur, Tindak Tutur Ilokusi, Iklan Minuman, Televisi Swasta, Makna Pragmatik.

ABSTRACT

Utami, Veronika Tri Budi. 2023. *Illocutionary Speech Acts in Drink Advertisement Discourse on Private Television: A Pragmatic Study*. Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Sanata Dharma University. The aims of this study are: (1) To find out the types of speech acts contained in the discourse on beverage advertisements on private television and to describe them and (2) To find out the meaning of the speech acts contained in the discourse on beverage advertisements on private television and to describe them.

This study used a descriptive qualitative method. The source of the data in this study was beverage advertisements on private television and the research data was in the form of utterances containing illocutionary speech acts. Data collection in this study used several techniques, namely documentation, viewing, and note-taking techniques. The data was analyzed descriptively with several stages, namely identification, classification, interpretation, and description.

Illocutionary speech acts in beverage advertisement discourse on private television, the selection of speech acts in advertisements is of course very creative and innovative and considers the sentences that will be used to attract the attention of potential buyers. The rise of increasingly fierce business competition, various innovations are used to improve promotion, one of which is innovating with a slogan in advertising. This requires the creativity of business people to formulate the language of the slogan as attractive as possible, so that advertisements can be accepted by the public, and are firmly rooted in the minds of consumers. This research discusses presuppositions in advertising slogans on television. The object chosen is a beverage advertisement.

Based on the research that has been done, the researcher found 75 data on beverage advertisements on private television that contained illocutionary speech acts. The researcher found that there were 5 types of illocutionary speech acts in the research data, namely: (1) assertive speech acts, (2) directive speech acts, (3) expressive speech acts, (4) commissive speech acts, and (5) declarative speech acts. In addition, the researcher also found that there were four pragmatic meanings in the data, namely, (1) pragmatic meaning data formed positive public opinion, (2) pragmatic meaning data developed trust, (3) pragmatic meaning data buying products, (4) pragmatic meaning data provide information.

Keywords: *Speech Acts, Illocutionary Speech Acts, Beverage Advertisements, Private Television, Pragmatic Meaning.*

