

ABSTRAK

Kristina Marta Noviance. 2026. Komunikasi Fatis dalam Podcast Podhub Deddy Corbuzier pada Episode “Ini Kan yang Kalian Mau?! Halda Jirayut Rehearse Akad Nikah Live di JCC”: Kajian Siber Pragmatik. Tesis. Yogyakarta: MPBInd, FKIP, Universitas Sanata Dharma.

Penelitian ini bertujuan mendeskripsikan penanda serta makna pragmatik komunikasi fatis dalam podcast *Podhub Live* pada kanal YouTube Deddy Corbuzier berjudul “*Ini Kan yang Kalian Mau?! Halda Jirayut Rehearse Akad Nikah Live di JCC!! – Vidi, Habib Jafar, Onad.*” Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan landasan teori komunikasi fatis dan kajian siber pragmatik. Data penelitian berupa tuturan para host dan tamu dalam podcast yang diperoleh melalui teknik simak dan catat. Analisis data dilakukan dengan mengidentifikasi konteks tuturan, penanda kefatisan, serta makna pragmatik yang terkandung dalam setiap tuturan.

Hasil penelitian menunjukkan bahwa komunikasi fatis dalam podcast tersebut termanifestasi dalam berbagai bentuk tuturan yang berfungsi menjaga keberlangsungan dan kelancaran interaksi sosial. Bentuk komunikasi fatis yang ditemukan meliputi sapaan, kesopanan, kekecewaan, bercanda, pujian, penegasan, penolakan, ketidaksetujuan, dan suruhan. Penanda kefatisan terealisasi melalui penggunaan salam, panggilan nama, ungkapan terima kasih, permintaan izin, kelakar, pengulangan kata, interjeksi, serta ajakan dan penolakan ringan yang muncul secara spontan dalam dinamika interaksi podcast.

Makna pragmatik tuturan fatis tersebut menunjukkan bahwa komunikasi dalam podcast tidak semata-mata berorientasi pada penyampaian informasi, melainkan juga berfungsi membangun kedekatan, menjaga keharmonisan relasi, serta mempertahankan kesinambungan percakapan antara host, tamu, dan audiens. Pemaknaan tuturan fatis dipengaruhi oleh konteks situasional panggung hiburan, konteks kultural komunikasi Indonesia yang menekankan keakraban dan kesantunan, serta konteks sibertekstual sebagai ruang interaksi digital yang bersifat publik dan partisipatif.

Dengan demikian, penelitian ini menegaskan bahwa manifestasi komunikasi fatis dalam podcast *Podhub Live* terwujud melalui bentuk-bentuk tuturan tertentu yang dimaknai sebagai strategi komunikasi sosial dalam ruang hiburan digital. Temuan ini selaras dengan tujuan penelitian, yaitu mendeskripsikan bentuk komunikasi fatis serta menganalisis makna pragmatik yang terkandung di dalamnya.

Kata kunci: komunikasi fatis, penanda kefatisan, makna pragmatik, siber pragmatik, podcast.

ABSTRACT

Kristina Marta Noviance. 2026. *Phatic Communication in the Podhub Deddy Corbuzier Podcast Episode “Ini Kan yang Kalian Mau?! Halda Jirayut Rehearse Akad Nikah Live di JCC”: A Cyber Pragmatics Study*. Thesis. Yogyakarta: MPBInd, Faculty of Teacher Training and Education, Universitas Sanata Dharma.

This study aims to describe the markers and pragmatic meanings of phatic communication in the *Podhub Live* podcast on Deddy Corbuzier’s YouTube channel entitled “*Ini Kan yang Kalian Mau?! Halda Jirayut Rehearse Akad Nikah Live di JCC!! – Vidi, Habib Jafar, Onad.*” This research employs a qualitative descriptive approach grounded in phatic communication theory and cyberpragmatic studies. The research data consist of utterances produced by the hosts and guests in the podcast, which were collected using observation and note-taking techniques. Data analysis was conducted by identifying the context of utterances, phatic markers, and the pragmatic meanings embedded in each utterance.

The results indicate that phatic communication in the podcast is manifested in various forms of utterances that function to maintain the continuity and flow of social interaction. The forms of phatic communication identified include greetings, politeness, expressions of disappointment, joking, praise, emphasis, refusal, disagreement, and directives. Phatic markers are realized through the use of greetings, personal address terms, expressions of gratitude, requests for permission, humorous remarks, word repetition, interjections, as well as light invitations and refusals that emerge spontaneously in the dynamics of podcast interaction.

The pragmatic meanings of these phatic utterances demonstrate that communication in the podcast is not solely oriented toward information delivery, but also serves to build rapport, maintain social harmony, and sustain conversational continuity among the hosts, guests, and audience. The interpretation of phatic utterances is influenced by the situational context of the entertainment stage, the cultural context of Indonesian communication that emphasizes familiarity and politeness, and the cybertextual context as a digital interaction space that is public and participatory.

Thus, this study confirms that the manifestation of phatic communication in the *Podhub Live* podcast is realized through specific forms of utterances and is interpreted as a social communication strategy within the realm of digital entertainment. These findings are consistent with the research objectives, namely to describe forms of phatic communication and to analyze the pragmatic meanings embedded within them.

Keywords: phatic communication, phatic markers, pragmatic meaning, cyber pragmatics, podcast.