

ABSTRAK

Pratiwi, Priska Roselina. 2013. *Tindak Tutur dalam Wacana Iklan Mobil di Harian Kompas Bulan Desember 2010*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa, Sastra Indonesia, dan Daerah. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Tujuan umum penelitian ini adalah mendeskripsikan tindak tutur yang digunakan dalam iklan mobil di harian *Kompas*, sedangkan secara rinci ingin mendeskripsikan lokusi, ilokusi, dan perlokusi yang digunakan dalam iklan mobil di media massa harian *Kompas*. Data yang dianalisis berupa tuturan-tuturan yang terdapat dalam 25 iklan mobil di media massa harian *Kompas* bulan Desember 2010.

Landasan teori yang digunakan dalam penelitian ini meliputi teori pragmatik, teori tindak tutur, dan teori iklan. Ketiga teori tersebut digunakan untuk menjelaskan 3 macam tindak tutur yang bisa digunakan dalam pemakaian bahasa yaitu tindak lokusioner, tindak ilokusioner, dan tindak perlokusioner.

Penelitian ini tergolong penelitian kualitatif. Metode pengumpulan data yang digunakan adalah teknik baca dan teknik catat. Hasilnya memperlihatkan (1) semua iklan yang dianalisis secara pragmatik dan tindak tuturnya mengandung tindak lokusi, tindak ilokusi, dan tindak perlokusi, (2) dari tindak lokusinya, iklan yang dianalisis menginformasikan mengenai fasilitas dan keunggulan secara lengkap untuk meyakinkan pembaca, (3) dari tindak ilokusinya, secara umum terdapat dua jenis tindak ilokusi yaitu tindak ilokusi asertif dan ilokusi komisif, dari semua merk, (4) dari tindak perlokusinya, iklan mobil yang dianalisis ingin memberikan efek pada pembaca berupa menarik perhatian, ketertarikan, keinginan, keyakinan, dan tindakan. Efek yang diharapkan, pembaca bukan saja tertarik tetapi menyakini kalau produk yang diiklankan mempunyai fasilitas dan keunggulan sehingga pembaca ingin membeli dan menggunakannya.

ABSTRACT

Pratiwi, Priska Roselina. 2013. *Speech Acts in Car Advertisements on Kompas Daily in December 2010*. Thesis. Yogyakarta: Indonesian and Vernacular Language Education Study Program. Teachers Training Faculty, Sanata Dharma University.

In general, this research was aimed to describe the speech acts used in car advertisements on *Kompas* daily. It specifically described locutionary, illocutionary, and perlocutionary used in the car advertisements on *Kompas* daily newspaper. The data that were analyzed were in the forms of speeches used in the 25 car advertisements on *Kompas* daily newspaper in December 2012.

The theory background that was used consisted of theory on pragmatic, theory on speech acts, and theory on advertisements. Those three kinds of theories explained three kinds of speech acts that could be used. They were locutionary acts, illocutionary acts, and perlocutionary acts.

It was a qualitative research. The data were collected by applying reading technique and note-taking technique. The results showed that: (1) there were locutionary acts, illocutionary acts, and perlocutionary acts both in all advertisements that were analyzed pragmatically and in the speech, (2) the locutionary acts showed that the analyzed advertisements gave information on the complete facilities and strengths to convince the readers, (3) the illocutionary acts showed that there were generally two kinds of illocutionary acts. They were assertive and directive, acts from all brands, (4) the perlocutionary acts showed that the analyzed car advertisements affected the readers in the forms of attention attraction, interest, desire, belief, and action. Not only were the readers expectedly interested in the products but also convinced that the products advertised had the facilities and strengths so that they wanted to buy and use the products.