

ABSTRAK

Saputro, Cahyo Pamungkas Budi. 2018. *Analisis Ilokusi pada Iklan dalam Majalah Tempo November dan Desember 2017*. Skripsi. Yogyakarta: Pendidikan Bahasa Sastra Indonesia, Jurusan Pendidikan Bahasa dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini menganalisis tindak tutur ilokusi pada iklan dalam majalah Tempo yang diambil dari bulan November sampai bulan Desember tahun 2017. Tujuan dari penelitian ini adalah mendeskripsikan wujud tindak tutur ilokusi pada iklan yang terdapat dalam majalah Tempo Bulan November sampai Desember tahun 2017. Tujuan penelitian dirumuskan menjadi tiga fokus, yaitu (1) mendeskripsikan wujud tindak tutur ilokusi, (2) mendeskripsikan ciri-ciri tindak tutur ilokusi, dan (3) mendeskripsikan maksud tindak tutur ilokusi.

Penelitian ini termasuk jenis penelitian deskriptif kualitatif. Sumber data dalam penelitian ini adalah iklan dalam majalah Tempo bulan November-Desember 2017, sedangkan data dalam penelitian ini berupa tuturan iklan beserta konteksnya. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah teknik baca dan teknik catat. Peneliti melakukan analisis data meliputi empat tahap, yaitu identifikasi, klasifikasi, interpretasi dan pelaporan.

Hasil dari penelitian ini menunjukkan bahwa peneliti menemukan empat wujud tindak tutur ilokusi yang meliputi: tindak tutur ilokusi (1) asertif yang mempunyai maksud menginformasikan, mengusulkan, mengemukakan pendapat, dan menyatakan; tindak tutur ilokusi (2) komisif yang mempunyai maksud menjanjikan, menyarankan, persuasi dan menawarkan; tindak ilokusi (3) direktif yang mempunyai maksud memberi saran, mengajak, perintah dan memberi nasihat; dan tindak tutur ilokusi (4) ekspresif yang mempunyai maksud mengucapkan selamat. Setiap tindak tutur tentunya memiliki ciri atau kekhasan yang ditunjukkan dari beberapa ciri kekhasan dari empat wujud tindak ilokusi tersebut.

Hasil penelitian ini membuktikan bahwa tidak semua tindak tutur ilokusi digunakan dalam iklan majalah Tempo. Tindak ilokusi deklarasi tidak ditemukan dalam majalah tersebut. Tindak ilokusi deklarasi tergolong tidak memiliki daya ilokusi. Pemahaman konteks situasi sangat berpengaruh ketika terjadi peristiwa tutur. Pentingnya pemahaman konteks situasi tuturan dari pihak penutur (pembuat iklan) maupun mitra tutur (pembaca) dapat mengurangi adanya salah tafsir dari maksud tuturan.

Kata kunci: tindak tutur, ilokusi, iklan

ABSTRACT

- . Saputro, Cahyo Pamungkas Budi. 2018. *Analysis Illocutionary on The Advertisements in Tempo Magazine November and December 2017*. Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

This research analyses the illocutionary act on the advertisements in *Tempo* magazine which were taken from November up to December 2017. The purpose of this research is to describe the forms of illocutionary acts on the advertisements in *Tempo* magazine which were taken from November up to December 2017. The purposes are divided into three parts, namely (1) describing the forms of the illocutionary acts, (2) describing the characteristics of the illocutionary acts, and (3) describing the aims of illocutionary acts.

This research is categorised as descriptive-qualitative. The data source of this research were the advertisements in *Tempo* magazines from November up to December 2017, while the data in this research were in the forms of advertisement speeches as well as their contexts. The data gathering techniques which were employed were reading and taking note techniques. The researcher committed the data analysis through four stages, namely identification, classification, interpretation, and reporting.

The results of this research show that the researcher found four forms of illocutionary acts which were 1) assertive illocutionary acts which contain the meanings of informing, suggesting, giving opinions, and declaring, 2) commissive illocutionary acts which contain the meanings of promising, suggesting, persuading, and offering, 3) directive illocutionary acts which contain the meanings of giving opinions, asking, ordering, and giving advices, and 4) expressive illocutionary acts which contains the meaning of congratulating. It is obvious that every speech act has its own characteristic which was shown from some of the characteristics of those four forms of illocutionary acts.

The results of this research prove that not all kinds of illocutionary acts were used in *Tempo* magazines. Declarative illocutionary act was not found in the magazines. The directive illocutionary act does not have the illocutionary power. The understanding of the contexts is very affecting when there is a speech phenomenon. The importance of the contextual-situation understanding from the speaker (advertiser) or the reader can reduce the occurrence of misunderstanding from the meaning of speeches.

Keywords: speech act, illocutionary, advertisements