

ABSTRAK

Martinus Maryanto. *IMPLIKATUR DALAM UNGGAHAN MEME TULISAN AKUN INSTAGRAM @overheardkampus PERIODE DESEMBER 2021-MARET 2022*. Skripsi. Yogyakarta. Program Studi Pendidikan Bahasa dan Sastra Indonesia, Jurusan Bahasa dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Latar belakang penelitian ini adalah peneliti tertarik untuk menganalisis implikatur dalam unggahan meme tulisan akun Instagram @overheardkampus periode Desember 2021 - Maret 2022 karena ungkapan dan percakapan yang terdapat dalam unggahan diduga mengandung implikatur (makna tersirat). Penelitian ini bertujuan untuk (1) mendeskripsikan jenis-jenis implikatur dalam meme tulisan yang diunggah akun Instagram @overheardkampus periode Desember 2021 - Maret 2022, dan (2) mendeskripsikan makna pragmatik dalam meme tulisan yang diunggah akun Instagram @overheardkampus periode Desember 2021 - Maret 2022.

Sumber data yang digunakan dalam penelitian ini adalah akun Instagram @overheardkampus. Data yang digunakan berupa unggahan akun Instagram @overheardkampus pada periode Desember 2021 – Maret 2022. Peneliti menemukan 42 unggahan yang diunggah oleh akun Instagram @overheardkampus pada periode Desember 2021 – Maret 2022. Data telah disetujui oleh triangulator pada tanggal 13 Juni 2022. Jenis penelitian yang digunakan peneliti adalah penelitian kualitatif dengan metode penelitian deskriptif analitik. Metode pengumpulan data yang dilakukan adalah metode simak dengan teknik sadap. Setelah melakukan teknik sadap, peneliti melakukan pengumpulan data dengan teknik simak bebas libat cakap, dan catat. Dalam menganalisis peneliti menggunakan teori implikatur, konteks, dan tindak tutur.

Berdasarkan hasil analisis dan pembahasan yang telah dilakukan, peneliti menemukan dua hal penting. *Pertama*, peneliti menemukan jenis implikatur percakapan (non-konvensional) dengan perincian implikatur percakapan khusus, implikatur percakapan umum, dan implikatur percakapan berskala. Selain itu peneliti juga menemukan jenis implikatur konvensional. *Ke dua*, peneliti menemukan tiga belas makna pragmatik yaitu melucu, mengeluh, memberikan informasi, memberikan pendapat, bertanya, menyemangati, menasihati, memerintah, menunjukkan rasa terkejut, menyindir, menolak, menyetujui, dan menamai.

Kata kunci: Implikatur, meme tulisan, Instagram

ABSTRACT

Martinus Maryanto. *Implicatures In Text-Based Meme Of @overheardkampus Instagram Account Period December 2021-March 2022*. Thesis. Yogyakarta. Indonesian Language and Literature Education Study Program, Department of Language and Arts, Faculty of Teacher Training and Education, Sanata Dharma University.

The background of this research is the researcher's interest in analyzing implicatures in the text-based memes posted on the Instagram account @overheardkampus during the period from December 2021 to March 2022. This interest arises because it is suspected that the expressions and conversations contained in the posts may involve implicatures (implicit meanings). The objectives of this study are (1) to describe the types of implicatures in the text-based memes posted on the Instagram account @overheardkampus during the period from December 2021 to March 2022 and (2) to describe the pragmatic meaning in the text memes posted by the Instagram account @overheardkampus during the same period.

The data source for this research is the Instagram account @overheardkampus. The data used consist of the posts made by the Instagram account @overheardkampus during the period from December 2021 to March 2022. The researcher identified 42 posts uploaded by the account during this period. The data were approved by a triangulator on June 13, 2022. The researcher employed a qualitative research approach with an analytical descriptive method. The data collection method used was content analysis with eavesdropping techniques. After applying the eavesdropping technique, the researcher collected data through free participant observation and note-taking. In the analysis, the researcher utilized implicature theory, context, and speech act theory.

Based on the results of the analysis and discussion conducted, the researcher identified two significant findings. Firstly, the researcher identified types of conversational implicature (non-conventional) with specific details including specific conversational implicatures, general conversational implicatures, and scalar conversational implicatures. Additionally, the researcher also identified conventional implicatures. Secondly, the researcher discovered thirteen pragmatic meanings, namely humor, complaint, information provision, opinion expression, questioning, encouragement, advice-giving, command, expressions of surprise, sarcasm, rejection, agreement, and naming.

Keywords: *Implicature, text-based memes, Instagram*