

ABSTRAK

Lengari, Agatha Susanti Loman. 2022. *Kesantunan Berbahasa Dalam Podcast Youtube Deddy Corbuzier Periode Juli-September 2021; Kajian Pragmatik*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, jurusan Pendidikan Bahasa dan Seni. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Sanata Dharma.

Penelitian ini mengkaji mengenai penanda dan makna pragmatik kesantunan yang terdapat dalam *podcast* Deddy Corbuzier periode Juli-September 2021. Tujuan penelitian ini yaitu: (1) Mendeskripsikan penanda kesantunan berbahasa dalam tuturan *podcast youtuber* Dedy Corbuzier dan (2) Mendeskripsikan makna kesantunan berbahasa dalam *Podcast Youtuber* Dedy Corbuzier.

Penelitian ini termasuk kedalam penelitian deskriptif kualitatif. Sumber data penelitian ini yaitu *podcast youtube* Deddy Corbuzier periode Juli-September 2021. Data penelitian tuturan-tuturan yang mengandung bentuk kesantunan bebrbahasa pada saat *podcast* Deddy Corbuzier berlangsung. Peneliti menggunakan dua teknik yaitu metode simak dan metode catat. Analisis data dilakukan dengan tahapan mengidentifikasi data hasil temuan, mengklasifikasikan data tuturan berdasarkan penanda dan makna kesantunan yang sudah diklasifikasikan, dan menginterpretasikan atau menafsirkan data.

Hasil penelitian ini menunjukkan bahwa dalam *podcast youtube* Deddy Corbuzier terdapat penggunaan penanda kesantunan berbahasa yang terdiri dari 15 tuturan berupa kata, 16 tuturan berupa frasa, dua tuturan berupa klausa, dan terakhir terdapat enam tuturan berupa kalimat. Selain penanda kesantunan berbahasa, peneliti juga menemukan makna kesantunan *podcast youtube* Deddy Corbuzier yang terdiri dari Sembilan tuturan bermakna asertif, sepuluh tuturan bermakna direktif, sebelas tuturan bermakna ekspresif, tiga tuturan bermakna komisif, dan empat tuturan bermakna deklaratif.

Kata kunci: Pragmatik, *podcast*, tuturan, penanda kesantunan berbahasa, makna kesantunan berbahasa.

ABSTRACT

Lengari, Agatha Susanti Loman. 2022. *Language Politeness in the Deddy Corbuzier Youtube Podcast for the Period of July-September 2021: A Pragmatic Study*. 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 discussed about the markers and pragmatic meanings of politeness contained in Deddy Corbuzier's podcast for the period July-September 2021. The purpose of this research are: (1) To describe the language politeness marker in the Deddy Corbuzier's YouTube podcast and (2) To describe the meaning of language politeness in the Deddy Corbuzier Youtube Podcast.

This research was descriptive qualitative research. The data sources of this Deddy Corbuzier's youtube podcast for the period July-September 2021. The research data of this research are the utterances that contain forms of language politeness during the Deddy Corbuzier podcast. The researcher uses two techniques, which are the scrutinize method and the note-taking method. The Data analysis was conducted with the stages of identifying the data results based on findings, classifying the marker data and the meaning of classified politeness, and interpreting or analyzing the data.

The results of this research shown that in Deddy Corbuzier's YouTube podcast there are used of language politeness markers consisting of 15 utterances in the form of words, 16 utterances in the form of phrases, two utterances in the form of clauses, and the last, there are six utterances in the form of sentences. In addition of language politeness markers, the researcher also found the meaning of politeness language on Deddy Corbuzier's YouTube podcast which consists of nine assertive meaningful utterances, ten utterances with directive meaning, eleven utterances with expressive meaning, three utterances with commissive meaning, and four utterances with declarative meaning.

Keywords: *Pragmatics, podcast, utterances, language politeness markers, the meaning of language politeness.*