

ABSTRAK

Munawaroh, Hastin. 2017. "Wacana Iklan Komersial Produk Kecantikan Pada Media Sosial *LINE* Bulan Maret- April 2016". Skripsi Strata Satu (S1). Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma.

Tiga masalah yang dibahas: (a) bagaimana struktur wacana iklan komersial produk kecantikan pada media sosial *LINE* bulan Maret- April 2016; (b) apa saja jenis dan hal yang ditonjolkan produk dalam wacana iklan komersial produk kecantikan pada media sosial *LINE* bulan Maret- April 2016; serta (c) apa jenis tindak tutur yang terdapat dalam wacana iklan komersial produk kecantikan pada media sosial *LINE* bulan Maret- April 2016? Kajian dilakukan dengan pendekatan struktural dan pragmatik.

Data dikumpulkan dengan metode simak, lalu dicatat untuk kemudian dianalisis menggunakan metode agih dengan teknik bagi unsur langsung dan metode padan referensial serta metode padan pragmatik. Hasil penelitian disajikan dengan metode informal dan formal.

Hasil penelitian ini ialah sebagai berikut. Pertama, wacana iklan komersial produk kecantikan memiliki tiga variasi struktur: (a) pembuka, isi, dan penutup (54%), (b) pembuka dan isi (42%), dan (c) isi (4%). Struktur tersebut (a) dan (b) terbagi menjadi dua tipe: sederhana dan kompleks.

Kedua, jenis produk dan hal yang ditonjolkan dari produk dapat diklasifikasikan menjadi enam: (a) produk perawatan wajah (harga, fungsi, cara pemakaian, komposisi/ bahan, waktu yang dianjurkan untuk pemakaian, kualitas produk), (b) produk perawatan kulit (komposisi/ bahan, cara kerja produk, cara pemakaian, waktu yang dianjurkan untuk pemakaian, isi/ volume, kualitas produk, fungsi), (c) produk perawatan bibir (kualitas produk, harga, kemampuan produk, variasi produk, cara pemakaian, waktu yang dianjurkan untuk pemakaian, komposisi/ bahan, isi/ volume), (d) produk pelangsing/ penurun berat badan (fungsi produk, kualitas produk, cara pemesanan produk), (e) produk khusus rambut (kemampuan produk untuk merawat keindahan rambut, kemudahan untuk mengaplikasikan produk, jaminan keamanan produk), dan (f) produk khusus bulu mata (kualitas produk, fungsi, isi/ volume, cara pemakaian).

Ketiga, ada tiga jenis tindak tutur dalam wacana iklan komersial produk kecantikan pada media sosial *LINE* bulan Maret- April 2016, yaitu (a) langsung literal, (b) tidak langsung literal, dan (c) langsung tidak literal. Ditemukan lima variasi jenis tindak tutur pada wacana iklan sederhana, yaitu (a) tidak langsung literal-langsung literal-langsung literal, (b) tidak langsung literal-langsung literal-tidak langsung literal, (c) langsung literal-langsung tidak literal-langsung literal, (d) tidak langsung literal, dan (e) langsung literal-langsung literal. Sementara itu, pada wacana iklan kompleks terdapat enam variasi jenis tindak tutur, yaitu (a) langsung literal-tidak langsung literal-langsung literal, (b) langsung literal-tidak langsung literal, (c) langsung tidak literal-langsung literal-langsung literal, (d) tidak langsung literal-tidak langsung literal-langsung literal-tidak langsung literal, (e) tidak langsung literal-tidak langsung literal-tidak langsung literal-langsung literal-langsung literal, dan (f) langsung literal-langsung literal-langsung tidak literal-langsung literal-langsung literal-langsung literal.

Kata kunci: iklan, struktur, *LINE*, topik, tindak tutur, struktural, pragmatik

ABSTRACT

Munawaroh, Hastin. 2017."The Commercial Advertisement Discourse of Beauty Product on Social Media *LINE* in March- April 2016". Undergraduate *Thesis*. Study Program of Indonesian Letters, Faculty of Letters, Sanata Dharma University.

There are three matters to be observed: (a) how about the structure of the commercial advertisement discourse of beauty product on social media *LINE* in March-April 2016; (b) what kind of product and the main thing of product in the commercial advertisement discourse of beauty product on social media *LINE* in March- April 2016; and (c) what kind of speech in the commercial advertisement discourse of beauty product on social media *LINE* in March- April 2016? The main problems will analyzed with structural and pragmatics approach.

The method that be used to collect data is observe attentively method, then noted to be analyzed with apportion method in direct substance divide technic also match method in referential and pragmatics sub-method. The researcher served informal method and formal method to present the analytic result.

The researcher finds out three results of this research. First, the commercial advertisement discourse of beauty product has three variation of structures, that are (a) opener, content, and closer(54%), (b) opener and content (42%), and (c) content (4%). Structure (a) and (b) divided in two types: simple and complex.

Second, the kind of product and the main thing of product classified into six types: (a) facial product (cost, function, how to use the product, composition, about time to use the product, quality), (b) skin care product (composition, how the product works, how to use the product, about time to use the product, volume, quality, function), (c) lip care product (quality, cost, function, varian, how to use the product, about time to use the product, composition, volume), (d) slimming product (function of the product, quality, way to buy the product), (e) hair specialist product (product ability to take care the hair, easy to applicate, safety guarantee), and (f) eyelash specialist product (quality, function, volume, how to use the product).

Third, there are three kind of speeches in the commercial advertisement discourse of beauty product, that are (a) literal direct speech, (b) literal indirect speech, and (c) nonliteral direct speech. There are five variation of speeches in the simple type commercial advertisement discourse of beauty product: (a) nonliteral indirect speech–literal direct speech–literal direct speech, (b) literal indirect speech–literal direct speech–literal indirect speech, (c) literal direct speech–nonliteral direct speech–literal direct speech, (d) literal indirect speech, and (e) literal direct speech–literal direct speech. Meanwhile in the complex type commercial advertisement discourse of beauty product, there are six variation of speeches: (a) literal direct speech–literal indirect speech–literal direct speech, (b) literal direct speech–literal indirect speech, (c) nonliteral direct speech–literal direct speech–literal direct speech–literal direct speech, (d) literal indirect speech–literal indirect speech–literal direct speech, (e) literal indirect speech–literal direct speech–literal indirect speech–literal direct speech–literal direct speech–literal direct speech, and (f) literal direct speech–literal direct speech–nonliteral direct speech–literal direct speech–literal direct speech–literal direct speech–literal direct speech.

Keywords: advertisement, structure, *LINE*, topic, speech, structural, pragmatics