

## ABSTRAK

**Guru, Theresia Alexa Charintha. 2020. “Tindak Tutur dan Praanggapan dalam Iklan *Provider* AXIS Tahun 2013-2019”. Skripsi. Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma**

Tugas akhir ini bertujuan untuk menganalisis wacana iklan *provider* AXIS dari segi bentuk tuturan dan anggapan yang terdapat di dalamnya. Objek ini dipilih karena sebelumnya belum ada penelitian tentang wacana iklan *provider* AXIS dengan menggunakan teori tindak tutur dan praanggapan George Yule.

Penelitian ini menggunakan teori milik George Yule tentang pembagian jenis tindak tutur ilokusioner dan pranggapan. Teori ini digunakan untuk mengidentifikasi bentuk tindak tutur ilokusioner dan bentuk praanggapan berdasarkan jenisnya. Kemudian dilanjutkan dengan tahap pengumpulan data. Proses pengumpulan menggunakan metode simak dan teknik lanjutan yang digunakan adalah teknik sadap dan teknik catat. Pada tahap analisis data digunakan metode agih. Teknik yang digunakan adalah teknik bagi unsur langsung (BUL).

Berdasarkan hasil analisis data, terdapat lima jenis tindak tutur ilokusioner yang ditemukan, yaitu deklarasi, representatif, ekspresif, direktif, dan komisif. Dari seluruh jenis tindak tutur, ditemukan 45 bentuk tuturan. Dalam iklan *provider* AXIS periode 2013-2019, ditemukan lima jenis praanggapan atau presuposisi, yaitu; praanggapan eksistensial, praanggapan faktual, praanggapan leksikal, praanggapan struktural, praanggapan nonfaktual. Dari seluruh jenis praanggapan, telah ditemukan 24 bentuk anggapan.

**Kata Kunci:** iklan, ilokusi, tindak tutur, praanggapan

**ABSTRACT**

**Guru, Theresia Alexa Charintha. 2020. "Speech Act and Presupposition in AXIS Provider Advertisement in 2013-2019". An Under Graduate Thesis of Indonesian Letters Department, Faculty of Letters, University of Sanata Dharma.**

The purpose of this thesis is to analyze the kinds of speech acts and presupposition in the advertisement of AXIS provider. This object was chosen because the research of provider AXIS advertisements has never been studied using the George Yule theory before.

This thesis used the theory of Goeoge Yule by classifying the illocutionary act and presuppositions. Also using the observation method to collect the data and the basic technique that were used after the method is taping technique. The next technique is writing technique. The data was analyze by distributional method. The technique was segmenting immediate constituents technique.

According to the result, there are five kinds of illocutionary acts that were found is declaration acts, representative acts, expressive acts, directive acts, and commisive acts. From all the kinds of illocutionary acts, there are 45 forms of speech. Based on the advertisement of AXIS provider, there are five kinds of presuppositions. There are the existential presupposition, factual presupposition, lexical presupposition, structural presupposition, and non-factual presupposition. From all the kinds of presupposition, there were found 24 forms of presumption.

***Keywords:*** *advertisement, illocutionary, speech act, presupposition*