

## ABSTRAK

**Putra, Yohanes Afdyan Pradikha. 2022. “Maksud dan Jenis Wacana Takarir Iklan Kedai Kopi dalam Instagram”. Skripsi. Yogyakarta: Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma.**

Skripsi ini membahas analisis maksud dan jenis wacana takarir iklan kedai kopi di Instagram. Tujuan dari penelitian ini yakni (i) mendeskripsikan maksud tuturan dalam takarir iklan kedai kopi (ii) mendeskripsikan jenis wacana takarir iklan kedai kopi dalam instagram.

Objek penelitian ini adalah tuturan dalam wacana takarir. Penelitian ini dilakukan melalui tiga tahap, yakni tahap pengumpulan data, tahap analisis data, dan tahap penyajian data. Data penelitian diperoleh melalui sumber tertulis. Tahap pengumpulan data dilakukan dengan metode simak. Tahap analisis data dilakukan dengan menggunakan metode padan pragmatis. Metode penyajian data dalam penelitian ini menggunakan metode penyajian menurut kaidah penggunaan bahasa secara verbal.

Penelitian ini menemukan empat maksud dari wacana takarir iklan kedai kopi dalam instagram. Keempat maksud tersebut yaitu (i) maksud memberi nasihat, (ii) menyampaikan informasi, (iii) maksud membujuk/menawarkan, (iv) maksud menarik perhatian, dan (v) maksud mengimbau. Kemudian selanjutnya penelitian ini menemukan tiga jenis wacana yaitu (i) wacana hortatori, (ii) wacana informatif, (iii) wacana persuasif.

**Kata kunci:** maksud, wacana, takarir

## ABSTRACT

**Putra, Yohanes Afdyan Pradikha. 2022. "Meanings and Types of Discourse on Coffee Shop Ads Captions on Instagram". Thesis. Yogyakarta: Indonesian Literature Study Program, Faculty of Letters, Sanata Dharma University.**

This thesis discusses the analysis of the intent and types of captions for coffee shop advertisements on Instagram. The purpose of this study is (i) to describe the purpose of the utterance in the coffee shop ad caption (ii) to describe the type of discourse on the coffee shop ad caption on Instagram.

The object of this research is the speech in the caption discourse. This research was conducted through three stages, namely the data collection stage, the data analysis stage, and the data presentation stage. Research data obtained through written sources. The data collection stage was carried out by the referencing method. The data analysis phase was carried out using the pragmatic equivalent method. The method of presenting data in this study uses the method of presentation according to the rules of using verbal language.

This study found four purposes of the coffee shop ad caption discourse on Instagram. The four purposes are (i) the purpose of giving advice, (ii) conveying information, (iii) the purpose of persuading/offering, (iv) the purpose of attracting attention, and (v) the purpose of appealing. Then, this research finds three types of discourse, namely (i) hortatory discourse, (ii) informative discourse, (iii) persuasive discourse.

**Keywords:** meaning, discourse, caption