

Tsalitsa Putri Maulidah. *Tindak Tutur Direktif pada Iklan Makanan dan Minuman di Televisi*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Dr. Hani'ah, S. Pd., M. Pd.

ABSTRAK

Iklan makanan dan minuman di televisi dibuat dengan maksud untuk menyampaikan pesan kepada penonton agar tertarik dengan produk yang ditawarkan. Bahasa iklan dapat dikaji dalam ilmu bahasa pragmatik dari segi tindak tutur. Penelitian ini bertujuan untuk mendeskripsikan jenis tindak tutur direktif pada iklan makanan dan minuman di televisi. Penelitian ini merupakan penelitian kualitatif deskriptif. Data yang digunakan dalam penelitian ini berupa tuturan iklan makanan dan minuman di televisi yang terdapat jenis tindak tutur direktif. Sumber data diambil melalui kumpulan video iklan makanan dan minuman. Data diperoleh dengan teknik dokumentasi, simak catat, dan transkripsi. Teknik analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini terdapat jenis tindak tutur direktif meliputi: permintaan, pertanyaan, perintah, larangan, pemberian izin, dan nasihat. Jenis tindak tutur direktif tersebut dalam iklan makanan dan minuman di televisi dengan bermaksud menarik perhatian calon konsumen.

Kata kunci: pragmatik, tindak tutur direktif, iklan makanan dan minuman

Tsalitsa Putri Maulidah. *Directive Speech Action on Food and Beverage Advertisements on Television*. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Education, Trunojoyo University Madura. Supervisor: Dr. Hani'ah, S. Pd., M. Pd.

ABSTRACT

Food and beverage advertisements on television are made with the intention of conveying a message to the audience to be interested in the products offered. Advertising language can be studied in pragmatic linguistics in terms of speech acts. This study aims to describe the types of directive speech acts in food and beverage advertisements on television. This research is a descriptive qualitative research. The data used in this study are in the form of food and beverage advertisements on television which contain directive speech acts. The data source is taken through a collection of food and beverage advertisement videos. Data obtained by documentation technique, listening techniques freely involved, and note-taking transcription techniques. The data analysis technique was carried out by data reduction, data presentation, and drawing conclusions. The results of this study show that there are types of directive speech acts including: requests, questions, orders, prohibitions, giving permission, and advice. This type of directive speech act in food and beverage advertisements on television is intended to attract the attention of potential consumers.

Keywords: pragmatics, directive speech acts, food and beverage advertising