

Romdhoni Kamilah. 2025. *Tindak Tutur Direktif pada Promosi Produk Elformula Intensive Peeling Solution oleh Influencer Reizuka Ari*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Wevi Lutfitasari, M.Pd.

ABSTRAK

Tindak tutur direktif merupakan jenis tindak tutur yang dapat digunakan untuk memengaruhi mitra tutur melakukan tindakan salah satunya untuk kegiatan yang bernilai ekonomis yaitu promosi produk. Penelitian ini bertujuan mendeskripsikan jenis tindak tutur dan fungsi tindak tutur direktif dalam tuturan promosi produk *Elformula Intensive Peeling Solution* oleh Reizuka Ari. Jenis penelitian ini ialah kualitatif dengan metode deskriptif. Sumber data penelitian ini ialah video konten promosi produk *Elformula Intensive Peeling Solution* di akun TikTok @dictionary periode Februari 2024-Januari 2025. Data yang digunakan dalam penelitian ini ialah tuturan promotif Reizuka Ari dalam mempromosikan produk *Elformula Intensive Peeling Solution* di akun TikTok @dictionary periode Februari 2024-Januari 2025. Teknik pengumpulan data yang digunakan ialah teknik simak, dokumentasi, dan transkripsi. Hasil penelitian ditemukan jenis tindak tutur langsung dengan instruksi berupa permintaan, perintah, pertanyaan, menyuruh, dan memesan, jenis tindak tutur tidak langsung berupa pertanyaan dimaksudkan untuk memerintah, tindak tutur literal maksud dan makna tuturan sama, tindak tutur tidak literal maksud dan makna tuturan berbeda. Fungsi tindak tutur direktif fungsi permintaan yang mengandung unsur meminta dan memohon, fungsi perintah dengan unsur memerintah dan larangan, fungsi pertanyaan untuk memperoleh informasi, menyarankan difungsikan memberikan saran, dan memesan difungsikan memberikan pesan.

Kata kunci: pragmatik, jenis-jenis tindak tutur, fungsi tindak tutur direktif, Reizuka Ari, TikTok

Romdhoni Kamilah. 2025. *Directive Speech Acts in the Promotion of Elformula Intensive Peeling Solution Products by Influencer Reizuka Ari*. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Education, Trunojoyo University, Madura. Advisor: Wevi Lutfitasari, M.Pd.

ABSTRACT

Directive speech acts are a type of speech act that can be used to influence speech partners to take action, one of which is for activities that have economic value, namely product promotion. This study aims to describe the types of speech acts and the function of directive speech acts in promotional speech for the Elformula Intensive Peeling Solution product by Reizuka Ari. This type of research is qualitative with a descriptive method. The data source for this study is the promotional content video for the Elformula Intensive Peeling Solution product on the TikTok account @dictionarei for the period February 2024-January 2025. The data used in this study are Reizuka Ari's promotional speech in promoting the Elformula Intensive Peeling Solution product on the TikTok account @dictionarei for the period February 2024-January 2025. The data collection techniques used are listening, documentation, and transcription techniques. The results of the study found the type of direct speech acts with instructions in the form of requests, commands, questions, ordering, and orders, type of indirect speech acts in the form of questions intended to order; literal speech acts with the same intent and meaning of speech, non-literal speech acts with different intent and meaning of speech. The function of directive speech acts is the request function containing elements of asking and pleading, the command function with elements of ordering and prohibiting, the question function is to obtain information, suggesting is functioned to provide advice, and ordering is functioned to provide messages.

Keywords: *pragmatics, types of speech acts, functions of directive speech acts, Reizuka Ari, TikTok*