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ABSTRAK

Penelitian yang berjudul “Analisis Tindak Tutur Direktif dan Citra Merek pada Iklan Produk Wardah di Media YouTube” ini bertujuan untuk mendeskripsikan bentuk-bentuk tindak tutur direktif dan gambaran citra merek yang terbentuk dalam strategi komunikasi digital produk Wardah. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa dokumentasi video iklan di kanal YouTube Wardah periode Januari–Desember 2024 serta teknik transkrip untuk memperoleh data verbal. Hasil penelitian menunjukkan adanya penggunaan tindak tutur direktif yang variatif, terdiri dari bentuk imperatif (13 data) yang mencakup perintah, ajakan, dan saran; bentuk deklaratif (16 data) yang mencakup saran, nasihat, perintah, dan ajakan; serta bentuk interogatif (10 data) yang mencakup permintaan, ajakan, dan nasihat. Selain itu, penggunaan gaya bahasa personifikasi, retorik, dan klimaks ditemukan efektif dalam membangun citra merek yang mencakup aspek kualitas, inovasi, teknologi, serta kepercayaan konsumen. Melalui integrasi tindak tutur direktif dan gaya bahasa tersebut, Wardah berhasil membentuk identitas merek yang modern dan tepercaya sekaligus memengaruhi tindakan konsumen secara persuasif di platform digital.

Kata Kunci: Tindak Tutur Direktif, Citra Merek, YouTube, Wardah, Pragmatik.

Syeren Eka Putri Arisandi, 2026. *An Analysis of Directive Speech Acts and Brand Image in Wardah Product Advertisements on YouTube*. Undergraduate Thesis, Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Trunojoyo Madura University. Advisor: Dr. Hani'ah, S.Pd., M.Pd.

ABSTRACT

The study entitled “*An Analysis of Directive Speech Acts and Brand Image in Wardah Product Advertisements on YouTube*” aims to describe the forms of directive speech acts and the portrayal of brand image formed through Wardah’s digital communication strategies. This research employs a qualitative descriptive method, with data collected through documentation of advertisement videos published on Wardah’s official YouTube channel from January to December 2024. Transcription techniques were used to obtain verbal data. The results indicate a varied use of directive speech acts, consisting of imperative forms (13 data), including commands, invitations, and suggestions; declarative forms (16 data), including suggestions, advice, commands, and invitations; and interrogative forms (10 data), including requests, invitations, and advice. In addition, the use of figurative language such as personification, rhetorical style, and climax was found to be effective in constructing a brand image encompassing aspects of quality, innovation, technology, and consumer trust. Through the integration of directive speech acts and figurative language, Wardah successfully establishes a modern and trustworthy brand identity while persuasively influencing consumer behavior on digital platforms.

Keywords: Directive Speech Acts, Brand Image, YouTube, Wardah, Pragmatics.