

INTISARI

Iklan program televisi (IPT) merupakan iklan nonkomersil yang bertujuan untuk mengenalkan, mempromosikan, dan mengajak pemirsa menyaksikan sebuah program televisi. Penelitian ini dilakukan untuk menguraikan bagaimana tindak tutur persuasif dalam IPT. Hal-hal yang diteliti meliputi jenis-jenis tindak tutur persuasif, strategi, fungsi komunikatif, dan faktor-faktor yang memengaruhi tindak tutur persuasif dalam tuturan IPT.

Data penelitian ini berupa tuturan verbal dalam IPT. Data diperoleh dari iklan program televisi di tujuh stasiun TV Indonesia (SCTV, RCTI, Indosiar, ANTV, Metro TV, Trans TV, Kompas TV, dan NET TV) dan situs *youtube* periode 27 November 2017—28 Februari 2018. Iklan tersebut dikumpulkan, lalu ditranskripsikan tuturannya, dan diklasifikasikan untuk dianalisis dengan metode padan referensial.

Hasil penelitian ini adalah sebagai berikut. Pertama, berdasarkan jenis tindak tuturnya, tindak tutur persuasif dalam IPT dapat dibedakan menjadi lima, yaitu tindak tutur persuasif dengan tuturan deskriptif, tindak tutur persuasif dengan tuturan informatif, tindak tutur persuasif dengan tuturan interogatif, tindak tutur persuasif dengan tuturan berisi saran, dan tindak tutur persuasif dengan tuturan berisi ajakan. Kedua, terdapat lima kerangka strategi tindak tutur persuasif dalam IPT, yaitu *attention-getting* (cara memperoleh perhatian), *confidence-building* (cara membangun keyakinan), *desire-stimulating* (cara memancing keinginan), *urgency-stressing* (cara menekankan urgensi), *respons-seeking* (cara mencari tanggapan). Berdasarkan derajat kelangsungannya, terdapat empat realisasi tindak tutur persuasif didasarkan pada kebutuhan meminimalisasi daya paksaan dalam sebuah tuturan IPT, antara lain performatif eksplisit, performatif berpagar, rumusan saran, dan isyarat halus. Ketiga, selain bertujuan untuk memersuasi audiens, terdapat delapan fungsi komunikatif lain yang ingin dinyatakan dalam tindak tutur persuasif IPT, antara lain fungsi memberikan informasi, fungsi meyakinkan, mengajak, menyarankan, menciptakan keakraban, menciptakan kesan estetik, memadatkan tuturan, dan menciptakan keingintahuan. Terdapat beberapa faktor yang membuat tuturan IPT tertentu berbeda dengan tuturan IPT lainnya, yaitu jenis program yang diiklankan, jadwal tayang program, dan target audiensnya.

Kata kunci: tindak tutur persuasif, iklan program televisi, jenis, strategi, fungsi, faktor.

ABSTRACT

Television program advertisement (TPA) is a non-commercial advertisement that aims to introduce, promote, and invite viewers to watch television programs. This research was conducted to describe how persuasive speech acts in TPA. The things discussed included the types of persuasive speech acts, strategies, communicative functions, and factors that influence persuasive speech acts in the speech of TPA.

The data of this study are verbal utterances in TPA. Data are obtained from television program advertisements on seven television stations in Indonesia, namely RCTI, Indosiar, ANTV, Metro TV, Trans TV, TV Kompas, and NET TV during November 2017 - February 2018. Data collection is obtained from internet searches on sharing sites YouTube video with *iklan promo* as the keywords. The utterance of the advertisement was collected, then transcribed, and translated to be analyzed by the pragmatic comparing method.

The results of this study are as follows. First, based on the type of speech act, persuasive speech acts in TPA can be divided into five, namely persuasive speech acts with descriptive, persuasive speech acts with informative, persuasive speech acts with interrogative, persuasive speech acts with suggestions, and persuasive speech acts with invitations. Second, there are five persuasive speech acts strategy frameworks in TPA, namely attention-getting, confidence-building, desire-stimulating, urgency-stressing, and response -seeking. Based on the degree of directness, there are four realization of persuasive speech acts based on the need to minimize the power of coercion in a TPA speech, including explicit performative, hedged performative, language specific suggesstory formula, and mild hints. Third, besides aiming to persuade the audience, there are eight other communicative functions that want to be expressed in TPA's persuasive speech acts, namely the function of providing information, convincing functions, inviting, suggesting, creating intimacy, creating an aesthetic impression, condensing speech, and creating curiosity. There are several factors that make certain TPA speech different from other TPA speeches, namely the type of program advertised, program schedule, and target audience.

Keywords: persuasive speech acts, television advertising program, type, strategy, function, factor.