INTISARI

Skripsi ini membahas wacana ulasan produk kosmetik yang terdapat dalam takarir unggahan akun Instagram @diviasari yang mengulas berbagai produk kosmetik lokal. Latar belakang tulisan ini ialah meningkatnya kebutuhan masyarakat atas ulasan produk yang terpercaya. Selain itu, struktur wacana terwujud dengan menarik dan tindak tutur yang digunakan pun beragam. Oleh karena itu, tujuan dari penelitian ini ialah mendeskripsikan struktur wacana ulasan produk kecantikan lokal dan mengemukakan jenis tindak tutur berdasarkan fungsi dan bentuk tindakannya, serta kaitannya dengan struktur wacana yang terdapat di dalam wacana ulasan produk kecantikan dalam akun Instagram @diviasari.

Data penelitian dikumpulkan dari takarir akun Instagram @diviasari yang diunggah pada bulan Juni - September 2022 dengan metode simak-catat. Metode analisis penelitian menggunakan metode agih dan padan pragmatis.

Hasil yang didapatkan dari penelitian ini menunjukkan bahwa takarir yang digunakan dalam unggahan akun Instagram @diviasari memiliki struktur utama berupa pembuka (judul dan pengenalan produk), isi (deskripsi produk, ulasan pemakaian, dan tips kecantikan), dan penutup, serta struktur tambahan berupa penggunaan tagar. Tindak tutur yang terdapat di dalamnya meliputi tindak tutur representatif (menjelaskan, menyatakan, menyimpulkan, mengakui, menunjukkan, meramalkan, dan menyampaikan niat), ekspresif (rasa senang, terkejut, mengucapkan selamat, menyambut, berharap, bersyukur, kepuasan, mengagumi, dan menolak), bertanya (menanyakan, menyelidiki, dan memastikan), dan direktif (memerintah, menyarankan, melarang, menganjurkan, memperingatkan, dan meminta). Hasil analisis secara kuantitatif juga menunjukkan bahwa pada bagian pembuka, tindak tutur representatif-menyatakan paling banyak dituturkan karena Diviasari menyatakan perkenalan produk. Pada bagian isi paling banyak dituturkan tindak tutur representatif-menjelaskan, karena menjelaskan detail produk yang diulas dan bagaimana pengaruhnya terhadap kondisi kulit Diviasari. Pada bagian penutup, didominasi tindak tutur representatif-menyatakan, karena berisi pernyataan akhir Diviasari atas sebuah produk. Setelah tindak tutur representatif, secara kuantitatif tindak tutur ekspresif-rasa senang paling banyak ditemukan setelahnya pada bagian isi, karena mengungkapkan perasaan senang Diviasari setelah menggunakan produk yang diulasnya.

Kata kunci: wacana, ulasan produk, struktur wacana, tindak tutur

ABSTRACT

This thesis discusses the discourse on local cosmetic product reviews in the uploaded captions of the @diviasari Instagram account, which reviews various local cosmetic products. The subject of this article is the increasing public demand for trusted product reviews. In addition, the structure of the discourse is realized interestingly, and the speech acts used are varied. Hence, this study aims to describe the discourse structure of beauty product reviews manifested in the Instagram account @diviasari and to classify the forms and types of speech acts, also its distribution on the structure of the discourse of beauty product reviews on the Instagram account @diviasari.

Research data was collected from captions on the Instagram account @diviasari, uploaded in June - September 2022 using the observation and taking notes method. The research method uses a qualitative descriptive approach by conducting a descriptive analysis of the discourse structure and the forms and types of speech acts, also its distribution on the structure of the discourse of beauty product reviews.

The results obtained from this study indicate that the captions used in uploading the Instagram account @diviasari have the main structure in the form of opening (title and product introduction), content (product descriptions, usage reviews, and beauty tips), and closing, as well as additional structures in the form of use hashtag. The speech acts contained in it include representative speech acts (explaining, stating, concluding, acknowledging, showing, predicting, and conveying intentions), expressive (pleased, surprised, congratulated, welcomed, hoped, grateful, satisfied, admired, and rejected), ask (ask, investigate, and ensure), and directive (command, suggest, prohibit, recommend, warn, and ask). The results of the quantitative analysis also show that in the opening section, the stating– representative speech act is most used because it stating product introduction. In the content section, the explaining– representative speech act explains the most because it explains the details of the product by being reviewed and how it affects Diviasari's skin condition. In the closing part, the stating–representative speech act is dominant because it contains Diviasari's final report on a product. After the representative speech act, based on the quantitative method, the happiness–expressive speech act is found most often in the content section because it expresses Diviasari's feelings of happiness after using the product she reviewed.

Keywords: discourse, product review, discourse structure, speech act