

INTISARI

Penelitian berjudul “Tindak Tutur dalam Wacana Promosi Gojek pada Postingan Akun Instagram @gojekindonesia” dilatarbelakangi oleh konten postingan #JalanTerus, yakni promosi GoTransit karena berupa satu-satunya serial cerita komik dalam Instagram @gojekindonesia. Penelitian ini bertujuan untuk menjelaskan struktur wacana serial cerita #JalanTerus. Selain itu, penelitian ini juga bertujuan mengemukakan jenis-jenis tindak tutur serta kaitannya dengan struktur wacana dalam wacana serial cerita #JalanTerus pada promosi fitur GoTransit di akun Instagram @Gojekindonesia.

Data diperoleh dari postingan Instagram Gojek periode 5 Juli—30 Agustus 2022. Data dalam penelitian ini berupa tuturan dalam 8 episode #JalanTerus. Perolehan data menggunakan metode simak dengan teknik tangkap layar sebagai teknik dasar dan teknik catat sebagai teknik lanjutan. Analisis data menggunakan metode padan pragmatis dengan teknik dasar pilah unsur pragmatis. Variabel bebas penelitian ini adalah tindak tutur ilokusi yang terdapat dalam postingan #JalanTerus, sedangkan variabel terikat penelitian ini adalah struktur postingan #JalanTerus. Penyajian data menggunakan bentuk formal dan informal.

Penelitian ini menemukan dua hasil. Pertama, terdapat unsur penyusun struktur wacana dalam 8 episode #JalanTerus, yaitu pengantar permasalahan, permasalahan, permintaan solusi, penyampaian inti (pemberian solusi dan penjelasan solusi), dan penutup (penggunaan solusi dan humor). Kedua, terdapat karakteristik tindak tutur dalam struktur wacana 8 episode #JalanTerus. Karakteristik tindak tutur representatif mulai dari bagian pengantar permasalahan hingga penutup memiliki kesamaan karena digunakan untuk menyatakan sesuatu. Adapun karakteristik tindak tutur ekspresif pada bagian permasalahan dan penutup berbeda; bagian permasalahan berfungsi untuk mengeluhkan keadaan, sedangkan pada bagian penutup berfungsi untuk berterima kasih dan mengucapkan sapaan perpisahan. Tindak tutur ekspresif memiliki variasi fungsi paling banyak. Pada bagian permintaan solusi, tindak tutur bertanya paling sering dijumpai karena berfungsi untuk menanyakan solusi. Adapun pada bagian penjelasan solusi, tindak tutur direktif paling sering dijumpai karena berfungsi untuk menganjurkan penggunaan GoTransit.

Kata kunci: pragmatik, tindak tutur, wacana, Gojek, promosi.

ABSTRACT

Research titled “Speech Act in Promotion Discourse of Gojek at @gojekindonesia Instagram Account” aims to describe the discourse structure of serial post of #JalanTerus and to set forth the types of speech act along its connection with discourse structure in discourse of serial post of #JalanTerus on GoTransit promotion future at @GojekIndonesia.

The data of this research were obtained from Gojek’s Instagram post in period of 5th July, 2022—30th August, 2022. They were formed by the speech of 8 episodes of #JalanTerus and were obtained by using methods of screen capture and taking note as a continuation technique. The data analysis was using pragmatic equivalent method with basic technique of sorting pragmatic element. The independent variable of this research was illocutionary speech act in #JalanTerus post, while the dependent variable of this research was the structure of #JalanTerus post. The data were presented using formal and informal form.

This research discovers two results. First, there are some structural elements in 8 episodes of #JalanTerus @gojekindonesia; introduction to the issue, issue, solution inquire, core presentation, and closing. In core presentation part, there are solution provision and solution explanation. Meanwhile, the closing part consists of humor as an atmosphere refresher and use of solution. Second, there are speech act characteristics in 8 episodes of #JalanTerus discourse structure. The representative speech act characteristic in issue introduction chapter and solution giving chapter are different considering the speech act function are different; introduction chapter is to wind up, while solution giving chapter is to stating the GoTransit’s excellence. Furthermore, the expressive speech act characteristic in issue chapter and closing chapter are also different; the issue chapter is to criticize the condition, meanwhile the closing chapter is to convey the thankfulness and also to deliver farewell. Expressive speech act have the most function variations since it is to make use as expressing the figure’s sensation. In solution giving chapter, requesting speech act is frequently found since it is to request the solution. At the same time, in solution elucidation chapter, directive speech act is frequently found since it serves to recommend GoTransit utilization.

Keywords: pragmatics, speech act, discourse, Gojek, promotion