

## INTISARI

*Pick-me girl* merupakan julukan yang merepresentasikan tindakan seorang perempuan yang berusaha membuat lawan jenis terkesan dengan menjatuhkan perempuan lainnya. Istilah *pick-me girl* untuk mengidentifikasi perilaku perempuan ini populer pada tahun 2021 melalui media sosial. Salah satu konten kreator yang aktif membuat parodi *pick-me girl* ialah akun TikTok @yourfawkboi dengan nama asli Dafrin. Ia membuat berbagai macam parodi tindak tutur *pick-me girl* beserta para tokoh pendukung cerita. Dafrin membuat parodi berupa video sudut pandang atau *point of view* (POV) sebagai pelaku *pick-me girl*. Parodi menyajikan tuturan *pick-me girl* yang mempunyai maksud lain dari tuturan yang disampaikan. Maka dari itu, fokus penelitian ialah tindak tutur pelaku *pick-me girl*.

Penelitian dalam lingkup pragmatik ini bertujuan untuk mengetahui bentuk tindak tutur representatif, bentuk tindak tutur direktif, dan strategi tindak tutur, serta memahami faktor-faktor sosial yang memengaruhi jenis dan strategi tindak tutur pelaku *pick-me girl*. Penelitian merupakan penelitian deskriptif kualitatif. Data diperoleh dari video konten di akun TikTok @yourfawkboi yang diambil dari Januari hingga Juni 2023 sebanyak 175 sampel. Data dikumpulkan dengan metode simak menggunakan teknik simak bebas libat cakap. Selanjutnya, data dianalisis menggunakan metode padan pragmatis dan metode refleksif-introspektif. Analisis data tuturan disajikan secara informal berupa penjelasan kata-kata dalam bentuk deskripsi dari maksud tuturan pelaku *pick-me girl*.

Hasil penelitian menunjukkan bahwa pada tindak tutur representatif ditemukan empat ungkapan dari bentuk tuturan, yakni (1) ungkapan menyatakan, (2) ungkapan menyimpulkan, (3) ungkapan mengakui, dan (4) ungkapan menolak. Pada tindak tutur direktif ditemukan tujuh ungkapan dari bentuk tuturan, yakni (1) ungkapan mendesak, (2) ungkapan menyarankan, (3) ungkapan memerintah, (4) ungkapan memperingatkan, (5) ungkapan meminta, (6) ungkapan menasihati, dan (7) ungkapan melarang. Masing-masing ungkapan pada bentuk tuturan disertai tujuan dan maksud penutur baik pada tindak tutur representatif maupun tindak tutur direktif. Pada strategi tindak tutur, tuturan pelaku *pick-me girl* mencangkup empat strategi tindak tutur dan satu kombinasi lainnya. Strategi tindak tutur meliputi (1) tindak tutur eksplisit dan implisit, (2) tindak tutur langsung dan tidak langsung, (3) tindak tutur literal dan tidak literal, dan (4) tindak tutur tersurat dan tersirat. Sementara itu, strategi tindak tutur dengan satu kombinasi lainnya, antara lain (1) tindak tutur langsung tidak literal, (2) tindak tutur langsung tidak literal, (3) tindak tutur tidak langsung literal, (4) tindak tutur tidak langsung tersurat, dan (5) tindak tutur tidak langsung tersirat. Keseluruhan bentuk tindak tutur representatif, bentuk tindak tutur direktif, dan strategi tindak tutur dilatarbelakangi oleh faktor sosial yang memengaruhinya. Faktor meliputi empat komponen utama, yakni (1) *setting and scene*, (2) peserta tutur atau *participants* (3) Tujuan tuturan atau *ends: purpose and goal*, (4) gaya penyampaian tuturan atau *key: tone or spirit of act*, dan (5) media penyampaian atau *instrumentalities*.

Kata Kunci: *Pick-me girl*, Tindak tutur

## ABSTRACT

A "pick-me girl" is a nickname that represents the action of a woman who tries to impress the boys by putting other women down. The term "pick-me girl" to identify this kind of female behavior became popular in 2021 through social media. One content creator who actively makes parodies of pick-me girls is the TikTok account @yourfawkboi, whose real name is Dafrin. He creates various parodies of pick-me girls' speech acts along with supporting characters. Dafrin creates parodies in the form of point-of-view (POV) videos, presenting the perspective of a pick-me girl. These parodies portray pick-me girl speech acts with implied meanings different from the literal content. Therefore, the research focuses on the speech acts of pick-me girls.

This research within the field of pragmatics aims to understand the forms of representative speech acts, the forms of directive speech acts, and the strategies used, as well as to comprehend the social factors influencing the types and strategies of pick-me girl speech acts. The study is a qualitative descriptive research. Data were obtained from content videos on the TikTok account @yourfawkboi, with a total of 175 samples collected from January to June 2023. Data were gathered using a listening method with a non-participatory observation technique. The data were then analyzed using a pragmatic equivalent method and a reflexive-introspective method. The analysis of speech data is presented informally in a descriptive manner, explaining the implied meaning of the pick-me girl's speech acts.

The research results show that in representative speech acts, four expressions were identified: (1) statements, (2) conclusions, (3) acknowledgments, and (4) rejections. In directive speech acts, seven expressions were identified: (1) urging, (2) suggesting, (3) commanding, (4) warning, (5) requesting, (6) advising, and (7) prohibiting. Each expression in these speech act forms is accompanied by the intended purpose and meaning, whether in representative or directive speech acts. Regarding speech act strategies, pick-me girl speech acts involve four main strategies and one additional combination. These strategies include (1) explicit and implicit speech acts, (2) direct and indirect speech acts, (3) literal and non-literal speech acts, and (4) explicit and implicit speech acts. The combination strategy involves five variants, including (1) direct non-literal speech acts, (2) indirect non-literal speech acts, (3) indirect literal speech acts, (4) indirect explicit speech acts, and (5) indirect implicit speech acts. The entirety of representative and directive speech act forms and strategies is influenced by social factors comprising four main components: (1) setting and scene, (2) participants, (3) purpose and goal of the speech, (4) tone or spirit of the act, and (5) instrumentalities.

**Keywords:** Pick-me girl, Speech act