

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan emosi dalam komentar berita di *Instagram @lambe_turah*. Analisis juga dilakukan untuk mengetahui jenis dan strategi tindak tutur, serta kesantunan dalam berkomentar. Sumber data dalam penelitian ini adalah komentar di dalam unggahan akun Instagram *@lambe_turah* dari Juli – Oktober 2023. Penelitian ini merupakan penelitian deskriptif kualitatif dan merupakan bagian dari kajian pragmatik. Penyediaan data dilakukan dengan metode simak bebas libat cakap dan teknik catat. Analisis data menggunakan metode padan. Analisis disajikan dengan metode informal. Penelitian menunjukkan empat hasil. Komentar dalam Instagram *@lambe_turah* menggunakan tindak tutur representatif, direktif, komisif, ekspresif, dan bertanya. Strategi yang sering digunakan dalam komentar adalah strategi implisit, langsung, literal, dan tersurat. Ekspresi harapan positif yang ditemukan menggunakan tindak tutur representatif dan komisif; menggunakan strategi literal, langsung, dan tersirat; dan mematuhi maksim kesimpatian dan kebijaksanaan. Ekspresi kepuasan banyak menggunakan tindak tutur ekspresif dan representatif; strategi langsung, literal, tersurat; dan mematuhi maksim kemurahan, kecocokan dan kesimpatian. ekspresi penonjolan nilai negatif banyak menggunakan strategi representatif dan ekspresif; strategi langsung, literal, dan tersirat; dan melanggar prinsip kesopanan, seperti maksim kebijaksanaan, kemurahan, dan kesimpatian. ekspresi emosi perlawanan agresif banyak ditemukan menggunakan tindak tutur representatif dan ekspresif; menggunakan strategi langsung, literal, dan tersirat; dan melanggar maksim kebijaksanaan, kemurahan dan kesimpatian. ekspresi ketidakpuasan banyak ditemukan menggunakan tindak tutur representatif dan ekspresif; menggunakan strategi langsung, literal, dan tersirat; dan melanggar prinsip kesopanan, khususnya maksim kebijaksanaan, maksim kemurahan, dan maksim kesimpatian.

Kata kunci: pragmatik, tindak tutur, prinsip kesopanan, ungkapan emosi, komentar

ABSTRACT

This study aims to describe emotional expressions found in comments on news-related posts from the Instagram account @lambe_turah. The research also seeks to identify the types and strategies of speech acts employed by users, as well as the politeness principles reflected in their comments. The data were sourced from user comments on @lambe_turah's Instagram posts published between July and October 2023. This research adopts a qualitative descriptive approach within the framework of pragmatics. Data collection was conducted using the non-participant observation method and note-taking technique, while data analysis utilized the referential method and was presented informally. The findings reveal four key results. First, the comments exhibit various types of speech acts, including representative, directive, commissive, expressive, and interrogative acts. Second, the most frequently employed speech strategies are implicit, direct, literal, and explicit. Third, expressions of positive hope are typically conveyed through representative and commissive acts using literal, direct, and implicit strategies, while adhering to the maxims of sympathy and tact. Fourth, expressions of satisfaction are primarily conveyed through expressive and representative acts using direct, literal, and explicit strategies, in accordance with the maxims of generosity, agreement, and sympathy. In contrast, expressions that highlight negative values and those showing aggressive resistance predominantly utilize representative and expressive acts with direct, literal, and implicit strategies, often violating politeness principles, especially the maxims of tact, generosity, and sympathy. Similarly, expressions of dissatisfaction are marked by representative and expressive acts, conveyed through direct, literal, and implicit strategies, and characterized by violations of politeness norms.

Keyword: Pragmatics, speech acts, politeness principles, emotional expressions, comments