

## INTISARI

Penelitian ini bertujuan untuk mendeskripsikan struktur wacana, bentuk, dan strategi tindak tutur jual beli oleh *host live* saat sesi *live streaming* di akun Tiktok @wardahofficial. Data primer penelitian ini berupa tuturan-tuturan lisan yang *host live* saat sesi *live streaming*. Pengambilan data dilakukan pada Sabtu, 10 Oktober 2024, jam 20.00--22.00. Data tersebut dikumpulkan menggunakan metode simak, rekam layar dan tangkap layar. Data tersebut kemudian dianalisis dengan pendekatan pragmatik dan disajikan menggunakan metode kualitatif deskriptif.

Hasil penelitian menunjukkan bahwa adanya dua unsur pada struktur wacana jual beli *online* melalui *live streaming* di akun Tiktok @Wardahofficial, yaitu unsur selalu ada yang terdiri dari sesi pembuka, isi, dan penutup, serta unsur tidak selalu ada. Kemudian, ditemukan adanya 387 bentuk tindak tutur yang tersebar ke tiga sesi. Persebaran tersebut memperlihatkan karakteristik bentuk tindak tutur di masing-masing sesi. Namun, 387 bentuk tersebut dapat digolongkan ke dalam sebelas jenis tuturan direktif, yaitu direktif memerintah, meminta, menasihati, menawarkan, mengajak, menyarankan, menganjurkan, memperingatkan, mendesak, melarang, dan memperbolehkan. Selain itu, dari 387 tindak tutur tersebut, masing-masing memiliki strategi yang digunakan oleh *host live* dalam proses berkomunikasi dengan penonton, yaitu (1) implisit, langsung, literal, tersirat, serta (2) eksplisit, langsung, literal, tersurat.

**Kata kunci: Jual Beli *Online*, Media Sosial Tiktok, Tindak Tutur Direktif**

## **ABSTRACT**

*This study aims to describe the discourse structure, forms and strategies of buying and selling speech acts by live hosts during live streaming sessions on the Tiktok account @wardahofficial. The primary data of this study are in the form of oral speeches by live hosts during live streaming sessions. Data collection was carried out on Saturday, October 10, 2024, at 20.00-22.00. The data were collected using the listening, screen recording and screen capture methods. The data were then analyzed using a pragmatic approach and presented using a descriptive qualitative method.*

*The results of the study indicate that there are two elements in the structure of online buying and selling discourse via live streaming on the Tiktok account @Wardahofficial, namely mandatory elements consisting of opening, content, and closing sessions, as well as additional elements. Then, 387 forms of speech acts were found spread across three sessions. This distribution shows the characteristics of the forms of speech acts in each session. However, these 387 forms can be classified into eleven types of directive speech, namely directives commanding, requesting, advising, offering, inviting, suggesting, recommending, warning, urging, prohibiting, and allowing. In addition, of the 387 speech acts, each has a strategy used by the live host in the process of communicating with the audience, namely (1) implicit, direct, literal, implied, and (2) explicit, direct, literal, implied.*

**Keywords: Online Buying and Selling, Tiktok Social Media, Directive Speech Acts**