

INTISARI

Penelitian ini bertujuan untuk memotret penggunaan bahasa dalam tindak tutur memuji dan respons pujian di Facebook, khususnya pada grup Info Cegatan Jogja (ICJ). Tujuan penelitian adalah mendeskripsikan bentuk kebahasaan, topik, strategi makro dan mikro, serta tingkat sentimen dalam interaksi pujian di platform digital. Data pujian dan tanggapan pujian diperoleh melalui metode sadap (menggunakan program *Export Comment*), tangkapan layar, dan catat. Data dianalisis dengan metode komparasi, introspeksi, dan padan pragmatis, serta disajikan secara formal dan informal.

Hasil penelitian menunjukkan bahwa bentuk pujian dan respons di media sosial sangat beragam. Secara linguistik, tuturan pujian hadir dalam bentuk kata, frasa, kalimat tunggal, hingga kalimat majemuk yang kompleks. Pujian juga kerap diperkuat dengan elemen nonverbal seperti emoji, yang berfungsi sebagai penanda emosi, intensitas, atau kesopanan. Topik pujian meliputi tindakan sosial, kontribusi informasi, kepemimpinan komunitas, dan situasi humoris. Strategi makro dalam memuji dan merespons mencerminkan norma sosial, status, gender, dan etika digital. Sementara itu, strategi mikro mencakup pilihan kata, struktur kalimat, serta penggunaan simbol visual sebagai penegas.

Implikasi sosial dari temuan ini menunjukkan bahwa media sosial seperti Facebook bukan hanya ruang ekspresi, tetapi juga arena negosiasi identitas, validasi sosial, dan pembentukan solidaritas digital. Pujian dan respons pujian berperan sebagai alat pemelihara harmoni komunitas dan pencipta rasa keterhubungan antaranggota. Pengetahuan ini memperkaya kajian sosiopragmatik, sekaligus memberikan wawasan praktis bagi pengguna media sosial untuk berkomunikasi secara efektif dan empatik di ruang daring.

Kata kunci: pragmatik, tindak tutur, pujian, strategi komunikasi, *Facebook*

ABSTRACT

This study aims to capture the use of language in speech acts of praise and responses to praise on Facebook, especially in the Info Cegatan Jogja (ICJ) group. The purpose of the study is to describe the linguistic forms, topics, macro and micro strategies, and levels of sentiment in compliment interactions on digital platforms. Compliment and response data were obtained through tapping methods (using the Export Comment program), screen capture, and notes. Data were analyzed using comparative, introspection, and pragmatic equivalent methods, and presented formally and informally.

The results of the study show that the forms of praise and responses on social media are very diverse. Linguistically, compliments are present in the form of words, phrases, single sentences, and compound complex sentences. Compliments are also often reinforced with nonverbal elements such as emojis, which function as markers of emotion, intensity, or politeness. Topics of praise include social actions, information contributions, community leadership, and humorous situations. Macro strategies in praising and responding reflect social norms, status, gender, and digital ethics. Meanwhile, micro strategies include word choice, sentence structure, and the use of visual symbols as affirmations.

The social implications of these findings suggest that social media such as Facebook are not only spaces for expression, but also arenas for identity negotiation, social validation, and the formation of digital solidarity. Compliments and responses to compliments serve as tools for maintaining community harmony and creating a sense of connectedness between members. This knowledge enriches sociopragmatic studies, while providing practical insights for social media users to communicate effectively and empathetically in online spaces.

Keywords: pragmatics, speech acts, compliments, communication strategies, Facebook