

INTISARI

Debat Calon Gubernur dan Wakil Gubernur Bali Pilkada 2024 merupakan ruang komunikasi politik yang memperlihatkan cara pasangan calon membangun komitmen publik melalui bahasa. Penelitian ini bertujuan untuk mengkaji penggunaan tindak tutur komisif pasangan calon terpilih Gubernur dan Wakil Gubernur Bali dalam Debat Calon Gubernur dan Wakil Gubernur Bali Pilkada 2024. Analisis dilakukan dengan pendekatan pragmatik menggunakan teori tindak tutur Searle dan strategi tindak tutur Wijana serta memperhatikan faktor sosial yang melatarbelakangi tuturan.

Hasil penelitian menunjukkan bahwa pasangan calon terpilih secara dominan menggunakan tindak tutur komisif berjanji sebagai sarana membangun kepercayaan publik melalui penyampaian kepastian program sebagai calon pemimpin daerah. Dari sisi strategi, strategi tindak tutur implisit literal menjadi strategi yang dominan dilihat dari kecenderungan penutur menyampaikan janji, komitmen, dan tawaran kebijakan tanpa verba performatif eksplisit, tetapi tetap dipahami secara jelas melalui konteks tuturan. Strategi ini menunjukkan upaya penutur menyampaikan janji secara santun, tidak agresif, dan tetap bermakna jelas bagi publik.

Penggunaan tindak tutur komisif pasangan calon terpilih dilatarbelakangi oleh faktor sosial, yaitu status sosial, usia, dan kebudayaan. Faktor status sosial paling dominan karena penutur memiliki kedudukan sebagai calon Gubernur dan Wakil Gubernur Bali, bahkan salah satu penutur pernah menjabat sebagai Gubernur Bali, sehingga mendorong penyampaian tuturan komisif yang berorientasi pada janji dan komitmen pembangunan sebagai bentuk otoritas. Dominasi tindak tutur komisif berjanji yang disampaikan melalui strategi tindak tutur implisit literal dan diperkuat oleh faktor sosial tersebut menunjukkan adanya keselarasan antara jenis, strategi, dan faktor sosial. Keselarasan ini membangun citra pasangan calon sebagai pemimpin yang berkomitmen dan memahami kebutuhan masyarakat Bali.

Kata kunci: pragmatik, tindak tutur komisif, debat publik, strategi tuturan, faktor sosial

ABSTRACT

The 2024 Bali Gubernatorial and Vice-Gubernatorial Election Debate serves as a political communication forum that demonstrates how candidate pairs build public commitment through language. This study aims to examine the use of commissive speech acts by the elected Governor and Vice Governor candidates in the 2024 Bali Gubernatorial and Vice-Gubernatorial Election Debate. The analysis employs a pragmatic approach based on Searle's speech act theory and Wijana's speech act strategy framework, while also considering the social factors underlying the utterances.

The results show that the elected candidate pair predominantly uses commissive speech acts of promising as a means of building public trust by conveying program certainty as regional leadership candidates. In terms of strategy, implicit literal commissive speech acts emerge as the dominant strategy, as reflected in the candidates' tendency to express promises, commitments, and policy offers without explicitly using performative verbs, yet remaining clearly understood through the context of the utterances. This strategy indicates the candidates' effort to convey promises politely, non-aggressively, and with clear meaning for the public.

The use of commissive speech acts by the elected candidate pair is influenced by social factors, namely social status, age, and culture. Social status is the most dominant factor, as the speakers hold positions as gubernatorial and vice-gubernatorial candidates, with one of them having previously served as Governor of Bali. This status encourages the use of commissive utterances oriented toward promises and development commitments as a form of authority. The dominance of commissive promises delivered through implicit literal strategies and reinforced by social factors demonstrates a coherence between speech act types, strategies, and social factors. This coherence constructs the image of the candidate pair as committed leaders who understand the needs of the Balinese community.

Keywords: *pragmatics, commissive speech acts, public debate, speech act strategies, social factors*