



INTISARI

Wacana iklan merupakan salah satu bentuk komunikasi yang dilakukan antara penjual dan pembeli. Iklan sebagai media komunikasi mempunyai berbagai macam media perantara mulai dari media cetak, media elektronik, hingga internet. Toko daring *Tokopedia.com* sebagai toko daring pertama membawa perubahan tren iklan terbaru terutama iklan di internet. Penelitian bertujuan menganalisis unsur-unsur pembangun wacana iklan, ciri kebahasaan, dan strategi wacana iklan dalam toko daring *Tokopedia.com* yang digunakan oleh penjual. Dalam penelitian digunakan tiga tahap, yakni tahap pengumpulan data, analisis data, dan penyajian hasil analisis. Data dikumpulkan dengan metode simak dan teknik catat. Data yang dikumpulkan sebanyak 42 data yang merupakan wacana iklan barang dari berbagai kategori yang ada di toko daring *Tokopedia.com*. Selanjutnya, data dianalisis dengan metode padan referensial. Hasil analisis disajikan dengan metode penyajian informal.

Hasil penelitian menunjukkan bahwa wacana iklan toko daring *Tokopedia.com* terdiri atas unsur pembangun wajib dan tidak wajib. Unsur-unsur pembangun tersebut memiliki kecenderungan membentuk sebuah struktur. Selanjutnya, ciri kebahasaan yang digunakan dalam wacana iklan toko daring *Tokopedia.com* dapat diidentifikasi berdasarkan beberapa aspek di antaranya ragam bahasa, kode bahasa, jenis kalimat, dan kosakata sapaan. Adapun strategi wacana iklan yang digunakan berupa topik dan perpindahan topik antarpagraf, visualisasi produk, pemilihan media, serta pemilihan jenis kalimat sebagai pembangun citra penjual melalui iklan.

Kata kunci: Wacana Iklan, Unsur-Unsur Pembangun, Ragam Bahasa, Kode Bahasa, Jenis Kalimat.

ABSTRACT

Advertising discourse is kind of communication between sellers and buyers. Advertising as a communication media has a variety of medium like printed media, electronic media, and internet. The online store *Tokopedia.com* as the first online store brings changes to the latest trends in advertising, especially advertisements on the internet. The research aims to analyze the elements of advertising discourse, linguistic characteristics of advertising discourse, and advertising discourse strategies in *Tokopedia.com* online stores that are used by sellers. The research has three stages, i.e. the stage of data collection, data analysis, and presentation of the results of the analysis. The data were collected by using observing methods with note-taking technique. The number of data collected was 42 advertisements which included advertising of goods from various categories in the *Tokopedia.com* online store. Furthermore, the data were analyzed by referential identity-marking methods. The analysis results were presented with informal presentation methods.

The results show that the *Tokopedia.com* online store advertising discourse consisted of compulsory and non-compulsory elements. These elements have a tendency to form a structure. Furthermore, the linguistic characteristics used in the *Tokopedia.com* online store advertising discourse can be identified based on several aspects including language varieties, language codes, sentence types, and greeting vocabularies. The advertising discourse strategy used is in the form of topics and topic shifting between paragraphs, product visualization, media selection, and selection of sentence types as builders of seller's image through advertisements.

Keywords: Discourse Advertising, Builder Elements, language varieties, language codes, sentence types.