

## INTISARI

Penelitian ini mengkaji tindak tutur berdasarkan jenis, strategi, dan fungsi tuturan iklan yang terdapat dalam layanan masyarakat KOBACO (Korean Broadcast Advertising Corporation) yang diperoleh dari *channel official Youtube* KOBACO dari tahun 2016 hingga 2020. Penelitian ini bertujuan untuk menganalisis makna tuturan pada iklan layanan masyarakat KOBACO dan mengkategorikan tindak tutur berdasarkan jenis, strategi, dan fungsi tindak tutur menggunakan kajian pragmatik. Untuk menjawab permasalahan dalam penelitian ini, dilakukan tiga tahap analisis, yaitu (1) mengklasifikasikan tuturan dalam iklan layanan masyarakat KOBACO berdasarkan jenis tindak tutur oleh Austin (1962), (2) menganalisis strategi tindak tutur berdasarkan teori I Dewa Putu Wijana (2009), dan (3) mengidentifikasi fungsi tindak tutur Searle (dalam Leech, 2015).

Dari 15 data tuturan yang digunakan, penelitian ini menemukan 2 jenis tindak tutur, yaitu lokusi dan ilokusi dalam iklan layanan masyarakat KOBACO. Pada jenis tindak tutur lokusi ditemukan 3 tuturan dengan strategi langsung literal dan fungsi asertif meliputi menginformasikan. Pada tindak tutur ilokusi ditemukan 12 tuturan dengan masing-masing strategi langsung literal 3, langsung tidak literal 2, tidak langsung literal 4 dan tidak langsung literal 3. Berdasarkan fungsi tindak tutur, pada jenis ilokusi ditemukan fungsi direktif meliputi memerintah, mengajak, menghimbau dan melarang.

Kata kunci: tindak tutur, iklan layanan masyarakat, KOBACO

## ABSTRACT

This research examines speech act based on types, strategies, and functions of utterance in KOBACO (Korean Broadcast Advertising Corporation) public service advertisements obtained from the official KOBACO Youtube channel from 2016 to 2020. The purpose of this research is to explain the meaning of KOBACO public service advertisements utterance and classify speech act based on the types, strategies, and functions using pragmatic approach. Three stages of analysis were carried out to answer the problems in this research: (1) classifying the utterance in KOBACO public service advertisements based on the speech act types by Austin (1962) theory, (2) analyzing utterance's strategy based on I Dewa Putu Wijana (2009) theory, and (3) classifying speech acts based on their function as stated by Searle (in Leech, 2015) theory.

Based on 15 data used in the research, there are 2 types of speech act: locutionary speech act dan illocutionary speech act in the KOBACO public service advertisements. In locutionary speech act, there are 3 utterances using direct literal speech act with assertive function. The assertive function is giving information. In illocutionary speech act, there are 12 utterances using different strategies: 3 advertisement using direct literal speech: 2 advertisements using direct non-literal speech act; 4 advertisements using indirect literal speech acts: and 3 advertisements using indirect non-literal speech acts. Based on the speech act function, in terms of advertisements with illocutionary speech act, there are 4 directive functions being apparent: commanding, persuading, demanding, and warning.

**Keywords:** speech act, public service advertisement, KOBACO

## 초록

본 연구에서는 2016년부터 2020까지 KOBACO (공익광고협의회)의 공식 유튜브 채널에 있는 공익광고에 나타난 화행을 종류, 전략 및 기능을 분석하였다. 이 연구의 목적은 공익광고 발화의 의미를 분석하고 화용론적 연구를 이용해 화행의 종류, 전략 및 기능을 분류하고자 한다. 연구의 목적을 달성하기 위해 세 가지 조사 단계를 실행했다. (1) Austin (1962) 이론에 따라 화행의 종류를 확인하고 (2) I Dewa Putu Wijana (2009) 이론을 기반으로 화행의 전략을 조사하였으며 (3) Searle (2015, Leech 에서) 이론에 따라 화행의 기능을 분류하였다.

KOBACO 공익 광고 15 데이터를 통해 2 가지 화행의 종류가 발견되었는데 즉 언표적 행위 및 언표내적 행위이다 언표적 행위에서 3 가지 발화를 분석한 결과는 직접 직역 화행 전략과 정보를 주는 단언 기능이 발견되었다. 언표내적 행위에서 12 가지 발화를 분석한 결과는 직역 직접 화행 3, 비유적 직접 화행 2, 직역 간접 화행 4, 및 비유적 간접 화행 3 개가 발견되었다. 언표내적 화행에서 지시 기능 : 명령하고, 설득하고, 요청하고, 및 경고하는기능이 발견되었다

키워드: 화행, 공익광고, 코바코