



INTISARI

Penelitian ini bertujuan untuk mendeskripsikan (1) struktur wacana, (2) karakteristik kebahasaan, serta (3) jenis dan strategi tindak tutur dalam *vlog* makanan Farida Nurhan. Data dalam penelitian ini berupa tuturan dan gambar dalam 22 episode *vlog* makanan Farida Nurhan yang diunggah pada periode November 2019—Juli 2021. Data dikumpulkan menggunakan metode simak dengan teknik simak bebas libat cakap dan teknik catat. Setelah itu, data dianalisis menggunakan metode padan referensial dan padan pragmatis dengan teknik pilah unsur penentu. Kemudian, hasil analisis data disajikan dalam bentuk formal dan informal. Dari penelitian ini diperoleh tiga hasil. Pertama, terdapat unsur penyusun dalam struktur wacana *vlog* makanan Farida Nurhan yaitu (1) unsur wajib yang meliputi bagian pembuka, isi, dan penutup dan (2) unsur tambahan yang meliputi *thumbnail*, pratinjau, selingan, segmen *recommended by* Farida Nurhan, segmen *#dibuangsayang*, dan *caption*. Kedua, terdapat fenomena campur kode, alih kode, penggunaan gaya bahasa, penggunaan istilah baru, dan akronim sebagai karakteristik kebahasaan dalam wacana *vlog* makanan Farida Nurhan. Ketiga terdapat jenis dan strategi tindak tutur yang beragam dalam *vlog* makanan Farida Nurhan. Jenis tindak tutur dalam *vlog* makanan Farida Nurhan meliputi tindak lokusi, tindak lokusi, dan tindak perlokusi. Strategi tindak tutur dalam *vlog* makanan Farida Nurhan meliputi tindak tutur langsung literal, tindak tutur langsung tidak literal, tindak tutur tidak langsung literal, dan tindak tutur tidak langsung tidak literal. Tindak tutur langsung literal merupakan strategi tindak tutur yang sering digunakan dalam *vlog* makanan Farida Nurhan.

Kata kunci: pragmatik, wacana, karakteristik kebahasaan, tindak tutur, *vlog* Farida Nurhan



ABSTRACT

This study aims to describe (1) the structure of the discourse, (2) the characteristics of language, and (3) the types and strategies of speech acts in Farida Nurhan's food vlog. The data in this study are in the form of utterances and pictures in 22 episodes of Farida Nurhan's food vlog which were uploaded in the period November 2019-July 2021. The data was collected using the listening method with free listening and conversational techniques and note taking techniques. After that, the data were analyzed using referential matching and pragmatic matching methods with the determining element sorting technique. Then, the results of data analysis are presented in formal and informal forms. From this research, three results were obtained. First, there are constituent elements in the discourse structure of Farida Nurhan's food vlog, namely (1) mandatory elements which include the opening, content, and closing sections and (2) additional elements which include thumbnails, previews, interludes, recommended segment by Farida Nurhan, #dibuangsayang segment, and captions. Second, there is the phenomenon of code mixing, code switching, the use of language styles, the use of new terms, and acronyms as linguistic characteristics in Farida Nurhan's food vlog discourse. Third, there are various types and strategies of speech acts in Farida Nurhan's food vlog. The types of speech acts in Farida Nurhan's food vlog include locutionary acts, locutionary acts, and perlocutionary acts. The speech act strategies in Farida Nurhan's food vlog include direct literal speech acts, non-literal direct speech acts, literal indirect speech acts, and non-literal indirect speech acts. Direct literal speech act is a speech act strategy that is often used in Farida Nurhan's food vlog.

Keywords: pragmatics, discourse, linguistic characteristics, speech acts, Farida Nurhan's vlog