INTISARI

Penelitian ini bertujuan untuk (1) mendeskripsikan struktur wacana WPBI dalam aksi HTI, (2) mendeskripsikan karakteristik kebahasaan WPBI dalam aksi HTI, dan (3) menjelaskan alasan penggunaan WPBI dalam aksi HTI.

Penelitian ini menggunakan metode deskriptif kualitatif. Data pada penelitian ini berupa poster berbahasa Inggris pada aksi Hizbut Tahrir Indonesia. Penelitian ini menggunakan teori poster untuk mendeskripsikan struktur WPBI. Metode analisis tekstual digunakan untuk menganalisis karakteristik kebahasaan WPBI sedangkan teori konteks untuk menganalisis alasan penggunaan WPBI.

Hasil penelitian ini adalah (1) struktur WPBI terdiri dari unsur pembangun berupa *headline*, ilustrasi, *closing word* dan *signature* dengan *headline* sebagai unsur wajib. (2) karakteristik kebahasaan WPBI berupa pemanfaatan unsur-unsur kebahasaan dan sarana kebahasaan. Pemanfaatan unsur kebahasaan berupa frasa, kalimat, dan wacana. Bentuk frasa yang digunakan berupa frasa nomina, kalimat yang digunakan berupa kalimat deklaratif, imperatif, interogatif, eksklamatif, dan kalimat gabungan sedangkan wacana yang digunakan berupa wacana semi-monolog. Pemanfaatan sarana kebahasaan berupa gaya bahasa alusi dan sinekdoke, kode, ragam, akronim, deiksis, dan repetisi; serta (3) alasan penggunaan WPBI pada aksi HTI disebabkan oleh alasan peristiwa dan partisipan, kode, dan saluran.

Disiplin: Linguistik, Wacana
Kata Kunci: *Wacana, Struktur Wacana, Poster Berbahasa Inggris, Aksi Hizbut Tahrir Indonesia*

ABSTRACT

This research aims at (1) describing the structure of English poster discourse used in the demonstration of Hizbut Tahrir Indonesia, (2) describing the linguistic characteristics of English poster discourse used in the demonstration of Hizbut Tahrir Indonesia, and (3) explaining the reasons of using English poster discourse used in the demonstration of Hizbut Tahrir Indonesia.

This research was descriptive qualitative research. The data were in the form English poster used in the demonstration of Hizbut Tahrir Indonesia. This research used theory of poster to describe the structure of English poster discourse. Textual analysis method was applied to describe the linguistic characteristics of English poster discourse, while the theory of context was employed to analyze the reasons of using the English poster discourse in the demonstration of Hizbut Tahrir Indonesia.

This research results (1) the structure of English poster discourse used in the demonstration of Hizbut Tahrir Indonesia consists of headline, illustration, signature, and closing word, with headline as the main element, (2) the linguistic characteristics of English poster discourse used in the demonstration of Hizbut Tahrir Indonesia are in the form of the utilization of linguistic elements and of linguistic devices. The utilization of linguistic elements is in the form of the use of phrases, sentences, and discourse. The phrases found are in the form of nominal phrases. The sentences found are in the form of declarative, imperative, interrogative, exclamative, and compositional sentence; and the discourse found is in the form of semi-monolog discourse. The linguistic devices employed are in the form of figurative language (allusion and synecdoche), code, language variation, acronym, deixis, and repetition; and (3) the reasons of using English poster discourse used in the demonstration of Hizbut Tahrir Indonesia are caused by the event and participant, code, and channel.