

GRAFITI TRUK: Analisis Bentuk, Referensi, dan Fungsi

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Intisari

Penelitian ini bertujuan menganalisis graffiti truk dari pendekatan sosiolinguistik. Tiga aspek yang dibahas meliputi: (1) deskripsi bentuk-bentuk kebahasaan graffiti truk dan bentuk-bentuk non-kebahasaan graffiti truk yang dapat membantu memahami referensi graffiti truk, (2) analisis referensi serta (3) interpretasi fungsi graffiti truk dalam komunikasi masyarakat Indonesia. Data primer penelitian diambil dari hasil pengamatan terhadap graffiti truk selama dua periode (2006-2008 dan 2013-2014) dan penyimpulan berbagai forum diskusi di internet yang membahas graffiti truk, sementara data sekunder berasal dari wawancara. Dalam analisisnya, penelitian ini melalui tiga tahapan, yaitu analisis bentuk lingual graffiti secara sintaktik, analisis referensi berdasarkan konteks sosiologis graffiti truk, dan analisis fungsi bahasa melalui pendekatan Jacobson dan Koestler. Hasil analisis menunjukkan bahwa secara kebahasaan graffiti truk dapat berbentuk kata, frasa, dan klausa (mandiri, koordinatif, subordinatif) dengan bentuk frasa menjadi yang paling dominan. Selain itu, para pencipta graffiti juga melakukan strategi kebahasaan berupa pemendekan unsur-unsur sintaktik untuk menyiasati keterbatasan ruang dalam mengungkapkan gagasannya. Analisis bentuk non-kebahasaan yang berupa ilustrasi melengkapi analisis referensi graffiti, yang terutama menyangkut persoalan keluarga dan perempuan, politik dan ekonomi, serta agama dan kebudayaan, sementara analisis bentuk non-kebahasaan berupa tipografi melengkapi analisis fungsi yang dapat diidentifikasi dari dua modus, yaitu deklaratif dan dialogis, yang masing-masing memiliki fungsi menghibur (sebagai sarana melepaskan diri dari tekanan), menyampaikan protes sosial, dan menyampaikan pesan moral.

Kata kunci : graffiti truk, bentuk kebahasaan, bentuk non-kebahasaan, referensi, fungsi

INDONESIAN TRUCK GRAFFITI: An Analysis into Their Linguistic Forms, References and Functions

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Abstract

This study aims to analyze Indonesian truck graffiti from a sociolinguistic approach. The three aspects discussed include (1) short description of linguistic forms of the truck graffiti as well as the non-linguistic forms that could be helpful in understanding the references of the graffiti, (2) an analysis into the various references and (3) an interpretation to the functions of truck graffiti in verbal communication among the Indonesians. The primary data were collected from the field observation to truck graffiti and online searching into the various discussion forums discussing the truck graffiti, while the secondary data were obtained through in-depth interviews. This study was carried out in three stages of analysis, that is, the syntactic analysis of the various linguistic forms, the reference analysis based on the sociological contexts of the truck graffiti and the analysis of the functions of the truck graffiti through the theories of Jakobson and Koestler. The result shows that in terms of linguistic forms, truck graffiti can be in the forms of words, phrases as well as simple, compound, and complex sentences, with phrase as the most dominant linguistic forms. In addition, truck graffiti copywriters carry out a condensation of syntactic elements as a linguistic strategy to overcome the spatial constraints of the medium used. The non-linguistic analysis (typography and the presence of illustration) complements the analysis of graffiti functions, especially those related to women, politics, and economy as well as belief systems, whereas from the functional side, graffiti are identified to have two modes of declarative and dialogical, each of which carries out such functions as to entertain, to deliver a social protest and to convey a moral message.

Keywords : Indonesian truck graffiti, linguistic forms, non-linguistic forms, references, function