

Tindak Tutur Ilokusi dalam Propaganda Antikebijakan Covid-19 pada Akun Twitter @Querdenken711 = Illocutionary Speech Acts in Anti-COVID 19 Policy Propaganda on Twitter Account @Querdenken711

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Abstrak

Pandemi COVID-19 menyebabkan setiap individu terpaksa melakukan komunikasi secara daring sehingga media sosial menjadi sarana komunikasi yang sering digunakan. Selain sebagai alat komunikasi, media sosial juga memiliki fungsi sebagai alat pencarian informasi. Dewasa ini, propaganda lebih banyak ditemukan di dalam media sosial daripada di media cetak. Penelitian ini menganalisis unggahan-unggahan propaganda antikebijakan COVID-19 pada akun Twitter @querdenken711 pada bulan Desember 2021 hingga Februari 2022. Pada penelitian ini, penulis menggunakan teori tindak tutur dari John Rogers Searle (1969) dan hanya berfokus pada tindak tutur ilokusi serta fungsi tindak tutur ilokusi. Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif dan data primer yang digunakan berupa kata, klausa, dan kalimat yang pada akun Twitter @querdenken711. Selama bulan Desember 2021 – Februari 2022 terdapat 14 unggahan yang ditulis langsung oleh gerakan Querdenken-711 (Stuttgart) dan mengandung tindak tutur ilokusi. Bentuk tindak tutur ilokusi yang muncul adalah asertif, ekspresif, dan direktif. Bentuk tindak tutur asertif muncul sebanyak delapan unggahan. Kemudian, sebanyak dua buah unggahan mengandung tindak tutur ilokusi bentuk ekspresif dan sebanyak empat buah unggahan yang mengandung tindak tutur direktif. Kemudian, penulis menemukan enam buah fungsi tindak tutur, yaitu mengklaim, menegaskan, menyangkal, memberi informasi, mengucapkan terima kasih, dan mengundang.The COVID-19 pandemic has forced every individual to communicate online, therefore social media has become the most frequently used means of communication. Besides as a communication device, social media also has a function as a tool for finding information. Today, propaganda is found more in social media than in printed media. This study analyzes uploads of Anti-COVID policy on the Twitter account @querdenken711 from December 2021 to February 2022. The author used the data from December 2021 to February 2022 due to the German government is intensively vaccinating COVID-19 and the infection of Omicron variant has increased drastically. The author conducted this research based on the speech act theory of John Rogers Searle (1969) and only focuses on illocutionary speech acts and the function of illocutionary speech acts. This research is qualitative research with descriptive method research and the primary data of this research are words, clauses, and sentences which are on the Twitter account @querdenken711. During December 2021 - February 2022, there were 14 uploads which were written by Queerdenken-711 (Stuttgart) and containing illocutionary speech acts. The illocutionary speech acts that appear are assertive, expressive, and directive. There were eight uploads that contain assertive speech acts. Then, two uploads contain illocutionary speech acts in expressive form and four uploads contain directive speech acts. In addition, the authors found six functions of speech acts, namely claiming, affirming, denying, giving information, thanking, inviting