

Analisis Tindak Tutur Pada Film Animasi Edukasi Mengenai Covid-19 = Analysis of Speech Acts in Educational Animated Films Regarding Covid-19

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20522513&lokasi=lokal>

Abstrak

Topik mengenai virus covid-19 merupakan topik yang sedang menjadi perbincangan penting dua tahun ke belakang di seluruh dunia termasuk di Belanda. Salah satu cara yang digunakan untuk memberi edukasi mengenai pencegahan virus covid-19 adalah dengan membuat film animasi edukasi mengenai virus covid-19. Cara tersebut dilakukan oleh dua kanal YouTube asal Belanda, kanal YouTube pribadi Sjoerd Visser dan kanal YouTube lembaga akademik Social and Behavioural Sciences Leiden University. Penelitian ini membahas mengenai tindak tutur dari penyampaian informasi penting yang terdapat pada dua film animasi dengan topik virus covid-19 dan perbedaan serta persamaan yang terdapat pada dua film animasi edukasi dari dua kanal tersebut. Penelitian ini menggunakan metode deskriptif kualitatif dengan menggunakan teori tindak tutur yang dikembangkan oleh John R. Searle. Data diambil dari film animasi edukasi yang diunggah oleh kanal YouTube pribadi dan lembaga akademik asal Belanda. Hasil penelitian ini memperlihatkan bahwa diantara dua film animasi tersebut ditemukan perbedaan yaitu pada jenis tindak tutur, penokohan, dan pusat pengisahannya serta persamaan yaitu tindak tutur pada kedua film animasi tersebut berisi langkah-langkah mengurangi laju penyebaran virus covid-19 yang ditujukan kepada anak-anak.

.....The topic of the Covid-19 virus is a topic that has become an important topic of discussion for the past two years around the world, including in the Netherlands. One of the methods used to provide education about the prevention of the covid-19 virus is by making educational animated films about the covid-19 virus. This method was carried out by two YouTube channels from the Netherlands, Sjoerd Visser's personal YouTube channel and the YouTube channel of Leiden University's Social and Behavioral Sciences academic institution. This study discusses the speech acts of delivering important information contained in two animated films with the topic of the covid-19 virus and the differences and similarities found in the two educational animated films from the two channels. This study uses a qualitative descriptive method using the speech act theory developed by John R. Searle. The data is taken from educational animated films uploaded by private YouTube channels and academic institutions from the Netherlands. The results of this study show that between the two animated films there are differences, namely in the types of speech acts, characterizations, and the center of the story, and the similarity, namely the speech acts in the two animated films, which contain steps to reduce the spread of the covid-19 virus aimed at children. .