

TINDAK TUTUR MEMUJI DALAM LAMAN GOOGLE REVIEW PET SHOP = SPEECH ACTS OF COMPLIMENT ON THE PET SHOP'S GOOGLE REVIEW PAGE

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Abstrak

Saat ini, memelihara hewan adalah bagian dari hidup masyarakat. Tempat yang menjadi sarana sekaligus prasarana perawatan hewan peliharaan adalah Pet Shop. Ulasan-ulasan yang dilontarkan pada laman Google Review sebuah Pet Shop berasal dari pengalaman pemilik hewan yang pernah mengunjungi Pet Shop tersebut. Masalah yang akan diangkat dari penelitian ini adalah jenis tindak tutur memuji, strategi pujian dan hubungan antara jenis tindak tutur memuji dan strategi pujian. Penelitian ini dirancang dengan menggunakan pendekatan deskriptif kualitatif. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan dengan teknik analisis konten. Teori yang digunakan adalah teori jenis tindak tutur memuji Holmes (1988) dan strategi pujian Herbert (1986). Data yang dianalisis adalah tuturan yang terdapat dalam ulasan laman Google Review Mikky Pet Shop. Berdasarkan analisis data ditemukan 4 jenis tindak tutur yang terdiri atas 11 tindak tutur memuji penampilan, 23 tindak tutur memuji kemampuan atau kinerja, 17 tindak tutur memuji kepemilikan, dan 13 tindak tutur memuji kepribadian. Kemudian strategi yang ditemukan sebanyak 7 strategi pujian, yaitu kekaguman sebanyak 7 tindak tutur, anggapan sebanyak 43 tindak tutur, kontras sebanyak 1 tindak tutur, evaluasi sebanyak 15 tindak tutur, penjelasan sebanyak 21 tindak tutur, dan permintaan sebanyak 2 tindak tutur dan pernyataan keinginan sebanyak 1 tindak tutur. Strategi-strategi ini mayoritas memiliki pola yang sama, yaitu memuji pelayanan dari Mikky Pet Shop. Namun dalam penelitian ini, tidak ditemukan tindak tutur memuji dengan strategi candaan. Setelah dihubungkan, artikel ini menemukan bahwa ada hubungan antara jenis tindak tutur menurut Holmes (1988) dan strategi pujian menurut Herbert (1986). Secara keseluruhan, strategi anggapan paling banyak digunakan untuk tiap-tiap jenis tindak tutur memuji. Jenis-jenis tersebut adalah tindak tutur memuji penampilan, tindak tutur memuji kepemilikan, dan tindak tutur memuji kepribadian. Pengecualian terlihat pada tindak tutur memuji kinerja dan kemampuan. Untuk tindak tutur kinerja dan kemampuan, strategi yang paling banyak digunakan adalah strategi evaluasi.

.....Nowadays, raising animals is part of people's lives. A place that is both a facility and an infrastructure for pet care is a Pet Shop. Reviews made on the Google Review page for a Pet Shop come from the experience of animal owners who have visited the Pet Shop. The issues that will be raised from this study are the classification of speech acts of compliment, compliment strategies and the relationship between the classification of speech acts of compliment and compliment strategies. This study designed using a qualitative descriptive approach. The approach used in this study is an approach with content analysis techniques. The theory used is the speech act compliment's classification by Holmes (1988) and compliment strategy by Herbert (1986). The data analyzed are the speech acts contained in the Google Review page of Mikky Pet Shop. The findings found 4 classifications of speech acts of compliment. The 4 classifications of speech acts consist of 11 speech act of complementing appearance, 23 speech act of complementing ability or performance, 17 speech act of complementing possession, and 13 speech act of complementing personality. Then the strategies found were 7 compliment strategies, namely 7 speech acts of admiration, 43

speech acts of assumption, 1 speech act of contrast, 15 speech acts of evaluation, 21 speech acts of explanation, and 2 speech acts of requests and 1 speech act of statements wishes. The majority of these strategies have the same pattern, complementing the services of Mikky Pet Shop. However, in this study, there were no speech acts using joking strategies. After being linked, this article finds that there is a relationship between the classification of speech acts according to Holmes (1988) and compliment strategies according to Herbert (1986). Overall, the assumption strategy is most widely used for each type of speech act of compliment. These types are speech acts complementing appearance, speech acts complementing possession, and speech acts complementing personality. Exceptions are seen in speech acts praising performance and ability. For performance and ability speech acts, the most widely used strategy is the evaluation strategy.