

ABSTRACT

Fransiska, Adik Emil. 2022. A Pragmatics Analysis of Imperative Form and Function in Netflix Cooking Program *Nadiya Bakes First Season*. Thesis. Supervisor 1: Dr. Chusni Hadiati, S.S., M.Hum. Supervisor 2: Usep Muttaqin, S.Hum., M.A. Examiner: R. Pujo Handoyo, S.S., M.Hum. Ministry of Education, Culture, Research and Technology, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto, 2022.

Keywords: Imperative, Pragmatics, Cooking Show, *Nadiya Bakes First Season*

This research aims to identify the forms and functions of imperative utterances produced by Nadiya Hussain in the Netflix cooking show entitled: *Nadiya Bakes First Season*. The data for this research are imperative utterances produced by Nadiya as the main host while delivering her recipes. In order to answer the research questions, the descriptive qualitative method and the technique of purposive sampling are applied. Based on the analysis, there are 310 imperative utterances produced by Nadiya that can be analyzed according to Holmes in Richard & Schmidt's (1983) theory of imperative form and Condoravdi & Laurer's (2012) theory of imperative function. The results show that, based on the imperative form, there are 279 base forms of verb (90%), 11 you + imperative (3.5%), 0 verb ellipsis (0%), 2 present participle forms of verb (0.6%), 1 imperative + modifier (0.3%), and 17 let + first person pronouns (5.4%). Base form of verb frequently appeared in the show because it has the simplest form and is usually explicit enough to prevent misunderstanding about the instructions given by Nadiya. Based on the imperative functions, there are 305 data belong to group I: directives (98.3%) with 234 commands (75.4%), 12 warnings (3.9%), 42 requests (13.5%), 16 advices (5.1%), and 1 plea (0.3%), and 5 data belong to group III: permissions and invitations (1.6%) with 4 permissions (1.2%), 1 offer (0.3%), and 0 invitation (0%). I also discovered that 0 data belongs to group II: wish-type function (0%) and 0 data belongs to group IV: disinterest advice (0%). Commands function dominate in this show due to the effectiveness of the function which is directly expressed from utterances produced by Nadiya. On the other side, group IV: disinterest advice and group II: wish-type uses have the least occurrence because these functions do not have the expectation of the realization of imperative from the hearer, while the cooking show aims to get the viewers to do and follow the instructions given by Nadiya. Hopefully after reading this research, the readers can recognize the types and functions of imperative utterances, that are not only employed in cooking shows but also in their daily communication.

ABSTRAK

Fransiska, Adik Emil. 2022. A Pragmatics Analysis of Imperative Form and Function in Netflix Cooking Program *Nadiya Bakes First Season*. Skripsi. Pembimbing 1: Dr. Chusni Hadiati, S.S., M.Hum. Pembimbing 2: Usep Muttaqin, S.Hum., M.A. Penguji: R. Pujo Handoyo, S.S., M.Hum. Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Bahasa Inggris, Program Studi Sastra Inggris, Purwokerto, 2022.

Kata kunci: Imperatif, pragmatik, acara memasak, *Nadiya Bakes First Season*

Penelitian ini bertujuan untuk mengidentifikasi bentuk dan fungsi dari ungkapan imperatif yang diproduksi oleh Nadiya Hussain pada acara memasak Netflix yang berjudul *Nadiya Bakes First Season*. Data penelitian ini diambil dari ungkapan imperatif yang dituturkan oleh Nadiya sebagai pembawa acara saat menyampaikan resep. Metode deskriptif kualitatif dan teknik *purposive sampling* diterapkan untuk menjawab rumusan masalah. Dari hasil analisis, terdapat 310 ungkapan imperatif yang diproduksi oleh Nadiya yang akan dianalisis menggunakan teori Holmes di Richard & Schmidt (1983) untuk bentuk imperatif dan teori Condoravdi & Laurer (2012) untuk fungsi imperatif. Hasil analisis untuk bentuk imperatif menunjukkan bahwa terdapat 279 *base forms of verb* (90%), 11 *you + imperative* (3.5%), 0 *verb ellipsis* (0%), 2 *present participle forms of verb* (0.6%), 1 *imperative + modifier* (0.3%), dan 17 *let + first person pronouns* (5.4%). *Base forms of verb* sangat banyak ditemukan pada acara tersebut karena bentuknya yang paling sederhana dan biasanya cukup jelas untuk mencegah kesalahpahaman tentang instruksi yang diberikan oleh Nadiya.. Berdasarkan fungsi imperatif, terdapat 306 data tergolong dalam *group I: directives* (98.3%) dengan 234 *commands* (75.4%), 12 *warnings* (3.9%), 42 *requests* (13.5%), 16 *advices* (5.1%), dan 1 *plea* (0.3%), serta 5 data tergolong dalam *group III: permission and invitations* (1.6%) dengan 4 *permissions* (1.2%), 1 *offer* (0.3%), dan 0 *invitation* (0%). Saya juga menemukan 0 yang data tergolong dalam *group II: wish-type* (0%) serta *group IV: disinterest advice* (0%). *Commands* mendominasi dalam acara tersebut karena fungsinya sangat efektif yang secara langsung diungkapkan melalui tuturan yang diproduksi oleh Nadiya. Sementara itu, *group IV: disinterest advice* dan *group II: wish-type uses* tidak ditemukan karena fungsi tersebut tidak mengharapkan realisasi dari para pendengar, sedangkan acara memasak memiliki tujuan agar para penonton dapat melakukan instruksi yang diberikan oleh Nadiya. Setelah membaca analisis ini, diharapkan para pembaca dapat membedakan berbagai bentuk ungkapan imperatif dan fungsinya serta menerapkannya dalam kehidupan sehari-hari.