

RINGKASAN

'Auliyadina, Nafira. 2021. "Analisis Tuturan Imperatif dalam Video Tutorial *Make Up* ke Sekolah Ala Tasya Farasya dan Relevansinya pada Pembelajaran Teks Prosedur di SMA". *Skripsi*. Purwokerto: Fakultas Ilmu Budaya, Universitas Jenderal Soedirman.

Penelitian ini menganalisis tuturan imperatif dalam video tutorial *make up* ke sekolah. Selain penonton Tasya Farasya berasal dari latar belakang yang berbeda-beda, sehingga dibutuhkan pembahasan dan pemahaman tentang tuturan imperatif atau perintah yang digunakan dalam video tersebut. Penulis memilih analisis tuturan imperatif sebagai bahan penelitian karena Penelitian ini bertujuan (1) untuk mendeskripsikan tuturan imperatif dalam video tutorial *make up* ke sekolah ala Tasya Farasya di Youtube, dan (2) untuk mendeskripsikan kesesuaian video tutorial *make up* ke sekolah ala Tasya Farasya di Youtube sebagai bahan ajar teks prosedur di SMA.

Metode penelitian yang digunakan pada penelitian ini adalah deskriptif kualitatif. Data yang diperoleh dalam penelitian ini berupa data kualitatif dari berupa tuturan imperatif yang berada di video tutorial *make up* ke sekolah ala Tasya Farasya. Data kualitatif diperoleh dengan metode simak dengan teknik dasar sadap dan teknik lanjutan catat serta teknik dokumentasi. Data dianalisis dengan menggunakan teknik analisis Pilah Unsur Penentu (PUP) dan Hubungan Banding Menbedakan (HBB), kemudian penyajian data menggunakan teknik informal.

Hasil penelitian menunjukkan bahwa: (1) video tutorial *make up* ke sekolah ala Tasya Farasya menggunakan lima macam kalimat imperatif; kalimat imperatif permintaan paling banyak digunakan dalam video tutorial *make up* ke sekolah ala Tasya Farasya; yang terdiri atas 7 tuturan imperatif ajakan dan harapan, 4 tuturan imperatif larangan, 3 tuturan imperatif dan suruhan biasa, 3 tuturan imperatif halus, 1 tuturan imperatif permintaan; (2) video tutorial *make up* ke sekolah ala Tasya Farasya memiliki relevansi dengan pembelajaran teks prosedur di SMA; video tutorial *make up* ke sekolah ala Tasya Farasya memiliki struktur dan syarat sesuai dengan pembelajaran teks prosedur, semua struktur dan kaidah kebahasaan dalam teks prosedur; terdapat dalam video tutorial *make up* ke sekolah ala Tasya Farasya hanya saja menggunakan gaya bahasa nonbaku. Oleh karena itu, peneliti menyimpulkan bahwa hasil penelitian ini sudah tepat untuk pembelajaran sehingga dapat mempermudah siswa dalam menganalisis struktur dan kebahasaan teks prosedur.

Kata kunci: tujuan, imperatif, video, tutorial, sekolah

SUMMARY

'Auliyadina, Nafira. 2021. "Analysis of Imperatif Speech in Make Up Tutorial Videos for Schools Ala TasyaFarasya and Its Relevance to Learning Procedure Texts in High Schools". Essay. Purwokerto: Faculty of Cultural Sciences, Jenderal Sudirman University.

This study analyzes imperatif speech in school-related make-up tutorial videos. The audience or subscribers of TasyaFarasya are significant since they come from diverse backgrounds, requiring a discussion, and understanding of the imperatif utterances or commands used in the video. The author chooses imperatif speech analysis as a research method because this study aims to (1) describe imperatif speech in AsyaFarasya's make up tutorial videos on YouTube and (2) assess the suitability of AsyaFarasya's make up tutorial videos for use in high school as teaching material for procedure texts.

The descriptive qualitative method was used in this study. The data collected in this study are qualitative data in the form of imperatif utterances found in TasyaFarasya's make-up tutorial video for school. Qualitative data was collected through the use of the listening method in conjunction with basic tapping techniques as well as advanced note-taking and documentation techniques. The data were analyzed using the PUP and Distinguishing Comparative (HBB) procedures, and then presented using informal techniques.

The results indicated that: (1) TasyaFarasya's make-up tutorial video for school used by five different type of imperatif sentences; the imperatif sentence of request was the most frequently used in TasyaFarasya's make-up tutorial videos, consists of 7 utterances of invitation and wish imperatif, four utterances of prohibition imperatif, three utterances of imperatif and ordinary orders, three utterances of subtle imperatifs, and one utterance of request imperatif; 2) TasyaFarasya's make up tutorial videos for school have relevance to teaching procedure text in high school; TasyaFarasya's make-up tutorial video for school has the structure and requirements in accordance with the procedure text learning, all the structures and linguistic rules in the procedure text; there is a make up tutorial video for school in the style of TasyaFarasya, only using non-standard language styles. As a result, the researcher concludes that the findings of this study are applicable to learning, as they can assist students in analyzing the structure and language of procedural texts.

Keywords: goal, imperatif, video, tutorial, school