

ABSTRAK

Penelitian ini berjudul “Analisis Tanggapan-Tanggapan Warganet dan Ridwan Kamil dalam Kolom Komentar *Instagram* Ridwan Kamil (Kajian Pragmatik)” yang bertujuan untuk mendeskripsikan bentuk prinsip kerja sama dan kesopanan dalam kolom komentar *Instagram* Ridwan Kamil pada akun *@ridwankamil* dengan pembatasan tema berupa pembangunan dan peninjauan lingkungan Jawa Barat, serta *Covid19*.

Metode pengumpulan data dalam penelitian ini adalah menggunakan metode simak, dengan dibantu teknik dasar dan lanjutan. Teknik dasar berupa teknik sadap dan teknik lanjutan berupa teknik simak bebas libat cakap dan catat. Metode analisis data dalam penelitian ini adalah metode padan dengan teknik dasar berupa PUP dan teknik lanjutan berupa HBS. Setelah data dianalisis, kemudian data disajikan dengan metode penyajian data bersifat informal.

Berdasarkan data yang sudah ditemukan dan dianalisis, ditemukan pula jenis tindak tutur dan maksim. Pada jenis tindak tutur ditemukan antara lain tindak tutur langsung literal (9), tindak tutur langsung tidak literal (4). Pada ketaatan prinsip kerja sama antara lain, maksim relevansi (2), dan maksim pelaksanaan (2). Adapun dalam pelanggaran prinsip kerja sama antara lain maksim kuantitas (1). Selanjutnya, pada prinsip kesopanan ditemukan 4 penataan maksim antara lain, maksim penerimaan (1), maksim kerendahan hati (1), maksim kecocokan (1), dan maksim kesimpatian (1). Kemudian pada pelanggaran prinsip kesopanan antara lain, maksim kemurahan (1), maksim kebijaksanaan (1), maksim kemurahan (1), dan maksim kerendahan hati (1).

Kata kunci: *instagram*, pragmatik, prinsip kerja sama, prinsip kesopanan, ridwan kamil.

ABSTRACT

This research is entitled "Analysis of Netizens and Ridwan Kamil Responses in the Instagram Comments Column Ridwan Kamil (Pragmatic Studies)" which aims to describe the principles of cooperation and courtesy in Ridwan Kamil's Instagram comment column on the @ridwankamil account with theme restrictions in the form of development and environmental review of West Java. , as well as Covid19.

The method of data collection in this research is to use the observation method, with the help of basic techniques and continuation techniques. The basic technique is tapping technique, while the continuation techniques is observing technique and note-taking techniques. The data analysis method in this research is the identity method, the technique is the determining element with continuation techniques is comparison of equalize . After the data is analyzed, then the data is presented with an informal data presentation method.

Based on the data that has been found and analyzed, also found the types of speech acts and maxims. The types of speech acts found include literal direct speech acts (9), non-literal direct speech acts (4). In obedience to the principle of cooperation, among others, the maxim of relevance (2), and the maxim of implementation (2). As for the violation of the principle of cooperation, among others, the maxim of quantity (1). Furthermore, on the principle of politeness, there are 4 maxims of obedience, namely acceptance maxim (1), humility maxim (1), compatibility maxim (1), and sympathy maxim (1). Then the violations of the principle of politeness include the maxim of generosity (1), the maxim of wisdom (1), the maxim of generosity (1), and the maxim of humility (1).

Keywords: *instagram, pragmatics, the principle of cooperation, the principle of politeness, ridwan kamil.*