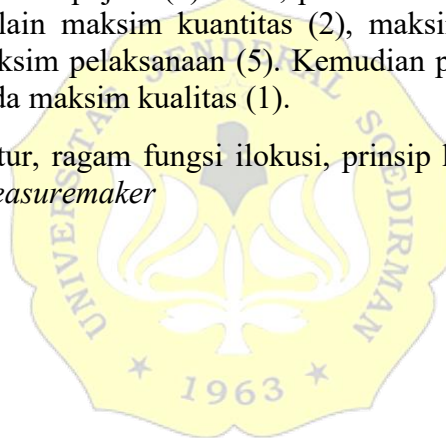


## ABSTRAK

Penelitian ini berjudul “Tindak Tutur Ilokusi Pada Unggahan Akun Media Sosial *Treasuremaker* (Kajian Pragmatik)” yang bertujuan untuk mendeskripsikan ragam fungsi ilokusi dalam unggahan-unggahan akun media sosial milik *Treasuremaker*, serta kesesuaiannya dengan prinsip kesantunan bahasa dan prinsip kerja sama. Metode pengumpulan data dilakukan menggunakan metode simak yang melalui teknik sadap, teknik bebas libat cakap, dan teknik catat. Analisis data dilakukan menggunakan metode padan pragmatis. Kemudian, hasil analisis data disajikan menggunakan metode penyajian informal. Berdasarkan analisis data yang telah dilakukan, ditemukan adanya ragam fungsi ilokusi dan maksim. Hasil analisis ragam fungsi ilokusi menunjukkan adanya ragam fungsi *competitive* (7), ragam fungsi *convivial* (4), ragam fungsi *collaborative* (17), dan ragam fungsi *conflictive* (2). Adapun pada kesesuaian prinsip kesantunan berbahasa menghasilkan, antara lain maksim kebijaksanaan (4), maksim pujian (13), maksim kesepakatan (7), dan maksim simpati (4). Selain itu, ditemukan pelanggaran prinsip kesantunan maksim pujian (2). Lalu, pada kesesuaian prinsip kerja sama menghasilkan, antara lain maksim kuantitas (2), maksim kualitas (8), maksim relevansi (14), dan maksim pelaksanaan (5). Kemudian pada pelanggaran prinsip kerja sama terdapat pada maksim kualitas (1).

**Kata kunci:** tindak tutur, ragam fungsi ilokusi, prinsip kesopanan, prinsip kerja sama, media sosial, *Treasuremaker*



## ABSTRACT

*This research is entitled “Illocutionary Speech on Treasuremaker’s Social Media Account Uploads (Pragmatic Studies)” which aims to describe the various illocutionary functions in Treasuremaker’s social media account uploads, as well as their conformity with the principles of politeness of language and the principle of cooperation. The data collection method was carried out using the listening method through tapping techniques, free conversational techniques, and note-taking techniques. Data analysis was carried out using the pragmatic identity method. Then, the results of data analysis are presented using the informal presentation method. Based on the data analysis that has been done, it is found that there are various illocutionary functions and maxims. The results of the analysis of various illocutionary functions show that there are various competitive functions (7), convivial functions (4), collaborative functions (17), and conflictive functions (2). As for the suitability of the principle of politeness, it produces among others: the maxim of wisdom (4), the maxim of praise (13), the maxim of agreement (7), and the maxim of sympathy (4). In addition, there is a violation of the principle of politeness maxim of praise (2). Then, the suitability of the principle of cooperation produces among others: maxim of quantity (2), maxim of quality (8), maxim of relevance (14), and maxim of implementation (5). Then the violation of principle of cooperation is contained in the maxim of quality (1).*

**Keywords:** *speech acts, various illocutionary functions, the principle of politeness, the principle of cooperation, social media, Treasuremaker*

