

## ABSTRAK

Media sosial menjadi bagian penting dari strategi komunikasi politik. Platform instagram berfungsi sebagai sarana dalam kampanye politik untuk membangun citra positif dan menyebarkan pesan politik. Penelitian ini bertujuan untuk mendeskripsikan jenis dan fungsi tindak tutur pada *caption* akun instagram Anies Baswedan dalam masa kampanye. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Data dikumpulkan menggunakan metode simak dengan teknik sadap dan teknik catat. Analisis data menggunakan metode padan dengan teknik pilah unsur tertentu dan teknik lanjutan daya pilah pragmatis. Hasil penelitian ini menunjukkan bahwa dalam *caption* akun instagram Anies Baswedan dalam masa kampanye, ditemukan 82 data jenis tindak tutur ilokusi, 1 data jenis tindak perlokusi, dan 12 fungsi tindak tutur. Terdapat 82 data tindak tutur ilokusi yang ditemukan dengan rincian: (a) 5 data tindak tutur asertif, (b) 2 data tindak tutur direktif, (c) 53 data tindak tutur komisif, (d) 21 data tindak tutur ekspresif, (e) 1 data tindak tutur deklaratif. Tindak tutur ilokusi komisif menjadi tindak tutur yang paling banyak ditemukan. Tindak tutur perlokusi yang ditemukan terdapat 1 data. Dari tindak tutur ilokusi dan perlokusi yang telah dianalisis, terdapat 2 jenis fungsi tindak tutur yang ditemukan, yaitu fungsi kompetitif dan fungsi konvival. Terdapat 12 data fungsi tindak tutur ilokusi yang ditemukan dengan rincian: (a) 1 data fungsi kompetitif, (b) 11 data fungsi konvival. Fungsi konvival menjadi fungsi tindak tutur ilokusi terbanyak yang ditemukan.

**Kata kunci : pragmatik, tindak tutur ilokusi, tindak tutur perlokusi, fungsi tindak tutur ilokusi, Anies Baswedan.**

## ***ABSTRACT***

Social media becomes an important part of political communication strategy. Instagram becomes a platform of which functions are to build positive image and convey political message. The purpose of this research is to describe the kinds and the function in the speech act written in the caption of Anies Baswedan's instagram account during the campaign. The method employed in this research is the descriptive qualitative method. Data are gathered using listening method with eaves-dropping and recording technique. Data analysis is done with comparative method, with sorting technique, and pragmatism selective follow-up technique. The result of this research shows that in the caption written on Anies Baswedan's instagram account during the campaign, 82 data kinds of illocutionary speech acts, 1 data kinds of perlocutionary acts, and 12 speech act functions are found. 82 illocutionary speech acts are found with the details: (a) 5 data of assertive speech act, (b) 2 data of directive speech act, (c) 53 data of commissive speech act, (d) 21 data of expressive speech act, (e) 1 data of declarative speech act. Illocutionary commissive speech becomes the one found the most. There is 1 data of perlocution speech act found. From illocutionary and perlocution speech act which has been analyzed, there are 2 functions of speech act found, competitive and convivial function. 12 data of illocutionary speech act's function are found with the details being: (a) 1 data of competitive function, (b) 11 data of convivial function. Convivial function becomes the function of illocutionary speech act found the most.

**Keyword: pragmatic, illocution speech act, perlocution speech act, the function of illocution speech act, Anies Baswedan.**