

ABSTRAK

Aini, Isna Karismatul. 2025. "Pelanggaran Kesantunan Berbahasa Tuturan Publik Figur Pengamat Sepak Bola pada Siniar Sportcast Media YouTube". Skripsi. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman.

Kebebasan berpendapat di media sosial seringkali membuat publik figur tidak memperhatikan tuturannya sehingga menyebabkan terjadinya pelanggaran kesantunan berbahasa. Penelitian ini dilatarbelakangi oleh penyampaian pendapat publik figur pengamat sepak bola terhadap pelatih dan pemain Timnas Indonesia. Tujuan penelitian untuk mendeskripsikan bentuk-bentuk pelanggaran kesantunan berbahasa dan faktor-faktor penyebab pelanggaran kesantunan berbahasa tuturan publik figur pengamat sepak bola pada siniar Sportcast.

Penelitian ini merupakan penelitian deskriptif kualitatif. Sumber data penelitian berupa tuturan publik figur pengamat sepak bola pada siniar Sportcast *episode* "Debat Panas Mamat Alkatiri Coba Yakinkan Bung Towel untuk Percaya Progres Shin Tae-Yong, Emang Bisa?" dan data berupa penggalan tuturan publik figur pengamat sepak bola yang mengandung pelanggaran kesantunan berbahasa. Metode pengumpulan data yang digunakan adalah metode simak dengan teknik SBLC dan catat. Adapun metode analisis menggunakan metode padan dengan teknik pilah unsur penentu (PUP) dan hubung banding.

Berdasarkan hasil penelitian, ditemukan 65 data tuturan yang mencakup data bentuk-bentuk pelanggaran sekaligus data faktor-faktor penyebab pelanggaran kesantunan berbahasa dalam tuturan publik figur pengamat sepak bola pada siniar Sportcast. Bentuk-bentuk pelanggaran kesantunan yang ditemukan terbagi menjadi 2, yaitu bentuk pelanggaran satu maksim dan dua maksim, berupa maksim kearifan, maksim kedermawanan, maksim pujian, maksim kerendahan hati, maksim kesepakatan, dan maksim simpati. Berdasarkan data bentuk-bentuk pelanggaran, ditemukan faktor-faktor penyebab pelanggaran berupa kritik langsung, dorongan emosi, kesengajaan menuduh, protektif terhadap pendapat pribadi, dan kesengajaan memojokkan. Berdasarkan hasil analisis yang dilakukan, dapat disimpulkan bahwa bentuk pelanggaran maksim pujian dan faktor kritik langsung menjadi data dominan yang ditemukan dalam tuturan.

Kata kunci: bentuk pelanggaran, faktor pelanggaran, kesantunan berbahasa, publik figur

ABSTRACT

Aini, Isna Karismatul. 2025. *Violations of Language Politeness in the Utterances of Football Commentators on the Sportcast Podcast on YouTube*. Thesis. Faculty of Cultural Sciences. Jenderal Soedirman University."

Freedom of speech on social media often leads public figures to disregard politeness in their speech, resulting in violations of language politeness. This research is motivated by the expression of opinions by football commentators regarding the coach and players of the Indonesian national football team. The aim of the study is to describe the forms of language politeness violations and the factors causing the violations of language politeness in the utterances of football commentators on the Sportcast podcast.

This research is a qualitative descriptive study. The data sources consist of utterances by football commentators in the Sportcast Podcast episode "Debat Panas Mamat Alkatiri Coba Yakinkan Bung Towel untuk Percaya Progres Shin Tae-Yong, Emang Bisa?", and the data consists of excerpts of their speech that contain violations of language politeness. The data collection method used is the listening method with the SBLC technique and note-taking. The analysis method uses the matching method with the element determining classification (PUP) technique and the comparative linking technique.

Based on the result of the research, 65 speech data were found, which include both forms of violations and the factors causing violations of language politeness in the utterances of football commentators on the Sportcast podcast. The forms of violations were divided into two categories, violations of a single maxim and two maxims, instances of the maxim of tact, maxim of modesty, maxim of approbation, maxim of agreement, and maxim of sympathy. Based on the data of violation forms, the factors identified include direct criticism, emotional impulse, intentional accusation, protectiveness towards personal opinions, and intentional cornering. Based on the analysis, it can be concluded that the most dominant violation forms are the maxim of modesty and the factor of direct criticism, which are most frequently found in the speech.

Keyword: *forms of violation, factors of violation, language politeness, public figure*