

WACANA IKLAN DALAM MEDIA MASSA BAHASA SUNDA

(Ulukan Sintaksis dan Pragmatik)¹

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ABSTRAK

Tesis ini dilatarbelakangi fakta bahwa wacana iklan merupakan informasi yang disampaikan ke masyarakat. Tujuannya untuk mendeskripsikan wacana iklan bahasa Sunda dikaji dari jihat sintaksis dan pragmatismenya. Pengumpulan data menggunakan studi bibliografi dan sadap rekam selanjutnya dianalisis dan dideskripsikan. Data terkumpul sebanyak 201 wacana. Dikaji dari struktur sintaksis, wacana iklan bahasa Sunda meliputi kohesi, konjungsi, dan koherensi. Kohesi gramatikal di antaranya ada kohesi referensial 61, elipsis 11, dan paralelisme 5. Kohesi leksikal di antaranya ada sinonimi 4, antonimi 39, hiponimi 3, kolokasi 2, répétisi 27, dan ékuivalénsi 5. Konjungsi ditemukan yaitu koordinatif 119, subordinatif 4, korelatif 2, dan antarkalimat 19. Koherensi referensial kausalitas 5, komparatif 1, parafratis 1, implikasi 1, identifikasi 5, aditif 13, dan resultatif 62. Koherensi tekstual terdapat 11. Dikaji dari jihat pragmatis meliputi deiksis, presuposisi, implikatur, tindak tutur, dan struktur koversasi. Deiksis eksoforis di antaranya persona 43, temporal 30, lokatif 20, dan sosial 20. Deiksis endoforesis yaitu anaforis 13 dan kataforis 4. Presuposisi eksistensial sebanyak 61, faktif 124, leksikal 13, struktural 2, dan konterfaktual 1. Implikatur tidak mutlak sebanyak 3 dan mutlak 1. Tindak tutur kalimat komisif memberitakan 21, memerintah 4, dan menegaskan 5. Kalimat impositif menyuruh 6, meminta 43, mendesak 3, berharap 50, melarang 12, mengajak 24, menyarankan 4, dan memperingatkan 2. Kalimat ekspresif memberi selamat 98, mengakui 7, gembira 1, kesakitan 1, dan mengucapkan sungkawa 9. Kalimat asertif analitis 1 dan sintetis 17. Struktur konversasi meliputi pada prinsip kerja sama dan kesopanan. Prinsip kerja sama terdapat maksim kuantitas 3 dan relevansi 1. Prinsip kesopanan terdapat maksim kecocokan 4 dan kesimpatian 1.

Kata kunci: wacana iklan, sintaksis, pragmatis

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ADVERTISEMENT DISCOURSE IN SUNDANESE MASS MEDIA

(Syntax and pragmatic attention)³

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ABSTRACT

This thesis was caused the fact that advertisement discourse is the information conveyed to the public. The aim was to describe the Sundanese advertisement discourse discussed from syntax and pragmatic side. Collecting data used bibliographic studies and tapping record. Then, the data was analyzed and described. Data collected as many as 201 of discourse. The data examined from syntax structures, Sundanese advertisement discourse covering cohesion, conjunctions, and coherence. Grammatical cohesion among whom are 61 referential cohesion, 11 ellipsis, and 5 parallelisms. Cohesion lexical synonymy of which there are four, 39 antonyms, 3 hyponymy, 2 collocations, 27 reps, and 5 equivalences. Conjunctions found are coordinative conjunctions, 4 subordinating, 2 correlatives, and 19 inter- sentences. There are 5 referential coherence causalities, 1 comparative, 1 parafrastis, 1 implication, 5 identifying, 13 additive, and 62 resultatif. There are also 11 textual coherences. Assessed of pragmatic side include deixis, presupposition, implicature, speech acts, and conversations structure. Deixis endophora is 13 anaphora and 4 cataphora. Existential presupposition is that as many as 61, 124 factive, 13 lexicals, 2 structurals, and a counterfactual. Implicatures were not absolute as much as three and one absolute. Commissive sentence speech acts proclaim 21, 4 ruled, and 5 asserted. Impositive sentence ordered 6, 43 asking for, 3 urge, 50 expects, 12 prohibiting, 24 took, 4 recommends, 2 warning. The expressive sentence of congratulated are 98, admitted are seven, happy is one, pain is 1, and express condolences are 9. There is also one analytical assertive sentence and 17 synthetic. Structure of conversations covers the principles of cooperation and courtesy. The principle of cooperation contained 3 maxims of quantity and relevance 1. Principles of decency are the maxim suitability 4 and sympathy 1.

Key words: advertisement discourse, syntax, pragmatic

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