

**REALISASI KEINTIMAN PEMENGARUH MIKRO
DI *INSTAGRAM*: ANALISIS METAFUNGSI INTERPERSONAL**

TESIS

diajukan untuk memenuhi salah satu syarat memperoleh
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ABSTRAK

Seiring dengan berkembangnya pemasaran di media sosial, pemengaruh hadir sebagai salah satu pilihan profesi baru. Pemengaruh media sosial adalah pengguna media sosial yang memiliki reputasi dan popularitas untuk menarik pengguna media sosial lainnya untuk menjadi pengikut mereka. Saat ini, promosi produk ini tidak hanya dilakukan oleh para selebritas tapi juga oleh 'orang biasa' yang disebut pemengaruh mikro. Promosi yang dilakukan menjadi lebih efektif karena mereka memiliki keterlibatan tinggi dan terhubung setiap saat dengan pengikut mereka. Penelitian ini mengaji metafungsi interpersonal yang difokuskan pada realisasi fungsi tutur, tipikalitas *mood*, dan realisasi makna interpersonal yang mewujudkan keintiman antara pemengaruh mikro dan pengikutnya di *Instagram*. Penelitian ini adalah penelitian kualitatif dengan data berupa komentar pemengaruh mikro dan pengikutnya. Data penelitian dianalisis dengan menggunakan teori linguistik fungsional sistemik. Hasil analisis menunjukkan penggunaan fungsi tutur inisiasi *statement* mendominasi dalam interaksi. Kemudian, mengenai realisasi bentuk pilihan *mood* dari masing-masing fungsi tutur ditemukan penggunaan fungsi tutur tipikal lebih unggul dibandingkan fungsi tutur non tipikal, serta realisasi makna interpersonal yang merealisasikan keintiman terwujud dalam penggunaan dan fitur-fitur bahasa digital.

Kata kunci: Makna interpersonal, fungsi tutur, tipikalitas *mood*, pemengaruh mikro

THE REALIZATION OF MICRO-INFLUENCER INTIMACY ON INSTAGRAM: AN ANALYSIS OF INTERPERSONAL METAFUNCTION

ABSTRACT

The booming growth of digital marketing has led to the rise of influencers marketing. Social media influencers are the users who have popularity and reputation to attract people to become their followers. Nowadays, the product promotion is not only done by popular people but also by ‘common people’ called micro-influencers. The promotion becomes more effective because they have high engagement and are deeply connected with their followers. This study examines the interpersonal metafunction focused on the realization of speech functions, typicality of mood choices, and the realization of interpersonal meanings used by micro influencers and followers on *Instagram* that reflects intimacy. This is a descriptive qualitative research. The data are the comments of the micro-influencers and followers. Data are obtained by screen capturing the interactions and analyzed by using systemic functional linguistic theory. The findings of this study show that declarative clauses dominate the interaction. Moreover, the data indicate speech functions with typical mood choices as superior to non-typical speech functions. The use of language on *Instagram* and some digital language features that are related to the *tenor* dimension also realize the intimacy of interpersonal relationships among participants.

Keywords: Interpersonal meaning, speech function, mood type, micro-influencer

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Berikut adalah singkatan – singkatan yang digunakan dalam penelitian ini.

NO	SINGKATAN	KETERANGAN
1	PH	Pemengaruh
2	PT	Pengikut
3	St	<i>Statement</i>
4	Qs	<i>Question</i>
5	Of	<i>Offer</i>
6	Cm	<i>Command</i>
7	Ack	<i>Acknowledgement</i>
8	Ans	<i>Answer</i>
9	Acc	<i>Acceptance</i>
10	Com	<i>Compliance</i>
11	Con	<i>Contradiction</i>
12	Dis	<i>Disclaimer</i>
13	Rej	<i>Rejection</i>
14	Ref	<i>Refusal</i>
15	T	Tipikal
16	NT	Non Tipikal

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