

INTISARI

Anugrah Sectio Juara Kusuma Marihot Tua. 2026. *“Tindak Tutur Ilokusi Dalam Video Podcast “Bahas Investasi dan Danantara Bareng Sandiaga Uno” Di Kanal YouTube Timothy Ronald”*. Drs. Suharyo M. Hum. Semarang: Skripsi Program Studi S-1 Sastra Indonesia, Fakultas Ilmu Budaya, Universitas Diponegoro.

Perkembangan podcast di YouTube menjadikan komunikasi digital semakin populer di masyarakat. Dalam podcast, tuturan tidak hanya berfungsi menyampaikan informasi, tetapi juga mengandung maksud tertentu yang dapat dikaji melalui tindak tutur ilokusi. Podcast “Bahas Investasi dan Danantara Bareng Sandiaga Uno” pada kanal Timothy Ronald dipilih karena menampilkan gaya komunikasi persuasif dan argumentatif. Penelitian ini berfokus pada bentuk, fungsi, dan penanda satuan lingual tindak tutur ilokusi dalam podcast tersebut. Penelitian ini bertujuan untuk mendeskripsikan bentuk dan fungsi tindak tutur ilokusi serta penanda satuan lingual yang digunakan dalam video podcast tersebut. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan pragmatik. Data penelitian berupa tuturan dalam video podcast “Bahas Investasi dan Danantara Bareng Sandiaga Uno”. Data dikumpulkan melalui metode simak dan teknik catat, kemudian dianalisis menggunakan teori tindak tutur ilokusi John R. Searle. Penyajian hasil analisis data menggunakan metode informal. Dalam penelitian ini, hasil analisis disajikan secara deskriptif dengan menjelaskan konteks tuturan, jenis tindak tutur ilokusi, fungsi tuturan, serta penanda satuan lingual yang ditemukan. Hasil penelitian menunjukkan bahwa tindak tutur yang dominan adalah asertif dan direktif. Tindak tutur asertif digunakan untuk menyampaikan pendapat dan penjelasan, sedangkan direktif digunakan untuk memberi ajakan dan nasihat. Selain itu, ditemukan tindak tutur ekspresif yang menunjukkan apresiasi dan respons emosional penutur. Penanda lingual yang ditemukan meliputi modalitas, konjungsi, partikel pragmatik, dan campur kode. Berdasarkan hasil penelitian, dapat disimpulkan bahwa podcast menjadi media komunikasi digital yang efektif dalam menyampaikan informasi dan memengaruhi audiens melalui tindak tutur ilokusi. Penelitian ini diharapkan dapat memperkaya kajian pragmatik, khususnya pada media digital.

Kata kunci: pragmatik, tindak tutur ilokusi, podcast, YouTube, komunikasi digital.

ABSTRACT

Anugrah Sectio Juara Kusuma Marihot Tua. 2026. "Illocutionary Speech Acts in the Podcast Video "Discussing Investment and Danantara with Sandiaga Uno" on Timothy Ronald's YouTube Channel". Advisor: Drs. Suharyo, M.Hum. Semarang: Undergraduate Thesis, Indonesian Literature Study Program, Faculty of Humanities, Diponegoro University.

The development of podcasts on YouTube has made digital communication increasingly popular in society. In podcasts, utterances not only function to convey information but also contain communicative intentions that can be analyzed through illocutionary speech acts. The podcast "Bahas Investasi dan Danantara Bareng Sandiaga Uno" on Timothy Ronald's YouTube channel was selected as the object of this study because it features persuasive and argumentative communication. This study focuses on the types, functions, and linguistic markers of illocutionary speech acts found in the podcast. The objective of this research is to describe the types and functions of illocutionary speech acts as well as the linguistic markers employed in the podcast. This study employed a descriptive qualitative method with a pragmatic approach. The data consisted of utterances taken from the podcast "Bahas Investasi dan Danantara Bareng Sandiaga Uno." The data were collected using the observation method and note-taking technique and were analyzed based on John R. Searle's theory of illocutionary speech acts. The findings were presented using the informal method. In this study, the results of the analysis are presented descriptively by explaining the context of each utterance, the type of illocutionary speech act, its communicative function, and the linguistic markers identified in the data. The findings indicate that the dominant types of illocutionary speech acts are assertives and directives. Assertive speech acts are primarily used to express opinions and provide explanations, whereas directive speech acts are employed to give suggestions and advice. In addition, expressive speech acts were identified, reflecting the speakers' appreciation and emotional responses. The linguistic markers identified in the data include modality, conjunctions, pragmatic particles, and code-mixing. Based on these findings, it can be concluded that podcasts serve as an effective medium of digital communication for conveying information and influencing audiences through illocutionary speech acts. This study is expected to contribute to the development of pragmatic studies, particularly those concerning digital media.

Keywords: *pragmatics, illocutionary speech acts, podcast, YouTube, digital communication*