

Ilocutionary Act as Persuasive Devices in BTS Speech at United Nations General Assembly

2021



*Mencerdaskan &
Memartabatkan Bangsa*

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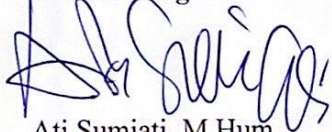
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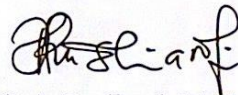
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ABSTRAK

Reswara, Vita Eryasuta. 2022. Searle's Illocutionary Act as Persuasive Devices in BTS Speech United Nations General Assembly 2021. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini menganalisis tindak ilokusi sebagai perangkat persuasif dalam pidato BTS di Sidang Umum PBB 2021. Tujuan dari penelitian ini adalah untuk mengidentifikasi penggunaan tindak ilokusi sebagai perangkat persuasif utama yang muncul dalam pidato BTS di Sidang Umum PBB 2021 dan untuk menguraikan penggunaan tindak ilokusi yang digunakan untuk mencapai persuasi yang digunakan oleh BTS. Kajian ini menggunakan pendekatan pragmatis. Metode penelitian ini adalah metode penelitian deskriptif analitik interpretatif. Data penelitian diambil dari transkrip ucapan BTS dan dikembangkan dari ucapan anggota BTS dalam pidato mereka seperti kata, frasa, kalimat, atau ucapan yang mengandung tindak tutur ilokusi. Penulis menggunakan teori tindak ilokusi Searle dan penelitian ini berfokus pada analisis tindak ilokusi dalam pidato BTS dan bagaimana BTS menggunakan tindak ilokusi untuk membujuk audiens mereka. Temuan mengungkapkan bahwa tindakan Representatif, Ekspresif, dan Direktif digunakan sebagai perangkat persuasif yang digunakan oleh BTS sebagai perangkat persuasif sentral untuk mempengaruhi audiens dan mencapai persuasi.

Kata Kunci: Tindak Ilokusi, BTS, pidato, perangkat persuasif, pendekatan pragmatis

ABSTRACT

Reswara, Vita Eryasuta. 2022. *Searle's Illocutionary Act as Persuasive Devices in BTS Speech United Nations General Assembly 2021*. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

This study analyzes illocutionary acts as persuasive devices in BTS speech at United Nations General Assembly 2021. The objectives of the study are to identify the use of the illocutionary act as central persuasive devices that appears in BTS' speech at UNGA 2021 and to elaborate the use of Illocutionary act that is used to attain persuasion utilized by BTS. This study deals with a pragmatic approach. The method of this study is a descriptive-analytical interpretative study method. The data of the study were taken from BTS' speech transcript and developed from BTS member's utterances in their speech such as words, phrases, sentences, or utterances that contained illocutionary act. The writer uses Searle's illocutionary act theory and this study focuses on analyzing illocutionary act in BTS speech and how BTS employed illocutionary act to persuade their audience. The findings revealed that Representative, Expressive, and Directives act were utilized as persuasive devices which were employed by BTS as central persuasive devices to influence the audience and attain persuasion.

Keywords: Illocutionary Act, BTS, speech, persuasive devices, pragmatic approach

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Jakarta, 15 Juli 2022

Vita Eryasuta Reswara

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