

ABSTRAK

Kusuma, Ni Luh Putu Yumi (2020), *Kajian Penerapan Prinsip Kerja Sama dan Prinsip Kesopanan dalam Tuturan Ir. Joko Widodo pada Video Debat Pilpres 2019*. Tesis, Program Studi Pendidikan Bahasa, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I : Prof. Dr. I Nyoman Sudiana, M.Pd. dan Pembimbing II : Prof. Dr. I Wayan Rasna, M.Pd.

Kata kunci: prinsip kerja sama, prinsip kesopanan, debat

Penelitian deskriptif kualitatif ini bertujuan untuk mendeskripsikan (1) penerapan prinsip kerja sama dalam tuturan Ir. Joko Widodo pada video debat Pilpres 2019 dan (2) penerapan prinsip kesopanan dalam tuturan Ir. Joko Widodo pada video debat Pilpres 2019. Subjek penelitian ini adalah Ir. Joko Widodo, sedangkan objeknya adalah prinsip kerja sama dan prinsip kesopanan. Penelitian ini menggunakan metode pengumpulan data berupa dokumentasi video debat Pilpres 2019 dengan teknik simak dan catat. Instrumen yang digunakan dalam penelitian ini adalah kartu data. Analisis data yang dilakukan ada tiga tahap, yaitu reduksi data, penyajian data, dan penyimpulan. Hasil penelitian menunjukkan bahwa prinsip kerja sama sudah diterapkan dalam tuturan Ir. Joko Widodo pada video debat Pilpres 2019. Pada tuturan tersebut terdapat penerapan empat maksim yang ada dalam prinsip kerja sama, yaitu maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim pelaksanaan. Selain itu, prinsip kesopanan juga sudah diterapkan dalam tuturan Ir. Joko Widodo pada video debat Pilpres 2019. Pada tuturan tersebut terdapat penerapan enam maksim yang ada dalam prinsip kesopanan, yaitu maksim kebijaksanaan, maksim kedermawanan, maksim penghargaan, maksim kerendahan hati, maksim kecocokan, dan maksim kesimpatian.

ABSTRACT

Kusuma, Ni Luh Putu Yumi Kusuma (2020), The Application Research of the Cooperation Principle and Politeness Principle in the Speech of Ir. Joko Widodo on the 2019 Presidential Election Debate Video. Thesis, Indonesian Language Education, Postgraduate Program, Ganesha University of Education.

This thesis already accepted and examined by the first adviser : Prof. Dr. I Nyoman Sudiana, M.Pd. and the second adviser : Prof. Dr. I Wayan Rasna, M.Pd.

Key words : cooperative principle, principle of politeness, debate

This qualitative descriptive research aimed to describe (1) the application of cooperative principle in speech Ir. Joko Widodo in 2019 Presidential Election debate video and (2) the application of the principle of politeness in the speech of Ir. Joko Widodo in 2019 Presidential Election debate video. The subject of this study was Ir. Joko Widodo, while the objects were the cooperative principle and the principle of politeness. This research used a data collection method in the form of documentation of the 2019 Presidential debate video with the technique of listening and note taking. The instrument used in this study was data card. The data analysis was carried out in three stages, namely data reduction, data display, and conclusion. The results showed that cooperative principle had been applied in the speech of Ir. Joko Widodo in the 2019 Presidential Election debate video. In the statement there are four maxims contained in the cooperative principle, namely maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In addition, the principle of politeness has also been applied in the speech of Ir. Joko Widodo on the 2019 Presidential Election debate video. In the speech there were six maxims contained in the principle of politeness, namely the maxim of wisdom, maxim of generosity, maxim of appreciation, maxim of humility, maxim of compatibility, and maxim of sympathy.