

Tuturan Ulasan Iklan Kafe di Fukui pada Instagram = Review Speech of Cafe Advertisements in Fukui on Instagram

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Abstrak

Masalah penelitian ini adalah tuturan ulasan iklan kafe di Fukui pada Instagram. Penelitian ini bertujuan untuk menjelaskan tuturan ulasan iklan kafe di Fukui pada Instagram. Teori yang digunakan adalah sistem sikap dalam teori Appraisal yang digagas Martin dan White (2005). Teori itu dianggap sesuai untuk memerikan sikap yang tercermin dalam tuturan ulasan. Sikap dalam teori Appraisal terbagi atas tiga kategori, yaitu, sikap Afek (Affect), sikap Penilaian (Judgement), sikap Apresiasi (Appreciation). Sikap Afek yang dimaksud di sini adalah ungkapan perasaan, sedangkan sikap Penilaian dimaknai sebagai evaluasi kita terhadap nilai perilaku seseorang. Sikap Apresiasi mengacu kepada penghargaan terhadap sesuatu. Sumber data penelitian ialah unggahan iklan kafe di akun Instagram Fukui Midorizaurus. Macam data yang dijaring adalah tuturan-tuturan ulasan yang terdapat dalam iklan kafe di Fukui pada Instagram Fukui Midorizaurus. Jumlah data yang dianalisis berjumlah 20 data tuturan ulasan. Terdapat sikap Afek berjumlah 5 dan 1 data sikap Penilaian. Sementara, tuturan ulasan iklan kafe di Fukui pada Instagram didominasi oleh sikap Apresiasi berjumlah 14. Sikap Apresiasi memiliki kemunculan dengan kekerapan tertinggi. Hal itu menggambarkan bahwa ulasan atas iklan kafe di Fukui pada Instagram cenderung memberikan penilaian positif. Hal itu sudah sewajarnya dilakukan karena tujuan dari pengulas adalah mempromosikan kafe di Fukui.

.....This research is about review speech of cafe advertisements in Fukui on Instagram. This study aims to explain review speech of cafe advertisements in Fukui on Instagram. The theory used is the attitude system in Appraisal theory initiated by Martin and White (2005). The theory is considered appropriate to describe the attitudes reflected in the review speech. Attitude in Appraisal theory is divided into three categories, namely, Affect attitude, Judgement attitude, Appreciation attitude. The Affect attitude referred to here is an expression of feelings, while the Judgement attitude is interpreted as our evaluation of the value of someone's behavior. Appreciation attitude refers to appreciation of something. The research data source is the cafe advertisement upload on the Fukui Midorizaurus Instagram account. The types of data collected are review speeches contained in cafe advertisements in Fukui on the Fukui Midorizaurus Instagram. The amount of data analyzed are 20 review speech datas. There are 5 Affect attitudes and 1 Assessment attitude data. Meanwhile, review speech of cafe advertisements in Fukui on Instagram is dominated by the Appreciation attitude totaling 14. The Appreciation attitude has the highest frequency of occurrence. It illustrates that reviews of cafe advertisements in Fukui on Instagram tend to give positive assessments. It is natural to do so because the purpose of the reviewer is to promote cafes in Fukui.