

ABSTRAK

Erdiyansya'ah, Raditya Hega.2026. *Tindak Tutur Ilokusi Direktif pada Acara Bumi Reog Berdzikir 2025*.Skripsi. Program Studi Pendidikan Bahasa dan Sastra Indonesia, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dhika Puspitasari., S.Hum., M.A (II) Dr. Mumammad Binur Huda., M.Pd.

Bahasa memiliki peran sentral sebagai alat komunikasi, pemelihara identitas budaya, serta media dakwah spiritual. Penelitian ini bertujuan untuk mendeskripsikan bentuk dan fungsi tindak tutur ilokusi direktif ustadz dalam acara tabligh akbar dan zikir massal tahunan "Bumi Reog Berdzikir 2025" yang diselenggarakan oleh Persaudaraan Setia Hati Terate (PSHT) Cabang Ponorogo. Acara ini memiliki karakteristik komunikasi dakwah yang unik karena memadukan nuansa spiritualitas islam dengan nilai lokalitas budaya Jawa. Penelitian ini menggunakan pendekatan pragmatik dengan jenis penelitian deskriptif kualitatif. Data penelitian dikumpulkan melalui metode dokumentasi, simak, dan catat langsung di lapangan maupun melalui *platform digital live streaming*. Validitas data diuji menggunakan teknik triangulasi teori dan triangulasi sumber. Data dianalisis secara interaktif melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menemukan sebanyak 70 data tindak tutur ilokusi direktif penceramah selama acara berlangsung. Berdasarkan bentuknya, ditemukan 43 data deklaratif (34 deklaratif aktif dan 9 deklaratif pasif) serta 27 data imperatif (22 imperatif aktif dan 5 imperatif pasif). Sementara itu, berdasarkan fungsinya, tindak tutur ilokusi direktif tersebut dijabarkan menjadi lima fungsi utama, meliputi: fungsi menasihati (42 tuturan), ajakan (14 tuturan), perintah (8 tuturan), meminta (3 tuturan), dan larangan (3 tuturan). Fungsi menasihati dan mengajak menjadi aspek komunikasi dakwah yang paling dominan digunakan penutur untuk menyentuh kognitif serta emosional ribuan mitra tutur. Melalui pemilihan diksi yang santun dan kontekstual, pesan keagamaan dapat bersinergi secara harmonis dengan penguatan karakter luhur organisasi di tengah masyarakat sosial.

Kata Kunci: Pragmatik, Tindak Tutur Ilokusi Direktif, Bumi Reog Berdzikir

ABSTRACT

Erdiyansya'ah, Raditya Hega. 2026. Directive Illocutionary Speech Acts in the 2025 Bumi Reog Berdzikir Event. Undergraduate Thesis. Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education (FKIP), Universitas PGRI Madiun. Supervisors: (I) Dhika Puspitasari, S.Hum., M.A.; (II) Dr. Muhammad Binur Huda, M.Pd.

Language plays a central role as a tool for communication, a preserver of cultural identity, and a medium for spiritual dakwah (religious outreach). This study aims to describe the forms and functions of directive illocutionary speech acts performed by the preacher (ustadz) during the "Bumi Reog Berdzikir 2025" event—an annual grand religious gathering and mass dhikr (remembrance of God) organized by the Persaudaraan Setia Hati Terate (PSHT) Ponorogo Branch. The event features unique dakwah communication characteristics by blending Islamic spirituality with Javanese cultural values. This research employs a pragmatic approach and a qualitative descriptive design.

Data were collected through documentation, observation, and note-taking methods, both in the field and via digital live-streaming platforms. Data validity was verified using theoretical and source triangulation techniques. Data analysis was conducted interactively through the stages of data reduction, data presentation, and conclusion drawing. The study identified 70 instances of directive illocutionary speech acts by the preacher (Gus Eeng) during the event. Regarding form, the data comprised 43 declarative acts (34 active and 9 passive) and 27 imperative acts (22 active and 5 passive). In terms of function, the directive speech acts were categorized into five primary functions: advising (42 utterances), inviting (14 utterances), commanding (8 utterances), requesting (3 utterances), and prohibiting (3 utterances). The functions of advising and inviting were the most dominant aspects of dakwah communication used by the speaker to engage the cognitive and emotional faculties of the thousands of listeners. Through the selection of polite and contextual diction, religious messages could synergize harmoniously with the reinforcement of the organization's noble character within the community.

Keywords: Pragmatics, Directive Illocutionary Speech Acts, Bumi Reog Berdzikir