Perlocutionary Speech Acts in Parenting Education Discourse on TikTok Social Media

Hanifah Fitriyani, Harun Joko Prayitno[*]
Faculty of Education, Universitas Muhammadiyah Surakarta, Indonesia

Abstract

This research aims to describe the classification of perlocutionary speech acts in educational parenting discourse on the TikTok social media platform. The study utilizes a qualitative descriptive method, focusing on perlocutionary speech acts as the object of investigation. The subject of the research is the TikTok social media platform. Data and data sources for this study consist of sentences, expressions, or speech acts in educational parenting discourse on TikTok. Data collection techniques involve the free observation and note-taking method. Meanwhile, data analysis employs intralingual matching and pragmatic matching methods. The results of the research indicate that perlocutionary speech acts in educational parenting discourse on TikTok include: (1) directive perlocutionary speech acts of commands, totaling 4 data, (2) directive perlocutionary speech acts of requests, totaling 4 data, (3) directive perlocutionary speech acts of appeals, totaling 2 data, and (4) directive perlocutionary speech acts of giving advice, totaling 3 data.

Keywords: TikTok social media, perlocutionary speech acts, and parenting discourse.

Introduction Section

Language is a communication tool that cannot be separated from human life. Octavia (2019:2) states that language is also used as the most supportive communication tool for humans to make contact with other communication tools. Nadzifah & Utomo (2020: 43-44) state that as a communication tool, language is present to unite humans with all their purposes. Insani & Sabardila (2016: 177) state that humans use language to give and receive various information from media, whether directly or indirectly, and in audio or visual form. Communication is said to be successful when the speaker conveys the message well, and the interlocutor can understand the meaning of the message conveyed by the speaker (Ziraluo, 2020: 249). Without language, we cannot interact and communicate with others (Septiana, et.al, 2020: 99). Thus, the language used by humans can indicate their role and presence in the surrounding environment.

Language, as a linguistic science that studies the meaning or intention of the speaker based on context, is called pragmatics. According to Waljinah, et.al (2019: 119), pragmatics also examines all human behavior related to signs and symbols in the form of speech acts. Oktaviani (2015: 2) limits the definition of pragmatics to the study of the relationship between language and the context that underlies the explanation of language definitions. Astri (2020: 21) states that pragmatics is used to analyze speech acts or utterances.

Pragmatics is the science that examines or studies to determine the meaning of a speech or utterance based on the context that accompanies it. Therefore, pragmatics cannot be separated from the context of speech because the context plays a role in determining meaning. Ardiansyah, et.al (2014: 23) states that context refers to the situation and conditions when speech is uttered. Basuki (2013: 3-4) states that context is used in understanding between the speaker and the interlocutor related to knowledge, experience, and so on. In such situations, including actions conveyed through speech or utterance, are called speech acts.

Speech acts are one part of pragmatics in the form of uttering sentences to convey the speaker's intention to the interlocutor (Kaptiningrum, 2020: 95). Fatihah & Utomo (2020: 2) state that speech acts are a form of action or activity carried out by humans through speech tools. Waljinah, et.al (2019: 120) states that speech acts are utterances spoken by the speaker followed by an action that is meaningful to get a response from the interlocutor. Moreover, according to Mardikantoro (2014: 216), speech acts are selected based on several factors related to the function of language as a means of conveying messages. Speech acts related to the function of language are informative, expressive, directive, aesthetic, and phatic.

Speech acts have various purposes that the speaker wants to convey to the interlocutor, so they can be divided into several types. Oktaviyani & Utomo (2021: 14) state that besides having types, speech acts also have pragmatic functions,

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[*] Corresponding author: hjp220@ums.ac.id

and sometimes there are also conversation principles. Prayitno (2017: 49) states that speech acts are divided into three types: locution, illocution, and perlocution. This study focuses on perlocutionary speech acts, especially perlocutionary speech acts in the discourse of parenting education on the TikTok social media platform. Fatihah & Utomo (2020: 2) state that perlocutionary speech acts are speech acts intended to influence the interlocutor.

In addition, Satriani (2022: 166) states that perlocutionary speech acts are speech acts whose utterances are intended to influence and have an impact on the interlocutor. Nadzifah & Utomo (2020: 44) state that perlocutionary speech acts are speech acts that can produce specific effects on the interlocutor according to the situation and conditions of their expression. Amfusina, et.al (2020: 208) state that perlocutionary speech acts are speech acts related to actions to influence the interlocutor. These statements can indicate that perlocutionary speech acts have effects and reactions on the interlocutor, whether intentional or unintentional.

Perlocutionary speech acts are part of a series of meaningful words that are included in the discourse. Sobur (2015: 10) states that discourse is a series of speech acts that express something or a subject presented systematically and systematically in one unit. Based on this, discourse influences the interlocutor to do something desired by the speaker. One discourse that can have psychological effects on the interlocutor is the discourse of parenting regarding education. Baharun & Finori (2019: 54) state that the discourse of parenting regarding education is a necessity to face the future because, without the discourse of parenting regarding education, humans will find it difficult to know and develop their potential. Research on perlocutionary speech acts in the discourse of parenting education can be done through various media, one of which is through the TikTok social media platform. Fatihah & Utomo (2020: 2) state that the TikTok social media platform has many followers, meaning that approximately the number of viewers will watch the videos on that channel.

Research related to perlocutionary speech acts has been conducted by several researchers, for example, Fatihah & Utomo (2020:1) state that 13 perlocutionary speech acts were found that had speech markers reporting, frightening, requesting, commanding, relieving, pleasing, inviting, and the effects caused by these perlocutionary speech acts varied, namely the effect of not panicking, the effect of fear, the effect of making requests, the effect of implementing policies, the effect of carrying out or obeying commands, the effect of pleasure, the effect of accepting invitations, the effect of complying with requests. Octavia (2019:1) states that there are 30 data included in perlocutionary speech acts and brings up 10 relevant to the formation of someone's character education through the album of Iwan Fals' songs. Setiani, et.al (2022:165) states that there are three types of speech acts, namely (i) locutionary speech acts, (ii) illocutionary speech acts, and (iii) perlocutionary speech acts. There are three forms of perlocutionary speech acts, namely (i) verbal perlocutionary speech acts, (ii) nonverbal perlocutionary speech acts, and (iii) verbal-nonverbal perlocutionary speech acts. There are two impacts of perlocutionary speech acts, namely positive and negative.

Research related to perlocutionary speech acts has also been carried out by several other researchers, such as Wedasuwari (2022: 181) stating that the Notif#1 podcast of the Indonesian Language and Literature Education study program, Mahasaraswati University Denpasar, contains several perlocutionary speech acts. The forms of speech acts include relieving speech acts, reporting speech acts, requesting speech acts, pleasing speech acts, and inviting speech acts. Insani & Sabardila (2016: 176) state that there are four types of perlocutionary speech acts, namely directive perlocutionary speech acts, expressive perlocutionary speech acts, representative perlocutionary speech acts, and commissive perlocutionary speech acts. The results of the analysis show the functions of perlocutionary speech acts found in teachers in Indonesian language learning, namely competitive functions and pleasurable functions. Anggraeni, et.al (2022: 2) state that in the film "Story of Kale: When Someone's in Love," there are perlocutionary speech acts that include several forms, such as making angry, relieving, attracting attention, making the speaker do something, making the speaker think about something, making the speaker know that, diverting attention, persuading, encouraging, frightening, and deceiving.

Based on several studies described above related to perlocutionary speech acts, the focus of this research is perlocutionary speech acts in the discourse of parenting education on the TikTok social media platform. Research on perlocutionary speech acts in the discourse of parenting education on the TikTok social media platform has never been done in previous studies. Therefore, this research is still interesting to do because it can identify perlocutionary speech acts in the discourse of parenting education on the TikTok social media platform. Based on this background, the problem can be formulated as follows: (1) how is the classification of perlocutionary speech acts in the discourse of parenting education on the TikTok social media platform?

Method

This research employs a qualitative descriptive method. The qualitative descriptive method is an approach that explores, describes, and explains specific language phenomena in its usage, captured, and embodied as analyzed data (Sudaryanto, 1988: 59). Research using the qualitative descriptive method aims to present results in the form of descriptive data, namely sentences or expressions that carry perlocutionary speech act meanings in parenting discourse on the social media platform TikTok. Moreover, the object of this research is perlocutionary speech acts, and the subject is the social media platform TikTok. The data and data sources used in this research are sentences or expressions of speech acts in parenting discourse on TikTok, which undoubtedly have markers of perlocutionary speech acts. The data collection technique involves the use of the free participant observation and note-taking technique.

The technique used to collect data is the free participant observation and note-taking technique. Fatihah & Utomo (2020: 4) state that in this free participant observation technique, researchers are not directly involved in determining the

formation and emergence of potential data but only serve as observers of the data to be used. Similarly, with the note-taking technique, researchers are required to record sentences or expressions of the speaker as important data. Haryana & Utomo (2020: 19) state that the observation and note-taking technique includes written language (subtitles) from the speaker's oral discourse. This technique is applied because the data in this research consists of sentences or expressions of perlocutionary speech acts in parenting discourse found on the TikTok social media platform. The collected data is then transcribed and analyzed using the theory of perlocutionary speech acts. Data analysis employs the intralingual equivalent and pragmatic equivalent methods (Sudaryanto, 2015: 18). The intralingual equivalent method is used to describe perlocutionary speech acts in parenting discourse on TikTok. The pragmatic equivalent method is used to determine the context of speech or utterance. The accuracy and precision in data collection are crucial for the certainty of the data in this research.

Findings and Discussion

A perlocutionary speech act is an utterance that is capable of or can cause psychological effects on the interlocutor (the act of psychologically affecting someone). Perlocutionary speech acts aim to influence the interlocutor. The influence or effect generated can vary widely, depending on the utterances spoken by the speaker. In this study, the speaker refers to the owner of the TikTok account, and the interlocutor refers to the audience of parenting education discourse on the TikTok social media platform. Sentences or expressions found on TikTok will be analyzed according to the types of perlocutionary speech acts.

Referring to the types of speech acts expressed by Insani & Sabardila (2016: 179), it is stated that perlocutionary speech acts can be classified as (1) directive speech acts, (2) expressive speech acts, (3) representative speech acts, and (4) commissive speech acts. The analyzed data will be focused on parenting education discourse on the TikTok social media platform that contains directive perlocutionary speech acts. Directive perlocutionary speech acts can be classified to include commands, requests, pleas, and giving advice. The sentences or expressions contain more or less these four elements. These types of speech acts certainly have intentions, meanings, or significance conveyed by the speaker. Sentences or expressions in parenting education discourse on TikTok social media will be analyzed based on pragmatic theory, and the presented data will be classified according to the theory used.

1. **Perlocutionary Speech Acts in Parenting Education Discourse on TikTok Social Media**

Perlocutionary speech acts in the discourse of parenting education on TikTok social media that will be analyzed contain directive perlocutionary speech acts. These directive perlocutionary speech acts can be further classified into four categories: imperative perlocutionary speech acts of command, ordering, request, and giving advice. The distribution of directive perlocutionary speech acts in the discourse of parenting education on TikTok social media is presented in the following table.

Table 1. Perlocutionary Speech Acts in Parenting Education Discourse on TikTok Social Media

No	Perlokusi Speech Act	Data Quantity
1	Directive of Command	4
2	Directive of Ordering	4
3	Directive of Request	2
4	Directive of Giving Advice	3

Based on the table above, the perlocutionary illocution in parenting education discourse on TikTok social media can be elaborated as follows.

1.1 Perlocutionary Speech Act: Directive Command

The perlocutionary speech act of directive commands aims to provide instructions to the interlocutor to perform or execute something. This is typically done by the speaker to the interlocutor. Here is the data on the perlocutionary speech act of directive commands.

1.1.1 Data 1

"Jangan lupa bilang tolong, terima kasih dan maaf ke anak!"

Speech context: A TikTok account with the username @sekolahorangtua writes about positive parenting steps with children. These positive parenting steps with children fall under the category of directive perlocutionary speech acts, specifically commands.

Speech intention: The speaker intends to give a command to the interlocutor. This command is directed to both parents to teach their child to say please, thank you, and sorry to others. If both parents frequently practice this, the child will adopt these behaviors by observing the examples set by the parents. Saying please, thank you, and sorry is crucial in daily life and earns positive recognition from others when successfully implemented.

1.1.2 Data 2

"Jangan mengambil barang orang lain sembarangan!"

Speech context: A TikTok account with the username @hervianafarila writes about things that should be taught from an early age. The things that should be taught from an early age fall into the category of perlocutionary speech acts with a directive command.

Speech intention: The speaker intends to give a command to the interlocutor. This command is directed towards both parents, urging them to teach their children not to take others' belongings indiscriminately. If this is not taught to a child, they may take others' belongings without discretion, and it could even lead to stealing.

1.1.3   Data 3

"Jangan mengumpat!"

Speech context: A TikTok account with the username @hervianafarila is writing about things that should be taught from an early age. These things fall under the category of perlocutionary speech acts, specifically directive commands.

Speech intention: The speaker intends to give a command to the interlocutor. This command is directed towards both parents, instructing them not to use profanity or speak obscenely. If both parents follow this command, the child will not use inappropriate language. Conversely, if the parents don't adhere to this instruction, the child will likely use vulgar language. Essentially, what the parents do will serve as an example for the child.

1.1.4   Data 4

"Jangan sebut anak pemalu!"

Speech context: A TikTok account with the username @bebilin official provides tips on fostering courage in shy children. Fostering courage in shy children through these tips falls under the category of perlocutionary speech acts, specifically directive commands.

Speech intention: The speaker intends to give a command to the interlocutor. This command is directed to both parents, advising them not to label their child as shy. This is necessary for both parents to ensure that the child feels well-supported. If parents refer to their child as shy, it may undermine the child's confidence.

1.2 Perlocutionary Speech Act: Directive Ordering

Directive ordering perlocutionary speech act is a speech act conveyed by a speaker to the addressee to deliver a specific message, whether it be a positive or negative message. The following data illustrates the perlocutionary speech act of directive ordering.

1.2.1   Data 1

"Coba lebih banyak senyum ke anak"

Speech context: A TikTok account with the username @sekolahorangtua shares positive parenting steps with children. Positive parenting steps with children fall under the category of perlocutionary directive speech acts.

Speech intention: The speaker aims to convey a message to the interlocutor. This message is directed towards both parents to encourage them to smile more at their children. If both parents do this frequently, the child will feel happy and comfortable.

1.2.2   Data 2

"Berbicara dengan lebih lembut ke anak"

Speech context: A TikTok account with the username @parentingschool shares positive parenting steps with children. These positive parenting steps fall under the category of directive perlocutionary speech acts.

Speech intention: The speaker intends to convey a message to the interlocutor. This message is directed at both parents to encourage them to speak more gently to their children. If both parents consistently employ this approach, the child will feel calm. On the contrary, if both parents speak harshly, the child will experience surprise and fear.

1.2.3   Data 3

"Puji semua kelebihan yang dia punya"

Speech context: A TikTok account with the username @sekolahorangtua shares positive parenting steps with children. These positive parenting steps fall under the category of perlocutionary directive speech acts.

Speech intention: The speaker intends to convey a message to the interlocutor. The message is directed to both parents, encouraging them to praise their child's strengths more often. If both parents consistently praise the child's strengths, the child will feel happy and proud because what they possess can make their parents proud. On the contrary, if parents fail to acknowledge and praise the child's strengths, the child may feel a sense of failure for not being able to make their parents proud.

1.2.4   Data 4

"Biarkan mereka menentukan pilihan"

Speech context: A TikTok account with the username @hananiahstore provides tips on how to make children more courageous. The tips for making children more courageous fall under the category of directive perlocutionary speech acts, specifically ordering or instructing.

Speech intention: The speaker aims to convey a message to the interlocutor. This message is directed towards parents, encouraging them to let their children make choices. It emphasizes the importance of allowing a child to make decisions for themselves. When both parents do this, a child will feel valued and become more confident.

1.3 Perlocutionary Speech Act: Directive Requests

The perlocutionary speech act of a directive request aims to ask for something respectfully or politely from the addressee. This is typically carried out by the speaker towards the addressee. The following is data on the perlocutionary speech act of a directive request.

1.3.1 Data 1

"Tolong luangkan waktu dan ciptakan hubungan yang harmonis!"

Speech context: A TikTok account with the username @parenting_ideas outlines steps to improve a child's mental well-being. The steps to enhance a child's mental well-being fall under the category of directive perlocutionary speech acts, specifically requests.

Speech intention: The speaker aims to request the interlocutor. This request is directed towards both parents, urging them to dedicate time and foster a harmonious relationship. If both parents consistently engage in this behavior, the child will experience happiness from spending quality time with both parents and feel part of a complete family. However, parents who fail to allocate time and cultivate a harmonious relationship may adversely affect a child's mental health.

1.3.2 Data 2

"Tolong ajak anak bersosialisasi untuk mencegah anak menutup diri!"

Speech context: A TikTok account with the username @parenting_ideas outlines steps to improve a child's mental well-being. The steps to enhance a child's mental well-being fall under the category of directive perlocutionary speech act.

Speech intention: The speaker aims to request the interlocutor. This request is directed towards both parents, encouraging them to engage their child in social activities to prevent the child from becoming withdrawn. This is crucial for both parents to undertake so that the child can be open and not keep things hidden. When both parents execute this effectively, a child will feel happy to have a place to share their thoughts. Be the kind of parents who can serve as a confidant for a child's concerns.

1.4 Perlocutionary Speech Act: Directive Giving Advice

The perlocutionary speech act of directive advice is a speech act that aims to provide advice or recommendations to the intended speech partner. The following is data on the perlocutionary speech act of directive advice.

1.4.1 Data 1

"Orang tua sebaiknya memberikan support anak untuk melakukan hal positif yang dia suka"

Speech context: A TikTok account with the username @sekolahorangtua shares positive parenting steps with children. These positive parenting steps fall into the category of directive perlocutionary speech, specifically giving advice.

Speech intention: The speaker aims to provide advice to the interlocutor. This advice is directed to both parents, encouraging them to consistently support their child in engaging in positive activities they enjoy. If both parents frequently engage in this behavior, the child will feel happy and more valued due to the increased attention.

1.4.2 Data 2

"Orang tua sebaiknya memberikan anak kesempatan untuk mencoba hal baru"

Speech context: A TikTok account with the username @hananiahstore provides tips on how to make children more courageous. The tips on making children more courageous fall into the category of directive perlocutionary speech, specifically giving advice.

Speech intention: The speaker intends to advise the interlocutor. This advice is directed towards both parents, encouraging them to give their children the opportunity to try new things. This is crucial for a child as it can broaden their experiences, boost their confidence, and help them discover their inner passions. However, if parents do not provide opportunities for their children to try new things, the child may feel restricted and not free to explore.

1.4.3 Data 3

"Alangkah baiknya, pahami perbedaan pendapat"

Speech context: A TikTok account with the username @sekolahorangtua shares tips on how to educate children to be polite and respectful towards others. Teaching children to be polite and respectful is considered a perlocutionary directive speech act offering advice.

Speech intention: The speaker intends to provide advice to the interlocutor. This advice is directed to both parents so that they can understand differing opinions. If both parents can successfully comprehend their child's differences, the child will feel valued and trusted.

Conclusion

Based on the results and discussions presented above, it can be concluded as follows. A perlocutionary speech act is an act of speech that is capable of or can generate psychological effects on the interlocutor (the act of psychology affecting someone). Perlocutionary speech acts aim to influence the interlocutor. The influence or effect generated is highly varied, depending on the utterances spoken by the speaker. The data analyzed in the discourse of parenting education on TikTok social media contains directive perlocutionary speech acts. These directive perlocutionary speech acts can be classified into commands, requests, pleas, and giving advice. The sentences or expressions approximately contain these four elements. These types of speech acts certainly have intentions or meanings conveyed by the speaker. Perlocutionary speech acts in the discourse of parenting education on TikTok social media include (1) directive perlocutionary speech acts of commands amounting to 4 data, (2) directive perlocutionary speech acts of requests amounting to 4 data, (3) directive perlocutionary speech acts of pleas totaling 2 data, and (4) directive perlocutionary speech acts of giving advice totaling 3 data.

Acknowledgment

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