

An Analysis of Speech Acts on Headlines Medan Newspaper

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ABSTRACT

This research entitled "An Analysis of Speech Acts on Headlines Medan Newspaper". The object of this research focused on sentences containing speech acts on the headlines of *Waspada* Newspaper edited from May-July 2020. The purposes of this study were to determine the speech acts types and the pragmatic function of speech acts found on the headlines of the newspaper. The research model used was qualitative research. The results showed that the locution speech acts was found more than 1,520 (53%) on the headlines set on the *Waspada* newspaper edited from May-July 2020. The locution speech acts were mostly located because the speech acts stated something without having any purpose. The most common pragmatic function of the speech acts was a function representative with a total of 1,030 (36.4%). The function was broadly applied because newspapers were printed messages in order to convey information about the truth, therefore on the headline *Waspada* newspaper edited on May-July 2020, more truth was discovered. The specific goals achieved were to report the appropriate speech acts and the public readers can understand the message conveyed.

Keywords: *speech acts, pragmatic function*

1. INTRODUCTION

Language is a tool used by humans to communicate with other communities. In addition, language is also a tool for conveying information. In delivering information, it can be done in spoken or written language. Verbal communication can be carried out by mouth as a means of speaking or spoken directly by the speaker to the audience, for example, conversations, lectures, speeches, and spoken language used by telephone, radio, or television. Meanwhile, written communication can be carried out with other media, for example in books, magazines, newspapers, correspondence and telegraph.

In communicating events, conversation is a series of languages. In conversation the speaker states a certain utterance. Speech can be seen as taking action (influencing, ordering), in addition to actually saying or uttering the utterance. Purwo in Arafah [1] states that the speaker does not merely say something by saying that expression but also "moves something". The way a person performs an action is called utterance activity or speech act [1].

In line with the theory, Rustono in Arafah [1] explains that the activity of uttering or telling a speech with a specific purpose is a speech act or speech act. A speech has a specific function and purpose to generate communication. The purpose of speech is one of the main exist aspects on a speech considering what it is meant as an effort to achieve

the result attempted by the speaker to the speech partner. The goals are to convey information, news, persuasion, suggestion, commandment, and so on. In this case, a speaker or the intention of his speech, thus, speech acts as a form of communication events are not events that occur by themselves, but acquire a specific function, purpose and specific intention and acquire an effect or effect on the environment of listeners (speech partners) and speakers (speakers).

The functions of mass media are to convey information to the public and the information must be accurate, interesting, correct, complete, balanced, relevant, and useful. Thus, whatever information is disseminated by the mass media should be compell to in an educational framework [2]

One of the mass media that provides actual information is a newspaper. According to Effendy in Widodo [3], newspapers are an effective means of developing knowledge. Technological developments are always published in newspapers. New discoveries, both in the fields of health, agriculture, and technology can be immediately known through newspapers.

In presenting the message, truth is the main goal. News orientation which is based on truth or must be accurate is the main guideline for every journalist. However, proficiency in gathering complete and actual facts means nothing if information on an event is not able to be conveyed to the

reader in easy to understand language. Mastery of the language used will determine whether the information can be understood by the reader. Even though the information or news is important, if it is conveyed in bad language, it is difficult to understand, this actually makes it difficult for readers or audiences to capture the desired image and can eliminate the appealing effect from the news.

News is a report about events or opinions containing important value, attracts some new audiences and is widely published through the mass media. News is an event that attracts attention to the public about new events to be widely informed to readers through mass media [4]

There is no interesting story without a headline. News must be titled, Jubei [4] states that news headlines are to trigger readers' curiosity, on the contrary, not to kill readers' interest. The importance of the position of the title on the news indicates the need for special skills in making good headlines.

There are many kinds of newspapers published in the city of Medan. It is published from local and national printeds. A very popular newspaper and many of its readers are *Waspada*. The *Waspada* newspaper is published reaches 100,000 copies circularly. Therefore, the existence of this newspaper greatly influences the social life of the people, particularly Medan city community. The author is interested analyzing the speech acts form on the headlines of the three newspapers. This research analyzed the speech acts form and the pragmatic function of speech acts found on May-July 2020, published by *Waspada* newspaper.

2. THEORETICAL CONCEPT

2.1 The Approaches to Pragmatic Studies

This study is a language study that is tied to the function of language directly as a means of communication. According to Levinson in Rahardi [5] defines that pragmatics is the study of science in language which discusses language relations and their contexts. In this case, the intended context is a grammatical context so that it cannot be separated from the language structure.

The term pragmatics according to Wijana in Salutiyanti [6] is a science that discusses the structure of language from the external side, namely about the unity of language used in the communication process. The external study in question is a study that discusses factors or things that are outside the language, factors and this is related to a use of the language by its speakers in a particular society. Externally, this study will find formulas related to the use and use of the language in all human activities in society. In this case, it is not only using linguistic theory, but also pragmatics.

According to Salutiyanti [6] treating language pragmatically is to consider the context. There are four contexts, namely (1) physical, (2) linguistic, (3) epistemic, and (4) social. The physical context is the place where the conversations (verbal acts) occurred, the linguistic context is the previously considered speech. The epistemic context is the background knowledge of the speaker and the interlocutor, the social context is the social relationship that exists between greeters.

According to Djajasudarma (2012: 77) in Salutiyanti [6] the concentration of studies in pragmatics that must be considered are (1) linguistic studies, (2) pragmatic studies of speech, (3) pragmatic studies of discourse, and (4) pragmatic studies of culture. Linguistic studies, namely mixing the components of signs (sign), language sounds, and meanings with the syntactic, phonological, lexicon, and morphological subsystems. The pragmatic studies of speech is a study that refers to the context directly such as; theme-youth, background-focus, focus-contrast. Pragmatic studies in discourse discuss the context of discourse as the most comprehensive unit in language which includes elements of exist, politeness (issues of dignity, speech, conversation, metaphor, and irony). Meanwhile, cultural pragmatics studies that is broader in its users in a cultural, social, psychological context with the topic of speech pragmatics.

Yule in Wiana [7] defines pragmatics as the study of meaning conveyed by speakers or researchers and interpreted by listeners or readers. This study concedes more to do with the analysis of what people mean by their utterances than with the separate meanings of the words or phrases used in the speech itself.

Undeniably, pragmatics is similar to semantics, namely the branch of language examining the meanings of lingual units. Semantics examines propositions or the relationship between language elements and their objects, while pragmatics examines the relationship between language elements and their users or linguistic actions and the context of the situation [8].

Pragmatics and Semantics both use meaning as the content of communication. Semantics is centered on thoughts (competence, langue) while Pragmatics is centered on speech (performance, parole) [8].

2.2 Speech Acts

Speech acts is the product or result of a sentence under certain conditions and is the smallest unit of linguistic communication that can take the form of statements, questions, orders, or others [3]. Yule defines speech acts as actions that are carried out through speech [3].

The sequence of actions or speech actions relates to the nature of the use of language codes, such as spoken and written, direct and indirect, transactional and interactional. Transactional verbal actions, in the form of speeches, lectures, speeches, preaching, declamations; in writing in the form of instructions, advertisements, letters, stories, essays, papers, theses, etc. Meanwhile, verbal interactional speech acts, in the form of conversation, question and answer, debate, discussion, etc, as the written form of polemics, correspondence between two people, etc [8].

Tarigan in Arafah [1] suggests that the study of speech acts (speech act) is the analysis the way of conducting something by using sentences. In saying a sentence, one does not simply say something by pronouncing the sentence but by using the sentence to say something.

Leech in Arafah [1] a speech act should consider five aspects of a speech situation which include (1) greeter and greeter, (2) context of speech, (3) purpose of speech, (4) speech as a form or activity, and (5)) speech as a form of

verbal product. There are various speech acts used by speakers in communicating with language through conversational activities.

2.3 Types of Speech Acts

Searle in Damayanti [9] divides speech acts into three different kinds of actions, namely:

1. Locutionary Speech Act (the act of saying something) is a speech act that states something. In the act of locating the speech is carried out only to state something without any other tendency or purpose, independently to influence the other person. Locutionary acts are relatively easy to identify in speech because the identification tends to be done without including the context of the speech covered in the speech situation.

2. Illocutionary Speech Act (the act of doing something) is a speech act which not only serves to inform something, but also to do something. Example: the sentence "I can't come" when said to a friend who has just celebrated her wedding not only serves to state that she cannot attend the party but also serves to do something to apologize.

Illocutionary speech acts are very difficult to recognize if you don't pay attention to who is the speaker and the interlocutor, when and where the speech act occurs, and so on. Perlocutionary Speech Acts (the act of affecting something) is doing something an act by saying something.

3. Perlocutionary speech acts refer to the person being addressed and can be described in the form of verbs, such as encouraging the listener, learning something, convincing, deceiving, lying, encouraging, irritating, annoying, frightening, alluring, captivating, entertaining, inspiring, influences, and confuses.

A speech uttered by someone often has the power of influence (perlocutionary act) or effect on the listeners. The speech acts carried out to influence speech partners to take certain actions in connection with utterances by speakers in order to make people angry and/or to comfort someone, in other words, to get people to react psychologically.

2.4 Pragmatic Function of Speech Acts.

The pragmatic function of speech is the function referred to by the intent of speech in its use to communicate between speakers. The pragmatic functions of speech that support disclosure are representative, expressive, comisive, isabati, and directive functions.

a. Representative function

Rustono [10] states that the representative function referred to the user's intention of speech to suggest the truth. With this function the speaker intends to state the truth of something he expresses. These pragmatics sub-functions include: to state, report, show, mention. The examples of speech acts below contain the pragmatic sub-function of reporting and showing.

Hari ini anak yang terjangkit malaria mencapai dua puluh anak.

Today there are twenty children infected with malaria.

*Itu adalah gedung rektorat.
It is the rectoral building.*

b. Directive function

According to Rustono [10] the directive function is a function that is referred to by the intention of the speech in its use so that the speech partner takes action as stated in the speech. Through this pragmatic function, the speech partner is asked to do what the speaker says. Pragmatic subfunctions include ordering, pleading, demanding, suggesting, and challenging belong to these types of pragmatic functions. These examples of a speech acts contain a pragmatic function of ordering, begging, demanding, suggesting, challenging.

Tolong waktu rapat jangan berbicara sendiri!

Please don't talk alone at the meeting!

Tolong terima lamaran saya ini.

Please accept my application.

Saya menuntut tanggung jawabmu menyelesaikan masalah ini.

I demand you responsible for solving this problem.

Sebaiknya Anda berlibur ke Bali daripada ke Singapura.

It is better if you have a vacation to Bali rather than Singapore.

Jika kamu berani, ayo lomba mengerjakan soal ini!

If you dare, let's compete on this problem!

c. Expressive function

The function referred to by the intent of speech in its use of expressing judgment is called an expressive pragmatic function [10]. With this pragmatic function, speakers intend to judge what they are saying. Included in this pragmatic function are praising, granting gratitude, criticizing, complaining, blaming, congratulating and flattering.

1) Praise function. The sub-function of praise is a speech that binds the speaker to express the psychological attitude in question so that the utterance is interpreted as an evaluation of the utterance of praise. The following states a pragmatic function of praise. *Jawabanmu bagus sekali* (your answer is good). The speech is an expressive speech act of praise which is meant to praise the answer given. Thus the speech states an assessment of the speech partners spoken by the speaker.

2) The function of granting. The sub-function of granting gratitude is a speech that binds the speaker to express a psychological attitude which is meant so that the utterance is interpreted as an evaluation by expressing gratitude. The following is an example of the speech. *Terimakasih atas kebaikan Bapak* (thank you for your kindness, Sir). This speech is an expressive speech act of saying thank you for the kindness that has been given. Thus the speech states an assessment of the speech partners spoken by the speaker.

3) The function of criticizing. The sub-function of criticizing is a speech that binds the speaker to express a psychological attitude which is intended so that the utterance is interpreted as an evaluation by means of criticism. The following is an example of the speech. *Gagasanmu itu baik jika disampaikan dalam bahasa yang*

mudah dimengerti (your ideas are best presented in language that is easy to understand). The speech is an expressive speech act criticizing. This happens because the speech is in the form of subtle criticism of its counterparts, namely the speakers intend to evaluate the opinions expressed so that they are easy to understand.

4) Complain function. The complaining sub-function is a speech that binds the speaker to express a psychological attitude, which is meant to interpret the utterance as an evaluation in complaining speech. This speech expresses the sub-function of complaining. *Sudah belajar keras, hasilnya tetap jelek ya, Bu* (already studied hard, but the result is still bad, Ma'am). The speech above is an expressive speech act complaining because the content of the speech is in the form of complaints, in which the speaker complains about his poor grades even though he has studied hard.

5) Blame function. The sub-function of blaming is speech that binds the speaker to express a psychological attitude which is intended so that the speech is interpreted as an evaluation in blaming speech. The following is an example of the speech. *Dia memang tersangka yang mendalangi semuanya itu* (he is indeed the suspect behind it all). The speech is an expressive speech act with a sub-function of blaming because the content of the speech is in the form of blaming about events that occur as a result of someone's actions.

6) Congratulations function. The sub-function of saying congratulations is a speech that binds the speaker to express a psychological attitude which is intended so that the utterance is interpreted as an evaluation with the utterance of saying congratulations. The following is an example of the speech. *Selamat atas terpilihnya kepala desa yang baru* (congratulations on the election of the new village head). The above speech is an expressive speech act with a pragmatic sub-function saying congratulations. This happened because the contents of the speech were in the form of congratulations on the election of the new village head.

7) Flattering function. The sub-function of flattering is utterance that binds the speaker to express a psychological attitude which is intended so that the utterance is interpreted as evaluation with flattery. The following speech is an example of his speech. *Kepimpinanmu sangat memuaskan* (your leadership is very satisfying). This speech is an expressive action of flattering sub-function. This happens because the contents of the speech are in the form of flattery, namely the speakers praise the leadership that is thought to be very satisfying.

d. Comisive function

Rustono [10] states that the commissive pragmatic function is a function that is referred to by the intent of the speech in its use to bind the speaker to take action as stated in his speech. The commissive pragmatic sub-function includes pledge, swear and threaten. The following speech is an example of a speech that contains the pragmatic sub-function of promising and threatening.

Baiklah, besok aku datang ke rumahmu.

Okay, tomorrow I will come to your house.

Jika tidak ditemukan, aku akan melaporkamu ke polisi.

If it is not found, I'll report you to the police.

e. A Declarative Function

According to Rustono [10], the isabati function is a function that is referred to by the intention of the utterance in its use to declare a new thing (status, state, etc.). With this pragmatic function, speakers declare new things, new status or new conditions or things they say. The pragmatic sub-function contained is to decide, prohibit, reject and cancel. The following speech is an example of a speech that contains the pragmatic sub-function of deciding and prohibiting.

Saya memutuskan tetap tinggal di rumah nenek!

I decided to stay at grandma's house!

Jangan datang ke rumahku lagi!

Don't come to my house again!

3 RESEARCH MODEL

The research model used was a qualitative research model. Qualitative research is a scientific research that aims to understand a phenomenon in a natural social context by promoting a deep communication interaction process between researchers and the phenomenon under study [10].

4. RESEARCH RESULTS

In this study, the headlines published on the *Waspada* newspaper May-July 2020 edition were analyzed. This newspaper is a national newspaper published in Sumatra and Aceh and reaches a large readership. The author discussed the speech acts form and pragmatic functions contained on the headlines of *Waspada* newspapers from May-July 2020 edition. The total number headline sentences from May-July 2020 of *Waspada* newspapers were 2,830 sentences.

4.1 Discussion

After the data collected and analyzed, the results of speech act forms and pragmatic functions of speech acts from May-July 2020 edition on *Waspada* newspaper are as follows.

Table 1: Speech Acts Forms on Waspada Newspapers from May-July 2020 edition

No	Speech Acts Forms	Waspada Newspaper edited on May-Juli 2020	Percentage %
1.	Locution	1.520	53.7
2.	Illocution	890	31.4
3.	Perlocusion	420	14.8
Total		2.830	100

Based on table 1 above, it is explained that the form of locution speech acts is captured more on the *Waspada* newspapers' headlines published from May-July 2020 as a number of 1,520 (53%). The total form of illocutionary speech acts is 890 (31.4%) depicted on the *Waspada* newspapers' headlines, published from May-July 2020 edition. Meanwhile, there are 420 (14.8%) of the perlocutionary speech acts shown on the *Waspada's* headline from May-July 2020 edition. The locution form mostly traced because it is a speech act that states something without showing any purpose. Similar to the headline

writing printed on the *Waspada* newspaper from May-July 2020 containing sentences information in the form of statements without providing any influence on the opponent's speech. The forms of illocutionary and perlocutionary speech actions are discovered on the *Waspada* newspapers headlines from May-July 2020 edition, but there are only less numbers. The illocutionary speech acts is a speech act that states information but is accompanied by the actions stated in the action sentence. Meanwhile, the perlocutionary action is a speech act which states an action by stating something.

Table 2: Pragmatic Functions of Speech Acts on the Headlines of Waspada Newspapers May-July 2020 Edition

No	Pragmatic Functions of Speech Acts	Waspada Newspapers May-July 2020 Edition	Percentage %
1.	Representative	1.030	36.4
2.	Directive	910	32.1
3.	Expressive	753	26.6
4.	Comisive	83	2.93
5.	Isbati	54	1.90
Total		2.830	100

Based on table 2 above, it is explained the pragmatic function of speech acts depicted on May-July 2020 edition of *Waspada* newspaper. The most common pragmatic function of speech acts is the representative function with 1,030 (36.4%). The directive pragmatic functions amounted to 920 (32.1%), the expressive pragmatic functions amounted to 753 (26.6%), the commissive pragmatic functions amounted to 83 (2.93%), and the isbati pragmatic functions amounted to 54 (1.90%). The representative functions are more exposed because newspapers are the one of media informations conveying information about the fact, therefore on the *Waspada* newspapers headline from May-July 2020 edition, more truth is portrayed.

The following are some sentences analyzed containing the locution, the illocutionary, and perlocutionary speech acts as well as the pragmatic function of speech acts on May-July 2020 edition of *Waspada* newspapers.

1. *BKKBN antisipasi babyroom pascacovid-19.* BKKBN anticipates a post-19 babyroom. (Locution/Representative)
2. *Corona di Prancis, Italia, Spanyol menurun.* Corona in France, Italy, Spain has decreased. (Locution/Representative)
3. *Ventilator covid-19 buatan Indonesia siapa produksi.* The covid-19 ventilator made in Indonesia who is the production. (Locution/Representative)
4. *Warga pulau Sembilan usir kapal Hongkong.* Residents of the island of Nine banished the Hong Kong ship. (Locution/ Representative)
5. *Ibu hamil ditengah pandemi Covid-19.* Pregnancy women in the middle of the Covid-19 pandemic. (Locution/ Representative)
6. *Banjir bandang rendam lima desa di Aceh Selatan.* Flash floods drown five villages in South Aceh. (Locution/ Representative)

7. *PDP meninggal di rumah sakit Adam Malik bertambah.*
PDP (Patient Under Observation) died in Adam Malik Hospital increased. (Locution/Representative).
8. *Paluta ditetapkan zona hijau.*
Paluta was declared as a green zone. (Locution/Representative)
9. *Pemkab Dairi siapkan kuburan pasien corona.*
Dairi Regency Government prepared the graves of corona patients. (Locution/Representative)
10. *Jaksa ultimatum kades.*
The Attorney Gratified Head of Village (Locution/Directive)
11. *Pemko Medan didesak realisasikan gratis SPP sekolah swasta*
Medan Government is urged to realize free tuition fees for private schools (Illocution/Directive)
12. *Pasar rakyat diminta tetap beroperasi.*
Public markets are asked to continue operating. (Illocution/Directive)
13. *Sekolah swasta kesulitan bayar gaji guru.*
Private schools have difficulty paying teacher salaries. (Illocutionary/ Expressive)
14. *Kampanye: Trump janjikan vaksin Covid-19 selesai tahun ini.*
Campaign: Trump promises the Covid-19 vaccine will be completed this year. (Illocutionary / Representative)
15. *Polisi perintahkan 4 kendaraan putar balik.*
Police ordered 4 vehicles to make a U-turn. (Illocutionary / Directive)
16. *BI tolak cetak uang 600 T.*
BI (The Central Bank of RI) refused to print 600 T. (Illocution / Representative)
17. *Sat Brimob Aramiah semprot disinfektan di Mesjid.*
Sat Brimob (Police Mobile Brigade Unit) Aramiah sprayed disinfectant at the mosque. (Illocutionary/Directive)
18. *Masyarakat diajakpatuh agar corona mereda Juni-Juli.*
The public society is invited to comply in order to subside Corona disease on June-July. (Illocutionary/Directive)
19. *Warga Medan masih cuekin covid-19.*
Medan residents are still ignorant of Covid-19. (Illocutionary / Directive)
20. *Polres pelabuhan Belawan berikan sumbangan pada warga.*
The Port of Belawan Police gave donations to the residents. (Illocutionary/Expressive)
21. *PGRI minta pemerintah serius benahi pendidikan jarak jauh.*
PGRI (Association of Indonesia Teachers) asked the government to seriously fix the remote education. (Perlocutionary/Expressive)
22. *Eldin bantah permintaan uang ke kadis.*
Eldin denied the request for money to the Head of Service. (Perlokusi/ Isbati)
23. *Menlu AS klaim virus corona berasal dari lab Wuhan.*
The US Secretary of State claimed the corona virus came from the Wuhan lab. (Perlocutionary/Expressive)
24. *Juve panggil semua pemain.*
Juve called all players. (Perlocutionary/Representative)
25. *Pemerintah ajak masyarakat tidak beri stigma negatif.*
The government invited the public not to give a negative stigma. (Perlocutionary / Representative)
26. *Taubat dan zikir solusi hentikan wabah covid-19.*
Repentance prayer and solution zikir stopped the Covid-19 outbreak. (Perlocution/Representative)
27. *Tiga direktur LIB serukan RUPS.*
Three directors of LIB called the RUPS. (Perlocutionary / Directive)
28. *MUI desak tolak TKA China.*
MUI urged to reject Chinese foreign workers. (Perlocutionary/ Directive)
29. *Mahathir akan ajukan mosi tidak percaya ke PM.*
Mahathir will submit a vote of no confidence to the PM. (Perlocutionary / Director)
30. *Polisi Inggris ngotot venue netral.*
British Police insisted on neutral venues. (Perlocutionary / Comissive)

5. CONCLUSION

The research results can be concluded as follows:

1. The local form of speech acts was found mostly on the *Waspada* newspapers' headlines published from May-July 2020, as a number of 1,520 (53%). The illocutionary speech acts was discovered as a number of 890 (31.4%) on the *Waspada* newspapers' headlines, published on May-July 2020 edition. Meanwhile, a number of 420 (14.8%) of the perlocutionary speech acts were found on the headline from May-July 2020 edition of *Waspada* newspapers. The illocution speech acts is mostly found because the locution speech act is a speech act that states something without any purpose. Similar to the headline writing printed on the *Waspada* newspaper from May-July 2020 containing sentences information in the form of statements without providing any influence on the opponent's speech.
2. The most common pragmatic function of speech acts is the representative function with a total number of 1,030 (36.4%). The directive pragmatic functions amounted to 920 (32.1%), the expressive pragmatic functions amounted to 753 (26.6%), the comissive pragmatic functions amounted to 83 (2.93%), and the isbati pragmatic functions amounted to 54 (1.90%). The representative functions are broadestly found because newspapers are the one of media informations conveying information about the fact, therefore on the *Waspada* newspapers headline from May-July 2020 edition, more truth is portrayed.

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