

ABSTRAK

INTAN LAILY FAZRA: Makna Pragmatik Tindak Tutur Imperatif dalam Serial Kartun Anak *Chibi Maruko Chan*. **Program Studi Pendidikan Bahasa Indonesia FKIP Universitas Malikussaleh, 2024.**

Penelitian ini mengkaji makna pragmatik tindak tutur imperatif dalam serial kartun *Chibi Maruko Chan*. Jenis penelitian ini adalah penelitian kualitatif, waktu penelitian ini dilakukan dalam jangka waktu dua bulan, yakni bulan Juni-Juli 2024. Data penelitian ialah tuturan lisan dalam serial kartun *Chibi Maruko Chan*. Sumber data dalam penelitian adalah video serial kartun *Chibi Maruko Chan* yang tayang pada *channel* Youtube *Chibi Maruko Chan* Bahasa Indonesia berjumlah 5 episode, dari episode 776-780. Teknik pengumpulan data penelitian ini adalah teknik simak dan catat. Hasil penelitian ini ialah makna pragmatik tindak tutur imperatif dalam serial kartun *Chibi Maruko Chan*, terdiri dari tindak tutur imperatif perintah, suruhan, permintaan, desakan, bujukan, himbauan, persilaan, ajakan, permintaan izin, mengizinkan, larangan, harapan, ucapan selamat dan anjuran. Tindak tutur imperatif yang paling dominan ialah tindak tutur imperatif anjuran sebanyak 35 data dan yang paling sedikit ialah tindak tutur imperatif mengizinkan sebanyak 1 data.

Kata kunci: Makna Pragmatik, Tindak Tutur, Imperatif, Serial Kartun *Chibi Maruko Chan*.

ABSTRACT

INTAN LAILY FAZRA: Forms of Imperative Speech Acts in the Chibi Maruko Chan Children's Cartoon Series. **Indonesian Language Education Study Program FKIP Malikussaleh University, 2024.**

This research examines the form of imperative speech acts in the Chibi Maruko Chan cartoon series. This type of research is qualitative research, this research was carried out over a period of two months, namely June-July 2024. The research data is oral speech in the cartoon series Chibi Maruko Chan. The data source in the research is the Chibi Maruko Chan cartoon series video which is broadcast on the Chibi Maruko Chan Indonesian Youtube channel, totaling 5 episodes, from episodes 776-780. The data collection technique for this research is the listening and note-taking technique. The results of this research are forms of imperative speech acts in the Chibi Maruko Chan cartoon series, consisting of imperative speech acts of commands, orders, requests, urges, persuasions, appeals, requests, invitations, requests for permission, permits, prohibitions, hopes, congratulations and suggestions. The most dominant imperative speech act is the imperative speech act of requesting 3 and the least is the imperative speech act of permitting 1.

Key words: Pragmatic meaning, speech acts, imperatives, cartoon series.