

ABSTRAK

Hosea Anderson Sirait. NIM 2173210010. Pelanggaran Prinsip Kesantunan Dalam Percakapan Pelanggan dan Pengemudi Ojek *Online* Di Medan. Program Studi Sastra Indonesia/S-1, Jurusan Bahasa dan Sastra Indonesia. Fakultas Bahasa dan Seni. Universitas Negeri Medan. 2021.

Penelitian ini bertujuan untuk menganalisis bentuk-bentuk dan faktor penyebab pelanggaran prinsip kesantunan dalam percakapan pelanggan dan pengemudi ojek *online* Grab, Gojek, dan Maxim di Medan. Teori yang dipakai dalam penelitian ini ialah teori prinsip kesantunan Leech dan teori faktor penyebab pelanggaran Chaer. Jenis penelitian yang digunakan adalah metode penelitian kualitatif deskriptif. Teknik pengumpulan data yang digunakan adalah teknik simak, sadap, rekam, dan catat. Teknik ini digunakan agar memperoleh data secara rinci dan menyeluruh. Dari hasil penelitian ditemukan 137 tuturan melanggar prinsip kesantunan. Yang dominan dilanggar adalah maksim kebijaksanaan sebanyak 30 tuturan (22%), maksim kedermawanan sebanyak 29 tuturan (21%), maksim pemufakatan sebanyak 26 tuturan (19%), maksim penghargaan sebanyak 25 tuturan (18%), maksim kesederhanaan sebanyak 16 tuturan (12%), dan terakhir maksim simpati sebanyak 11 tuturan (8%). Selanjutnya ditemukan 93 faktor penyebab pelanggaran prinsip kesantunan dalam percakapan pelanggan dan pengemudi ojek *online* Grab, Gojek, dan Maxim di kota Medan. Selanjutnya, diperoleh faktor penyebab pelanggaran prinsip kesantunan yang paling dominan yaitu kritik menyinggung perasaan, sebanyak 28 tuturan (30%), memojokkan lawan tutur atau pihak lain sebanyak 25 tuturan (27%), dorongan emosi sebanyak 17 tuturan (18%), menuduh lawan tutur atau pihak lain sebanyak 13 tuturan (14%), dan terakhir protektif terhadap pendapat sebanyak 10 tuturan (11%). Adapun implikasi dari penelitian ini agar pelanggan dan pengemudi ojek *online* menggunakan bahasa yang santun guna menciptakan kondisi dan situasi berbahasa yang harmonis, nyaman, dan humanis.

Kata Kunci : Prinsip Kesantunan, Percakapan, Ojek *Online*

ABSTRACT

Hosea Anderson Sirait. NIM 2173210010. Violation of Politeness Principles in Conversations between Customers and Online Ojek Drivers in Medan. Indonesian Literature/S-1 Study Program, Department of Indonesian Language and Literature. Faculty of Language and Art. Medan State University. 2021.

This study aims to analyze the forms and factors that cause violations of politeness principles in the conversations of customers and online motorcycle taxi drivers Grab, Gojek, and Maxim in Medan. The theory used in this research is the theory of Leech's politeness principle and the theory of the factors causing Chaer's violation. The type of research used is descriptive qualitative research method. Data collection techniques used are listening, tapping, recording, and note-taking techniques. This technique is used to obtain detailed and comprehensive data. From the results of the study, it was found that 137 utterances violated the principle of politeness. The dominant violation is the maxim of wisdom as many as 30 utterances (22%), maxim of generosity as many as 29 utterances (21%), maxim of consensus as many as 26 utterances (19%), maxim of appreciation as many as 25 utterances (18%), maxim of simplicity as many as 16 utterances (12%), and finally the maxim of sympathy is 11 utterances (8%). Furthermore, 93 factors were found that caused violations of the politeness principle in the conversations of customers and online motorcycle taxi drivers Grab, Gojek, and Maxim in the city of Medan. Furthermore, the most dominant factors causing the violation of politeness principles were criticism of offending feelings, as many as 28 utterances (30%), cornering the interlocutor or other party as many as 25 utterances (27%), emotional encouragement as many as 17 utterances (18%), accusing the opponent. speech or other parties as many as 13 utterances (14%), and lastly protective of opinions as many as 10 utterances (11%). The implications of this research are for online motorcycle taxi customers and drivers to use polite language in order to create conditions and situations in which language is harmonious, comfortable, and humane.

Keywords: Politeness Principle, Conversation, Online Ojek