

ABSTRAK

Currently, communication is carried out through devices with various sophisticated applications, one of which is social media such as Shopee Live. This study aims to improve communication through speech delivered indirectly by the speaker, so that the essence of the message can be understood clearly and accurately. The method applied in this study is descriptive qualitative with the aim of understanding the meaning and interpretation that emerges in a social context, especially how individuals or groups experience, understand, and interpret their reality. Based on the results and discussion of directive illocutionary speech acts in "Directive Illocutionary Speech Acts in Online Shop Buyer and Seller Interactions on Shopee Live", five types of directive illocutionary speech acts were found with different forms and functions. Directive illocutionary acts of ordering were recorded as many as 3 utterances with a percentage of 23%, directive illocutionary acts of commanding were recorded as many as 3 utterances with a percentage of 23%, directive illocutionary acts of requesting were recorded as many as 2 utterances with a percentage of 15%, directive illocutionary acts of recommending were recorded as many as 4 utterances with a percentage of 31%, and directive illocutionary acts of advising were recorded as many as 1 utterance with a percentage of 8%. From these findings, it can be concluded that the most widely used directive illocutionary speech act is the directive illocutionary speech act of recommending, with 4 utterances and a percentage of 31%.

Kata kunci: Tindak Tutur Ilokusi Direktif, Shopee Live

Saat ini, komunikasi dilakukan melalui perangkat dengan berbagai aplikasi canggih, salah satunya adalah media sosial seperti *shopee live*. Penelitian ini bertujuan untuk memperbaiki komunikasi melalui tuturan yang disampaikan secara tidak langsung oleh penutur, sehingga inti dari pesan dapat dimengerti dengan jelas dan akurat. Metode yang diterapkan dalam penelitian ini bersifat deskriptif kualitatif dengan tujuan untuk memahami makna dan interpretasi yang muncul dalam konteks sosial, khususnya bagaimana individu atau kelompok mengalami, memahami, dan menafsirkan realitas mereka. Berdasarkan hasil dan pembahasan mengenai tindak tutur ilokusi direktif dalam "Tindak Tutur Ilokusi Direktif dalam Interaksi Pembeli dan Penjual *Online Shop* di *Shopee Live*", ditemukan lima jenis tindak tutur ilokusi direktif dengan bentuk dan fungsi yang berbeda. Tindak tutur ilokusi direktif memesan tercatat sebanyak 3 tuturan dengan persentase 23%, tindak tutur ilokusi direktif memerintah sebanyak 3 tuturan dengan persentase 23%, tindak tutur

ilokusi direktif meminta sebanyak 2 tuturan dengan persentase 15%, tindak tutur ilokusi direktif merekomendasi sebanyak 4 tuturan dengan persentase 31%, dan tindak tutur ilokusi direktif menasehati sebanyak 1 tuturan dengan persentase 8%. Dari temuan ini, dapat disimpulkan bahwa tindak tutur ilokusi direktif yang paling banyak digunakan adalah tindak tutur ilokusi direktif merekomendasi, dengan 4 tuturan dan persentase 31%.