

Research article

Speech Acts in Balines Online News

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Abstract.

This study aimed to analyze the types, forms, functions, and meanings of speech acts in Balinese online news on the *Youtube* Bali TV channel. The data for this research was taken from *Youtube* channel Bali TV for the period 2020 until 2021. The data sources were written text included in the description of the YouTube channel Bali TV taken randomly (random sampling). This type of research is qualitative descriptive method. Data were collected by employing documentation, note-taking, and observation method. The result of this study showed that types of speech act used in description in Balinese online news on the *Youtube* Bali TV channel, were direct speech acts, indirect speech acts, literal direct speech acts, and non-literal direct speech acts. In addition, several speech act functions were found which were described as follows: assertive functions, directive functions, commissive functions, expressive functions, and declarative functions.

Keywords: Balinese language, Bali TV channel, online news, speech acts, Youtube

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1. INTRODUCTION

Language is the main means of communication that expresses information in the form of ideas, thoughts, feelings, emotions, and a specific purpose. Through language, an individual can express his thoughts to other individuals for the realization of goals in communicating. The field of language that studies language and its context is called pragmatics. Pragmatics is the study of all the relationships between language and context. Pragmatics is a branch of linguistics that discusses what is included in the structure of language as a means of communication between speakers and listeners, and as a reference to language signs on "extralingual" matters being discussed (Verhaar, 1996: 14). Leech (1993: 4) states that the speech act must consider five aspects of the speech situation which include the speaker and the speech partner, the context of the speech, the purpose of the speech, and the speech act as an action/activity and also speech as a product of verbal acts. In connection with the above, without language it


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would be difficult for humans to convey messages, ideas, and feelings both orally and in writing.

Speech act is a symptom that is owned by individuals, where this speech act is psychological, and is determined by the speaker's language ability in dealing with the context of certain situations (Chaer, 2003: 16). In a speech event, the speaker must hope that the interlocutor can understand what is being communicated. For this reason, speakers always try to be relevant to the context, clear, easy to understand, concise, concise, not deviating from the conversation so as not to waste time from the interlocutor (Wijana, 1996:45)

Along with its development, the process of communicating with the masses can be done in various ways. Mass media is a term used by the public to refer to the place where news is published. Thanks to the sophistication of today's technology, written mass media in the form of newspapers, tabloids, or magazines have developed media so that they can be accessed online (on the network) or online with the internet (online media). Mass media also plays a role in providing education for people who watch it. One type of mass media that is currently often used is the internet. With the internet, we can connect with people from all over the world. The internet also allows us to access the information we need anytime and anywhere (if connected to the internet). Internet users do not only come from among adults, but also children and adolescents. In terms of audio-visual, the mass media is also developing its capacity to provide information to the public. The existence of Youtube is also felt to be increasingly important as a source of information. Some channels from content creators are considered more informative by the audience than television programs.

Youtube which is part of mass communication, which is also part of the entertainment industry. In the communication process that uses Youtube as a medium, those who act as communicators here are Youtube users who have personal Youtube accounts or channels who have an intense nature in uploading video content that they want to convey to the communicant.

Bali TV is one of the channels available in the Youtube application. Bali TV is a private terrestrial television network station in Indonesia based in Bali, established under the leadership of Satria Naradha who is the leader of the Bali Post Media Group. Bali TV which presents various news information about Bali, songs, Hindu-inspired events and other regional ceremonies. Online news in Balinese language uploaded on the Bali TV YouTube channel makes it easy for the public, especially for Balinese language users, to be able to watch and listen to the latest news information.

Balinese is one of the languages used in online news on the Bali TV YouTube channel. Balinese is one of the largest local languages in Indonesia. Balinese can be said to be a large regional language when viewed from the number of speakers, which is approximately three million speakers (Artawa, 2004: 2). Balinese language is the only local language used by Balinese both living on the island of Bali and outside the island of Bali when they communicate with each other. As one of the islands in Indonesia, the island of Bali is very well known as one of the most popular tourist destinations in the world. This is because Bali has a very diverse culture and very strong customs. Balinese language itself is often used in activities related to culture and customs such as religious ceremonies and traditional affairs. The use of Balinese by the existing community has been heavily influenced by the languages in their environment, so that the use of Balinese by speakers tends to decrease. The fact shows that based on observations, the language used in Balinese people both within the family environment, between children and parents and with each other is still dominant in using Indonesian compared to using Balinese. This results in a loyal and proud attitude towards the Balinese language as well as awareness of the existence of language norms by speakers in the community, especially children, showing a tendency to decline (Jendra, 2012: 222). If this is allowed, the local language or Balinese language will gradually become extinct and can eliminate the identity of the Balinese people. In addition, the Balinese language is becoming increasingly threatened because it is dominated by Indonesian as the national language. Protection of regional languages is based on the mandate of Article 32 Paragraph 2 of the 1945 Constitution, which states that the state respects and maintains regional languages as national cultural assets.

Several studies on speech acts have been studied and published previously in articles, journals, theses and theses. There are several studies on speech acts that have been published in journals, namely:

Anwari (2017) in his research entitled "*Tindak Tutur dalam Upacara Pernikahan Masyarakat Madura di Desa Kalidandan, Pakuniran, Probolinggo Kajian Pragmatik*". The similarity of previous research with the research to be conducted lies in the subject, namely the analysis of the types of speech acts. While the difference refers to the focus of the research study. Previous research has focused on one type of speech act. While the research that will be carried out at this time emphasizes the analysis of types, forms, functions and meanings which can still be studied more deeply in this research and with the addition of other theories.

Waljinah (2019) in her research entitled "*Tindak Tutur Direktif Wacana Berita Online : Kajian Media Pembelajaran Berbasis Teknologi Digital*". The similarity of previous

research with the research to be conducted lies in the subject, namely the analysis of the types of speech acts. While the difference refers to the focus of the research study. Previous research has focused on one type of speech act. While the research that will be carried out at this time emphasizes the analysis of types, forms, functions and meanings which can still be studied more deeply in this research and with the addition of other theories.

Krista (2020) in her research entitled "*Analisis Tindak Tutur Ekspresif dalam Wacana Stand Up Comedy Indonesia Sesi 3 Babe Cabita di Kompas Tv*". The similarity of previous research with the research to be conducted lies in the subject, namely the analysis of the types of speech acts. While the difference refers to the focus of the research study. Previous research has focused on one type of speech act. While the research that will be carried out at this time emphasizes the analysis of types, forms, functions and meanings which can still be studied more deeply in this research and with the addition of other theories.

Sidiq (2020) in his research entitled "*Karakteristik Tindak Tutur Direktif Tokoh Protagonis dalam Novel Cantik Itu Luka Karya Eka Kurniawan*". The similarity of previous research with the research to be conducted lies in the subject, namely the analysis of the types of speech acts. While the difference refers to the focus of the research study. Previous research has focused on one type of speech act. While the research that will be carried out at this time emphasizes the analysis of types, forms, functions and meanings which can still be studied more deeply in this research and with the addition of other theories.

Munandar (2021) in his research entitled "*Tindak Tutur Ilokusi Dalam Pidato Ridwan Kamil Pada Acara Bukatalks: Suatu Kajian Pragmatik*". The similarity of previous research with the research to be conducted lies in the subject, namely the analysis of the types of speech acts. While the difference refers to the focus of the research study. Previous research has focused on one type of speech act. While the research that will be carried out at this time emphasizes the analysis of types, forms, functions and meanings which can still be studied more deeply in this research and with the addition of other theories.

Research on speech acts in online news, especially in Balinese language, is still rarely done, so this research is important to do. Therefore, this research is interesting to study because it can preserve the Balinese language and find out how the use of speech in online news on the Bali TV YouTube channel is based on type, function, form, and meaning, especially in Balinese language which is used by the community as a means to express an intention. certain.

2. METHODS

The research method is a scientific way to obtain data with certain purposes and uses (Sugiyono, 2013). The scientific method in question is the method used in this research activity which is based on scientific activities carried out to achieve results in linguistics, especially the study of speech acts. The right research approach to be used in this research is a qualitative descriptive approach. For the success of this research, three stages of research will be applied, namely data collection methods, data analysis methods, and methods of presenting the results of data analysis. The three stages of the method will be described in the following. This research data is in the form of data obtained in online news in Balinese language on the YouTube channel Bali TV. The inside data is in the form of a description written in the online news in Balinese language

Data Collection Method Research data were collected through observation methods with listening, note-taking, and documentation techniques. The observation method was carried out to observe several important issues related to the news being discussed. Listening technique is used to obtain oral data, namely data in the form of speech containing news information that is displayed in the form of video in order to determine the intonation and tone of the speech delivered. The note-taking technique is used to record the utterance along with the adverb of the time when the speech was delivered. Meanwhile, the documentation technique uses screenshots to store data in the form of written descriptions of the online news. The collected data will then be analyzed using the grouping method first. The grouping of data is divided into three categories, namely:

1. (a)
 - i. Describes the data in detail where the location related data information can be found.
 - ii. Identify the types of speech acts, determine the function, form, and meaning of what speech acts are contained in online news in Balinese language on the YouTube channel Bali TV.
 - iii. Making conclusions after conducting the analysis process.

Presentation of the results of data analysis refers to organizing the findings or results of data analysis in research, so that it will be easy to understand. The method used in this research is formal and informal. Formal methods are used to present the results of data analysis in the form of tables, signs, or certain symbols, such as arrows, asterisks, initial brackets, letter symbols as abbreviations, or other forms of diagrams known in linguistics. Meanwhile, the informal method is a method of presenting the results of

data analysis presented in the form of exposure using ordinary words (verbal language) (Sudaryanto, 1993: 145). The use of the two presentation methods is expected to make the research results easy to understand by the readers.

3. DISCUSSION

In this sub-discussion, the results and discussion are presented in accordance with the first formulation, namely what types of speech acts are contained in online news in Balinese language on the Bali TV YouTube channel. The data analyzed were sourced from several online news on the YouTube channel Bali TV which were randomly selected and adapted to the formulation of the problem on the topic of this research. The following can be seen an explanation of the types of speech acts found in this study as follows.

3.1. Direct Speech Act

“Ngeninin indik panglimbakang covid-19 varian anyar, Afrika selatan miwah Inggris madue risiko panglalahan sane dangan pisan. Punika mawinan, wakil gubernur Bali Tjokorda Oka Artha Ardhana Sukawati, Cok Ace, mapangapti majeng krama mangda setata anut ngalaksanayang protokol kesehatan”

Data (1) can be categorized into the type of direct speech act by expressing it directly without containing implied words, which is shown in the sentence “mapangapti majeng karma mangda setata anut ngalaksanayang health protocol.” The form of the sentence is that the command sentence is used conventionally to order, invite, and beg. In the phrase “ngalaksanayang” is included in the commanding function in the form of a speech mode to perform an action. The form of the sentence is a command sentence which functions to order that the public must implement health protocols. The purpose of this speech is that there is a new variant of COVID-19 in South African countries and the UK with a high risk of transmission. The solution that can be taken is that it is hoped that the whole community will always follow and comply with government regulations, namely by wearing masks, maintaining distance, and always washing hands in running water to avoid various existing diseases.

3.2. Indirect Speech Act

“Kirangnyane rasa eling krama ,majeng karesikan palemahan, sayan limbak ring Buleleng.ungkuran,dasaan krama katangkep olih petugas , raris ngarepin sidang tipiring.dangannyane pamidanda majeng pamurug puniki, pacang katureksain malih”

In data (2) above, it is an indirect speech act because the intent and implication must be carried out immediately, in this sentence it has been shown with the command sentence mode "Kirangnyane rasa eling krama, majeng karesikan palemahan, sayan limbak ring Buleleng. Ungkuran, dasan krama katangkep by officers, Raris looks forward to the tipiring trial. The form of a command sentence that serves to tell something at the same time can function to order something indirectly. The speech mode is a news sentence that is used to govern indirectly. The marker for the phrase "pamidanda" indicates the existence of a prohibition order sentence that is indirectly disclosed to people who do not obey the applicable regulations. The purpose of the speech is to give fines related to people who dispose of garbage improperly. With the provision of fines, it is hoped that the community will orderly follow the rules of a clean lifestyle by not littering. Lack of public care for the surrounding environment can cause environmental pollution by destroying nature and the image of the surrounding environment becomes slum and dirty.

3.3. Literal Direct Speech Act

“Tiga fasilitas umum di kota Denpasar, seperti lapangan puputan Badung, lapangan Lumintang dan taman kota kembali ditutup. Langkah ini dilakukan karena adanya kasus positif covid 19 di kota Denpasar”

In data (3) above, it is a direct literal speech act which is expressed with the same speech mode and meaning as the intention of the utterance. In the speech, the intent to convey the news is the same as the words that compose it, namely the news only informs about three public facilities in the city of Denpasar, such as Puputan Badung field, Lumintang field and city park, which are closed again. This step is taken so that people do not go to public places and places full of crowds because this can lead to soaring cases of COVID-19. Public places such as Badung's Puputan field, Lumintang field and city parks are visited by many people, due to being bored and bored in this pandemic situation. However, this has caused a surge in positive cases in Denpasar, so

the government has closed the three public facilities. With the closure of these public facilities, it is hoped that people will stay at home, maintain health protocols, and avoid going to places that are crowded with people.

3.4. Non-literal direct speech acts

“Sabeh deres dane nibenin Singaraja, galah sanje dibi, ngawetuang salantang jalan protokl ring kota Singaraja keni banjir. Kaonnyane saluran drainase, tur kirangnyane rasa eling krama, antuk ngutang luu ring genah sane patut, katarkayang sane ngaw-inang toya maluap”

In data (4) above, it is a direct non-literal speech act that is spoken in a sentence mode that is not in accordance with the intent of the utterance but the meaning of the words that compose it is in accordance with what the speaker intended. In this sentence, there is no question mark or command, which means that the sentence is classified as a statement sentence. However, when viewed from the situation, the author's statement not only serves to inform that all roads in the city of Singaraja are flooded due to overflowing water in the river, but also implies that all people pay attention to road conditions that are always flooded due to littering and are expected to the community is orderly in disposing of garbage because it can interfere with travel which can cause flooding, especially during the rainy season. In addition, the meaning of the sentence refers more to criticism of people who are less concerned and have no empathy for the surrounding environment.

In addition to referring to the analysis on the first issue, the researcher will also analyze the form, function, and meaning of speech acts used in online news in Balinese language on the YouTube channel Bali TV to answer the second problem formulation. The following can be seen an explanation of the form, function, and meaning of the speech acts found in this study as follows.

4. Function of Assertive Speech Act

Data (5)

“Pemargin tes seleksi calon pegawai negeri sipil, ring kabupaten Buleleng warsane mangkin, mamargi transparan. Pemkab Buleleng mastikayang, intervensi wiadin suap ,nenten malih kapanggihin ,ring pemargin tes cpns puniki”

Data (5) above is a function of assertive speech acts that serves to bind the speaker to the truth of the position expressed, namely reporting what has been done to the

occurrence of a problem. Based on the speech in the data, it is shown that the function of assertive speech is in the form of reporting sentences in the form of news sentences. Based on the theory, the utterances of reported sentences are marked by the presence of the verb "transparent mammargi". It can be seen that the utterance is used by the author to report related to the existence of a civil servant candidate test which is held transparently to ensure that there is no bribery or intervention in the implementation of the test. The purpose of the speech is that the selection test for prospective civil servants is carried out in a pure and honest manner without any fraud through bribery and mixed hands. The selection of prospective civil servants must study hard in order to be able to compete in a healthy manner and obtain satisfactory results.

5. 2. Function of Directive Speech Act

6.

Data (6)

"Pakibeh parilaksana kaon begal motor, dahat ngosahang krama ring Bali. Punika ngawinang, ritatkala ngmanggihin para yowana mapupul ring margine, katarkayang pinaka pahan komunitas begal motor"

Data (6) above is a directive speech act function that serves to influence the speech partner to take action. Based on the speech, it is a directive speech function in the form of a warning sentence in the form of a command sentence. Based on the theory, utterances of warning sentences are marked by the presence of the verb "mangda alert". It can be seen that the utterance is used by the author to warn regarding the existence of a motorcycle gang community gathering on the streets. The emphasis on the word "alert" when analyzed based on its meaning, contains an implied intention conveyed by the author so that it gives an effect or response to the reader to take action, namely the public to always be alert and careful when in the environment outside the house late at night and in a state of emergency. Lonely road. The existence of this motorcycle gang community makes many people feel restless and afraid when traveling.

7. 3. Function of Comisive Speech Act

Data (7)

“Nyanggra galungan rahinane benjang, kewentenan pasar karejeg pangrauh buah import.manut kepala dinas perdagangan dan perindustrian provinsi Bali, I Wayan Jarta, kewentenan puniki, sangkaning pangarsa krama dahat ageng”

Data (7) above is a function of commissive speech acts that involve the speaker in several future actions. Based on the speech on the data, it is a commissive speech function in the form of offering sentences in the form of news sentences. Based on the theory of speech, the sentence offering is marked by the presence of the verb "mangda nganggen". It can be seen that the utterance is used by the author to offer related to the use of local fruit rather than imported fruit according to the head of the Bali province trade and industry office. The purpose of this speech is that people use local fruit products rather than imports. In addition to the price of local fruit which is cheaper than imported fruit, at this time we must also love domestic products. For this reason, the Bali provincial trade and industry office recommends that people use local fruit products for the Galungan holiday.

4. Function of Expressive Speech Act

Data (8)

“Pandemi covid-19 sayan ngalimbak miwah ppkm kalanturang galah ,sane mawesana majeng pedagang ring sisin margine. Pikolihanipun taler nedunang. Kaaptiang kawijakan pemerintah sida nincapang urati majeng ekonomi krama tuara”

In data (8) above is an expressive speech act function that serves to express or show the psychological attitude of the speaker towards a situation. Based on the speech on the data, it is an expressive speech function in the form of complaining sentences with news sentences. Based on the theory of speech, the sentence of complaining is marked by the presence of the verb "makeeng". It can be seen that the author uses the speech to complain about the existence of PPKM which has an impact on community-owned businesses. The purpose to be conveyed by the speech is that the PPKM is carried out not too long so that traders can sell again. This is the impact of the ongoing Covid-19 pandemic. The community really hopes that the government can solve this case.

8. 5. Function of Declarative Speech Act

Data (9)

“Salami pandemi covid-19, polres Bdung maosang indik panedunan kriminalitas ring tengahing krama. Yadiastun punika, pangupaya nambakin kawentenan tindak pidana, turmaning gangguan kamtibmas kantun rajeg kalaksanayang ,utamannyane ring galah wengi. Panureksan majeng kahanan genah vital, taler setata kamargiang”

In data (9) above is a function of declarative speech acts which serves to connect the contents of the speech with reality. Based on the speech on the data, it is a declarative speech function in the form of a sentence in the form of a sentence sentence. Based on the theory of speech, the sentence convicting is marked by the verb "kalaksanayang criminal act". It can be seen that the utterance is used by the author to convict related crimes that are now roaming the community with criminal acts. The purpose of the speech is to make the public always be vigilant and careful because during this pandemic many are taking shortcuts by criminal means. For this reason, the police impose criminal acts on anyone who commits a crime so as not to wander around and cause riots.

9. CONCLUSION

Based on the results of the discussion on "Speech Acts in Balinese Language Online News on the Bali TV Youtube Channel" the following conclusions can be drawn. First, in this study, data were found in the form of types of speech acts in terms of how to deliver online news in Balinese language on the YouTube channel Bali TV, namely: direct speech acts, indirect speech acts, literal direct speech acts, and non-literal direct speech acts. In online news in Balinese language on the YouTube channel Bali TV, the author tends to use the meaning of the word appeal and invitation more often. The author gives an appeal and an invitation to the public to be more alert to things such as criminal crimes and an invitation to continue to obey government regulations. In addition, there are other meanings, such as praise, satire, and orders in online news in Balinese language on the YouTube channel Bali TV. Second, in this study found the function of speech acts which include: In the assertive speech act, the function of the assertive speech act is reporting, the function of the assertive speech act is informing, the function of the assertive speech act is suggesting, and the function of the assertive speech act is stating. In the directive speech act, the function of the directive speech act is warning, the function of the directive speech act is the function of asking, and the function of the directive is suggesting. In commissive speech acts, only the function of offering commissive speech acts is obtained. In the expressive speech

act, the function of the expressive speech act is sad, the function of the declarative speech act is complaining, the function of the declarative speech act is admiration, and the function of the declarative speech act is happy. In the declarative speech act, the function of the declarative speech act is to give punishment, and the function of the declarative speech act is to sentence.

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