

## ABSTRAK

Septiningtyas, Eky.2019. *Efektivitas Penggunaan Kalimat pada Debat Tahap II Calon Gubernur dan Wakil Gubernur Jawa Timur Khofifah Indar Parawansa dan Emil Elestianto Dardak Tahun 2018*. Program Studi Pendidikan Bahasa dan Sastra Indonesia. Fakultas Keguruan dan Ilmu Pendidikan. Universitas PGRI Adi Buana Surabaya. Pembimbing: Dr. M. Shoim, M.Pd.

Kata Kunci: *Kalimat efektif, debat, pilihan gubernur*

Kalimat yang efektif akan memudahkan pendengar untuk memahami maksud dan tujuan yang disampaikan pada debat pemilihan Gubernur. Permasalahan yang dibahas dalam penelitian ini adalah efektivitas kalimat pada debat calon Gubernur dan Wakil Gubernur Jawa Timur tahun 2018.

Tujuan penelitian ini untuk mendeskripsikan tentang efektivitas penggunaan kalimat pada debat calon Gubernur dan Wakil Gubernur Jawa Timur tahun 2018. Teori yang digunakan dalam penelitian ini adalah teori kalimat efektif menurut (McCrimon1967, dalam Putrayasa 2010) dengan indikator cirri kalimat efektif: (1) Kesatuan (*unity*) (2) Kehematan (*economy*) (3) Penekanan (*emphasis*) (4) Kevariasian (*variety*) Metode yang digunakan adalah metode penelitian kualitatif. Sumber data berasal dari video debat tahap II.

Hasil penelitian menunjukkan keefektivan kalimat sebanyak 68 kalimat yang terdiri dari kesatuan bentuk sebanyak 10 kalimat, kehematan kalimat sebanyak 3 kalimat, penekanan kalimat sebanyak 49 kalimat, dan kevariasian kalimat sebanyak 6 kalimat. Sedangkan ketidak efektifan kalimat sebanyak 42 kalimat yang terdiri dari kesatuan bentuk sebanyak 17 kalimat, kehematan kalimat sebanyak 22 kalimat, penekanan kata sebanyak 2 kalimat, dan kevariasian sebanyak 1 kalimat.

## ABSTRACT

Septiningtyas, Eky. 2019. The effectiveness of the use of the phrase in the Debate phase II candidate for Governor and Vice Governor Khofifah Indar Parawansa of Jawa Timur and Emil Elestianto Dardak Year 2018. Education courses of language and literature of Indonesia. Faculty of teacher training and educational sciences. University PGRI Adi Buana Surabaya. Supervisor: Dr. M. Shoim, M. Pd.

Keywords: effective Sentences, debate, Governor's choice

An effective sentence will make it easy for the listener to understand the intent and goals presented in the Governor election debate. The problems discussed in this research is the effectiveness of the sentence on the debate candidate Governor and Vice Governor of East Java the year 2018.

The purpose of this research was to describe about the effectiveness of the use of the phrase on the debate candidate Governor and Vice Governor of East Java the year 2018. The theory used in this research is effective according to the sentence of the theory (McCrimon1967, in the Putrayasa 2010) with effective sentence based indicators: (1) Unity (2) economy (3) Emphasis (4) variety The methods used are qualitative research methods. Data source derived from the video debate phase II.

The results showed as many as 68 sentence effectiveness sentence consisting of as many as 10 unity of form sentences, sentences of as much as 3 frugality sentence, the emphasis of a sentence as many as 49 variety sentences, and sentence as 6 sentences. While the Effective sentence by as much as 42 sentences consisting of a unity of form as much as 17 sentences, frugality sentence by as much as 22 sentence, the emphasis the Word as much as 2 sentences, and variety as much as 1 sentence.