

ABSTRACT

Yustina, Dona. 2020, *Imperative Form in the Directive Speech Act of Webtoon Comic "The Secret of Angel" By Yaongyi*. Undergraduate Thesis. English Studies Department, Faculty of Humanities, State Islamic University of Sunan Gunung Djati Bandung.
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Speech act is one of pragmatic study there are many kinds of speech act one of them is directive speech act, directive speech act consist of many categories and one of them is imperative form, this study aim to analyze an imperative form of category and the strategy performed in webtoon comic entitled "*The secret of Angel*". On the other hand this study used qualitative method. The data obtained from the object utterance in webtoon comic "*The secret of Angel*" The result of this study showed an imperative form category with the strategy, they are ordinary imperative speech, imperative speech of request, imperative speech of order, imperative speech of solicitation, imperative speech of suggestion and the last is imperative speech of prohibition. Then with strategies are direct imperative speech, direct imperative strategy with argument, direct imperative strategy by stating necessity, indirect imperative strategy, declarative indirect imperative strategy. A number of theories used in analyzing the data, are Searl, Brown and Levinson, Frank, etc. the theory that frequently used for this research is Hornby's theory about imperative of solicitation. Comic Webtoon entitled "*The Secret of Angel*" is object of this research, comic is a medium used to express ideas through images combined with a text, an example of comic which popular among teenagers like *The secret of angel*.