Pragmatic Imperatives in the Dialogs of *Semar Mbangun Gedhong Kencana* Story Performed by Ki Mujaka Jaka Raharja

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Abstract

The Javanese shadow puppet theater is still existed in the globalization era because it is not only seen from the visual or aesthetic aspects but also from the deep meaning beyond the performance so that wayang, for Javanese people, becomes *tontonan* (entertainment), *tuntunan* (teachings), and *tatanan* (rules). Wayang performance is expected to convey message which can motivate the emergence of satisfying aesthetic experience and also other purposes like explanation, propaganda, social critics, etc. In relation to the matter there is a script of *lakon* which will be analyzed through the dialogues between the characters. The conversation in the scripts will be analyzed by language dimension that is the use of language between characters especially in pragmatics in case of imperative use. The natural conversation will be analyzed through recorded and transcript data. The conversation transcription is not only aimed to give phonetic nuance and to describe as well as to classify phoneme and its variation but also to become a technique which is able to identify the ways how people construct "traffic rules" in conversation using language instruments. Conversational analysis is different from other sociological branch because it does not only analyzing social rules but also seeking and finding the ways or methods used by the member of society to produce meaning of social rules. Conversation becomes a source and the various meanings of social rules produce some characteristics which underlie the meaning of words social roles. The realization of pragmatic imperative meaning is described in detail in relation to the story of *lakon* "Semar mBangun Gedhong Kencana" presented by dalang Mujaka Raharja, one of the popular *dalang*. The utterance of the dialogues can be analyzed because it contains imperative elements and it will be analyzed from pragmatic dimension. So the utterance which will be analyzed is the utterance which contains imperative elements (order, delegate, request, pressure, persuasion, appeal, welcome, invitation, permission, prohibition, hope, curse, greetings, suggestion, *ngelulu*).

Keywords : conversational analysis, pragmatics, imperative