

## The Speech of Online Taxibike Directive in Demak Regency

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### Abstract

Transportation is a service to help facilitate the activities. One of the means of transportation that can be used as a research object is a taxibike online. This study aims to find the types, functions, and factors of directive speech on taxibike online in Demak Regency. Data collection techniques are listening to techniques with tapping techniques, followed by conversational engagement listening techniques, recording techniques, and note-taking techniques. Types of directive speech found direct directive utterances include direct declarative speech, interrogative mode direct speech, and imperative mode direct speech, indirect directive speech includes indirect directive utterance declarative mode, indirect directive utterances interrogative mode, and indirect directive utterances imperative mode, speech literal directive includes literal direct directive speech and literal indirect directive speech, indirect directive speech includes indirect directive speech and indirect directive speech. Speech functions include the functions of requiring, asking, ordering, prohibiting, giving permission, and suggesting. The speech factors were analyzed and described according to Hymes' theory including setting and scene, participant, ends, act sequence, key, norm, and genre. The dominance of the type of directive utterance that is most found is direct directive utterance with interrogative mode. The dominant function that is often found is the directive utterance of the question function. The dominance of the directive speech factor is the speaker participant factor.

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Humans in their live need to communicate and interact with society. humans will never be separated from the use of language. Ilmi & Bachaqie (2021) argue that language is the main key in terms of communication that is owned and used by humans to interact with others around their environment. Language is a communication tool that contains rules that govern how a person speaks so that the interpersonal relationships of language users can be well maintained (Safrihady & Mardikantoro, 2017).

Humans without speech cannot communicate with other humans. speech is the result of the realization of human thoughts and ideas that come from the use of a series of speech tools (Widyawari & Zulaeha, 2016).

Prahastiwi, et al (2018) argue that speech acts as a form of communicative events are not events that occur by themselves, but have a function, contain certain aims and objectives, and can have an influence or consequence on the speech partner. Speech acts are activities that carry out the act of saying speech. so, a speech act is an utterance that has a function as a functional unit in communication (Rustono, 1999).

Speech can occur in all walks of life orally and in writing. one of the means of transportation that can be used as a research object is a taxi online. Gusleni (2016) argues that the transportation system is a system that has the function of moving people and goods from one place to another to overcome geographical and topographical distance barriers. Before the existence of modern means of transportation, humans used activities on foot. transportation activities were first known to humans. currently, human mobility is carried out using a variety of means of increasingly modern transportation, so that walking activities are only carried out for short distances (Hidayat, 2006).

Transportation planning is a systematic transportation system planning activity that aims to provide transportation services, both facilities and infrastructure in the future in an area (Kaslum & Jinca, 2017).

Sophisticated technology such as smartphones, both android and ios systems make people depend on smartphones and the internet. Ordering through an easy application makes taxibike online accepted quickly among the public, as well as a wide range of service options provided so that they can meet the needs of the community in the service sector. This research focuses on the use of taxibike online Gojek and Grab in Demak regency in pragmatic studies using directive speech.

Pragmatic studies are language in a society that is seen as revealing language users associated with the right user context so that it is communicative (Indiatmoko, 2018).

Searle (1969) explains that speech acts are categorized into five types. the five speech acts are representative, directive, expressive, commissive, and declarative. the opinion of Ibrahim (1993) categorizes directive speech acts into six functions, namely: 1) asking, 2) asking, 3) ordering, 4) forbidding, 5) allowing, and 6) suggesting.

The reason for choosing a speech online as a research object because a taxibike online a transportation online based to the type of application in transport demand by the public. the speech on motorcycle taxibike online is certainly very interesting to study. The speech of taxibike online is used more, namely directive speech so that the data obtained is sufficient, this is what causes interest in researching the types, functions, and factors of occurrence of the taxibike directive speeches online in Demak regency.

## **METHODS**

There are two approaches used in this research, namely a theoretical approach and a methodological approach. The theoretical approach used in this research is a pragmatic approach. The methodological approach used in this research is a qualitative approach and a descriptive approach.

Sugiyono (2016) argues that data collection techniques are the most important step in research. The data collection technique in

this study was a listening technique with tapping techniques, followed by conversational engagement listening techniques, recording techniques, and note-taking techniques.

Sudaryanto (2015) states that the data is research material. The data of this research are fragments of conversations that are suspected to contain the directive utterances of taxibike online in Demak regency.

Moleong (2015) suggests that the main data sources in qualitative research are words and actions. The data source is the raw data source. The data source of this research is conversational discourse on taxibike online in demak regency.

Technique's data analysis in this study using heuristic techniques. Heuristic techniques are types of solving tasks faced by speakers in interpreting an utterance or utterance (leech, 1993).

## RESULTS AND DISCUSSION

The results of this research includes three terms in accordance with the formulation of the problem, namely (1) the type of utterances directive online in Demak, (2) the function of utterances directive online in demak, and (3) factors speech directive on a online Demak regency.

### Types Of Directive Speech

Types of directive speech found direct directive speech include direct declarative speech, interrogative mode direct speech, and imperative mode direct speech, indirect directive speech includes indirect directive speech with declarative mode, indirect directive speech with interrogative mode, and indirect directive speech with mode imperative, literal directive speech includes literal directive speech directive speech, directive speech includes directive speech and indirect directive speech is not literal.

#### 1. Direct Directive Speech Direct

Directive speech is speech that functions conventionally (according to mode and function) and makes thedo something what the speaker intended.

##### 1) Direct Directive Speech With Declarative Mode

Direct directive speech with declarative mode is direct directive speech that function conventionally and make the interlocutor do what the speaker intended. Direct directive utterances with declarative mode were found in this study in the speeches of taxibike online in Demak Regency as shown below.

Context:In Batusari Angkringan Batusari FellowTaxibike Online Waiting For Order Entering

Ojol Gojek : "I Heard That Many Application Users Are Deactivated, Right?"

Ojol Grab : "Yes"

Ojol Gojek : "Always Active, Sir, Even ThoughEvery 3 Days"

Ojol Grab : "Ready"  
(Data 27)

The speech on the conversation fragment (2) is "I heard that many application users have been deactivated, yes". The utterances are direct directive utterances in declarative mode because the utterances used are carried out to the speech partners directly to provide information with regular communication. The function of the speech suggests. In the speech, the conversation fragments of taxibike online asked fellow taxibike drivers online Grab as a speaker and Gojek as a speech partner. The speaker informs the speech partner that the application used can have problems as a driver, the application must be active at least once every 3 days to avoid sanctions from the company. So, the speech is included in the type of direct directive speech with declarative mode.

##### 2) Direct Speech with Interrogative Mode

Speech that has a questioning situation that functions conventionally and makes the interlocutor do what the speaker intended is called directive speech with interrogative mode. The conventional function

of the interrogative is to ask something. The directive's utterance in an interrogative mode can be seen in the following fragment of a conversation on a taxibike online in Demak Regency.

Context: Buying An Order Of Geprek Chicken To Be Delivered To Home

Ojol Grab : "Sent According To The Address Yes"  
 Passenger : " It Will Be Sent To My House, My Family Will Be There"  
 Ojol Gojek : "Can I Ask For An Active Number To Be Contacted"  
 Passenger : "Yes"  
 (Data 1)

The speech in the conversation fragment (9), namely "May I ask for an active number to be contacted" is a direct directive utterance with an intogtive mode that functions to ask for. The speaker asks the speech partner directly asking for the number owned by the speech partner that can be contacted. The speaker's action in uttering an utterance with the aim that the speaker's request can be granted by the speech partner.

### 3) Direct Speech with Imperative or imperative

Mode Direct directive utterance with mode is direct directive utterance that functions conventionally and makes the interlocutor do what the speaker intended. The directive's utterance in imperative mode can be seen in the conversation fragment (4) taxibike online in Demak Regency as follows.

Context: When Taxibike Online Meets At The Mranggen Taxibike Base

Ojol Grab : "Where Are You Going?"  
 Ojol Gojek : "Out For A While"  
 Ojol Grab : "Here First"  
 Ojol Gojek : "What's Wrong"  
 Ojol Grab : "Change Money"  
 Ojol Gojek : Yes,Moment"  
 (Data 12)

The wait autterance in the conversation fragment (6), "Here first" is a direct directive type with an imperative mode that functions as a command." In the event of the speech, the

speaker asks the speech partner to approach the speaker for his needs by exchanging the money he has. This type of directive utterance has an imperative mode because the utterance is spoken directly to the hearer by asking or ordering for the purposes desired by the speaker.

## 2. Indirect Directive Speech Indirect

Directive speech is speech that is used unconventionally and makes the interlocutor do what the speaker intended. The meaning of unconventional speech is the mode of speech that is not in accordance with the function of the speech.

### 1) Indirect Directive Utterances In Declarative Mode

Indirect directive utterances in declarative mode are utterances in declarative mode but are not used to state something but are functioned to ask something or ask for something and make the speech partner do what the speaker intended. The indirect directive utterance in a declarative mode in a fragment of a conversation on a taxibike online in Demak Regency is shown below.

Context: Waiting For Order In Plamongan Beautiful With Taxibike Online At The Mosque.

Ojol Grab : "Sir, Don't Pick Up Passengers Inside The Station, Okay?"  
 Ojol Gojek : "Why, Uncle"  
 Ojol Grab : "That's A Red Zone, You Can't Have A Problem Later"  
 Ojol Gojek : "Oh That's Fine, Sir"  
 (Data 17)

Speech on fragment of the conversation (19), namely "sir, don't take passengers inside the station, okay?" Indirect type declarative mode has afunction prohibition . Those involved in the conversation are taxibike online Gojek and Grab. Incident speech that shows the function of prohibition is that the speaker informs about the prohibition of taking orders at the station. However, speakers have different intentions when taking orders in each region, there are limits of power or agreements in which taxibike online and transportation users have the authority to obey. Declarative or informational

mode but what the speaker means is the prohibition to the station area. So, the speech is an indirect directive type of speech.

2) Indirect Directive Utterances with Interogative Mode

Indirect directive utterances have an interogative mode, utterances are not functioned to ask something, but to ask or state something and make the speech partner do what the speaker intended is called indirect speech. The indirect directive utterances are found in the speech fragments of taxibike online in Demak Regency, which are shown below.

Context: Journey Tomarket Super Market Mranggen

- Ojol Grab : "Yes, Take Another Route"  
 Passenger : "Yes, You Can, As Long As You Don't Speed Up"  
 Ojol Grab : " Fairly Fast, No Traffic Jam"  
 Passenger : "Yes, That's Good"  
 (Data 20)

Speech in the conversation fragment (21), namely "already, through another route" is an indirect directive utterance with an intogative mode. Those involved in the conversation are taxibike online and passengers. The speaker intends to find the closest path to save time. The utterance interlocutor "already" shows resignation, asking theto ask for a path that may be passed. Indirect speech because the speaker has a specific purpose when asking the hearer for his wishes and the speech partner agrees to what the speaker is doing. So, the utterance is an indirect directive utterance with an intogative mode.

3) Indirect Directive Speech with Imperative Speech with imperative Mode

Mode is speech that functions conventionally and makes the interlocutor do what the speaker intended. Indirect directive utterances with imperative mode can be seen in the conversation fragments of taxibike drivers online in Demak Regency as follows.

Context: Together With Taxibike Online Waiting For Order At Market Mranggen

- Ojol Grab : "What Card Are You Using?"  
 Ojol Gojek : "This Is Indosat"

- Ojol Grab : "Don't Use That Bad Signal"  
 Ojol Gojek : "What Are You Using?"  
 Ojol Grab : "Telkomsel, There Are No Obstacles"  
 Ojol Gojek : "Expensive"  
 Ojol Grab : "Buy One With No Data Too Many, At The Sumberjo Counter It's Cheap, Around 50 Thousand"  
 Ojol Gojek : "Oh Yes, Waiting To Get A Lot Of Orders"  
 (Data 16)

In the fragment of the motorcycle taxi conversation online , there is an indirect directive type of speech that functions as a prohibition. As seen (20) "Don't use it as a bad signal" indirect speech, it can be seen from the speech used, namely commanding. If the command word is uttered by the speaker to the opposing speaker who has a bad signal card, then it is an indirect satire and is a prohibitive directive utterance, because the speech in the sentence is marked by the use of the word don't. when the speaker asks about the starter card used on the cellphone by the speech partner, from there we can see that what was said by the speaker and the speech partner responded. The meaning conveyed by the speaker is that each region has a different signal quality, the speech partner is insinuated to replace the starter card according to the region and the speech partner responds to what is conveyed by the speaker. The prohibition for the starter pack for a specific region when taking orders entered consequently network will be unstable and could not operate the accounts result in the application properly. So, the type of speech is an indirect directive utterance with an imperative mode.

**3. Literal Directive Speech Literal**

Directive speech is directive speech that has the same meaning as the meaning of the speech and makes the interlocutor do what the speaker intended. Based on this, it is obtained that the directive speech is literal and not literal. The two findings are as follows.

- 1) Direct Directive Speech Literal

Direct directive speech is speech that contains the same intent as the meaning of the speech that has a match between the mode and function of the speech and makes the speech partner do what the speaker intended. The utterance of the direct directive is literally seen in the utterance of the indirect directive in the snippet of a conversation on an taxibike online in Demak Regency as shown below.

Context: In Angkringan Batusari Fellow Taxibike Online Waiting For Order Entering

Ojol Gojek : "I Heard That A Lot Of Application Users Are Deactivated, Right?"

Ojol Grab : "Yes"

Ojol Gojek : "Always Active, Sir, Even Though Every 3 Days"

Ojol Grab : "Ready"

(Data 19)

The utterance in the conversation fragment (22), namely "Always active, sir, even though every 3 days" is a direct directive type of speech with imperative mode. The speaker asks or orders related to the prohibition not to deactivate his account so as not to get penalized by the company even though it is activated at least once every 3 days. The utterance intends to instruct the interlocutor to always activate the driver's account so as not to be penalized. Speech is a type of direct directive utterance with imperative mode.

#### 2) Indirect Directive Speech Literal

Directive utterances whose mode is not the same as their function which contains the same intent as the meaning of the speech and makes the speech partner do what the speaker intended is called a literal indirect directive speech act. The utterance of the indirect directive appears in the following fragment of a taxibike conversation online in Demak Regency.

Context: At Pucang Gading Mosque Waiting For order Entering

Ojol Gojek : "Later When An Order Comes In, Te Ll Me Yes"

Ojol Grab : "What's Wrong"

Ojol Gojek : "Want To Sleep For A While"

Ojol Grab : "Okay"

(Data 11)

Speech on conversation fragment (25) namely "Sir, if an order comes in, say yes" is an indirect literal type. The utterance has the intention that the speaker asks the interlocutor for help when there is an incoming order to notify him because the speaker wants to rest and when the order comes in, wakes him up to carry out the incoming order. The utterances that are expressed are not in accordance with the intent of the utterance, but the meaning of the words that compose it is in accordance with what is intended by the speaker which is shown to his interlocutor. The speaker means that he wants to relax waiting for orders with a break while his friend is always ready for any situation, his friend/partner is waiting for orders to come in an application that is not his. Therefore, the utterance belongs to the type of indirect directive utterance with imperative mode, which functions command as because the speaker commands the speech partner to do what the speaker wants.

#### 4. Indirect Directive Speech Is Not Literal

Speech is not literal directive speech is speech that does not mean the same as the meaning of the speech and makes the interlocutor do what the speaker intended.

##### 1.) Indirect Directive utterances are not literal

Speech that has a match between mode, function, and intent is not the same as the meaning of the speech and makes the speech partner do what the speaker intended. The indirect directive utterances appear in the following conversations of taxibike drivers online in Demak Regency.

Context: When The Pick In The Market Ganefo Kembangarum Gojek To Get Orders Offline Mother

Passenger : "Through Jero Wae. This Is My Trade, Gowo Mas" (Just Take It Inside, I'll Bring It With Me)

Ojol Gojek : "Ok Ma'am, Nopo Alon" (Yes Ma'am, Fast Or Slow)

Passenger : "It's Important To Press Quickly" Ojol Gojek: "Nggih Ma'am"  
 "Good Ma'am"  
 (Data 13)

The speech on the fragment of the conversation (27), namely "Through jero wae. Iki daganku gowo mas" (just go deep, this is my goods carry mas") is a type of indirect directive utterance with an imperative mode conventionally, each of which is said to express something, but the meaning is not the same as the meaning of the words that compose it. The speaker orders the speech partner to go through an alternative route and bring the goods he brings with the intention of being delivered directly but the arrangement is not appropriate, but the meaning conveyed to the speech partner has another meaning.

## 2. Indirect Indirect Directive Speech

Speech which is not the same as the meaning of the speech and makes the speech partner do what the speaker intended is called indirect indirect directive speech. The indirect directive utterances are not literally seen in the fragments of conversations on taxibike online in Demak Regency.

Context: Mini Market Mranggen Waiting Passenger Delivering To For The Batusari Regional House

Ojol Grab : "Mas Sodik"  
 Passenger : "Yes,, According To The Destination, Yes"  
 Ojol Grab : "Yes, By Shortcut"  
 Passenger : "Whatever"  
 Ojol Grab : "That's Up To You -It Saves Time On Trips Shortcut"  
 Passenger : "Yes"

(Data 29)

In the conversation fragment (29) the utterance is an indirect directive utterance that is not literal that is used for conventional, but the meaning is not the same as the meaning of the words that compose it. There is an utterance in the conversation fragment that is "it saves time on a shortcut trip". The utterance begins with the speaker asking and giving advice to the speech partner to choose a closer path in order

to save travel time and the speech partner allows what the speaker wants. The speaker has the intention of inviting the speech partner to choose the closest way in completing his work quickly so that he can look for other orders.

## Functions of Directive Speech

The functions of directive speech were found to include, requiring, asking, ordering, prohibiting, granting permission, and suggesting functions.

### 1. Function Requestive (Asking)

Directive requesting utterances are utterances that express wishes and hopes. The utterance requires the speech partner to respond to the speaker's wishes, so that the speech partner has reasons to act. The utterance of the requesting function directive appears in the snippet of an taxibike conversation online in Demak Regency as follows.

Context: Buying An Order Of Geprek Chicken To Be Delivered To House

Ojol Grab : "Sent According To The Address Yes"  
 Passenger : " Later Sent To My House, My Family Will Be There "  
 Ojol Gojek : "Can I Ask For An Active Number To Be Contacted"  
 Passenger : " Yes "

( Data 1)

The Speech in the conversation fragment (30), namely "Can I ask for an active number to be contacted" functions to ask because, the speaker's action in saying something utterance with the aim that the speaker's request can be accepted by the speech partner. The interlocutor gives the telephone number. Has the intention of asking to be shown to his partner regarding the use of a cellphone number that can be contacted.

### 2. Function Question (Question)

Directive utterances questions are speech requests, provide certain information, and the speech partner is expected to answer or tell something. The utterance of the question function directive appears in the following

fragment of a conversation on a taxibike online in Demak Regency.

Context: At Warung Soto Near Semarang Man 1 Waiting Schoolfor Order With Driver Taxibike Online.

Ojol Gojek : "What Time Did You, Uncle"

Ojol Grab : "Afternoon Sir"

Ojol Gojek : "It's Time To Close The Order"

Ojol Grab : "As Much As Possible, Sir"

(Data 5)

The utterance of the conversation fragment (34), namely "departing at how much was it om" functions to question the speech that occurred during the day, involved in the conversation were taxibike online Grab and taxibike online Gojek taxibike incident online Gojek'sinvites people to ask their partner about going to work to look for orders. So, the directive speech function is questioning.

### 3. Function Requirement (Command)

Directive utterances command or command are speech that make the speaker's utterance a reason to act. The utterance is in the form of an order and is an expression of the speaker so that the speech partner responds to the speaker's utterance. There is a function of command directive speech in conversation fragments on taxibike online in Demak Regency as follows.

Context: At Pucang Gading Mosque Waiting Order For Entry

Ojol Gojek : "Later When An Order Comes In, Say Yes"

Ojol Grab : "What's Going On"

Ojol Gojek : "Want To Sleep For A While"

Ojol Grab : "Okay"

(Data 11)

At the cut-off of the conversation (40) there is a directive utterance of the function requesting because it is the act of the speaker in uttering an utterance with the aim that the speaker's request can be granted by the speech partner. The utterance has the function of asking the speech partner to wake up the speaker when an order

comes in. The utterance in the fragment of the conversation is "Sir later if there is an order coming in, say yes" means asking what is shown to the partner. The speaker is an taxibike online who asks to wake up when an order comes in to ask for speech.

### 4. Function Prohibitive

Prohibition directive speech is speech that prohibits the speech partner and restricts the speech partner. There is a prohibition directive function in the following fragments of taxibike conversations online in Demak Regency.

Context: Together With Taxibike Online Waiting For Order Atmarket Mranggen

Ojol Grab : "What Card Are You Using?"

Ojol Gojek : "This Is Indosat"

Ojol Grab : "Don't Use That Bad Signal"

Ojol Gojek : "What Are You Using?"

Ojol Grab : "Telkomsel, There Are No"

Ojol Gojek : "Expensive"

Ojol Grab : "Buy One With No Data Too Many, At The Sumberjo Counter It's Cheap, Around 50 Thousand"

Ojol Gojek : "Oh Yes, Waiting To Get A Lot Of Orders"

(Data 16)

Speech (45) The fragment of the motorcycle taxibike conversation online Grab occurred when the speaker asked about the starter card used by the partner's phone cell speech, from there we can see that what is said by the speaker and the speech partner responds. The utterance in the conversation fragment is "Don't use it as a bad signal" so, the speech is a directive speech of the function prohibition. The directive whose function prohibition is to engage in conversation is fellow taxibike online.

### 5. Function Permissives (Giving Permission)

The directive utterance of granting permission is speech that expresses the speaker's belief, the speaker's utterance contains sufficient reason, and is a fragment of the speech of the permission granting function. There is a permit-giving directive function in the following



fragment of speech on taxibike online in Demak Regency.

Context: Journey Tomarket Super Market Mranggen

Ojol Grab : "Yes, Take Another Route"  
 Passenger : "Yes You Can, As Long As You Don't Speed Up"  
 Ojol Grab : "Quite Fast, No Traffic Jams"  
 Passenger : "Yes, That's Good"

(Data 20)

Speech In the conversation fragment (49) there is a directive function of granting permission. Those involved in the conversation are motorcycle taxibike online and passengers. The existence of a conversation fragment (49) that is "May not go through another route" the speech event which shows the type of giving permission is the speaker informs regarding permission to choose another route that is not according to maps in order to speed up the journey to the destination to be addressed and passengers also allow as long as it is safe and secure to the destination. The utterance includes the directive utterance of the function of giving permission.

#### 6. Function Advisory (suggesting)

Directive utterances suggest are utterances suggesting that what the speaker says is a good thing for the benefit of the hearer, and usually uses the word "should". The utterance of the function directive suggests that it appears in the snippet of a conversation on an taxibike online in Demak Regency as follows.

Context: Batusari Angkringan While Waiting For

Ojol Grab : "What Card Do You Use?"  
 Ojol Gojek : "Tri"  
 Ojolgrab : "Just Use Telkomsel, The Network Is Smooth"

(Data 23)

The motorcycle taxi directive online in Demak Regency works at fragments of conversation directive utterances suggest. Those involved in the conversation are fellow taxibike drivers online. The utterance in the conversation fragment (52), namely "Just use Telkomsel, uncle, the network is smooth" intends to invite

the interlocutor to use a Telkomsel card so that when looking for orders the signal is used smoothly. The speech includes the directive function of utterances suggesting.

#### Factors of Directive Speech

Factors of directive speech were analyzed and described according to hymes theory including setting and scene, participant, ends, act sequence, key, norm, and genre.

##### 1. Factor Setting and scene

Setting and Scene refers to the place where the conversation takes place at a certain time. There is a directive speech factor setting and scene in the following fragment of an taxibike conversation online in Demak Regency.

Context : Buying An Order Of Geprek Chicken For Delivery To House

Ojol Grab : "Sent According To The Address Yes"  
 Passenger : " Later Sent To My House, My Family Will Be There "  
 Ojol Gojek : "Can I Ask For An Active Number To Be Contacted"

Passenger : " Yes "

(Data 1)

The speech in the conversation fragment (59), namely "Sent according to the address yes" factors setting and scene because the speech focuses on the delivery destination address that will be delivered by the speaker between the shipments seen in his speech. The speaker asks the location of the address to be sent and the speech partner replies to the speech to be sent at his home. So, the speech on the data is a factor setting and scene or location.

##### 2. Factor Participant

Participant is the people involved in the conversation, which includes speakers (speaker / sender), the listener (the hearer) and hearer (the addressee) as follows.

###### 1) Speaker Factor

The speaker is someone who has the goal of communicating with the interlocutor. the emergence of taxibike directive users online in

Demak district can have an effect because of the speaker's communication with the speech partner. there is a directive speech factor of *participant* speakers in the following fragments of conversations on taxibike *online* in the district of Demak.

Context: While Waiting For An Order At Mranggen Market Stop

Ojol Grab 1 : "Sir, Can I Exchange Money Or Not?"

Ojol Grab 2 : "Yes, How Much"

Ojol Grab 1 : "One Hundred Thousand Pieces"

Ojol Grab 2 : "Yes, Ready"

Ojol Grab 1 : "Eh, This Is Not Enough, Sir, Where Is The Other Money, Sir?"

Ojol Grab 2 : "Haha, Ready"

(Data 2)

The speech factor occurs when the speaker tries to ask the speech partner to exchange the money they have and the speech partner gives a good response in a relaxed manner . the place used for conversation at the Mranggen market stall. Participants are speakers and speech partners. the purpose of the speech is to exchange fractions of money to be used to withdraw orders. It can be seen that the speech in the conversation fragment is (67), "sir, can you exchange money or not" so, the speech includes the speaker factor.

## 2.) Speech Partner Factor

Partner is an important aspect in tracing the intent of an utterance in a speech event. Knowledge of speech partners can clarify the meaning of speech. The difference in speech partners causes differences in the interpretation of the meaning of the speech. this can be seen in the use of speech used by speech partners in taxibike online in Demak Regency. There is a directive speech factors participant hearer in a piece of conversation on a online in Demak appear below.

Context: When The Pick In The Market ganefo Kembangarum Gojek To Get Orders *Offline*

Passenger : "Through Jero Wae. This Is My Trade, Bro"

"Just Go Inside, This Is What I Brought,"

Ojol Gojek : "Okay, Bro, Help Me Nopo Alon" "Fine, Bro , *Fast Or Slow*"

Passenger : "It's Important To Press Fast" Ojol Gojek: "Nggih Mas"Bro "Okay,"

(Data 13)

In the conversation fragment (78) there is a speech partner factor because the speech focuses on the speech conveyed by the speech partner where the speech partner during the process of traveling to the destination location of the speech partner advises the speaker to choose an alternative way to save the time taken. The speech partner and the speaker respect each other and also give a good response, which can be seen when the speech partner asks for help to bring the goods he brings. Speech includes the speech partner factor.

## 3.) Factor Act Sequence

Sequence is the sequence or plot used in the conversation, including the form and content of the message. The directive speech factors act sequence in the following fragments of conversations on taxibike online in Demak Regency.

Context: At Pucang Gading Mosque Waiting For

Ojol Gojek : "Later When An Order Comes In, Tell Me Yes"

Ojol Grab : "What's The Matter"

Ojol Gojek : "Want To Sleep For A While"

Ojol Grab : "Okay"

(Data 11)

Speech on conversation fragment (80), namely "Later, if there is an order, say yes" the speech factor is an act sequence/ message that has a specific purpose by the speaker to the speech partner. The incident occurred in one of the places of worship for Muslims, namely the mosque, precisely in the Pucang Gading area, fellow motorcycle taxis online Grab and Gojek. In the speech, the speaker gives a message to the speech partner when the motorcycle taxi application online sounds to remind him because the speaker in that situation is resting.

The speaker and the speech partner show each other good reactions and respect each other, resulting in a pleasant situation. So, speech is a factor act sequence/message.

## CONCLUSION

The speech of the taxibike directive online in the District Demak has types, functions, and speech factors. The first type of speech is direct speech, indirect speech, literal includes direct literal, direct not literal, and indirect includes literal indirect, indirect and not literal. Speech functions include the functions of asking, asking, ordering, prohibiting, granting permission, and suggesting. The speech factors were analyzed and described according to Hymes' theory including setting and scene, participant, ends, act sequence, key, norm, and genre.

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