

**WACANA STIKER GAUL: VARIASI BAHASA, ISI PESAN,  
DAN PEMANFAATANNYA DALAM KOMUNIKASI**  
**DISCOURSE OF 'GAUL' STICKERS: LANGUAGE VARIATION,  
CONTENT, MESSAGE, AND USAGE IN COMMUNICATION**

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**ABSTRAK**

This research deals with a particular kind of stickers known as 'gaul' stickers, the creative, informal, and humorous ones that are popular among teenagers. The research aims at describing the language variation, content, message, and usage of the stickers in communication. The data are collected by using observation method and note-taking technique. The collected data are analyzed, in addition to interpretative technique, by means of referential and pragmatic techniques belonging to sub-category of equivalence method. The result of the research is as follows: (1) the language variation in the discourse of 'gaul' stickers makes use of lexical and co-textual derivations; (2) the messages conveyed are both favorable and unfavorable; (3) the discourse of 'gaul' stickers represents a means of communication, particularly among teenagers.

Kata kunci: *stiker, koteks, variasi pesan, isi pesan*

**PENDAHULUAN**

Manusia adalah makhluk sosial yang selalu membutuhkan hubungan atau komunikasi dengan manusia lain. Manusia secara alami mempunyai dorongan untuk berhubungan dengan manusia lain, seperti dorongan untuk mengaktualisasi diri, ingin tahu, dan sebagainya. Dorongan tersebut akan terpenuhi dengan mengadakan komunikasi dengan orang lain.