

**EDITORIAL SURAT KABAR: STUDI PRAGMATIK UNTUK
MENINGKATKAN PEMAHAMAN FUNGSI DIREKTIF SEBAGAI KONTROL
SOSIAL**

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Abstract

This study examines how editors influence readers and how context helps readers to understand directive function applied in editorials. Pragmatics aspects such as speech acts, deixis, presupposition, and implicature are identified. Linguistic and non-linguistics contexts are also explored in making interpretation. The application of functional perspective in pragmatics provides better understanding of implied meaning, directive functions in the text as they have social control to society.