Speech Act Advertising in Educational Posters as a Teaching Media for Persuasive Text

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Abstract

This study aims to find out about speech acts in poster advertisements and their relation as a medium for teaching persuasive texts. As well as to find out how the implementation of persuasive language in advertisements that grow in the midst of people's lives today. In this study, the method used for writing is a qualitative descriptive research method, whose data is sourced from a collection of advertisements including notification ads, public service advertisements, and offer advertisements on street corners and for collection using field studies. After that, the data obtained by the author was analyzed using a literature study. The results of research conducted by the author show that most of the language used in advertising is persuasive language in the form of invitations and slogans, which the author finds persuasive language in class VII junior high school learning teaching materials.

Keywords: Advertising, Speech Acts, and Learning

1. INTRODUCTION

In everyday life, language has a very important role, namely as a means of communication between human beings. Language can be both spoken and written. Language in the form of writing is very easy to find in various print media such as magazines, posters, banners, newspapers, and so on. Written language uses written media as an intermediary to convey the author's intention to the reader visually. While the spoken language according to Sulistiyani, and Kuntoro (2020: 84) that is, the variety of language expressed orally. Spoken language is often used to interact directly or through intermediaries such as telephones, handy talkies (HT), voice recordings, and various other online platforms.

Language has a very broad function, besides being useful for conveying information in the form of news, language can also be used as a promotional medium. In delivering a promotion, of course, it involves persuasive sentences that aim to convince someone to do something desired by the speaker. The persuasive nature in advertising there are certain modes and techniques in attracting the attention of the audience to return the advertised product or service (Sari, and Samaya, 2021:60).

Understanding advertising according to the big dictionary Indonesian is news or messages to encourage, persuade the general public to be interested in the goods and services offered. Notification to the public regarding goods or services sold, posted in the mass media or in public places (KBBI). Kotler describes advertising as a form of presentation and promotion of ideas, goods or services nonpersonally by a particular sponsor that requires payment (Kotler, 2002).

A poster is a visual combination of a strong design, with color, and a message with the intent to capture the attention of passers-by but long enough to instill the attention of passers-by but long enough to plant meaningful ideas in his memory (Nana Sudjana and Ahmad Rivai, 2010: 51). While the poster according to (Sri Anitah, 2008: 12) is an image that combines visual elements such as lines, images and words with the intention of attracting attention and communicating a message briefly. Posters made to educate the public. Usually related to the world of education installed in schools.

Learning to write persuasive paragraphs can use various media as learning materials or tools. Media is widely used in human life to facilitate the delivery of information so that it can be received and understood well by the recipient. Media includes any physical means that can present. Writing persuasive texts can use various media as material or learning tools. Media is widely used in human life to facilitate the delivery of information so that it can be received and understood well by the recipient.

Media includes all physical tools that can present a message, and stimulate students to learn. For example, movies, books, or tapes. Media in general can be divided into several types, namely visual media, audio media, audio-visual media, and multimedia. Media that plays a role and greatly supports teachers in learning is called learning media. One of the media that can be used is posters.

Posters contain some content consisting of images, writing or both purposes to provide information to others. However, posters also contain subjective invitations according to what the poster creator wants. Posters have several functions, one of which is as a means of information, both digital and direct. Some posters even become a means of education by inserting some content that provides knowledge to readers. This is what educators can use, namely making posters as learning tools or materials, especially writing learning

Based on the description above, researchers are interested in examining the speech act of advertising in educational posters as a medium for teaching persuasive texts. The purpose of this study is, first, to be able to identify advertising speech acts in educational posters. Second, describe the relevance of the meaning of advertising speech acts in learning activities as a medium for teaching persuasive texts.

Furthermore, this research is expected to benefit all parties, both from the author and other parties. The writing of this article is expected to develop writing skills and increase insight and knowledge about speech acts. For readers, it is expected to add to the wealth of knowledge obtained after reading. In addition, Aandya hopes to be used as a source of material for learning Indonesian about the variety of speech act languages at various school levels.

2. METHODS

This study used a type of qualitative descriptive method. According to Moleong (2010, p.4) qualitative research methods are basically procedures used to obtain descriptive data, both in the form of observed writing. This qualitative design uses written data in the form of illocutionary speech acts that contain persuasive meanings in educational posters found along the way so that they can have implications for learning Indonesian persuasive text material for grade VII.

The data collection method used in this study is the listen method. The data collection techniques used in this study are basic tapping techniques and advanced techniques of documentation and recording. Documentation techniques are used to obtain data from educational posters in the form of ikla speech acts. Then the recording technique is done by recording the perlocutionary speech acts contained in advertisements in educational posters obtained. The data obtained will be collected and recorded in the data card.

The data analysis method used in this study is the paand method. Sudaryanto (in Rahayu, 2021: 249) said that the paand method is a method whose determining tools are outside the language concerned. The data analysis method used in this study is the reference paand method because the determinant is the reality designated by the language or language referent.

In this study, the techniques used are basic techniques and advanced techniques. The basic technique used in research is the determining element sorting technique (PUP), and the advanced technique is the equalizing comparison technique (HBS). The following is how to do this study, which is as follows; (1) listen to the speech acts of the advertisement. (2) identify data included in the type and function of perlocution. (3) record the results of the identification of such data. (4) make conclusions and discussions about the data that has been analyzed in the study. The data that the author has obtained will record in a data card to make it easier to record.

3. RESULTS AND DISCUSSION
A. Identify Advertising Speech Acts in Educational Posters

Poster	Speech
	"Membangun generasi cerdas kreatif dan berakhlak mulia" ("Building a generation of intelligent, creative and noble morals") Speech in addition to being a type of speech act perlocution, the function of speech contains the meaning of inviting the community to build an intelligent, creative and noble moral generation by enrolling in At-Taqwa Islamic Junior High School.

	"We are feature leader". The speech is a type of perlocutionary speech. The utterance was found on an educational poster. It can be known that the function of the speech invites the public to register at the Abdurrab Boarding School Pekanbaru Integrated Islamic Junior and Senior High School.
	"Educating with Heart Serving with Respect". This educational poster advertisement is a type of perlocutionary speech act. The speech contains that invites people who have children of entry age SD registers to SD Muhammadiyah Pucang Surabaya. This is because if you enroll your child in this elementary school, the school serves with respect to all questions and educates her child in wholehearted and maximum learning. Parents will not worry when their children go to school here.

	"Solusi Pasti untuk Meraih Prestasi" (A Surefire Solution to Achieve Achievements) is one type of perlocutionary speech. The purpose of this educational poster is to invite the public to register their children with private lessons to Bimbel Sayaka. By entering the Sayaka tutor, the child's learning problems can be solved. Children can pursue goals and be able to achieve achievements.
	"Pilihan Cerdas Generasi Emas" (Golden Generation Smart Choice). The speech act of the sentence is included in the perlocutionary speech act. The purpose of the speech act is SMK KH. A Wahab Muhsin Sukahideng is the right school for students who want a lot of achievements. When students register for school here, it is a good and appropriate choice because it can become the golden generation as a quality successor of the nation.

"Islami-Berprestasi" (Islami-Performing) is one of the speech acts in the educational poster advertisement. These speech acts are included in perlocutionary speech acts. The purpose of the perlocutionary speech action in the educational poster is to invite the public to enroll in SMP Muhammadiyah 1 Kudus because it can produce young people who have achievements and are literacy-based. Therefore, parents do not need to worry because this school produces students whose education and religious understanding go hand in hand and are balanced.

	"One Day Without Achievment" These speech acts are included in perlocutionary speech acts. Speech acts in educational poster advertisements certainly contain implied intent. The intention of the speech was to invite the community to register schools at SD Muhammadiyah 11 Surabaya. By enrolling in this school, students can improve their quality and become outstanding students. This is planned in elementary school Muhammadiyah 11 Surabaya can produce students who always have achievements obtained every day. As per the meaning of one day without achievment is no day without access
	"Madrasah Mandiri Berprestasi" (Madrasah Independent outstanding) In educational poster advertisements there are these speech acts. Speech acts are classified as perlocutionary speech acts. The purpose of the perlocutionary speech act is to influence people who are looking for madrassas to register at Intel Madrasah. This madrasah is able to produce students who have many achievements both academic and non-academic. In addition, it can produce independent learners.

	"Sahabat dalam Mendidikan Anak" (Friends in Educating Children) is a perlocutionary speech act that is in the educational advertisement on the side. The purpose of this speech act is to convince and invite the community to join SDIT Nurul Iman. This is because SDIt is able to be a friend of parents in educating children in education.
	"Mari Bergabung Kami We Succes Together" (Let's Join Us We Succes Together) It means let's join us, we will succeed together. The speech is a perlocutionary speech act. Perlocutionary speech acts contain implied meaning. The purpose of the regulation is to invite the community to register schools in SMK Muhammadiyah 3 Singosari Malang. This is because this school will process together to achieve success in the field of Education.

	"Good Spiritual, Good Character, Good Academic" This speech is a type of perlocutionary act in which it contains implied intent. The purpose of this speech act is that Immanuel Batu School is a school that is very suitable for improving quality in terms of religion, character development and achievement. This school invites the community to join because it is the right choice that is able to produce students who are spiritual, character, and good academics.
	"Madrasah hebat Bermartabat" (Great Madrasah Berdignified) is speech that includes perlocutionary speech acts. This speech act implies that it informs to the public that MI Murni Sunan Derajat Lamongan is a great and dignified madrasah. Therefore, the community can join this school.

"Cerdas- Kompeten Berakhlakul Karimah" (Smart- Competent Moral Karimah).

Speech in educational advertisements in addition to being classified as a type of perlocutionary speech act. The speech act in addition contains the intention to promote to the community a school called SD 01 Kherysuryawan. "Intelligent- Competent with Moral Karimah". The Speech has the following meanings; Smart is having a sharp mind, competent in KBBI can mean capable, while having a moral character has the meaning of having morals or having good behavior. The speech is attached to the poster advertising the acceptance of new students with the aim of attracting interest from the wider community

	The picture on the side is one of the advertisements for Tutoring for children. In the advertisement found the form of speech "Wujudkan Generasi yang Gemar Membaca" (Create a Generation Fond Reading) which is classified as a type of perlocutionary speech. The purpose of the speech is to inform the public that Bimbel Pintar Calistung is able to create a generation that likes to read. The goal is as a form of promotion in order to attract people to register and join Bimbel Pintar Calistung.
	The picture on the side is an advertisement for the admission of new students of SMP Muhammadiyah 3 Pandaan. In the advertisement next to found speech "Menggali Potensi Untuk Berprestasi" (Digging up the potential for performance). The speech is a type of perlocutionary speech act. The meaning conveyed in the speech was that SMP Muhammadiyah 3 Pandaan was able to hone the potential or expertise of students' talents to continue to make achievements. The purpose of the speech is attached to the advertisement for the recipient of new students in order to attract public interest to enroll in the school.

	The picture in addition is an advertisement for the acceptance of new participants of Yayasan Al-Muhajirin TK/RA Raudhatul Jannah. Speech "Cerdas, Terampil, Berakhlak Mulia" (Smart, Skilled, Noble Character) In addition to having meaning, Raudhatul Jannah Kindergarten / RA will realize students who are smart, skilled, and have noble morals. This type of speech act is a perlocutionary speech act. The purpose of the speech act is to attract parents to enroll their children in the school.
	The advertisement on the side is an advertisement for the acceptance of new students of SMP IT Hidayatul Islam. To the advertisement next to which is attached a speech "Membangun Generasi Bangsa yang Cerdas, Intelektual, dan Religius" (Building a Generation of Intelligent, Intellectual, and Religious). The meaning contained in the speech is that Hidayatul Islam IT Junior High School will build a generation of intelligent, intellectual, and community people. This type of speech act is a type of perlocutionary speech act. The purpose of the speech is attached to the advertisement for the recipient of new students in order to attract public interest to enroll in the school.

The picture on the side is one of the educational posters regarding the registration of new students of Global Islamic School, an Islamic-based international school. In the advertisement there is a speech "Be a Faithful Moslem, Future Leader, Global Cirizen, Lifelong Leaner". The utterance contains the intent "Jadilah Muslim yang Setia, Pemimpin Masa Depan, Warga Dunia, Bersandar

Seumur Hidup". In this case Global Islamic School teaches to be a loyal Muslim, to be a future leader, to be a good citizen of the world and to rely on Islam. The speech is attached to the poster advertising the acceptance of new students with the aim of attracting interest from the wider community.

	The picture on the side is an advertisement for the admission of new students of At-Taqwa Islamic Junior High School. Speech "Membangun Generasi Cerdas, kreatif, and Berakhlak Mulia" (Building a Smart, Creative, and Noble Character Generation) in addition to having meaning, AtTaqwa Islamic Junior High School will build students who are intelligent, creative, and have noble morals. This type of speech act is a perlocutionary speech act. The purpose of the speech act is to attract the interest of the community to enroll in the school.
	The picture on the side is an advertisement for the admission of new students of SMP Islam Terpadu Mutiara Hikmah. In the advertisement next to found speech

"Beriman, Berakhlak, dan Berprestasi" (Faith, morals, and Performance). The speech is a type of perlocutionary speech act. The meaning conveyed in the speech was SMP IT Mutiara Wisdom will create learners who believe in Allah SWT, have noble morals or behavior, and achieve. The purpose of the speech is attached to the advertisement for the recipient of new students in order to attract public interest to enroll in the school. |

	The picture on the side is Student admissions ads new group "Mendidik denan cinta seiring takwa" (Teaching with love fear) in advertising side has meaning, in Kindergarten Bani Saleh 1 child will educated with love and compassion dear is based on fear of Allah SWT. Types of such speech acts it's a speech act perlocution. Purpose of action the speech is to attract parents to register their child in the school.
	"Bersama Muga JHS Raih Prestasi Tinggi Unggul Budi Pekerti" (Together with Muga JHS Achieve Superior High Achievement Ethics) is a speech that including action his students achieved achievements High and Superior Ethics.
	"Biaya Hemat Prestasi Dahsyat" (Cost Saving Achievements Terrible) is a speech that including perlocutionary speech acts. This speech act contains meaning/intent, inform society that Mts Ma'arif Munggung is a madrasah who can guarantee its students can attend school for a fee which is frugal but its achievements still terrible/great.

	"Beriman, Berprestasi, Berakhlak Mulia" (Faith, Performance, Noble Morality) is speech that includes perlocutionary speech acts. This speech act has the meaning of informing the community that MTs Khadija is a madrasa that can guarantee its students faith, achievement and noble character.
	"Menumbuhkan Jiwa Disiplin and Mental Siap Kerja" (Growing the Soul of Discipline and Mental Completion) is speech that includes perlocutionary speech acts. This speech act contains the meaning / intent of informing the community that SMK PGRI 1 is a school that can guarantee its students can grow a spirit of discipline and have a work-ready mentality.

	"Sehat, Cerdas, Berkarakter" (Healthy, Smart, Character) is speech that includes perlocutionary speech acts. This speech act has the meaning of informing the community that SMP Strada Nawar is a school that can ensure students who are healthy, intelligent and have character.
	"Cerdas Bertaqwa dan berkarakter Islami" (Intelligent, pious and Islamic in character). Speech in educational posters on the side as a perlocutionary speech act. The purpose of his speech is to attract people to register at SDIT AlIhsan. SDIT can be chosen as a school that is able to educate the quality of education, be pious and have religious traits or characters in each of them.
	"Mandiri, Religius, Unggul, Disiplin, Demokratis, Nasionalis" (Independent, Religious, Superior, Disciplined, Democratic, Nationalist). The speech is included in the perlocutionary speech act. This speech act has the meaning of informing the community that attending SMP Negeri 39 Sinjai can make students independent, religious, superior, disciplined, democratic and nationalist.

	"Eksploratif, Kreatif, Inovatif" (Exploratory, Creative, Innovative). The speech is included in the perlocutionary speech act. This speech act has the meaning of informing the community that Katarina Elementary School can make or train its students to be exploratory, creative, and innovative.
	"Unggul, Gratis & Strategis" (Superior, Free & Strategic). The speech is included in the perlocutionary speech act. This speech act has the meaning of informing the community that by attending MIN 1 Kaur schools can make students excel, provide free services and also a strategic school place.
	"Mencetak Generasi Milenial Borkempeten dan Berkarakter" (Creating Borkempeten Millennial Generation and Character). The speech is included in the perlocutionary speech act. This speech act contains the meaning / intent of informing the community that the SMK N 13 Malang school can make its students competent and have character in the millennial era.

	"Islami, Berprestasi, Humanis" (Islamic, Accomplished, Humanist). The speech is included in the perlocutionary speech act. This speech act contains the meaning / purpose of informing the community that the Muhammadiyah 1 Krian Elementary School can make its students excel, humanist and still uphold their Islam.
	"Modern, Islami, Profesional" (Modern, Islamic, Professional). The speech is included in the perlocutionary speech act. This speech act contains the meaning / purpose of informing the community that SMAM 3 Tanjunganom school is an Islamic-based school so that its students can become a professional modern generation and still uphold their Islam.

B. The Relevance of the Meaning of Advertising Language Speech Acts in Learning Activities as a Persuasive Text Teaching Media

According to Susilowati (2020: 18), persuasive text is a collection of paragraphs whose essence of the reading presented is to invite, persuade, or tell and convince readers to be influenced by reading so that they have the same thoughts. Hopefully, readers will follow and do what has been written by the author in the persuasion text. In learning materials, persuasive texts are generally taught in grade VII of Junior High School. The quality of education will be directly proportional to the quality of human resources, because education will be of high quality if supported by good human resources (Nurhalimah et al., 2021). Education is one of the frontlines in this country for the progress of the nation (Nurtianingsih et al., 2022). The purpose of national education is none other than the development of the potential of students to become human beings who fear God Almighty (Nareswari & Inayati, 2022). The tutoring process can improve the quality of the teaching-learning process (Prasetya et al., 2021). The existence of

persuasive text learning material is expected so that students are able to understand, identify, and write persuasive texts. Along with the advancement of knowledge and technology, the younger generation of Indonesia is increasingly leaving the culture of literacy. (Kurniawan et al., 2021).

In teaching persuasive text material, of course, teaching materials are needed that can help teachers guide students to understand persuasive texts. Interest in learning is the awareness to learn that arises in a person without coercion (Prihastuti et al., 2021). Education is a massive effort and a defining moment for everyone (Supriyadi dkk., 2022). One of the teaching materials that can attract participants to be educated in understanding persuasive texts is by introducing poster media or advertisements that regularly circulate around us. Pleasant learning is easier to accept (Mandasari et al., 2021). In educational posters, for example, there are many examples of persuasive sentences that invite and believe others to be influenced by what is advertised or promoted. Like an example of a sentence on an educational poster or advertisement that has been found in the data above:

"Mari Bergabung Kami We Succes Together" (Let's Join Us We Succes Together) It means let's join us, we will succeed together.

The sentence in the ad invites the public to join or enroll in the school, because by going to school there students will be directed to process together in achieving success. The transfer of knowledge from teacher to student is determined by the happiness felt by the teacher (Cahyaningtyas, 2020). Education has a goal in achieving the vision and mission of educator success (Fuadi et al., 2021). Based on the meaning implied in the sentence, it is hoped that readers will be interested in enrolling in the school. The reading corner is expected to improve students' civic literacy, especially in the digital era like today (Rahmawati et al., 2022).

Examples of persuasive texts that have been found on posters or educational advertisements can be used as teaching materials for persuasive texts in grade VII students of SMP curriculum merdeka. In the independent curriculum, Indonesian subjects carry four elements of language skills that must be taught to students. The four elements consist of (1) listening, (2) reading, and listening, (3) speaking, and presenting, (4) writing. Based on the four elements of language skills, the elevation between not speaking advertising language and learning persuasive text is;

1. Listening

Listening is the ability of students to receive, understand, and interpret information heard with a good attitude in order to respond to speech partners. Along with the advancement of knowledge and technology, the younger generation of Indonesia is increasingly leaving the culture of literacy. (Kurniawan et al., 2021). The process that occurs in listening includes activities such as listening with concentration, identifying, understanding opinions, interpreting language speech, and interpreting it based on the context behind the speech. Components that can be developed in listening include sensitivity to language sounds, sign systems, vocabulary, language structure (grammar), meaning, and metacognition. All educators have a responsibility to create a positive

learning environment that provides adequate opportunities for learners to practice and use the new knowledge and skills they have acquired (Thambu et al., 2021).

In learning persuasive texts, students listen to persuasive text material delivered by the teacher.   Teachers play a role in the educator process where students succeed in achieving understanding of the material (Abdulrazzaq, 2022). In introducing persuasive material, teachers can provide examples in the form of educational posters that can be easily found. In the education poster, the teacher explains which is included in the form of persuasive sentences on a poster. That way students can distinguish between persuasive texts and other texts.

2. Reading and Memirsa

Reading is the ability of students to understand, interpret, interpret, and reflect on texts according to their purpose and importance to develop attitudes, knowledge, skills, and potential. The current educational process does not develop students' reading skills and interests (Saputri et al., 2021). Reading literacy skills are an important component that students must have in order to use various sources of information (Januar Mahardhani et al., 2021). The current educational process does not develop students' reading skills and interests (Saputri et al., 2021). Memirsa is the ability of students to understand, interpret, interpret, and reflect print, visual and/or audiovisual presentations according to their goals and interests to develop their attitudes, knowledge, skills, and potential. Components that can be developed in reading and memirsa include sensitivity to phonemes, letters, sign systems, vocabulary, language structure (grammar), meaning, and metakogniai. The reading corner is expected to improve students' civic literacy, especially in the digital era like today. (Rahmawati et al., 2022). Today's literacy culture enters the digital era, people read more through social media or the internet (Ayupraandi et al., 2021).

In learning persuasive texts, students read and read persuasive text materials in the form of examples of educational posters that they find around their neighborhoods such as roads, schools, and other public places. Then students read and then write persuasive sentence examples on educational posters that have been found. Reading is generally recognized as one of the important parts of human life (Wingard et al., 2020).

3. Speaking and Presenting

Speaking is a skill of students to convey ideas, responses and feelings in oral form with courtesy. Presenting is the ability to present ideas or responses eloquently, accurately, responsibly, ask and/or respond to questions/statements, and/or convey feelings orally according to context in a communicative and polite way through various media (visual, digital, audio, and audiovisual). Today's literacy culture enters the digital era, people read more through social media or the internet (Ayupraandi et al., 2021). Components that can be developed in speaking and presenting include sensitivity to language sounds, sign systems, vocabulary, language structure (grammar), meaning, and metalcognition.

In learning persuasive texts, elements of speaking and presenting can be done by directing students to present findings in the form of examples of persuasive sentences on

educational posters or advertisements. Students can practice speaking through the delivery of their findings to teachers and friends. Efforts to help students in self-development activities and explore potential in learning are tutoring (Muzaqi et al., 2021).

4. Writing

Writing is the ability to convey ideas, responses, and feelings in written form eloquently, accurately, responsibly, and/or convey feelings according to context. Education is a place to instill knowledge and develop the positive personality of each individual (Prayitno et al., 2022). Components that can be developed in writing include the use of spelling, vocabulary, sentences, paragraphs, language structure, meaning, and metacognition in various types of text. To help improve the quality of education, especially student and teacher learning, Indonesia has begun to implement open education resources (Fitriansyah et al., 2020).

In the writing element, persuasive text material is that the teacher directs students to practice writing paragraphs of persusive text using inviting sentences as previously taught. As technology evolves, digital media is effective for learning because it allows teachers and students to save money while providing quality services (Awaludin et al., 2023). Teachers are known for appreciating the diversity of content related to activities, collaboration needs, and student participation in the learning process (Hermita, 2021).

4. CONCLUSION

Advertising is a means of promotion found in various forms of media. In implementation, many advertisements are found in the form of brochures, billboards or billboards. With a short, concise, and clear advertising concept, people who receive the advertising language will more easily understand the content of the ad. The linguistic concept is also what makes advertising persuasive and attracts people to do what is written in the ad. In relation to learning, advertisements are found in the teaching materials of grade VII Junior High School Curriculum. The relationship of the analyzed data with advertising learning and persuasive language by learners is to present a form of implementation of the theory learned through textbooks.

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