



# Directive Speech Actions on Ads/Banners in Public Space and Its Relevance as Teaching Material for Advertising Text for Grade VIII Junior High School Students

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## Abstract

This study aims to identify and describe the directive utterances contained in economic, political, and social banners to be used as teaching materials for advertising texts, slogans, and posters for class VII SMP. This research uses a qualitative descriptive method. Data analysis in this study used a pragmatic approach. The data collection method used is note taking, and uses a triangulation technique as a test for the validity of the data. The results of this study are directive speech acts obtained in economic, political, and social banners, there are 35 directive utterances which have been classified into 5 types. The directive speech acts obtained in this study were 13 utterances of commanding, 8 utterances of advising, 7 utterances of recommending, 4 utterances of asking, 3 utterances of begging.

**Keywords:** directive speech acts, banners, advertisements, posters, slogans, pragmatics

## 1. INTRODUCTION

Language is something inseparable from human life; even in daily life, humans are constantly engaged with language. It can be said that humans use language from waking up until going to sleep, and even in dreams, language is utilized if there is communication and interaction involved (Ulhaq, 2021: 3). This is because language serves as a tool for communication, facilitating interactions with others and being directly related to social activities within a community. Education stands as one of the forefronts in this nation for its progress (Nurtianingsih et al., 2022).

Indonesian society is heterogeneous, necessitating a means of communication for individuals to interact with each other. Thus, the presence of language significantly aids community communication. Language itself is a system of symbolic sound that is arbitrary, used by members of a social group for collaboration, communication, and self-identification (Chaer, 2012: 32). Through language, humans can convey ideas, thoughts, experiences, and intentions in their speech to interlocutors (Meyra, 2021: 15).

A society using language to achieve specific goals will consistently adhere to the speech norms in line with existing regulations (Yuliana, 2013: 2). Effective communication occurs when there are two parties involved: the speaker and the interlocutor. If the speaker's intended speech is well-received and understood by the interlocutor, communication can be deemed successful. However, at times, the speaker may not realize that their intended speech is challenging for the interlocutor to comprehend. The interlocutor not only needs to understand the intended speech but must also comprehend its contextual background. Such activities are closely related to speech acts.

Speech acts refer to linguistic behaviors in the form of utterances within a speech event (Arifiany, 2016: 2). Rustono (1999: 21) asserts that speech acts, as a unit of pragmatic analysis, constitute a branch of linguistic study examining language in its actual

usage. Guidance and counseling contribute to students' self-development and potential exploration in the learning process (Muzaqi et al., 2021). The intended meaning within speech acts must be identified by examining the speech situation that underlies them. Analyzing speech acts without considering the speech situation can lead to misconceptions (Yuliarti, 2015: 79).

Examining from a pragmatic perspective, utterances exhibit various types, one of which is directive speech. This type of speech is intended by the speaker to prompt the interlocutor to do what is requested by the speaker. In line with this, Elmita states that directive speech aims to induce the interlocutor to do something conveyed by the speaker, such as commands, requests, and challenges (Elmita, 2013: 140). In directive speech, the speaker intends for the interlocutor to act upon what is said, comprising speech acts of requesting, prohibiting, ordering, questioning, advising, and granting permission.

There are several types of directive speech acts: (a) imperative speech acts that command the interlocutor to do what the speaker conveys, (b) hortatory speech acts aimed at asking the interlocutor to do what the speaker conveys, (c) directive speech acts suggesting that the interlocutor can do something according to the speaker's opinion, (d) directive speech acts advising the interlocutor regarding their actions, and (e) directive speech acts challenging the interlocutor to motivate them to do what is said (Elmita, 2013: 40). The multitude of meanings the speaker wants to convey to the interlocutor in speech acts is one reason the researcher focuses on directive speech acts in this study.

In the current era, information is a common need for the general public in both urban and rural areas. This need for information is supported by rapid technological advancements, such as through online news media and public space media. These media are frequently encountered in daily life, indirectly providing information to the public, whether positive or negative. These media are widely used to promote products or campaign for political parties to attract public attention. Education has the goal of achieving the vision and mission of educational success (Fuadi et al., 2021).

The increasing use of outdoor advertising among the public has led to the emergence of language usage and variations in fulfilling needs carried out by the public (Ulhaq, 2021: 376). The use of the Indonesian language in public places will continue to evolve without limitations (Musyawir, 2022: 49). The language variations used in advertising texts must evoke readers' interest through vocabulary and sentence selection. These language variations must also align with the context used to effectively convey the intended speech. Tutoring services can improve the quality of the teaching and learning process (Prasetya et al., 2021).

The implementation of advertising text in outdoor advertising along the road plays a crucial role in the success of education in schools. This is because outdoor advertising serves as indirect communication to the public and students, unintentionally taking the form of one-way communication. Therefore, the use of language within it must be carefully considered. The abundance of outdoor advertising texts in public places can be utilized as teaching materials that support student learning activities in the classroom.

The use of language is undoubtedly inseparable from the world of education. Advertising texts in outdoor advertising play a vital role in language learning because, in language learning, they help students understand and comprehend the meaning of texts in outdoor advertising well (Krisye, 2021: 1206). In connection with teaching advertising texts to eighth-grade students, its use contains directive speech that is expected to help students in creating advertising texts that align with the data in outdoor advertising in public places. Enjoyable learning is more easily accepted (Mandasari et al., 2021).

Based on the above explanation, the researcher formulates several research questions, including (a) what types of directive speech acts are found in outdoor advertising texts in public places? (b) how relevant are directive speech acts in outdoor advertising texts to the teaching of advertising texts for eighth-grade students?

The objectives of this research include (a) determining the types of directive speech acts present in outdoor advertising texts in public places and (b) understanding the relevance of directive speech acts in outdoor advertising texts to the teaching of advertising texts for eighth-grade students.

The benefits of this research are expected to provide insights and new knowledge about directive speech acts in outdoor advertising texts and their relevance to the teaching of advertising texts for eighth-grade students. Additionally, it is hoped to offer an understanding of the proper use of language in composing advertising texts to effectively convey their purposes and intentions.

## 2. METHOD

The research method employed in this study is qualitative descriptive, involving the depiction of data acquired throughout the research process. The researcher also conducted data analysis based on pragmatic analysis, a technique that examines data from the perspective of pragmatic studies. The data source for this research comprises banners or outdoor advertisements found in the vicinity of roads. These banners or ads contain advertising texts, specifically the sections of directive speech acts, which will be subject to analysis.

Data collection was carried out using the observation and note-taking method. The researcher meticulously observed the advertising texts within the banners or outdoor advertisements, subsequently recording the sections containing directive speech acts. Data analysis involved categorizing directive speech acts, followed by establishing connections between these acts and their relevance to advertising text learning in eighth-grade junior high school classrooms. The researcher's role in this study encompassed planning, data collection, analysis, presenting research findings, and drawing conclusions.

Data validity was ensured using triangulation, a technique employed to assess the credibility of data by cross-verifying the accuracy of data against the same sources (Sugiyono, 2013).

## 3. RESULT AND DISCUSSION

### a. Results of Pamphlet Data Analysis

The results of this research concluded that there were 35 forms of directive speech in advertisements/banners in public spaces consisting of 5 forms, namely commanding speech 13, advising speech 8, recommending speech 7, requesting speech 4, requesting speech 3. In this research the form of directive speech What many authors have found is that there are 13 forms of command speech. So that the data that has been obtained can be used as teaching material for advertising texts in learning Indonesian.

**Table 1. Form of Directive Speech**

No	Form of Directive Speech	Total
1.	Commanding speech	13
2.	Advice	8
3.	Recommended speech	7

No	Form of Directive Speech	Total
4.	Speech requests	4
5.	Pleading Speech	3
<b>Total</b>		<b>35</b>

### 1) Directive Speech Acts: Commanding

#### a) *Bergerak Bersama, Bangkitkan Indonesia Raya.*

Context:

- Commanding the community to support a political party in the 2024 elections.
- Instructing the public to exercise their voting rights in the 2024 elections.

Analysis:

Based on the data, “*Bergerak Bersama, Bangkitkan Indonesia Raya*” means that people should take the actions mentioned in the speech. Thus, this speech has the intention of supporting political parties in the 2024 elections. This data can be used as teaching material for advertising materials, posters and slogans in class VIII SMP because it contains sentences calling to command.

#### b) *Cegah Stunting itu Penting...!!!*

Context:

- Order the community to take action to prevent stunting in children.
- Invite the community to prevent stunting.

Analysis:

Based on data “*Cegah Stunting itu Penting...!!!*” has the intention that people should carry out the actions mentioned in the speech. So, this speech has the intention of addressing the public that preventing nutritional problems in children (stunting) is important.

#### c) *Laporkan Kendaraan Anda yang telah Dijual/Pindah Kepemilikan agar tidak kena Tarif Pajak Progresif.*

Context:

- Order to Sukoharjo residents to report vehicles that have been sold or changed ownership.
- By reporting vehicles that have been sold or changed ownership to avoid tax collection rates.

Analysis:

Based on data “*Laporkan Kendaraan Anda yang telah Dijual/Pindah Kepemilikan agar tidak kena Tarif Pajak Progresif*” means that people should take the actions mentioned in the statement. So, this statement has the intention of encouraging people to report vehicles that have been sold or changed ownership in order to avoid tax collection.

#### d) *Orange Fresh Fruit Segere Kebangeten! Sumpah Ora Nolak!*

Context:

- Order the public to buy orange fresh fruit drinks because they taste very delicious.
- Inviting people to buy this orange fresh fruit drink because the delicious taste will make people addicted.

Analysis:

Based on data "*Orange Fresh Fruit Segere Kebangeten! Sumpah Ora Nolak!*" has the intention that people buy the drink because based on the existing slogan, the taste of the drink is good and people will not refuse it.

- e) *Vaksinasi Penting untuk Membantu Mencegah Penyebaran Covid-19 Ojo do Leno Lur...!!! Coronane durung lungu.*

Context:

- Appeal to the public to vaccinate against Covid-19.
- Vaccination can prevent the spread of Covid-19.

Analysis:

Based on data "Vaksinasi Penting untuk Membantu Mencegah Penyebaran Covid-19 Ojo do Leno Lur...!!! Coronane durung lungu" means that people should carry out the actions mentioned in the speech. So, this speech has the intention of inviting the public to vaccinate to prevent the spread of Covid-19.

- f) *Bersatu Membangun Bangsa*

Context:

- Inviting the Indonesian people to unite and work together in building the Indonesian nation to be more advanced.
- Order the community to remain united in making the Indonesian nation a developed nation.

Analysis:

Based on data "Bersatu Membangun Bangsa" has the aim of raising awareness among the people so that they want to unite to create an advanced Indonesian nation. This is because the Indonesian people have an important role in nation development.

- g) *Mari Sukseskan Pemilu 2024*

Context:

- The speech aims to invite the public to make the 2024 election a success.
- The speech intends to order the public to exercise their right to vote in the 2024 election.

Analysis:

Based on data "Mari Sukseskan Pemilu 2024" aims to invite the public to take part in the 2024 election and make the 2024 election a success. Thus, we as good Indonesian citizens must have the awareness to help make the 2024 election a success.

## 2) **Tindak Tutur Direktif Menasihati (advising)**

### a) *Satukan Langkah Cegah HIV Semua Setara Akhiri AIDS*

Context:

- Orders to prevent HIV disease.
- An appeal to the public to prevent HIV so that it is equivalent to ending AIDS.

Analysis:

Based on the data “Satukan Langkah Cegah HIV Semua Setara Akhiri AIDS” means that the public should take the actions mentioned in the speech. Thus, this speech has the intention aimed at the community that preventing HIV disease is equivalent to ending AIDS.

### b) *Knalpot Brong Luweh Mbrebegki Ketimbang Omongane Tonggo*

Context:

- Assessment that the sound of the exhaust pipe is very disturbing to residents.
- Invitation not to use non-standard exhausts on public roads.

Analysis:

Based on the data “Knalpot Brong Luweh Mbrebegki Ketimbang Omongane Tonggo” means that people should take the actions mentioned in the speech. So, this speech has the intention of telling the public not to use vehicles with non-standard exhausts on public roads.

### c) *Pake Kendaraan Bodong? Malu dong.*

Context:

- Invite the public not to use vehicles that do not have complete documents.

Analysis:

Berdasarkan data “Pake Kendaraan Bodong? Malu dong.” has the intention that people carry out the actions mentioned in the speech. So, this speech has the intention of urging the public not to use fraudulent vehicles (vehicles that do not have complete documents).

## 3) **Directive speech acts recommending**

### a) *Laporkan Kendaraan Anda yang telah Dijual/Pindah Kepemilikan agar tidak kena Tarif Pajak Progresif.*

Context:

- Order to Sukoharjo residents to report vehicles that have been sold or changed ownership.
- By reporting vehicles that have been sold or changed ownership to avoid tax collection rates.

Analysis:

Based on the data “Laporkan Kendaraan Anda yang telah Dijual/Pindah Kepemilikan agar tidak kena Tarif Pajak Progresif” means that people should take the actions mentioned in the statement. So, this statement has the intention

of encouraging people to report vehicles that have been sold or changed ownership in order to avoid tax collection.

b) *Sembako Tersedia Harga Terjangkau! Jateng Bangkit!*

Context:

- Inviting people to buy basic necessities because now basic necessities are available at affordable prices.
- This affordable basic food program is one of the efforts to make Central Java more advanced.

Analysis:

Based on price data, basic food prices are available at affordable prices as an effort to revive Central Java so that it can improve the community's economy. Apart from that, this also aims to help lower middle class people to be able to get adequate consumption.

c) *Dukcapil Mendukung Kabupaten Layak Anak dan Penanganan Stunting di Kabupaten Sukoharjo.*

Context:

- That the Sukoharjo district dukcapil supports the movement for a child-friendly district to get good nutrition.
- Sukoharjo district Dukcapil supports the stunting management movement

Analysis:

Based on the data “Dukcapil Mendukung Kabupaten Layak Anak dan Penanganan Stunting di Kabupaten Sukoharjo” means that the community should take the actions mentioned in the speech. So, this statement means that the Population and Civil Registration Service (Dukcapil) of Sukoharjo district supports child-friendly programs and handling stunting. So that the people of Sukoharjo district avoid stunting or nutritional problems in children.

d) *Mewujudkan Ekonomi Rakyat yang Berdaulat Bersama Anggota yang Sehat dan Koperasi yang Kuat*

Context:

- Invite the entire community to join the cooperative.
- By joining a cooperative it will stabilize the community's economy.

Analysis:

Based on the data “Mewujudkan Ekonomi Rakyat yang Berdaulat Bersama Anggota yang Sehat dan Koperasi yang Kuat” means that people should take the actions mentioned in the speech. Thus, this speech has the intention of inviting the public to join as members of the Cooperative in order to realize a sovereign people's economy.

e) *Makin Mudah Miliki Hunian, Angsuran Lebih Nyaman*

Context:

- An invitation to buy a house that is being promoted.

- By quickly owning a house, the installments will be easy by paying it in installments every month.

Analysis:

Based on the data “Makin Mudah Miliki Hunian angsuran Lebih Nyaman” means that people should take the actions mentioned in the speech. So, this speech has the intention of inviting people to buy a house using installments. Because by buying a house in installments it will feel easy by paying it in installments every month.

f) *Kuota Besar Harga Hemat*

Context:

- Invitation to buy quota with this brand because the price is economical and the quota is large.
- With relatively cheap prices, people can have a large quota.

Analysis:

Based on the data "Kuota Besar Harga Hemat" the aim is to inform the public that at relatively cheap prices people can buy quotas in large quantities. This is intended as an effort to promote a starter card product.

g) *Sejoli Segar Yang Serasi*

Context:

- To provide recommendations to the public for a drink that has a fresh taste because it contains fruit and also fizzy drinks.
- Inviting people to buy today's trendy drinks which have a very unique taste because of the combination of two flavors.

Analysis:

Based on the data, the fresh and harmonious lovebirds have the aim of informing the public that there are drinks that are cheap but have a fresh taste because they contain a combination of flavors from fruit and fizzy drinks. This is a form of promotion so that they are known to the general public because of their unique slogan.

4) **Directive Speech Acts of Ordering or Requesting**

a) *Jangan Berhenti di Bawah Flyover karena dapat Mengganggu Kelancaran Lalu Lintas*

Context:

- Message to all people not to stop under the flyover because it can disturb other motorists.

Analysis:

Based on the statement “Jangan Berhenti di Bawah Flyover karena dapat Mengganggu Kelancaran Lalu Lintas” the intention is to ask the public not to stop under the flyover, because it can disturb other drivers. So, this speech has the intention of asking the public not to stop under the flyover, apart from disrupting traffic, it will also result in sanctions from the authorities.



## 5) Directive Speech Act of Requesting

### a) *Anda Memasuki Kawasan Pedesaan Padat Penduduk, Mohon Pelan-pelan Banyak Anak-anak*

Context:

- Appeal to all drivers to reduce vehicle speed, because it can endanger the surrounding community.
- Due to entering a densely populated area, all drivers are requested to drive at maximum speed.

Analysis:

Based on the statement “Anda Memasuki Kawasan Pedesaan Padat Penduduk, Mohon Pelan-pelan Banyak Anak-anak” which means asking all motorists to reduce their speed because they are entering a densely populated area, so there are lots of children. If the driver continues to drive the vehicle quickly, it can endanger the surrounding community, especially children.

### b. Relevance of Research Findings as Teaching Materials for Advertisement Texts, Posters, and Slogans

Based on the results of the data analysis above, directive speech acts in advertisements/banners in public spaces can be considered relevant teaching materials for advertising text, slogans, and posters in Junior High School (SMP). The analysis results serve as a reference for teaching materials on advertising text, slogans, and posters formulated in Competency Standards (KD) 3.3, which involves identifying information from various sources read and heard that makes one proud and motivated, and KD 4.3, which entails summarizing the content of advertisements, slogans, or posters that inspire and motivate from various sources. The current educational process does not focus on developing students' reading abilities and interests (Saputri et al., 2021). Education serves as a vessel for instilling knowledge and fostering positive personalities in every individual (Prayitno et al., 2022). Education is a significant effort and a defining moment for everyone (Supriyadi et al., 2022). The ultimate goal of national education is the development of students' potential to become individuals devoted to the Almighty God (Nareswari & Inayati, 2022).

The indicators aimed at achieving these basic competencies include ensuring that students are (1) able to explain the meaning of advertising texts, slogans, and posters; (2) capable of analyzing the elements of advertising texts, slogans, and posters; (3) skilled at creating content for advertisements, slogans, or posters that is both prideful and motivating from various sources; and (4) proficient in presenting content for advertisements, slogans, or posters that is both prideful and motivating from various sources. Teaching materials created as a result of this research are made engaging by using public space advertisements/banners as examples in the discussion materials and assignments, thus motivating students in their learning activities, as these media are easily found in the surrounding environment of their homes. The teaching materials aim to facilitate students' understanding of the material during classroom learning. With the advancement of knowledge and technology, the younger generation in Indonesia is increasingly abandoning the culture of literacy (Kurniawan et al., 2021). The language used in the teaching materials employs terms that are easy to understand, thereby not complicating students' comprehension of the learning material and the purpose of the teaching materials. Learning interest is the conscious effort to learn that arises within an

individual without coercion (Prihastuti et al., 2021). Teachers are recognized for appreciating content diversity related to activities, collaboration needs, and student participation in the learning process (Hermita, 2021). Teachers play a significant role in the educational process, ensuring that students succeed in understanding the material (Abdulrazzaq, 2022). Self-efficacy of teachers, collective efficacy, and two dimensions of burnout have different relationships with both educational and school context variables (Zakaria et al., 2022).

The teaching materials created are tailored to the learning activities to be carried out and are then organized in a Lesson Implementation Plan (RPP). The prepared RPP includes details on basic competencies, indicators, learning objectives to be achieved, learning materials, learning methods, media or tools, and learning resources. Reading, in general, is acknowledged as a crucial part of human life (Wingard et al., 2020). The teaching materials from this research are expected to accommodate students' learning difficulties so that the goals of the learning activities are achieved. Education, when utilizing information and technology, has brought about significant changes from a teacher-centered traditional teaching methodology to a student-centered teaching method, particularly in science (Odewumi et al., 2019). The quality of education is directly proportional to the quality of human resources, as education is of high quality when supported by competent human resources (Nurhalimah et al., 2021). Advertisements, posters, and slogans should serve as sources of inspiration for students. Digital media is effective for learning because it allows teachers and students to save money while providing quality services (Awaludin et al., 2023). The transfer of knowledge from teachers to students is determined by the happiness felt by teachers (Cahyaningtyas, 2020). By studying the functions of directive speech acts thoroughly, students are expected to understand the language features commonly used in advertisements and comprehend the meaning of advertising texts, both orally and in writing (Janah, Fakhrudin, & Rizqiana, 2017).

#### 4. CONCLUSION

Based on the research findings, directive speech acts obtained from economic, political, and social banners consist of 35 directive speech acts classified into 5 types. The types of directive speech acts identified in this research include the commanding type, where the speech functions to command, request, command, demand, instruct, and invite. The advising type involves speech acts that function to advise, warn, and remind. The recommending type consists of speech acts that function to recommend. The ordering type includes speech acts that function to order, give orders, request, urge, and encourage. Lastly, the requesting type involves speech acts that function to request, hope, offer, and propose. These five types of directive speech acts are characterized by pragmatic analysis, which is marked by the speech context. Meaningful learning design is an intellectual process that helps educators analyze and systematically attempt to meet the needs of students (Samsudin et al., 2021). To help improve the quality of education, particularly student and teacher learning, Indonesia has begun implementing open educational resources (Fitriansyah et al., 2020). The results of the analysis serve as a reference for teaching materials on advertising text, slogans, and posters formulated in Competency Standards (KD) 3.3, which involves identifying information from various sources read and heard that makes one proud and motivated, and KD 4.3, which entails summarizing the content of advertisements, slogans, or posters that inspire and motivate from various sources. The relevance of directive speech acts in slogans as teaching materials for advertising text for eighth-grade junior high school students serves as an example in the

discussion materials and assignments, motivating students in their learning activities as these media can be found in the surrounding environment of their homes. The teaching materials aim to facilitate students' understanding of the material during classroom learning. All educators have a responsibility to create a positive learning environment that provides adequate opportunities for students to practice and apply new knowledge and skills they have acquired (Thambu et al., 2021). The language used in the teaching materials employs terms that are easy to understand, thereby not complicating students' comprehension of the learning material and the purpose of the teaching materials.

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