



Identification of the Affixation Process for Advertisements as a Medium for Learning Indonesian for Class IV SD/MI

Maulana Maulana ¹(✉), Fachrul Ramadhan², Tajuz Zahwa Asmar Khan³

^{1,2,3}*Faculty of Training and Education, Universitas Muhammadiyah Surakarta, Indonesia*

Corresponding author: a310200145@student.ums.ac.id

Abstract:

The existence of billboards as a medium of communication and promotion in various businesses has become an inseparable part of people's lives. Billboards that are often found on corners or roads, of course, have benefits and become the main attraction for the community, students are no exception. If used properly, billboards can be used as media or innovative teaching materials that can increase students' knowledge regarding language functions. On this basis, with this study the researcher hopes that readers can find out the effect of affixation on the meaning of a word, as well as its benefits in the development of Indonesian language teaching materials. The subject of this research is billboards that are scattered in corners or roads in Surakarta City and its surroundings. The results of the study show that the meaning of the words contained in billboards can be influenced by the type and function of the attached affixes. The order of affixes starts from those that are most often found in data analysis, namely affix combinations (confixes), then suffixes and prefixes. The affixes that were not found in the data analysis are infixes. While the benefits of implementing advertising media are: 1) Improving reading and writing skills; 2) Improving the reading skills of deaf children; 3) Flexible; 4) Interesting and interactive; 5) Facilitate the delivery of affixation material; 6) Can be collaborated with P5 co-curricular subjects.

Keywords: Advertisements, Affixation, Media, Benefits, Students

1. INTRODUCTION

Advertising is a form of persuasive discourse as it differs from regular information or announcements [26]. Advertising encompasses all forms of promotional messages for goods, services, businesses, and ideas delivered through media, sponsored by a party, and targeted at a portion of the population [25]. Outdoor advertising media has become a prevalent means of communication in the present era. The creation of an advertisement should be underpinned by applicable ethics [13; 23]. Outdoor advertising media can be defined as media located outdoors, typically installed for specific purposes and functions. Outdoor advertising media has become an integral part of society. Generally, advertising media aims to convey information, messages, or promote a product or service. The language used in advertising is a tool of communication. Language, as a means of daily communication, is divided into verbal and non-verbal languages [17; 18; 20; 27; 28]. Advertising media itself is considered an effective means of conveying information to the general public. There are various types of advertising media commonly encountered, but this study focuses on text-based advertisements, commonly referred to as "reklame." The presence of "reklame" as a means of communication and promotion in various businesses has become an integral part of people's lives [7]. "Reklame" is one form of promotion that offers recommendations, suggestions, or propaganda.

Etymologically, "reklame" originates from the Latin word "re clamare" or "re clamor." "Re" means to repeat, and "clamare" or "clamo" means to shout. Simply put, "reklame" means repeated shouting. This is more elaborated in Regional Regulation No. 04 of 2012 on the Licensing Procedures for "Reklame," which states that "reklame" refers to objects, tools, actions, or media that, in their various forms and styles, are used for commercial

purposes to introduce, recommend, or promote goods, services, or individuals, or to attract public attention to goods, services, or individuals placed or visible, read, and/or heard from a location by the public, except when conducted by the government.

One of the communication tools used is language [11; 15; 21; 27]. In the use of language in advertising media, there are often deviations from etymological standards and common rules of Indonesian language spelling (PUEBI), which can lead to language being used in everyday life with the misconception that it is correct and in accordance with linguistic norms. This is regrettable, as when used effectively, "reklame" can be an innovative educational tool.

Based on this foundation, the researcher is interested in identifying grammatical processes, namely affixation in written texts in "reklame" as instructional material for fourth-grade elementary school students. The use of "reklame" media is considered appropriate because students can directly observe the process of affixation in their environment and understand the real impact of affixes on the meaning of words based on the advertisements they read. The objectives of this research are: 1) To analyze the impact of affixation on word meanings; 2) To explain the benefits of using "reklame" as a teaching tool for the Indonesian language. Based on these research objectives, it is expected that readers will understand the influence of affixation on the meaning of words and its significance in the development of Indonesian language teaching materials.

2. METHOD

This study adopts a qualitative approach using a descriptive method. According to [1], qualitative research is a type of research that explores and understands the meanings of a group of individuals or a social issue. Qualitative research is generally used for the study of community life, history, behavior, concepts or phenomena, social issues, and more. The subjects in this study consist of advertisements, banners, and product and service advertisement posters found in various locations in Surakarta city.

In this research, the researcher describes data in the form of words that use affixes in banners, pamphlets, or posters found in public spaces. Data collection techniques in this research include documentation, observation, and note-taking. Documentation is carried out using digital cameras or other devices with a photographic capability.

Regarding the study of affixation processes in "reklame," to determine the meaning of the text in each sentence, the data is analyzed using the Direct Element Division (BUL) method. According to Sudaryanto (2015: 37), the Direct Element Division technique is employed at the beginning of the analysis process by dividing the linguistic units into several parts or elements, which can be considered as elements that directly form the intended construction. The selection criteria for data in this research include words with affixes in sentences contained in banners, pamphlets, posters, including promotional sentences, slogans, news sentences, and so on.



3. RESULTS



a. The Influence of Affixation on Word Meaning



One type of morphological process is affixation or the addition of affixes [19]. Affixation is the process of adding affixes to base words, either with combinations or without combinations [12]. Affixation can have a significant influence on word meanings. In linguistics, affixation refers to the process of adding affixes to a base word to form a new word with a different meaning. Affixes used in word formation include prefixes (prefixes), infixes (insertions), suffixes (suffixes), confixes, and combined affixes [22]. Affixation can alter the meaning of base words by adding new meanings



or modifying existing ones based on their function. Affixation can support the expression of ideas in a sentence, making it more complex, and clarify a person's actions [14]. However, the understanding of selecting affixation is often mistaken, especially concerning prefixes and suffixes [24]. The analysis of the function of affixation on word meaning uses data collected through documentation methods, such as photographs, and is then analyzed in a table to analyze affixation's impact on word meaning.

Table 1. Affixation Analysis of Word Meaning

No	Data	Group Type	Analisis	Affixation Function
1.	<p>“Rumah Kemenangan, Patriot Ganjar Pranowo”</p> 	Government	<p>The text " Rumah Kemenangan, Patriot Ganjar Pranowo " contains the affixed word " Kemenangan".</p> <p>The word "Kemenangan" comes from the word win which is given the confix (ke-an).</p>	<p>1) Winning</p> <p>This word contains the confix to-an, which functions to form or embody a concrete word.</p>
2.	<p>“Jaga diri dan keluarga anda dari Covid-19 dengan GERMAS (Gerakan Masyarakat Hidup Sehat)”</p> 	Government	<p>The text " Jaga diri dan keluarga anda dari Covid-19 dengan GERMAS (Gerakan Masyarakat Hidup Sehat)" contains the word " gerakan ".</p> <p>The word "Gerakan" comes from the basic word "Gerak" which is affixed in the form of a suffix (-an)</p>	<p>1) Gerak-an</p> <p>This word contains the suffix -an, which functions to indicate real activity.</p>

No	Data	Group Type	Analysis	Affixation Function
3.	“Gempur Rokok Legal, Pelanggaran Undang-undang Cukai”	Government	<p>The text " Gempur Rokok Legal, Pelanggaran Undang-undang Cukai " contains the word " pelanggaran " .</p> <p>The word " pelanggaran " comes from the basic word " langgar " which is given the affix of confik (per-an)</p>	<p>1) Pe-langgar-an</p> <p>This word contains the affix pe-an, where the affix shows the function of stating something.</p>
4.	<p>Selamat atas Pernikahan Mas Kaesang dan Mbak Erika.</p> 	Government (Code Mixing)	<p>The text " Selamat atas Pernikahan Mas Kaesang dan Mbak Erika" contains the word "Pernikahan".</p> <p>The word " Pernikahan" comes from the word "Nikah" which is given the affix of confik (Per-an).</p>	<p>1) Per-nikah-an</p> <p>This word contains the affix "an", where the affix has the function of expressing an event.</p>
5.	<p>Kepak Sayap Kebhinekaan, Puan Maharani</p> 	Political	<p>The text " Kepak Sayap Kebhinekaan, Puan Maharani" contains an affix, namely the word "Kebhinekaan " (standard form: "Kebhinekaan").</p>	<p>1) Ke-bhineka-an</p> <p>This word contains the affix Ke-an, where the affix has the function of expressing an attitude or ideology.</p>

No	Data	Group Type	Analysis	Affixation Function
			<p>The word "Kebhinekaan" comes from the basic word "bineka" which is affixed in the form of a confix (Ke-an)</p>	
6.	<p>Liburan Aman? ke Solo aja.</p> 	Promotion	<p>The text "Liburan Aman? ke Solo aja " contains the affix word "Liburan"</p> <p>The word "Liburan" comes from the basic word " Liburan " which is given the affix (-an).</p>	<p>1) Libur-an This word contains the affix -an, where the affix contains the function of forming an or activity.</p>
7.	<p>Bersatu Bersama untuk Indonesia.</p> 	Government	<p>The text "Bersatu Bersama untuk Indonesia" contains the words "United" and "Together".</p> <p>The word "Bersatu" comes from the word "satu" which is affixed in the form of the prefix (ber-). Meanwhile, the word "Bersama" comes from the basic word 'sama'</p>	<p>1) Ber-satu This word contains the prefix Ber-, where the affix has the function of forming a verb or adjective.</p>

No	Data	Group Type	Analisis	Affixation Function
			which has the prefix (ber-)	
8.	<p>Kami Siap Memajukan dan Mencerahkan Semesta</p> 	Government	<p>The text "Kami Siap Memajukan dan Mencerahkan Semesta" contains affixes, namely the words "Memajukan" and "Mencerahkan".</p> <p>The word "Memajukan" comes from the basic word "Memaju" which is affixed in the form of a suffix (-kan). While the word "Mencerahkan" Derived from the root word "Mencerah" which is given the affix (-kan).</p>	<p>1) Me-maju-kan This word contains an affix which functions to form a type of verb (from the basic word "maju") to bring out the object (the universe).</p> <p>2) Men-cerah-kan This word contains an affix which functions to form a type of verb (from the basic word "cerah") to give rise to an object (the universe).</p>
9	<p>Kredit Tabungan Deposito</p> 	Economic	<p>The text contains an affix, namely the word "Tabungan".</p> <p>The word "Tabungan" itself consists of the words Tabung and the affix -an.</p>	<p>1) Tabung-an In the word "Tabungan", the function of the affix -an is a stating function.</p>
10	<p>Perumahan Permata Selatan Solo Baru</p>	Promotin	<p>The text contains an affix, namely</p>	<p>1) Perumahan</p>

No	Data	Group Type	Analysis	Affixation Function
			<p>the word "Perumahan".</p> <p>The word "Perumahan" itself consists of the word "rumah" and the affix pe-an.</p>	<p>Fungsi imbuhan pe-an pada kata "Perumahan" adalah menunjukkan tempat atau lokasi.</p>
11	<p>Melayani: Service Dinamo dan Kelistrikan</p> 	Jasa	<p>The text contains an affix, namely the word "Kelistrikan".</p> <p>The word "Kelistrikan" itself consists of the word electricity and the affix ke-an.</p>	<p>1) Kelistrikan</p> <p>The function of the prefix ke-an in the word "Kelistrikan" is to indicate the function of stating a field or service.</p>
12	<p>Kurangi Kecepatan! Jalan Licin</p> 	Warning	<p>The text contains affixes, namely the words "Kurangi" and "Kecepatan".</p> <p>The word "Kurangi" itself consists of the word "Kurang" and the suffix -i.</p> <p>while "Kecepatan" consists of the word "Cepat" with the suffix Ke-an.</p>	<p>1) Kurangi</p> <p>The function of the affix in the word "Kurangi" is to show the function of the verb, namely showing an order to do something.</p> <p>2) Kecepatan</p> <p>The function of the affix in the word "Kecepatan" is to show the function of stating, namely</p>

No	Data	Group Type	Analysis	Affixation Function
				stating something.

b. The Benefits of Using Advertisements as a Learning Medium for the Indonesian Language

Advertisements are a medium used to convey information, messages, and promotions to the public in the form of text and visually appealing graphics. Moreover, advertisements are also beneficial as a medium for learning, including the learning of the Indonesian language. The utilization of advertisements as a learning medium has been extensively discussed in previous research, such as the study conducted by [10], titled "The Utilization of Advertisements as a Learning Medium for the Indonesian Language." The research discussed the use of advertisements as a medium for teaching the Indonesian language to elementary school students. The author explained that advertisements can be used to enhance the reading and writing skills of students. Furthermore, the study conducted by [2], titled "The Utilization of Advertisements as a Reading Learning Medium for the Indonesian Language for Early Childhood," explained that advertisements can be used as an engaging and effective learning medium because they can display images and words that capture children's attention. The study was conducted on 22 early childhood students using an experimental method, showing that the use of advertisements as a reading learning medium significantly improved the students' reading abilities. Advertisements are also effective in teaching the Indonesian language to students with hearing impairments. This is in line with the research conducted by [8], titled "The Utilization of Advertisements as a Learning Medium for the Indonesian Language for Deaf Children," which showed that the use of advertisements as a learning medium for the Indonesian language significantly improved the language abilities of deaf children. This is because advertisements can display images and words that can be interpreted through sign language. The results of the research [16] show that the affixation process in the speeches of MPBI students can be used as teaching material for the Indonesian language.

Based on previous research that discusses the benefits of advertisements as a learning medium for the Indonesian language, this research will also demonstrate the advantages and implementation of advertisements as a learning medium for the Indonesian language, focusing specifically on affixation or the addition of affixes to words. Affixation is the process of forming words by adding morphemes or parts of words to the beginning or end of a base word [4]. Based on the learning outcomes of the Merdeka Curriculum and the Merdeka Curriculum Teaching Materials, the topic of affixes is taught to fourth-grade elementary school students as part of the writing skills element. Teaching the subject of affixes to fourth-grade students using advertisement media can be done by considering the following guidelines:

1. The teacher can provide a brief explanation of the concept of affixes and their characteristics. It's important to keep the theoretical explanation concise and not overwhelming.
2. Offer real-life examples of affixed words. According to the constructivist theory, students build their knowledge and understanding through direct experiences and activities involving interaction with their environment and context. Therefore, the use of advertisement media can enhance understanding and engage students by inviting them to observe directly in the school environment, find advertisements,

and document text from the advertisements they discover. The teacher can also prepare teaching materials using digital media, such as a PowerPoint presentation containing advertisement images, to achieve the Merdeka Curriculum's goal of adapting technology.

3. Identify words containing affixes in advertisements. This activity can be done by asking students to find one of the affixes in the words in the text provided in advertisements (in the form of a PowerPoint presentation, for example). For example, find the "me-" affix in 10 advertisements available in the PowerPoint presentation or images. This is an initial exercise aimed at introducing students to affixed words. Furthermore, the use of advertisement media is appealing to students because advertisements contain engaging images and text. This activity is more effective when carried out in groups to facilitate interaction among peers, the teacher, and the teaching materials. Subsequent learning can be enhanced by introducing a variety of affixes or asking students to find hidden affixes in advertisements.
4. Collaboration between extracurricular and intracurricular subjects. Extracurricular learning refers to P5 (Pendidikan Pancasila dan Kewarganegaraan - Pancasila and Citizenship Education), and intracurricular subjects refer to the Indonesian language, using a project-based approach. After understanding the topic of affixes, students can be asked to create advertisements, such as posters, based on their creativity, incorporating words with affixes.

Formative assessment can be applied for learning affixation, using a rating scale method to assess students' understanding based on the exercises provided. The rating scale method can be divided into three components: "Good," "Adequate," and "Insufficient," based on the number of correct answers in the exercises completed by the students.

4. CONCLUSIONS

Based on the results of the discussion of the research objectives regarding the identification of affixation processes and the benefits of advertisements as a learning medium for the Indonesian language, it can be concluded that the meaning of words found in advertisements can be influenced by the type and function of affixes attached to them. The sequence of affixes, starting with the most frequently encountered in the data analysis, is combined affixes (confixes), followed by suffixes and prefixes. Affixes that were not found in the data analysis are infixes. Meanwhile, the benefits of using advertisements as a learning medium include: 1) improving reading and writing skills; 2) enhancing the reading skills of deaf children; 3) flexibility; 4) being engaging and interactive; 5) facilitating the delivery of affixation material; 6) enabling collaboration with extracurricular subject P5.

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