



Utilization of Advertising in Public Spaces as Material Teach Persuasion Text Material for Class XI Students

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Abstract. XXI century learning innovation is growing more rapidly. Teaching materials are one of the important components in learning success. Teaching materials are not always in the form of books but teaching materials can be developed into various media. Likewise with learning Indonesian persuasion text material that can be related to directive speech act theory and contextual learning that utilizes the surrounding environment to create meaningful learning for students. This study aims to: (1) know the basic theory of directive speech acts according to experts and the relationship between persuasion texts; (2) prove the relevance of advertisements in public spaces can be used as teaching materials for persuasion text materials; and (3) designing the concept of innovation of teaching materials for persuasion text materials for grade XI students. This research uses qualitative methods with a descriptive approach. Data sources are various types of advertisements in public spaces, such as banners, posters, running text, and billboards. The data is used to analyze the elements of persuasion and directive speech acts in his writing, then developed into teaching material concepts that can be used by teachers and students. Based on the research conducted, it is proven that there is relevance between the theory of directive speech acts, persuasion texts, and the development of teaching materials that are in accordance with the highly contextual learning patterns of the XXI century. In this study, a new theory was found that advertising media can be classified based on the content / context of the sentences delivered, such as about economics, health, state, and business. Meanwhile, in the development of teaching materials that are in accordance with the learning patterns of the XXI century, teachers are challenged to be more creative and innovative while still utilizing technology.

Keywords: Teaching Materials, Persuasion Texts, Directive Speech Acts

INTRODUCTION

The learning pattern of the XXI century is increasingly changing from traditional to conventional patterns. [1] and [2] stated that future learning should teach learners good character. Including the development of teaching materials that are increasingly varied. Teaching materials are a set of materials that contain learning material or content, such as ideas, facts, concepts, principles, rules, or theories that are covered in subjects. Teaching materials are the main component in learning [3]. Teaching materials can be in the form of textbooks, materials provided by the agency or institution concerned, materials compiled by the teacher himself, or even derived from things in the surrounding environment.

According to Jennifer Nicholas in [4] there are 4 principles of 21st century education, namely (1) instruction should be student-centered, (2) education should be collaborative, (3) learning should be have context, and (4) schools should be interated with society. Of the four principles in this study, researchers seek to integrate the third principle, namely conducting learning that empowers context. [5] Varied teaching materials will help students. [6]; [7]; [8]; & [9] Effective and easy-to-understand learning for students is needed at this time. Learning that empowers context needs to be linked to learners' daily lives. Teachers develop learning methods or models that allow learners to connect

with the real world. One of the learning models that can be integrated into subjects Indonesian Persuasive Text material for grade XI students is Contextual Teaching and Learning (CTL).

Contextual Teaching and Learning (CTL) is a holistic educational process and aims to motivate students to understand the meaning of the subject matter they learn by relating the material to the context of their daily lives (personal, social, and cultural contexts) so that students have knowledge or skills that can be flexibly applied (transferred) from one context to another [10] & [11]. This learning model was first put forward by John Dewey in 1916.

Persuasion text is a type of text that contains invitations, appeals, orders, prohibitions, or directions to readers with the aim of conforming to the views or actions desired by the author. In relation to persuasion texts, researchers find theories in pragmatic studies that are relevant to the learning material in question. The theory is about directive speech acts. [12] & [13] divides the variety of non-speech (TT) into five types, namely representative TT, directive TT, commissive TT, expressive TT, and declarative TT. The focus of discussion about directive TT is one type of speech act expressed by speakers with the intention of commanding, instructing, requesting, begging, inviting, to advise speech partners, so that they perform an expected action.

Teaching materials are needed in teaching and learning activities because they have an important function in learning. [14] & [15] The decline in student interest in learning must be found solutions with varied teaching materials. Teaching materials for teachers serve to direct all activities in the learning process as well as the substance of competencies that must be taught by students [16]; [17]; [18]; & [19] Various variations of teaching materials will help students in learning. Good teaching materials can help students to know, understand, and appreciate the material taught by the teacher. Therefore, teachers must be good at choosing teaching materials that are in accordance with the character of students in order to create interesting learning and can hone their thinking intelligence so that they have subtlety of feelings and social politeness, especially in the use of language.

Teaching materials have several characteristics that must be considered in their selection. The content of teaching materials must be appropriate and in accordance with the student's ability level. The language used should be easily understood by students. [20], [21]; & [22] Stating the teaching materials made by the teacher makes it easier for students. Teaching materials must be equipped with tools such as pictures, diagrams, or videos to facilitate student understanding. Teaching materials must have high adaptive power to the development of science and technology.

Departing from routine activities that must be carried out by the community every day, researchers found teaching media that utilize objects around the highway. These objects are outdoor advertising media such as billboards, banners, posters, billboards, to neon boxes. The teaching media was found by researchers along the streets of Surakarta City and its surroundings. These various advertising media are persuasive, which contain the meaning of invitation. Outdoor advertising media can be used as concrete evidence of integrating persuasive text material that can be seen directly by students in the midst of community activities. Not infrequently, the outdoor advertising media is one form of the results of technological developments so that it is relevant to 21st century learning.

Based on the background previously described, this study aims to: (1) find out the basic theory of directive speech acts according to experts and the relationship between persuasion texts; (2) prove the relevance of advertisements in public spaces can be used as teaching materials for persuasion text materials; and (3) designing the concept of innovation of teaching materials for persuasion text materials for grade XI students.

The content of teaching materials is developed based on the results of data analysis conducted by researchers and is associated with the theory of directive speech acts and persuasion texts. This research is a form of innovation carried out by researchers to inspire educators and can increase students' insight into pragmatic theory in linguistics. After learning, it is hoped that students can understand the theory of directive speech acts, make persuasion texts, and be able to hone skills through making posters that contain good invitation elements.

METHOD

This research is a qualitative research with a descriptive approach. According to [23] Qualitative research is research that intends to understand phenomena regarding what is experienced by research subjects such as behavior, perception, motivation, action, etc. Holistically and by way of description, the study was conducted in the form of words and language. Research occurs in a special natural context by utilizing various natural methods.

The subjects in this study are advertisements in public spaces in the Surakarta City area and its surroundings. The object of research analyzed is persuasion discourse in banners, posters, billboards, running text, and billboards. Data collection was carried out directly for one week by researchers by looking for various persuasion discourses in the form of advertisements in public spaces as mentioned earlier. After the data was collected, an in-depth analysis was carried out based on the theory of directive speech acts and associated with persuasion text material for grade XI students.

RESULTS AND DISCUSSION

Pragmatics is one of the branches of linguistics that examines the meaning of speech. [24] & [25] reveal that basically pragmatics is a branch of linguistics that studies how linguistic units are communicated to express the meaning (external meaning) behind a speech. [26] & [27] Pragmatics cannot be separated from the context of speech. Pragmatics is the study of the interpretation of speech based on the speaker's heaviness or views. [28] Good communication in speech will make it easier for speech partners to understand the content of speech. Therefore, pragmatics has the nature of subjectivity, interpersonal, and is related to psychological.

This study contains a discussion of one of the sub-discussions studied in the branch of pragmatics, namely about directive speech acts and their relation to persuasion text teaching material for grade XI students. For this reason, we will discuss the basic theory of directive speech acts according to experts and their relation to persuasion texts in order to trigger readers in understanding this research.

Basic Theory of Directive Speech Acts According to Experts and Their Relation to Text Persuasion

As mentioned earlier, [12] revealed that there are five types of speech acts, namely representative TT, directive TT, commissive TT, expressive TT, and declarative TT. First, a representative speech act is a speech act that to a certain degree binds the speaker to the proposition he expresses so that it can be stated falsely. Second, directive speech acts are one type of speech act expressed by speakers with the intention to command, order, request, beg, invite, and advise speech partners, so that speech partners perform an expected action. Third, a commissive speech act is a type of speech act to express a promise that the speaker will perform an action in the future. Fourth, expressive speech acts are *tutu* acts that describe the psychological or psychological situation of speakers in a certain situation, such as saying thank you, appreciating, apologizing, regretting, hoping, and so on. Fifth, declarative speech acts are types of speech acts that relate the content of speech to actual reality.

Furthermore, [29] again divided and expanded speech acts into: (a) assertive TT, (b) directive TT, (c) commissive TT, (d) expressive TT, (e) declarative TT, and (f) rogative TT. The six TTs are still grouped into the TT subsub. This is in line with the results of research conducted by [13] which proves that directive speech is more dominantly used by speakers in their speech. This shows that speakers tend to command when speaking. However, its use is not only in the form of utterance of commands, but consists of several other sub-sections.

When viewed from its essence, the theory of derivative speech acts has the same meaning as the concept of persuasion texts which broadly contain the meaning of invitations, orders, or speakers who expect an action to be carried out by the speech partner. [30] explains that persuasion texts are texts that contain solicitation or persuasion. Indirectly, this type of text conveys an invitation to the reader and listener. The statements in the persuasion text are useful for encouraging students to follow the wishes of the author.

An invitation in a persuasion text can mean an exhortation, exhortation, request, etc. to do something. Usually, a text that contains the meaning of invitation, is marked by the words *come*, *let's*, and other verbs characterized by the presence of particles *-lah*, *-kah*, and *-tah* written in conjunction with the word that precedes it.

The Relevance of Advertising in Public Space Can Be Used as Teaching Material for Persuasion Text Material

The second discussion contains the presentation of the analysis that has been carried out by researchers on the source of the data obtained. Based on the results of the analysis that has been done, most types of persuasion texts in public spaces are public service advertisements. Advertisements installed along the streets of Surakarta City aim to inform, promote, offer, and give an appeal to the community.



Advertising is a form of promotion for individuals, organizations, or companies to convey their vision and mission. In the ad text there are names of products, ideas, and services that can be profitable for users. An advertisement has a purpose, one of which is to inform, remind, and persuade consumers to take action on the advertised product/idea [31] In addition, [32] also explains that advertising is a text that is viewed as a production. Advertising is not only a medium of information, communication, and marketing, but also as a form of creation of a sign.




Table 1. Analysis Results Based on Classification of Persuasion Traits

No	Ad / Banner Image	Pragmatic Analysis	Classification
1	 <p data-bbox="261 705 719 831">"MARI BIJAK BELANJA UNTUK MENJAGA STABILITAS HARGA" (LET'S SPEND WISELY TO MAINTAIN PRICE STABILITY)</p>	<ul data-bbox="754 464 1038 751" style="list-style-type: none"> ●Inviting the public to be wise in shopping so that price stability is maintained. ●Appeal to the public to shop wisely according to their needs so that price stability is maintained for the welfare of the nation. 	<p data-bbox="1059 464 1348 806">Classification of forms of persuasion Included in the form of solicitation because the advertising image contains an invitation to the public to be wise in shopping by shopping as needed so that price stability is maintained.</p> <p data-bbox="1059 812 1348 1157">Classification of Advertising Aspects Included in the economic aspect because the advertisement is related to the basic needs of the community, namely shopping, by shopping wisely can help the country's economy.</p>
2	 <p data-bbox="296 1604 691 1665">"MARI TERTIB BERLALULINTAS" (LET'S ORDERLY TRAFFIC)</p>	<ul data-bbox="754 1167 1038 1577" style="list-style-type: none"> ● Appeal to road users to always have orderly traffic. ● Inviting the road user community to always obey all traffic rules in an orderly manner. ● Informing road users to be careful when traveling in an orderly manner for the safety of road users. 	<p data-bbox="1059 1167 1348 1512">Classification of forms of persuasion Included in the form of solicitation because the advertisement invites road users to be orderly in traffic according to applicable rules in order to create comfort in driving.</p> <p data-bbox="1059 1518 1348 1755">Classification of Advertisements Included in terms of statehood because the advertisement is related to legal statehood, namely the police field</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
3	 <p data-bbox="284 464 667 596"> <i>“Ayo jangan takut berdonor darah, BERDONOR DARAH ITU AMAN”</i> (Let's not be afraid to donate blood, DONATING BLOOD IS SAFE) </p>	<ul style="list-style-type: none"> • Inviting the public to participate in blood donation and do not need to be afraid to carry out blood donation activities. • Inform the public that donating blood is safe and good for health so that people do not need to be afraid to donate blood. 	<p>Classification of forms of persuasion Included in the form of solicitation because the advertisement contains an invitation to the public to donate blood and not be afraid to donate blood because it is safe and good for health</p> <p>Classification of Advertisements Including in terms of health because the invitation to donate blood is related to health. Blood donation benefits the health of donors and those who get blood donations</p>
4	 <p data-bbox="252 1262 699 1472"> <i>“Ayo Sampaikan.. PERTANYAAN, ASPIRASI, KRITIK & PENGADUAN ANDA MELALUI www.lapor.go.id”</i> (Let's convey.. QUESTION YOUR ASPIRATIONS, CRITICISMS & COMPLAINTS THROUGH www.lapor.go.id) </p>	<ul style="list-style-type: none"> • Inviting the community to dare to convey their human rights such as providing questions, aspirations, criticisms and complaints to the government • Calling on the whole community to provide human rights complaints such as • Provide questions, aspirations, criticisms and complaints through the web that has been provided by the government, namely www.lapor.go.id 	<p>Classification of forms of persuasion Included in the form of orders because the advertisement contains orders to the entire community to submit questions, aspirations, criticisms and complaints through the web, this is done for the convenience and welfare of the community.</p> <p>Classification of Advertising Facets Included in terms of statehood because advertising is related to the welfare of the general public about the aspirations / voices of the community that are needed for the benefit / welfare of the community.</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
5	 <p data-bbox="261 470 719 617">“BIASAKAN CUCI TANGAN PAKAI SABUN DENGAN AIR MENGALIR” (GET USED TO HAND WASHING USE SOAP WITH WATER FLOW)</p>	<ul data-bbox="756 228 1043 674" style="list-style-type: none"> • Inviting the public to get used to washing hands with soap with running water • Appeal to the community to get used to living healthy and clean by diligently getting used to washing hands • Tell you the 5 steps to wash hands with soap and running water 	<p data-bbox="1064 228 1353 569">Classification of forms of persuasion Included in the form of orders because the advertisement contains an appeal or order to the public to get used to washing hands with soap with running water so that health is maintained.</p> <p data-bbox="1064 575 1353 852">Classification of Advertisements Including in terms of health because the advertisement contains a healthy living order by washing hands with soap and running water.</p>
6	<p data-bbox="245 858 719 1010">“BELANJALAH SESUAI KEBUTUHAN, JANGAN MENIMBUN BARANG, JANGAN TAKUT BARANG LANGKA, PEMERINTAH MENJAMIN KECUKUPAN STOK BARANG”</p> <p data-bbox="245 1016 719 1163">(SHOP AS NEEDED, DO NOT HOARD THINGS, DO NOT BE AFRAID OF RARE ITEMS, THE GOVERNMENT GUARANTEES THE ADEQUACY OF STOCK OF GOODS)</p>	<ul data-bbox="756 858 1043 1409" style="list-style-type: none"> • .Appeal to the public to shop wisely such as shopping according to needs • Inviting the public not to hoard goods due to fear of scarce goods and inviting them to shop as needed • Informed that the government will ensure the adequacy of stock of goods, therefore the government asks the public to shop as needed and not hoard goods 	<p data-bbox="1064 858 1353 1136">Classification of forms of persuasion Included in the form of orders because advertisements contain commands to shop wisely such as not hoarding goods and shopping as needed.</p> <p data-bbox="1064 1142 1353 1472">Classification of Advertising Facets Including in the economic aspect because advertising is related to the economic needs of the community, namely the basic needs in shopping wisely and hoarding goods</p>
7	 <p data-bbox="261 1698 719 1845">“STOP HOAX BAGIKAN BERITA YANG BERMANFAAT BUKAN UNTUK MENYESATKAN” (STOP HOAX SHARE USEFUL NEWS NOT TO MISLEAD)</p>	<ul data-bbox="756 1478 1043 1883" style="list-style-type: none"> • Inviting to stop spreading Hoax news, namely information that is actually not true or false information that is made as if it is true • Appeal to the public not to spread hoax news • Invite to share or spread news that provides benefits not misleading news 	<p data-bbox="1064 1478 1353 1755">Classification of forms of persuasion Included in the form of persuasion for persuading the public not to spread hoax news or misleading news, and persuasion to spread useful news.</p> <p data-bbox="1064 1782 1353 1850">Classification of Advertisements</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
8	<p>“CEK DENDA TILANG HINDARI CALO & Tidak perlu datang ke PENGADILAN cukup akses https://tilang.pn-surakarta.go.id/ (CHECK TICKET FINES AVOID CALO & No need to come to COURT, just access https://tilang.pn-surakarta.go.id/)</p>	<ul style="list-style-type: none"> • Inviting the public to check the fines for their respective vehicle tickets • Urge the public to check ticket fines on the web and do not need to come directly to the court 	<p>Included in terms of statehood because advertisements are related to the state and the general public about not spreading hoaxes that can mislead the public.</p> <p>Classification of forms of persuasion Included in the form of advice because advertisements provide advice to check ticket fines and avoid scalpers, just access the available links do not need to come to court.</p> <p>Classification of Advertisements Included in terms of statehood because advertising is related to law or court.</p>
9	 <p>“UPGRADE APLIKASI BARU SEKARANG!” (UPGRADE NEW APPS NOW!)</p>	<ul style="list-style-type: none"> • Appeal to app users to upgrade new apps now • Invite the application user community to be able to upgrade their applications with new applications from now on. 	<p>Classification of forms of persuasion Included in the form of commands because advertisements contain requests or orders to upgrade new applications to the community.</p> <p>Classification of Advertisements Included in the business aspect because advertising is related to a company's business in the business field to run smoothly.</p>
10	 <p>“AKEH NGOMBE MBANTU NYUDO MRIANG. AQUA DULU 100% MURNI”</p>	<ul style="list-style-type: none"> • Inviting the public to increase drinking Aqua so that health is maintained and avoid illness, especially dehydration • Inform that Aqua comes from 100% mountain water and if people 	<p>Classification of forms of persuasion Included in the form of advice because the content of the advertisement gives advice to the public to drink lots of aqua to prevent disease.</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
	(DRINKING A LOT HELPS REDUCE CHILLS. AQUA FIRST 100% PURE)	often consume drinking water, especially Aqua, it can minimize illness	Classification of Advertisements Included in the business aspect because the advertisement promotes an item, which is 100% pure aqua so that many people are interested in buying.
11	 <p data-bbox="336 856 647 919">"LAPOR PAJAK HARI INI" (REPORT TAX TODAY)</p>	<ul style="list-style-type: none"> • Giving an appeal to the public to immediately report taxes • Inviting the public to immediately report taxes today 	<p data-bbox="1062 541 1342 747">Classification of forms of persuasion Included in the form of orders because advertisements contain orders to report taxes.</p> <p data-bbox="1062 783 1342 1094">Classification of Advertisements Including in terms of statehood because advertising is related to the government's appeal to report taxes for the convenience of the nation and state.</p>
12	 <p data-bbox="252 1402 703 1528">"TUBRUKERS, YUK NGOPI GADJAH!" (TUBRUKERS, LET'S DRINK GADJAH COFFEE!)</p>	<ul style="list-style-type: none"> • Inviting coffee connoisseurs, especially tubrukera to have coffee with Gadjah tubruk coffee • Inviting coffee connoisseurs, especially coffee lovers of Tubruk Gadjah to have coffee casually 	<p data-bbox="1062 1098 1342 1377">Classification of forms of persuasion Included in the form of solicitation because advertisements invite tubrukera or connoisseurs of tubruk coffee to drink elephant-branded tubruk.</p> <p data-bbox="1062 1413 1342 1724">Classification of Advertisements Included in terms of business because advertisements promote goods or products, namely elephant-branded tubruk coffee with the aim of attracting buyers.</p>
13		<ul style="list-style-type: none"> • Encourage the public to pay water and wastewater accounts on time 	<p data-bbox="1062 1728 1342 1902">Classification of forms of persuasion Included in the form of orders because the advertisement contains</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
	<p><i>“BAYARLAH REKENING AIR MINUM & AIR LIMBAH TEPAT WAKTU”</i> (PAY THE RIGHT DRINKING WATER & WASTEWATER ON-TIME)</p>	<ul style="list-style-type: none"> • Appeal to the public not to be late in paying drinking water and wastewater accounts 	<p>orders to pay for drinking water and wastewater accounts trpat time.</p> <p>Classification of Advertisements Including in terms of statehood because advertising relates to the government in paying water accounts on time for the good of the country.</p>
<p>14</p>	 <p><i>“GUNAKAN SABUK KESELAMATAN DAN HELM STANDAR”</i> (USE STANDARD SEAT BELTS AND HELMETS)</p>	<ul style="list-style-type: none"> • Appeal to the public, especially riders, to use standard seat belts and helmets • Invite drivers to obey traffic rules by following the rules, namely using seat belts and helmets 	<p>Classification of forms of persuasion Included in the form of orders because advertisements contain orders to road users to use safety belts and standard helmets for safety.</p> <p>Classification of Advertisements Included in terms of statehood because advertising is related to road traffic for the welfare of road users.</p>
<p>15</p>	 <p><i>“CEGAH CORONA DENGAN CUCI TANGAN PAKAI SABUN”</i> (PREVENT CORONA BY WASHING HANDS WITH SOAP)</p>	<ul style="list-style-type: none"> • Inviting the public to prevent the corona virus by getting used to washing hands with soap • Appeal to the community to jointly prevent and eliminate the corona virus with healthy living habits, one of which is by washing hands with soap with running water • Informing the public about steps to wash hands properly 	<p>Classification of forms of persuasion Included in the form of advice because advertisements provide advice to the public to prevent corona by diligently washing hands with soap.</p> <p>Classification of Advertisements Including in terms of health because the advertisement contains about preventing disease by washing hands with soap.</p>

No	Ad / Banner Image	Pragmatic Analysis	Classification
16	 <p data-bbox="252 428 715 667"> <i>“SAATNYA YANG MUDA YANG BERENCANA, TIDAK MENIKAH MUDA, TIDAK MELAKUKAN SEX BEBAS DAN TIDAK MENGGUNAKAN NAPZA”</i> (IT'S TIME FOR YOUNG PEOPLE WHO PLAN, DON'T MARRY YOUNG, DON'T HAVE FREE SEX AND DON'T USE DRUGS) </p>	<ul style="list-style-type: none"> • Appeal to young people to plan to have good future plans such as not marrying young, not having free sex and not using drugs • Inviting young people to become young people who have a good life plan and avoid promiscuity 	<p data-bbox="1059 226 1342 569"> Classification of forms of persuasion Included in the form of advice because advertising provides advice to the community, especially young people, not to marry young, not to have free sex and not to use drugs. </p> <p data-bbox="1059 611 1342 877"> Classification of Advertisements Included in terms of statehood because advertising is related to welfare and good life planning for young people. </p>
17	 <p data-bbox="252 1079 715 1205"> <i>“SALING MENGINGATKAN UNTUK KEBAIKAN BERSAMA”</i> (REMINDEACH OTHER FOR THE COMMON GOOD) </p>	<ul style="list-style-type: none"> • Encourage people to care for each other by reminding each other • Inviting the community to remind each other in terms of the common good, namely by reminding family, friends and anyone to wear masks and social distancing Tell the community that do not hesitate to remind each other for the common good 	<p data-bbox="1059 890 1342 1163"> Classification of forms of persuasion Included in the form of advice because advertising provides advice to the community to remind each other of the common good. </p> <p data-bbox="1059 1205 1342 1436"> Classification of Advertisements Including in terms of statehood because advertising is related to public welfare and for the common good. </p>

Covid-19 outbreak on Instagram Social Media ". This study explains that the language of persuasion has characteristics to invite, suggest, command, forbid, advocate, and expect. Previous research on the language of persuasion has also been conducted by [37]; [38]; & [39] entitled "Bahasa Persuasi Pada Iklan Pilkada tahun 2020 di Kalimantan Selatan" ("Language of Persuasion in 2020 Regional Election Ads in South Kalimantan"). This research explains that persuasion language is used to invite, command, plead, suggest, forbid, and persuade others to do something.

Referring to the results of relevant analysis and research, it can be concluded that the language of persuasion is persuasion, advice, invitation, and command to someone to do something. From the results of the analysis of advertising data in public spaces in the Surakarta City area and its surroundings, it can be classified based on the nature of persuasion, namely in the form of persuasion, suggestions, invitations, and orders. The following is a detailed table of the results of the classification of researchers based on the nature of persuasion.

Table 2. Classification of advertisements based on the nature of persuasion

Persuasion Properties	Count
Contains inducements	2
Contains suggestions	4
Contains a solicitation	4
Contains commands	7
Sum	17

Advertisements can contain information about public services and the promotion of products and services. Next, researchers classified the data based on the context of advertising in terms of economics, health, statehood, and business. The following is presented a table of evidence of classification or new discoveries according to researchers based on the context of the ad.

Table 3. Classify ads by context

Classification	Count
Economic context	2
Health context	4
Context of statehood	8
Business context	3
Sum	17

Based on the results of the classification above, the researcher concluded that advertisements in public spaces can be used as teaching materials for persuasion text materials. Because the data contains the nature of invitations, orders, suggestions, and persuasions in accordance with the language of persuasion. The text of persuasion contains material calls and orders to do something, this is in accordance with the language of persuasion in advertisements in public spaces. Public space advertising can be used as learning material in writing advertisements in accordance with the language of persuasion.

Concept of Teaching Materials Persuasion Text Material for Class XI Students

It is undeniable that many students tend to feel bored when participating in Indonesian learning in class because the true learning of Indonesian is not far from which text. One alternative solution to increase student attraction to learning activities that have been planned by the teacher, one of which is facilitated by a variety of interesting images. However, an interesting picture without supporting words to convey its meaning will also be difficult for students to understand. This is in line with the opinion according to [40] That learning media that is only in the form of images will certainly require other means in its delivery, namely in the form of words. [41] Learning media should be easy to understand. The application of image media in learning activities needs to involve text as a means of delivery.

In learning persuasion text material, poster media is suitable to be used to make it easier for students to understand the subject matter. Moreover, XXI century students are also familiar with posters in print and digital form. Just like advertisements in public spaces that students often see when traveling to or from school or other activities on the trips they do. With students reading various writings around them, they are indirectly learning persuasion text material. Until finally from the activity can produce a mindset that what is around him can be a medium to support learning also enters the long-term memory of students.

The ultimate goal of learning persuasion text material proposed by researchers is to make posters containing persuasion sentences by considering the criteria for good poster composition. The concept of teaching materials for persuasion text material can contain the presentation of material covering four topics, namely (1) introduction to persuasion texts, (2) directive speech act theory, (3) the benefits of advertising in public spaces for the community, and (4) tips on making good posters. The first to third topics can be quoted from explanations that have been reviewed previously by researchers.

[40] In compiling a good poster, there are several considerations that must be considered by students, such as choosing the right text, text placement, and the level of readability of writing by paying attention to the type and size of the font used.

The first thing to note is about choosing the right text. According to [40] The text used must be sufficient and able to be included in the poster media. The recommended text length takes up 25% of the entire poster. The sentences used must also be easy to understand, interesting, and still maintain the rules of courtesy. Second, the placement of text in posters is also important to consider. If the material to be delivered in the poster media does not prioritize text, the text in the poster should not be used as the center of attention. This is because posters tend to prioritize the main purpose to be conveyed. Text in poster media should be placed on the upper right side, or lower left and right. However, it does not rule out the possibility that the text can be used as the center of attention in the poster if the material presented requires the text to be used as the main focus in delivering the material.

Finally, to achieve good legibility criteria, the text in the poster should be displayed with appropriate fonts and have a good level of readability and placement effectiveness. In addition, the font size also greatly determines the readability level of the text in the poster. Therefore, in determining the type and size of the font in the poster, the size of the poster should be the main focus. Avoid using fonts that are too small or fonts that are difficult to read, and use a maximum of two fonts in one poster design. In addition to these three things, according to researchers, the selection of color combinations also needs to be considered. Students can use the color wheel to make it easier to choose colors that are comfortable on the eyes.

CONCLUSION

Based on the research conducted, it is proven that there is relevance between the theory of directive speech acts, persuasion texts, and the development of teaching materials that are in accordance with the highly contextual learning patterns of the XXI century. In this study, a new theory was found that advertising media can be classified based on the content / context of the sentences delivered, such as about economics, health, state, and business. Meanwhile, in the development of teaching materials that are in accordance with the learning patterns of the XXI century, teachers are challenged to be more creative and innovative while still utilizing technology.

This research is far from perfect and is only limited to delivering innovations based on the results of the researchers' analysis. This study has not been tested for its effectiveness in real terms if it is actually applied in schools.

For this reason, researchers / teachers still need to develop teaching materials that are structured in one unit and can be tested for effectiveness in learning Indonesian persuasion text materials for grade XI students.

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