



# The meaning of implications on banners and billboards in learning Class XII Ad Text

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## Abstract.

Studying ad text is an indispensable requirement. In order to achieve the learning objectives, one of which is the need for teaching materials that are in accordance with the understanding and development of students. With the large selection of advertising text teaching materials, an educator must be careful in choosing them. The method used is descriptive qualitative by not changing the data and the data is presented in detail. The purpose of this study is to expand learning media by linking posters, billboards, and banners so that students think more critically. The results of this study indicate that learning Indonesian advertising text can use the media that has been mentioned.

**Keywords:** advertising, learning, media

## 1. INTRODUCTION

Language is a communication tool used by societies worldwide in various forms such as units, words, word groups, clauses, and sentences expressed both orally and in writing (Wiratno, 2014). The use of language is divided into two types: spoken language and written language. Studies on language, conducted by Hidayati et al (2014), Rahmawati et al (2014), and Juniningsoh et al (2016), are related to the learning of the Indonesian language in elementary schools. When using language, whether spoken or written, we do not employ random words; instead, the words used form coherent sentences following established rules, resulting in well-constructed sentences that can convey ideas, thoughts, or feelings. In this research, the author will analyze one example of written language, namely advertising text (Kasmilawati & Agustina, 2019).

Advertisements can serve as marketing and communication media, allowing producers to promote their products. As informative tools, advertisements provide information about goods or services to the public, encouraging them to try or purchase the offered products or services. Advertisements can be categorized based on media and objectives. Based on the media used, advertisements can be classified into various types, including print ads, classified ads, column ads, advertorials, and display ads. Meanwhile, based on their objectives, advertisements can be commercial or non-commercial (public service announcements) (Rakhmanti, 2012). Media can also be utilized to enhance students' learning outcomes, as indicated by research conducted by Hidayat & Aji (2022), Sholihah et al (2021), Siregar et al (2022), and Lestari et al (2023).

In advertising texts, a specific language known as advertising language is used. Advertising language is also referred to as expressive and impressive language. Rismawati & Fadhila (2016) studied teachers' language in the 2013 curriculum, while Suwarti et al (2020), Ulfaeni (2017), and Adhiana et al (2022) developed media using the Indonesian language. Advertising language is expressive because the text contains messages presented in a way that

allows the audience or readers to understand the intended message. On the other hand, advertising language is considered impressive because unique expressions are created by advertising writers to convey their messages. Thus, in an advertisement, one often encounters language that is easy to remember and captivating to read or watch (Khoiria, 2020).

According to Tomagola (1998:333), advertisers have several objectives when composing each advertisement. These objectives include (1) capturing attention, (2) generating interest (in reading or listening to the advertisement), (3) stimulating curiosity, (4) creating belief (about the product or service), and (5) prompting action (to purchase and use the product or service). Considering that the function of advertising is to influence the audience to buy products or services produced by manufacturers, ad writers strive to exploit the potential of language to the fullest extent possible to achieve these goals. Therefore, it is not surprising that advertising language is dynamic, changing with the times.

In addition to being used to promote goods and services, advertisements can also serve as a learning medium, especially in the Indonesian language subject. In text-based Indonesian language learning, the following gradual steps are usually taken: understanding the text, understanding the text structure, analyzing the linguistic elements of the text, and comparing one text with another. When creating a text, students typically form sentences and write texts. Students are expected to be able to write advertising texts according to the rules learned earlier (Islahudin, 2019).

Advertising texts are a necessary requirement, as outlined in the 2013 curriculum for grade XII, specifically in core competencies (KI) 3 and 4. KI 3 involves "understanding, applying, analyzing, and evaluating factual, conceptual, procedural knowledge based on curiosity about technology, art, culture with insights into humanity, nationality, related to events in specific fields of study according to talents and interests in solving problems. On the other hand, KI 4 involves "managing, reasoning, and creating in the concrete domain with the development of what is learned in school creatively and effectively and being able to use methods and scientific principles" (Zarkasyi, 2017).

## **2. METHOD**

This article employs a qualitative descriptive research method. Sudaryono (in Rahayu & Wirawati, 2021) states that qualitative descriptive research is conducted without altering the data, and the data is presented in detail. This method is used to describe the findings of the obtained data. The data sources include written language found in advertisements, pamphlets, and banners. The data collection technique in this article uses documentation techniques, such as taking pictures of advertisements, pamphlets, and banners found on the street. After obtaining the data, the researcher focuses on data analysis and draws conclusions based on the findings. The analysis technique used in this research is descriptive analysis. The data processing in this article involves (1) carefully reading the text of the advertisements/posters, (2) identifying data according to pragmatic theory, (3) recording the results of this data identification, and (4) summarizing and discussing the analyzed data.

## **3. RESULT AND DISCUSSION**

If associated with the learning of the Indonesian language in schools, material on advertising texts can be applied to advertising education in senior high school (SMA), specifically in grade XII. Language learning in schools is emphasized for students from

elementary to secondary levels to improve their communication skills, both orally and in writing. Studies on elementary school learning were conducted by Nugroho et al (2023); Muhtarom & Andi (2022); Cahyati et al (2021); Widiyanti et al (2020); Aji & Riyanto (2019); & Purnanto & Mustadi (2016) regarding the improvement of students' language skills in elementary school.

Based on the analysis conducted, the obtained advertisements/banners can support the learning of advertising texts related to the information obtained through the implicature analysis of the sentences stated in the ads. Prayitno et al (2019) examined various comments on social media related to politeness. In addition to them, Riyanto (2016) & Prabawa (2010) examined how a statement in print media is viewed based on the intended message. By analyzing implicature in statements, the meaning and purpose of the disseminated advertisements/posters can be understood.

In the learning of advertising texts, it is not only about analyzing implicature in sentence parts but also about the use of words, even though there are no absolute conditions for the use of words and sentences in advertising texts. Sentence analysis with implicature studies can make the learning of advertising text material more critical in thinking because it can deduce the meaning of a sentence in an advertising text.

In connection with the learning of the Indonesian language in schools, especially in grade XII of the 2013 curriculum in advertising text learning. Indonesian language learning generally directs students to improve their communication skills, both orally and in writing.



Figure 1. Advertising 1

### Data 1

**Let's Build a Semarang District that is Self-Sufficient and Obeys Paying Regional Taxes and Levies**

*Ayo Membangun Kab.Semarang yang BERDIKARI Taati Bayar Pajak Dan Retribusi Daerah*

### Analysis:

In data number one, according to the slogan written, there is an abbreviation for the phrase "BERDIKARI" namely 'standing on your own feet' which is found in government advertisements where the advertisement is intended to encourage people to pay taxes with self-awareness. The purpose of this article is also to remind the public if there are people who have not yet paid their taxes and are in arrears.



Figure 2. Advertising 2

**Data 2**  
**Combat Illegal Cigarettes**  
*Gempur Rokok Ilegal*

**Analysis:**

In data number 2, we appeal to the public not to consume illegal cigarettes. Written in the advertisement “gempur rokok ilegal” the Semarang district government asks the public not to consume and destroy illegal cigarettes. From this sentence, perhaps many illegal cigarettes have been found and smuggled but they are still being continued and passed without being checked by the authorities. This applies not only to the general public, but also to customs officers who have the task of checking exported and imported goods that receive bribes for illegal cigarettes, and sensitize them not to repeat the same thing again.



Figure 3. Advertising 3

**Data 3**  
**E-PLO (Electronic Personal Loan) Credit for ASN only**  
*Kredit E-PLO (Electronic Personal Loan) Khusus ASN*

**Analysis:**

In data number 3, it is a banner promoting services where the banner is aimed specifically at ASN, borrowing will be made easier and faster if you use the “KREDIT E-PLO” service. Specifically for ASN so that they have their own borrowing channel, and are not mixed up with other customers.



Figure 4. Advertising 4

#### Data 4

**J&T Cargo "Bigger, More Economical" Can Send 2-Wheeled Vehicles (Motorcycles)**  
***J&T Cargo "Lebih Besar Lebih Ekonomis" Bisa Kirim Kendaraan Roda 2 (Motor)***

#### Analysis:

Data number 4 is a banner to promote services. Cargo in kbbi is large goods sent via ships, planes and other large vehicles. So it is aimed at people who want to send large loads of goods to J&T Cargo. Sending large goods is also more economical using the services of J&T Cargo rather than having to send them yourself to the destination which is considered to cost more money and energy. If you use this service, people just have to wait and receive information when the goods have arrived.



Figure 5. Advertising 5

#### Data 5

**Whatever Money You Need, Cendrawasih 5 Minutes Disbursed**  
***Berapapun Kebutuhan Duwitnya Cendrawasih 5 Menit Cair***

#### Analysis:

Data number 5 is a poster that promotes money lending services to the public at KSP Cendrawasih with any loan amount and the process of disbursing funds is very fast so that people can be tempted by the advertisement. If someone wants to borrow a large amount of money, it usually takes a long time for the money to be disbursed, but if you borrow from

Cendrawasih with any amount, the disbursement of the funds will not take a long time, in fact, just wait 5 minutes and it will be disbursed immediately.



Figure 6. Advertising 6

#### Data 6

#### Cheap Clothing Market Half Price

#### *Pasar Sandang Murah Separo Harga*

Analysis :

Data number 6 is a banner promoting a clothing bazaar ranging from robes, mukenas, t-shirts, trousers, even shoes at only half price so that all levels of society can buy them. By holding a half price discount, people will be more enthusiastic about getting clothes at lower prices than usual.



Figure 7. Advertising 7

#### Data 7

#### Support the COKLIT Program, for voter accuracy. Be a Smart Voter!! Identity Politics.. No

### ***Dukung Program COKLIT, Untuk Akuratisasi Pemilih Jadilah Pemilih Cerdas!! Politik Identitas.. No***

#### **Analysis :**

Data number 7 is a banner that appeals to the public to support the coklit program. Coklit itself is matching and research in collecting data on people who are voters carried out by a committee. This banner was created because soon there will be a general election for presidential candidates in 2024, the writing urges voters to choose intelligently, according to their individual choices, and not to be tempted by identity politics which is only a form of use to get votes, choose whichever one you like. worthy of being a leader.



**Figure 8. Advertising 8**

#### **Data 8**

#### **Save Democracy, Overthrow Oligarchy**

#### ***Selamatkan Demokrasi, Tumbangkan Oligarki***

#### **Analysis :**

Data number 8 is a banner that shows society to try to prevent oligarchic politics. Oligarchy itself is a form of power, where this power is in the hands of a few people or certain groups. As the general election for presidential candidates in Indonesia approaches, many banners are calling out to the public to continue upholding democracy in this country.



Figure 9. Advertising 9

### Data 9

#### Salatiga, Culture Order Traffic. Anti Exhaust Is Not Standard

*Salatiga, Budayakan Tertib Lalu Lintas. Anti Knalpot Tidak Standar*

#### Analysis:

Data number 9 is aimed at the people of Salatiga to use standard exhausts and be orderly in traffic. This reminds users of non-standard exhausts with loud noises that make other residents feel disturbed, that if they do not comply with the applicable regulations, Salatiga residents who violate them will definitely be punished.



Figure 10. Advertising 10

### Data 10

#### Happy Eid Al-Fitr 1 Shawwal 1444H

*Selamat Hari Raya Idul Fitri 1 Syawal 1444H*



**Analysis:**

District Leadership Council of the United Development Party Branch. Semarang wishes the people of Semarang Regency a happy Eid al-Fitr. The billboards were installed to coincide with Eid al-Fitr 2023, in order to represent the Semarang Regency Branch Leadership Council to pray and apologize for the 2023 holiday.



Figure 11. Advertising 11

**Data 11**

**Present for the People, Devoted to the Country**

*Hadir Untuk Rakyat, Berbakti Untuk Negeri*

**Analysis:**

TNI General Moeldoko, as the Indonesian presidential chief of staff, was present to serve in developing the country for the people. He is present as the presidential chief of staff from the people and for the people by carrying out his duties to serve Indonesia through his vision and mission.



Figure 12. Advertising 12

**Data 12**

**Don't vote for me, I won't vote because I'm waiting for angkringan**

**Jangan Pilih Saya, Saya Tidak Nyaleg Karena Saya Tunggu Angkringan**

### Analysis:

The poster promotes his angkringan business by making a banner like a government program. This banner can attract the interest of people who see it. People who see and want to know what an angkringan is like will definitely look for a location and buy various foods and drinks and make sellers sell well thanks to the banners they make. Angkringan itself is a push cart for selling various kinds of food and drinks on the side of the road.

### 4. CONCLUSION

The use of posters on the streets for learning advertising texts can be used as a learning medium. By using these posters, students can study various materials included in advertising texts, namely understanding the meaning of the poster they get, being able to identify the type of poster they get, knowing what is featured in the poster. In the research carried out, researchers received many posters related to the government. Almost every place where posters/billboards are placed is dominated by politics and the government. By using street poster media, students can increase awareness of the posters placed around the street and can learn Indonesian and make their minds more critical in understanding the lessons learned.

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