



Persuasive Directive Speech Acts in Nusantara Culture Banner and Implications for Indonesian Language Learning

Khaafidhatul Kalaamiyah¹, Berlianing Megarizkiand¹, Marista Bela Octaviana¹,
Harun Joko Prayitno^{1*}, Duwi Saputro¹, Tenny Murtiningsih², Fathul Zannah³, Nani
Solihati⁴, Abdul Halim Ali⁵

¹Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

²Faculty of Teacher Training and Education, Universitas Muhammadiyah Banjarmasin, Banjarmasin, Indonesia

³Faculty of Teacher Training and Education, Universitas Muhammadiyah Palangka Raya, Palangka Raya, Indonesia

⁴Faculty of Teacher Training and Education, Universitas Muhammadiyah Prof. Dr. Hamka, Jakarta, Indonesia

⁵Faculty of Language and Communication, University Pendidikan Sultan Idris, Tanjungmalim, Malaysia

*Corresponding email: harun.prayitno@ums.ac.id

Abstract. One of the information received by students is culture. Introduction to culture can be conveyed through banners with the theme of Indonesian culture. A poster or banner certainly has an implied meaning in a sentence on the poster or banner. The method used in this research is descriptive qualitative. The object of this research is the meaning of implicatures in cultural banners on the internet. In this research, the data collection technique used was the note-taking technique. The data that has been collected is then analyzed through pragmatic studies. The results of this research show that there are two types of speech forms based on the principle of directive persuasive speech acts, namely (1) Directive Persuasive Speech Acts ordering, and (2) Directive Persuasive Speech Acts inviting. This research links the meaning of directive persuasive speech acts on banners or posters of Indonesian culture as teaching material for poster texts in class VIII junior high schools with KD 3.3 Identifying information on advertising texts, slogans or posters (which make you proud and motivate) from various sources that are read and heard. KD 4.3 Summarize the contents of advertisements, slogans or posters (proud and motivational) from various sources. Based on previous research, this research is novel, namely analyzing the meaning of Indonesian cultural banners. In the Indonesian culture banner, there are many persuasive meanings that are directive to the reader, so it is very interesting to research and use as teaching material for class VIII poster texts.

Keywords: Speech Acts, Culture Banner, Directive Persuasive.

INTRODUCTION

The importance of information in everyday life requires us to be able to convey information clearly and interestingly to everyone, so that there are no misinterpretations in the process of receiving information (Riani, 2017). This is in line with the opinion of Ainiyah (2018) that information is an important aspect in learning. Technological advances make it easy for information to spread quickly. Everyone needs information to communicate between people. With information, of course it will be easier for humans to communicate with each other. In order for information to be received well, you must communicate well too. The best means of communication is through language. This opinion is reinforced by Purnomo and Atiqa (2020: 35) that the most important means is language. One type of information that exists in society is the discourse of banners and billboards. Banners are a type of printed communication media that provides information to the general public. This opinion is reinforced by Rumatna (2020) that banners mean cloth that contains slogans, propaganda or news that needs to be known to the public. Meanwhile, Utami (2018) stated that billboards are publications that are exaggerated in size to attract public attention, usually with large images and installed in public places. According to Rahman, (2018) banner media is a medium for informing

and promoting a product. Banners and billboards are considered quite effective as learning media because they can convey a variety of information and are easy for students to see.

One of the information received by students is culture. Introduction to culture can be conveyed through banners with the theme of Indonesian culture. Therefore, the meaning of these cultural banners is worthy of research. The meaning of a banner can of course be connected to learning, especially Indonesian language learning. Banners and billboards can improve the quality of learning for students. This is supported by the opinion of Subakti, (2021) explaining that the use of banner media can make it easier for students to carry out the learning process because the language used is easier to understand, more interesting and has a relatively wide reach. According to Festiawan (2020) Learning is an activity of organizing, providing guidance, integrating the environment around students so that it can improve and motivate students to carry out the learning process. Learning can be developed using various interesting media, so that it can be packaged into an effective learning model.

A poster or banner certainly has an implied meaning in a sentence on the poster or banner. One of the meanings on the poster or banner can influence the people who read it or is called a persuasive meaning. This is in line with (Megawati, 2017) that persuasive speech acts in question contain speech to invite, ask and influence the speech partner to do something, but only to influence them, but the speech acts used in writing sentences on posters or banners are also able to influence readers to do something. something. Speech acts that influence or order other people to do something are called directive speech acts.

As stated by (Winda, 2018), a directive speech act is a speech act carried out by the speaker with the intention of getting the listener to carry out the action mentioned in the speech, for example ordering, begging, and challenging. A poster or banner will definitely have meaning in every sentence, both persuasive and directive. The meanings of persuasive and directive are continuous because they both influence and invite someone to carry out the speech spoken or written by the speaker. Persuasive directive speech acts in a poster or banner can be analyzed for their meaning and can be used as very interesting teaching material, of course in Indonesian language subjects. In this way, it can be seen that the meaning contained in a poster or banner contains meaning and has a different purpose.

Research on the meaning of banners has been carried out by many researchers, including Purnomo and Atiqa (2020). Furthermore, similar research was carried out by Sulistriyani and Kuntoro (2020) entitled "Analysis of Persuasive Discourse to Motivate Yourself in Online Learning Covid-19 Posters for Class 6 Students of Al Mujib Sd Al Irsyad Al Islamiyyah 02 Purwokerto". Research on guard speech acts was researched by Rahayu and Danik (2021) entitled "Tour Actions in the Instagram Account @kata2bijak and Their Relationship to Teaching Materials in Class VIII Middle Schools". Then other relevant research was also researched by Prasanti (2018) entitled "Directive Speech Acts of Advertising Texts in the February 2018 Edition of the Solo Post Newspaper and Their Implementation in Language Learning in Class VIII Middle Schools.

The theory of directive speech acts that is in accordance with the data we have examined is according to Searle's theory, as seen from one of his famous works, *Speech Acts: An Essay in the Philosophy of Language* (1969). Searle focuses on the nature of language, the rules of speaking words, and the method or process of conveying which can have a certain meaning, he explains the Speech Act theory more systematically than Austin. Speech Act or what in Indonesian is called a speech act, is a theory which assumes that the meaning of linguistic expressions can be explained by following the rules that apply when carrying out speech acts, such as admonishing, asserting, commanding, calling, claiming, promising, questioning, requesting, warning.

Based on previous research, this research is novel, namely analyzing the meaning of Indonesian cultural banners. In the Indonesian culture banner, there are many persuasive meanings that are directive to the reader, so it is very interesting to research. This novelty links the meaning of directive persuasive speech acts on banners or banners of Indonesian culture as teaching material for poster texts in class VIII junior high schools with KD 3.3 Identify information on advertising texts, slogans or posters (which make you proud and motivate) from various sources that are read and heard. KD 4.3 Summarize the contents of advertisements, slogans or posters (proud and motivational) from various sources. From this research teachers can use it as knowledge, add material, and can be used to analyze the meaning of a poster or banner.

METHODS

This research is a qualitative descriptive study. The data source used is the meaning of sentences in cultural banners. The data source for this research is cultural themed banners. The object of this research is the meaning of implicatures in cultural banners on the internet.

Data collection techniques are used to collect data or information aimed at supporting research. In this research, the data collection technique used was the note-taking technique. The data that has been collected is then analyzed through pragmatic studies. This analysis was then processed based on the meaning of the implicatures contained in the cultural themed banners.

This research focuses more on the form of sentence implicatures that occur as a result of violations of the principle of cooperation. Presentation of data analysis results in informal form. This presentation is a form of presentation using sentences or words that are informal and easy to understand (Yessinta, 2020).

RESULTS AND DISCUSSION

Types of Directive Persuasive Speech Acts in Indonesian Cultural Posters

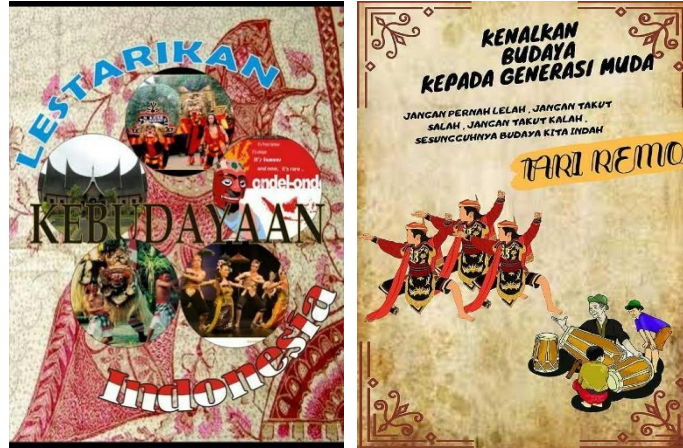
The results of this research show that there are two types of speech forms based on the principle of directive persuasive speech acts, namely (1) Directive Persuasive Speech Acts ordering, and (2) Directive Persuasive Speech Acts inviting. Some of the results obtained are as follows:

Table 1. Sentences in Posters or Banners.

No.	Sentence	Meaning
1.	Lestarkan Kebudayaan Indonesia	The poster tells people to preserve the culture that exists in Indonesia.
2	Kenalkan Budaya Kepada Generasi Muda Jangan Pernah Lelah, Jangan Takut Salah, Jangan Takut Kalah, Sesungguhnya Budaya Kita Indah	<ul style="list-style-type: none"> • Urge the community to introduce and teach the younger generation. • Encourage the younger generation to get to know and learn about Indonesia's very beautiful and diverse culture.
3	Ayok Berbarengan Nguri-uri Budaya Jawi Kanthi Tansah Setiti "Dadi Wong Ojo Ilang Jawane"	The poster invites us to work together to preserve Javanese culture.
4	Mari Lestarkan Kebudayaan Nusantara "Kebudayaan Nusantara yang beragam, adiluhung, dan sangat kaya kearifan lokal menjadi kepribadian bangsa dan modal untuk meraih kemajuan".	The poster invites the public to always preserve Indonesian culture.

a. Persuasive Speech Act Directive Commanding.

According to Panditung, A. et., al (2021), the speech act of ordering occurs because the speaker wants the interlocutor to carry out what is said. Commands are absolute because the person speaking is committed to doing what the speaker orders. Commanding speech acts can take the form of words in the form of commands, commands or rules from the speaker.



Picture 1. The form of persuasive speech acts in the directive category can be seen in the following data:

(1) “Lestarkan Kebudayaan”

Data (1) "Lestarkan Kebudayaan" based on pragmatic meaning has the meaning of telling readers to preserve the culture that exists in Indonesia. The persuasive speech act of this directive is shown in the word "Lestarkan". This data is included in the category of persuasive speech acts in the directive category with data that shows an order by using the word "preserve" as a marker for the order in the speech act. The utterance shows that the utterance is a form of persuasive speech act in the category of direct command. This is based on the speaker's meaning of persuading the audience with speech that shows telling the reader or audience to always preserve culture in Indonesia.

(2) “Kenalkan Budaya Kepada Generasi Muda Jangan Pernah Lelah, Jangan Takut Salah, Jangan Takut Kalah, Sesungguhnya Budaya Kita Indah”

Data (2) "Kenalkan Budaya Kepada Generasi Muda Jangan Pernah Lelah, Jangan Takut Salah, Jangan Takut Kalah, Sesungguhnya Budaya Kita Indah" based on pragmatic meaning means telling the younger generation to participate in preserving traditional dance culture. This directive persuasive speech act is shown in the words "introduce culture". This data is included in the persuasive speech act category in the directive category with data that shows an order by using the word "Kenalkan" as a marker for the order in the speech act. The utterance shows that the utterance is a form of persuasive speech act in the category of direct command. This is based on the speaker's meaning of persuading the audience with speech that shows telling the reader or audience to always preserve culture in Indonesia, especially traditional dance.

Inviting Directive Persuasive Speech Acts

The speech act of inviting is a speech act that intends to make what the speaker says can be done by the person speaking. Inviting means that the speaker also does what he says, so that the speaker and the interlocutor carry out similar actions. (Panditung, A. et., al 2021).



Picture 2. The form of persuasive speech acts in the directive category can be seen in the following data

(3) “Ayok Berbarengan Nguri-uri Budaya Jawi Kanthi Tansah Setiti "Dadi Wong Ojo Ilang Jawane”

Data (3) " Ayok Berbarengan Nguri-uri Budaya Jawi Kanthi Tansah Setiti "Dadi Wong Ojo Ilang Jawane" based on pragmatic meaning shows an invitation to readers to work together to preserve culture forever. This directive persuasive speech act is shown in the words "come on together". This data is included in the persuasive speech act category in the directive category with data that shows an invitation by using the words "Come on together" as an invitation marker in the speech act. The speech above shows that this speech is a form of persuasive speech act in the category of inviting directives. This utterance is categorized as a form of persuasive speech act in the directive inviting category, because this utterance means the speaker is persuading the audience. Speech that shows persuasion using the directive category of inviting speech can be seen in the let's speech

(4) “Mari Lestarikan Kebudayaan Nusantara”

Data (4) " Mari Lestarikan Kebudayaan Nusantara" The culture of the archipelago is diverse, noble and very rich in local wisdom, becoming the nation's personality and capital for achieving progress." diverse, noble and very rich in local wisdom to become the nation's personality and capital to achieve progress. This directive persuasive speech act is shown in the words "let's preserve". This data is included in the persuasive speech act category in the directive category with data that shows an invitation by using the word " come" as an invitation marker in this speech act. The speech above shows that this speech is a form of persuasive speech act in the inviting directive category because this speech means the speaker is persuading the audience.

Implications for Indonesian Language Learning in class VIII SMP

Learning is an activity that is structured by combining various elements. Language is used to convey information in learning. Indonesian language learning emphasizes four basic skills of students, reading, writing, listening and speaking skills. In learning, teaching materials are used as tools or devices used to support learning activities.

Indonesian is a very important subject in society. One of the materials studied in Indonesian lessons is identifying information on posters. Learning Indonesian cannot be separated from KI and KD. In learning, KI functions as an element arranged in a learning document, while KD or basic skills are the capacity of each subject for each class derived from basic skills. Regarding KI and KD into one language learning, this research has implications for Indonesian literary linguistics at the junior high school (SMP).

Learning Indonesian is implied by identifying information in accordance with KD Development 3.3 Identifying information on advertising texts, slogans or posters (which make you proud and motivate) from various sources that you read and hear. KD 4.3 Summarize the contents of advertisements, slogans or posters (proud and motivational) from various sources.

CONCLUSION

Introduction to culture can be conveyed through banners with the theme of Indonesian culture. Therefore, the meaning of these cultural banners is worthy of research. The meaning of a banner can of course be connected to

learning, especially Indonesian language learning. Banners and billboards can improve the quality of learning for students. A poster or banner certainly has an implied meaning in a sentence on the poster or banner. One of the meanings on the poster or banner can influence the people who read it or is called a persuasive meaning.

A poster or banner will definitely have meaning in every sentence, both persuasive and directive. The meanings of persuasive and directive are continuous because they both influence and invite someone to carry out the speech spoken or written by the speaker. This research aims to analyze the meaning of Indonesian cultural banners. In the Indonesian culture banner, there are many persuasive meanings that are directive to the reader, so it is very interesting to research.

This research links the meaning of directive persuasive speech acts on Indonesian cultural banners or banners as teaching materials for poster texts in class VIII junior high schools with KD 3.3 Identifying information on advertising texts, slogans or posters (which make you proud and motivate) from various sources that are read and heard. KD 4.3 Summarize the contents of advertisements, slogans or posters (proud and motivational) from various sources. From this research teachers can use it as knowledge, add material, and can be used to analyze the meaning of a poster or banner. This research has the novelty of analyzing the meaning of Indonesian cultural banners.

In the Indonesian culture banner, there are many persuasive meanings that are directive to the reader, so it is very interesting to research. This novelty links the meaning of directive persuasive speech acts on banners or banners of Indonesian culture as teaching material for poster texts in class VIII junior high schools with KD 3.3 Identify information on advertising texts, slogans or posters (which make you proud and motivate) from various sources that are read and heard. KD 4.3 Summarize the contents of advertisements, slogans or posters (proud and motivational) from various sources. From this research teachers can use it as knowledge, add material, and can be used to analyze the meaning of a poster or banner. This research focuses more on the form of sentence implicatures that occur as a result of violations of the principle of cooperation. Presentation of data analysis results in informal form. The results of this research show that there are two types of speech forms based on the principle of directive persuasive speech acts, namely (1) Directive Persuasive Speech Acts ordering, and (2) Directive Persuasive Speech Acts inviting.

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