



# Imperative Speech Acts on Billboards and Banners and Their Relevance to Teaching Materials in Junior High School

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## Abstract

This study aims to 1) describe the forms of imperative speech acts found on banners and billboards, and 2) identify their relevance as junior high school teaching materials. The method used in this research is descriptive method with a qualitative approach. The data source used comes from banners and billboards. Data collection techniques used are note-taking techniques and documentation techniques. The analysis technique in this research is descriptive technique. The findings obtained are 1) there are forms of speech acts on banners and billboards that are on the road in the form of a) imperative speech acts meaning invitation totaling 3 speech, b) imperative speech acts meaning orders totaling 3 speech, c) meaningful speech acts appealing totaling 1 speech, d) meaningful speech acts congratulating totaling 4 speech, and e) meaningful speech acts persuasion totaling 3 speech. 2) there is relevance to SMP teaching materials, namely the text of posters and advertisements listed in KD 3.3 and 4.3 in the 2013 curriculum.

**Keywords:** imperative speech acts, banners, billboards, teaching materials, and junior high

## 1. INTRODUCTION

The symbol system of speech sounds, known as language, is used by people to communicate. Even humans who cannot speak still use language because language is a tool used to convey thoughts, feelings, desires, and actions. In addition, language is also used as a tool to influence and influence (Suryatin, 2016). In the field of linguistics there is a branch of science that studies the use of language in certain communication situations known as pragmatics. Pragmatics focuses on how language is used in communication and how context determines meaning, rather than something abstract in communication (Hardini, 2015).

Written language is a form of language expressed through written media. Written language can be found in community settings such as notice boards, letters, and advertisements that aim to provide information to readers. If the reader understanding the messages contained in these notice boards, letters, and advertisements, communication has been established. In this communication, there is a speech act carried out by the speaker. Speech acts are individual symptoms that have a psychological nature and always involve speakers and interlocutors who have language skills and involve things that need to be talked about (Yuliasri Simarmata & Hartati, 2021). One form of written language is through imperative speech found on banners and billboards.

Imperative speech acts are forms of speech that have the intention of commanding or asking the speech partner to obey the wishes of the speaker (Iswari et al., 2023). A sentence that is intended to command is a sentence that tells the speech partner (Mhd. Virzha Nafandri Utama et al., 2021). Imperative sentences in Indonesian range from very harsh or rude orders to very subtle and polite pleas (Thamimi & Wiranty, 2019). In conveying imperative sentences, many things must be

considered, namely in which imperative sentences are used, in what situations imperative sentences are used, the relationship between speakers and interlocutors when imperative sentences are used, and the response of interlocutors to imperative sentences delivered by speakers (Amral & Ulfah, 2020).

Imperative speech action includes: (a) imperative speech means order, (b) imperative speech means prohibition, (c) imperative speech means imperative speech, (d) imperative speech means hope, (e) imperative speech means call, (f) imperative speech means call and hope, (g) imperative speech means encouragement (Hibatullah et al., 2023; Sanyya et al., 2020). In Indonesian the form of pragmatics, imperatives are not always imperative sentences, but can take the form of declarative sentences and interrogative sentences (Handayani, et al, 2019).

Today, along with the times, many people use media as a means to communicate. This needs to be done because it is an easy and efficient method. One example of media that is often used in everyday life is banners or billboards (Fauzi et al., 2019). Banners are cloths that are used as media to display slogans, propaganda, or information that needs to be known by the public. Banners and billboards are widely used by the public to provide information, express feelings, convey ideas, persuade someone, provoke, and convey certain intentions. Banners and billboards also often use interesting, creative, unique, and provocative language. The language used on the banner not only contains data, but also serves to influence its readers. In addition, the color selection is also adjusted to the speaker's purpose to attract attention from the listener (Novita Sari et al., 2022).

Apart from being a means to communicate, billboards can also be used for teaching materials. Teaching Materials are collections of learning materials that are systematically organized and taught in a way that encourages students to develop certain skills. When teaching materials are not used in classroom learning, teaching materials only serve as student handles (Magdalena, et al, 2020). To support learning activities in elementary schools, the government has published teaching materials that are divided into two categories, namely teacher books and student books. The teacher's book serves as a teacher's manual to guide learning activities in class, while the student book contains a set of activity materials and instructions that must be completed by students (Saidah & Damariswara, 2019).

As the national language of Indonesia, Indonesian is less than optimally used in society. This designates one of the most important academic subjects that every student in Indonesia should study. Starting from elementary school, junior high school, senior high school, and continuing up to the college level, Indonesian studied. Learning Indonesian includes listening, writing, reading, and speaking skills (Pradana et al., 2022). To achieve these skills requires an effective, innovative, efficient, and not monotonous learning process, so that the subject matter can be understood by students well (Ami, 2021).

Research relevant to this study discusses imperative speech acts, namely Sanyya et al. (2020); Permana et al., (2021); Sari, Fitri (2022); Gozali (2020), Handayani, N. (2019); Kartanegara, I wayan et. al. (2021); Harziko et. al. (2023); Aulia, jamil,et.al. (2019). One of the things that will be explained is the research conducted by Evana Sanyya, Leli Triana, Syamsul Anwar (2020) entitled "Tindak Tuter Imperatif dalam Caption Akun Teladan Rasul di Media Sosial Instagram dan Implikasinya Terhadap Pembelajaran Bahasa Indonesia" (Imperative Speech Acts in the Caption of the Apostle's Exemplary Account on Instagram Social Media and Implications for Learning Indonesian). The similarity between this study and previous research is that both examine imperative speech acts. The difference between this research and previous research is in the object of research, this research uses billboards and banners, while previous research uses Instagram account captions. The next difference is the relationship with Indonesian learning, in this study it is associated with learning Indonesian junior high school. While previous research Indonesian high school learning.

The objectives of this study are 1) describe the form of imperative speech acts on banners and billboards on the street, and 2) identify its relevance as teaching material in junior high schools.

## 2. METHOD

This research uses a qualitative approach with a descriptive method. According to Moleong (dalam Sanyya, et al., 2020), Qualitative research is research that describes the situation that the subject is experiencing in the form of ideas, opinions, actions, descriptions, details and by describing it in words and language in a specific context, perhaps by using various existing methods. The descriptive method is used to describe the findings of speech acts on billboards (Negara et al., 2022). According to Moleong in (Thamimi & Wiranty, 2019) In the descriptive method the data collected can be in the form of notes, interview manuscripts, videos, photos, personal documents, memos, and other official documents.

The source of data in this study is in the form of speech contained on billboards and banners. Data collection techniques in the form of recording techniques and documentation techniques. The recording technique is in the form of recording the findings that have been obtained. Documentation techniques in the form of photos of billboards and banners. This research data is in the form of speech contained on billboards and banners containing elements of economy, government, and politics in the Surakarta area. Data analysis techniques in this study use descriptive techniques, namely describing speech on billboards and banners containing imperative speech acts.

## 3. RESULT AND DISCUSSION

Speech acts are used to reinforce language expressions well when related to the context situation in which the expression occurs (Harziko et al., 2023). According to Rahardi (2005) imperative speech includes a) speech means order, b) speech means errand, c) speech means request, d) speech means application, e) speech means insistence, f) speech means persuasion, g) speech means imbauan, h) speech means crossing, i) speech means call, j) speech means permission request, k) speech means permitting, l) speech means prohibition, m) speech means hope, n) speech means bait, o) speech means congratulation, p) speech means organizing, q) speech means ngelulu. Imperative sentences are referred to as a form of a sentence that means an order or request that a person or opponent of speech do what the speaker wants (Fitria Sari et al., 2022; Iswari et al., 2019b).

### 1. Forms of Imperative Speech Acts on Banners and Billboards

#### a. Speech that contains imperative speech acts means invitations

According to Rahardi (2005), imperative speech acts mean invitations can be marked by the word “mari/ come on” and “ayo/ let’s”.

[1] *“PASAR PRAMBANAN” Beli Segala Merk Handphone & Accessories. Ayo Buruan!! Dapat Hadiah Cabut Langsung*  
 (“PRAMBANAN MARKET” Buy All Brands Mobile & Accessories. Let's hurry up!! Get Direct Revoke Gift)

Context:

1. Informing the public that Pasar Prambanan immediately sells mobile phone brands and accessories.
2. Notify the public if you buy one of the products will get a prize.

Analysis:

The utterances in data 1 included in imperative speech acts mean invitations. This can be seen from the use of the word “ayo” (“let’s”) which is a marker of solicitation imperatives. In this speech, the speaker intends to invite speech partners or readers to

immediately buy products in the form of mobile phones & accessories to get prizes.

[2] *"AYO!! SAMPAIKAN ASPIRASI ANDA DPRD JATENG"*  
*("COME ON!! CONVEY YOUR ASPIRATIONS DPRD CENTRAL JAVA")*

Context:

Informing and inviting the public to be able to convey their aspirations at the Central Java DPRD Building.

Analysis:

The utterances in data 2 including imperative speech acts mean invitations. This can be seen from the use of the word "ayo" ("come on") which is a marker of solicitation imperatives. In this speech, the speaker intends to invite speech partners or readers to convey their aspirations at the Central Java DPRD Building. This banner is included in the text material of the poster. One of the linguistic characteristics of poster text is that there are invitation sentences marked with words "ayo" ("come on") in the above speech.

[3] *Beli XL di Januari Bonus Double Kuota Setahun Penuh Mau Cari Apalagi?*  
*(Buy XL in January Full Year Double Quota Bonus What Do You Want to Look For?)*

Context:

Tell the public if you buy an XL internet package in January, you will get a double quota bonus for one full year.

Analysis:

The utterances in data 3 including imperative speech acts mean invitations. This can be seen from the use of the word "Mau Cari Apalagi" ("What Do You Want to Look For") which is a marker of solicitation imperatives. In this speech, the speaker intends to invite speech partners or readers to buy XL cards that are holding bonuses for buyers who buy in January.

**b. A speech containing an imperative speech means an errand**

According to Rahardi (2005), imperative speech acts mean orders can be marked by the word "coba" or any other word meaning errand or order.

[4] *"Budayakan Malas"*

*"Masak Makan Enak Mulai Dari Rp. 5.000 BUY 1 GET 1 FREE SETIAP HARI"*

("Cultivate Lazy")

Cook a good meal starting from Rp. 5.000 BUY 1 GET 1 FREE EVERY DAY")

Context:

1. Inform the public that there is delicious food with prices starting from Rp. 5000
2. Inform the public if every 1 purchase will get 1 free meal every day.

Analysis:

The utterances in data 4 include imperative speech acts meaning errands. This can be seen in the sentence "Budayakan Malas Masak" ("Cultivate Lazy Cook") as a marker of the imperative of the order. Speakers tell readers or the public to cultivate lazy cooking so that it is better to buy food at the speaker's place. This banner is included in the poster text material because in this banner there are suggestive sentences. One of the

linguistic characteristics of poster text is that there are suggestive sentences which mean sentences that can suggest or influence readers. It can be seen from the speech “Makan Enak Mulai Dari Rp. 5.000” (“Cook a good meal starting from Rp. 5.000”). This speech can influence readers who think that the food in that place is cheap and affordable so that readers are interested in buying.

[5] Arema Ban Racing Menyediakan ban/ velg baru/ bekas & melayani tukar tambah  
(Arema Ban Racing Provides new / used tires / wheels & serves trade-in)

Context:

1. Tell people who see the banner that they are selling new/used tires/wheels and serving trade-ins
2. Tell people to buy the products they sell.

Analysis:

The speech in the data includes imperative speech acts meaning errands. Thing It can be seen in the sentence “Arena Ban Reaching Menyediakan” (“Arena Ban Reaching Provides”) as a marker of the imperative of the order. The speaker tells the reader or the public to look at the goods that have been sold at the speaker's place.

[6] *KAMU BUTUH LOKER INI SPB|SPG|SPV  
BURUAN BERGABUNG BERSAMA KAMI, Pergi sebagai Bebas  
KELUARGA, Pulang menjadi idaman MERTUA*

(YOU NEED THIS LOCKER SPB|SPG|SPV

HURRY UP AND JOIN US, Go as a FAMILY FREE, Go home to be the dream  
of IN-LAWS)

Context:

Notify people who need lockers as SPB, SPG, SPV so that they can join immediately.

Analysis:

The above utterances are included in imperative speech acts meaning errands. This can be seen in the word “buruan bergabung bersama kami” (“Hurry up and join us”), which means telling us to join us immediately. This is a marker that the above sentence is a type of imperative speech act meaning errand.

### c. Speech that contains imperative speech acts means exhortation.

An appeal imperative is a sentence given to give an appeal to a speech partner so that the appeal conveyed can be carried out by the speech partner (Dayanti et al., 2023; Seafinus, 2022). Speech acts mean that appeals can be marked with let's and let's or sentences that contain an appeal to do something, both commands and prohibitions.

[7] *“POLDA JAWA TENGAH BESERTA SELURUH JAJARAN & INSTANSI TERKAIT  
AKAN MENGGELAR OPERASI KESELAMATAN LALU LINTAS CANDI TAHUN  
2023 SELAMA (14 HARI SECARA SERENTAK DARI TGL. 7-20 FEBRUARI 2023)  
KESELAMATAN BERLALU LINTAS YANG PERTAMA DAN UTAMA”*

(“THE CENTRAL JAVA REGIONAL POLICE ALONG WITH ALL RANKS &  
RELATED AGENCIES WILL HOLD TEMPLE TRAFFIC SAFETY  
OPERATIONS IN 2023 FOR (14 DAYS SIMULTANEOUSLY FROM  
FEBRUARY 7-20, 2023) TRAFFIC SAFETY FIRST AND FOREMOST”)

Context:

1. Informing the public that there will be a 14-day traffic safety operation.
2. Inviting the public to be obedient in using driving equipment to maintain the safety of themselves and others.

Analysis:

The utterances in data 7 including imperative speech acts mean appeals. Judging from the use of the sentence "Polda Jawa Tengah beserta seluruh jajaran & instansi terkait akan menggelar operasi keselamatan lalu lintas candi tahun 2023" ("Central Java Regional Police along with all ranks & related agencies will hold temple traffic safety operations in 2023") as a marker of the imperative of the appeal. The speaker appealed to the public or readers to be careful because there will be traffic safety operations so the public must use good driving equipment.

**d. A speech containing an imperative speech means giving a congratulatory speech**

Imperative speech acts mean congratulatory speech can be marked with the word "selamat" ("congratulation") which is used to express other people's happy moments.

- [8] *PIMPINAN & ANGGOTA DPRD KAB. KARANGANYAR Mengucapkan Selamat memperingati Isra Miraj Nabi Muhammad SAW 27 Rajab 14444 H/2023 M*  
(LEADERS & MEMBERS OF THE DPRD KARANGANYAR DISTRICT Congratulate Isra Miraj Prophet Muhammad SAW 27 Rajab 14444 H / 2023)

Context:

Inform the community of the DPRD of Karanganyar district to wish Isra Mi'raj day.

Analysis:

The speech is included in the imperative speech act which means giving congratulations, can be seen in the word "mengucapkan selamat" ("congratulate"), The word is a marker that the above sentence is included in the imperative speech act. The speech on the data is included in the poster text because the content contains a message to the audience.

- [9] *Pemerintah Kabupaten Sukoharjo Mengucapkan Selamat Memperingati Hari Pers Nasional 9 Februari 2023*  
(Sukoharjo Regency Government Wishes to Congratulate National Press Day on February 9, 2023)

Context:

1. Inform the public that the Sukoharjo district government wishes you a happy National Press Day
2. Inform the public that February 9 is celebrated as National Press Day

Analysis:

The speech is included in the imperative speech act which means giving congratulations, can be seen in the word "mengucapkan selamat" ("congratulate"), The word is a marker that the above sentence is included in the imperative speech act.

- [10] *Selamat "Penyelenggaraan Pelayanan Publik Kategori Pelayanan Prima" untuk DPMPSTP KAB. SUKOHARJO*  
(Congratulations on "Implementation of Public Service in the Excellent Service Category" for DPMPSTP SUKOHARJO REGENCY)

Context:

Informing the public that the Sukoharjo Regency Government congratulates the DPMPTSP Sukoharjo Regency.

Analysis:

The speech is included in the imperative speech which means the giving of a congratulatory speech, visible on the word "selamat" ("congratulations"), The word is a marker that the above sentence is included in the imperative speech act.

[11] *Selamat & Sukses MUKTAMAR MUHAMMADIYAH KE – 48 Puan Maharani  
Ketua DPR REPUBLIK INDONESIA*

(Congratulations & Success of the 48th MUHAMMADIYAH CONGRESS Puan Maharani Speaker of the House of Representatives of the Republic of Indonesia)

Context:

Memberitahukan bahwa Puan Maharani mengucapkan selamat dan sukses atas muktamar muhammadiyah ke-48.

Analysis:

The speech is included in the imperative speech act which means congratulatory speech, can be seen in the word "selamat dan sukses" ("congratulations & success") delivered by Mrs. Maharani. The word is a marker that the above sentence is included in the imperative speech act.

**e. Speech that contains imperative speech acts means persuasion**

Imperative speech act means persuasion means a speech act that intends to persuade the interlocutor or reader to do something (Utama, M. V. N., Charlia & Septyanti, E., 2021).

[12] Mitra 10

*SUPERMARKET BAHAN BANGUNAN & PERLENGKAPAN RUMAH Periode:  
1 MARET-2 APRIL 2023*

*DISKON MULAI 26% TAMBAHAN DISKON s.d Rp. 2,6 JUTA + HADIAH  
LANGSUNG LOGAM MULIA*

*(Mitra 10*

*SUPERMARKET BUILDING MATERIALS & HOME APPLIANCES Period: 1  
MARCH-2 APRIL 2023*

*DISCOUNT STARTS FROM 26% ADDITIONAL DISCOUNT UP TO IDR 2.6  
MILLION + PRECIOUS METAL DIRECT GIFT)*

Context:

1. Tell partners 10 provide building materials and home supplies.
2. Encourage and persuade readers to shop to 10 partners because there are discounts.

Analysis:

The utterance, included in the imperative speech act means persuasion, can be seen in sentences "Diskon mulai dari diskon tambahan 26% hingga 2,6 juta + Hadiah Langsung Logam Mulia" ("Discount starts from 26% additional discount up to 2.6 million + Precious Metal Direct Gift"), This sentence contains the meaning of persuading people to shop at Mitra 10 to get discounts and attractive direct prizes. The data is included in the creative, because the data promotes 10 partner supermarkets with various discounts that can attract buyers.

[13] *White Koffie*  
*UMROH GRATIS BERTABUR*  
*EMAS MURNI20 UMROH &*  
*RATUSAN EMAS MURNI*  
*3 bungkus bisa umroh bareng saya*

*(White Koffie*

FREE UMRAH STUDED WITH PURE GOLD, 20

UMRAH & HUNDREDS OF PURE GOLD

3 packs can umrah with me)

Context:

1. Inform the public that by buying "white koffie" coffee can have the opportunity to get Umrah and gold prizes
2. Persuade the public to buy at least 3 packets of white koffie to have the opportunity to get Umrah prizes

Analysis:

The speech is included in the imperative speech act meaning persuasion, can be seen in the sentence "3 bungkus bisa umroh bareng saya" ("3 packs can umrah with me"), The sentence contains the meaning of persuading people to buy at least 3 packets of white koffie to get the opportunity for free Umrah. The data is included in the advertising material, because the data promotes "white koffie" coffee products so that people want to buy the product and get free gifts.

[14] *Ayam Goreng Bu Yayuk Cita Rasa Bumbu Maknyusss Tempat Makan & CofeeBisa*  
*Boking Tempat Di Acara Anda*  
 (Bu Yayuk Fried Chicken Taste Maknyusss Seasoning Dining & Cofee Can Boking  
 Places At Your Event)

Context:

1. Tell the public if Bu Yayuk eats fried chicken with maknyusss taste
2. Tell people that Bu Yayuk's place to eat is like cofee
3. Tell the public if Bu Yayuk's dining place can be booked for certain events

Analysis:

The utterances in data 14 including imperative speech acts mean persuasion. This can be seen in the sentence "Makan & CofeeBisa Boking Tempat Di Acara Anda" ("Dining & Cofee Can Boking Places At Your Event") as a marker of the imperative of persuasion. Speakers persuade readers or the public to be able to box up a place to eat & cofee at reader or community events.

## 2. The Relevance of Imperative Speech Acts on Banners and Billboards as Junior High School Teaching Material

The results of the imperative speech act analysis research on banners and billboards are that existing data can be used as teaching materials on advertising text materials, slogans, and posters in junior high schools. The results of the data that have been found can be used as recommendations for teaching materials for advertising text materials, slogans, and posters formulated in KD 3.3, namely identifying information on advertising texts, slogans, or posters (which make you proud and motivating) from various sources that are read and heard, and KD 4.3, which is to conclude the content of advertisements, slogans or posters (proud and motivating) from various sources. Of the two KDs, in this study more



data found that led to two texts, namely advertising texts and posters in Indonesian language learning in junior high school.

One of the uses of language in everyday life is used in advertising activities. Advertising aims to provide information about the product, as well as create a good product image to attract people's attention to buy and use the product. Advertising is a form of communication where marketers apply technical forms of communication to convey messages to audiences as consumers (Andriyani, 2022).

Posters are famous for conveying information or messages in the form of advertisements, prohibitions, and academic content. The existence of display media that contains pictures and short sentences so that students can theoretically remember advertising texts, posters and slogans, and be able to remember them for a relatively long time, and can be a motivation to enjoy useful Indonesian lessons in the future and can make learning Indonesian more enjoyable (Bella, 2021; Dewi & Rahmawati, 2022).

According to Kristianti and Rahmawati (2022), the arrangement that needs to be made in the learning is to compile a Learning Implementation Plan (RPP) before starting learning. RPP in accordance with the 2013 curriculum can consist of IP, KD, indicators, objectives, learning steps, to assessment. Teaching materials aim to make it easier for students to understand the material in classroom learning (Ardiyanti, et al., 2022). Teaching materials use language that is easy to understand so that students can easily understand the purpose of the material presented. In teaching materials, at least it is necessary to include study instructions for students and teachers, competencies to be achieved, supporting information, practice questions, worksheets and evaluations (Simarmata & Agustina, 2020).

The form of relevance in this study can utilize data that has been found in the form of words or content in banners or billboards that can be used as teaching materials for advertising text materials and posters. It aims to take real examples that are around our daily lives. The data that can be used as teaching materials for advertising texts and posters are as follows:

*[1] PROMO HARGA PERDANAHARGA MULAI 840 JT  
TANPA DP*

Bebas Biaya Appraisal, Bebas Biaya Administrasi DILENGKAPI WAHANA  
Mini Soccer & Mini Golf  
(PROMO PRICE START FROM 840 MILLION WITHOUT DP  
Free Appraisal Fee, Free Administration Fee EQUIPPED WAHANA  
Mini Soccer & Mini Golf)

Data [1] can be used as teaching material for advertising text materials. Ad text has characteristics including a) using interesting, precise, logical, and polite word choices, b) containing elements of suggestion for the audience, c) highlighting the main information using the right choice of words, and d) indicating the target. The data above shows an advertisement for a house equipped with mini soccer and mini golf rides that are on promo with initial prices starting at 840 million. This can add insight to students if making an ad must have appeal so that readers are interested in doing something.

*[2] AYO!! SAMPAIKAN ASPIRASI ANDA DPRD JATENG*

(COME ON!! CONVEY YOUR ASPIRATIONS DPRD CENTRAL JAVA)

Data [2] can be used as teaching material for poster text material. Poster text has characteristics including 1) using clear and polite language, 2) using persuasive

sentences, 3) combining symbols, letters, numbers, and images, 4) can be printed or digital, and 5) attracting attention. The data above can be used as teaching material for poster text material because it contains invitations or persuasive sentences marked with the word “ayo” (“come on”). The data above shows the invitation to convey the aspirations held in the Central Java DPRD. The sentence above can be made an attractive poster by combining symbols, letters, numbers, and images so that many people will pay attention to reading the text of the poster.

#### 4. CONCLUSION

Analysis of imperative speech acts in billboards and banners there are 14 data that have been analyzed based on speech acts based on the form of imperative speech acts. The forms of imperative speech acts found are (1) imperative speech acts mean invitations to have 3 utterances, (2) imperative speech acts mean that there are 3 utterances, (3) imperative speech acts mean that there is an appeal to have 1 speech, (4) imperative speech acts mean congratulatory speech there are 4 utterances, and (5) imperative speech acts mean persuasion there are 3 utterances. Imperative speech acts contained in billboards and banners that have been analyzed have a relationship or relevance to learning Indonesian grade VIII junior high school, namely text, posters and advertisements. Therefore, it can be used as teaching materials that can be applied in schools.

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