

A Ballyhoos In Public Space of ACTS Referenced as a Class VII Text of Procedure

Renalita Adesyah Putri Darmadi¹, Erisa Faridatul Maghfiroh², Yeppi
Apriliany³, Duwi Saputro⁴, Harun Joko Prayitno⁵

Author Affiliations

¹²³⁴⁵ Muhammadiyah University of Surakarta, Jalan A. Yani Tromol Pos 1 Pabelan, Kartasura, Sukoharjo, Jawa
Tengah 57162, Indonesia

Author Emails

- a) Corresponding author: a310200185@student.ums.ac.id
- b) a310200160@student.ums.ac.id
- c) a310200178@student.ums.ac.id
- d) duwisaputro65@gmail.com
- e) harun.prayitno@ums.ac.id

Abstract. This research aims to describe the form of directive speech acts on billboards as teaching material for grade 7 middle school procedure texts and to determine the implementation of directive speech act forms on billboards as teaching material for grade 7 middle school procedure texts. (1) Background: Language in human life is important remembering that humans always interact with each other. Speech acts in billboards are closely related to other fields of science. One of them can be related to text procedures; (2) Method: This research uses speech act theory according to Prayitno which classifies directive speech acts into six forms, namely commands, requests, invitations, advice, criticism and prohibitions. The data collection process in this research used the Competent Free Listening (SBLC) technique. This research uses qualitative research with analytical descriptive description methods. The research model used in this research is an interactive analysis research model; (3) Results: The results of this research found 39 utterances that were classified as directive speech acts according to their form; (4) Implications and results of this research can be used as teaching text material procedures for class VII SMP.

INTRODUCTION

Language is a human instrument of communication. Language is important in human life because humans are always communicating with one another. Human communication itself is an attempt to convey a message, an idea, a life problem or a view of human life itself. Chaer (2010:15) suggests that language is spoken by a speaker. Communication was not only oral but also written. Like everyday human communication, film involves linguistic processes between people through the dialogue created by its author. Lines in a movie sometimes make the reader feel and know what his character feels.

Platonic speech is a symptom of language that is often experienced when people communicate. In communicating, humans use language as means of conveying messages and for a purpose. Actions of people are closely linked to the actions of individual statements (Yule 2014: 82). According to Prayitno (2011:46-84), ACTS of speech are divided into six forms of commands, requests, invitations, counsel, criticism, and prohibitions. As the above explains, written communication can be done through a printing press, either a banner or a billboard.

Ardhi (2013: 22-23) states that the banner is a communication tool found along the roadside, usually spread over strategic roads and people pass through. Astuti (2014: 2) says the banner is often called canvas stretched as it is unrolled across the main road. Banner was quite effective in using pretty interesting words. It is important to keep the audience interested in reading or just scroll to see the banner. As noted earlier, its busy, strategic location allows the audience much time to see and understand it.

The information presented through advertising has such a powerful effect that some speech events seem to reflect people's true lives. Advertising phrases in various languages. This suggests that the current language development is excellent. The diversity of languages stimulated researchers' interest in studying speech on the banners in the Solo Region. The banner is translated in terms of the speech and meaning it contains.

Aisyah research and stuff. (2020) setting out elements of the problem, including the availability of existing books is not in full harmony with the current curriculum, since the change of curriculum does not directly involve updating the entire book. The Indonesian teacher's move is to improvise and make good use of other reference materials, such as Internet sources, teacher's own books, and even around reading sources such as billboards and banners. ACTS of speech on the billboard are closely related to other sciences. One of them may have been referring to the instruction manual. In this study will be developed a seventh class secondary protocol manual that contains innovative speech on name boards. The reason researchers use the bulletin board as a resource is to help students understand the clues.

In accordance with the results of the free curriculum learning in the lines and purposes of the study written by Rosarita Dh. N. Budiman, S.S., the reading and memorizing elements contain a purpose the study is closely related to the procedure text, which is at 7.2.3. The attainment of learning demonstrates learners understanding the content or significance of written and implied, sentences pros and cons, concluded, and summarized in the textbook procedure. Fitriyani (2021:2) revealing the text of the procedure is a text that explains how to make or how to use an object. The procedure text aims to make it easier for the reader to do the action at hand.

According to Ali M. (2020:35), Indonesian learning itself has a purpose that is no different from the rest of the learning, namely, the acquiring of knowledge, skill, creativity, and attitude. In the process of language study in school, there is still an ineffective and misunderstanding of students in creating the text of the procedure related to the elective act of speech. In a procedural text, learners need to understand the language well in order to know the context of the writer (speaker). Based on this description, analysis of these descriptive ACTS of speech may be used as an alternative material for teaching the text of the procedure

RESEARCH METHODS

This research is formed using qualitative research with a descriptive analytical method. It can be classified into descriptive research because it aims to produce descriptive data about the directive speech of public space billboard advertisements that are utilized for teaching materials for procedure texts of grade VII junior high school. The utilization of procedure text will be discussed in depth in this research. The data sources were obtained from billboards along Solo Raya road. The process of data collection in this study uses the technique of free listening and listening (SBLC). This means that the researcher is not directly involved in the research data source that brings up certain data included as dysphemisms (Handayani, 2020: 139). This technique is carried out by listening freely and there is no involvement of the researcher in the delivery of the speech performed by the speaker.

The research model used in analyzing data is the interactive analysis model according to Miles and Huberman. The analysis is carried out simultaneously with data reduction, data presentation, and conclusion drawing. Data reduction is done to coordinate the data of directive speech acts in billboards which then produce a conclusion. The data presentation stage is done by classifying the data into directive speech acts of prohibition, command, invitation, order, and advice. The conclusion stage is done by reviewing previous research.

RESEARCH RESULTS AND DISCUSSION

In everyday life, generally many communication media are used as a form of notification, appeal, promotion, warning and prohibition. According to Saputri (2020) communication occurs because of the message or message that the speaker wants to convey to his speech partner. This form of communication is used to convey intentions to the wider community. Understanding information is a goal that creates benefits for both citizens and advertisers.

From the distribution of messages conveyed to the public, these hopes in public spaces take various forms, for example paid advertisements, banners/billboards, and other forms of visual communication displayed in public spaces. Humaeroh (2023) said that public space media is usually placed in strategic places which are always the location of lots of people's traffic, because this has a big impact on people's use of language. Today's public advertising media is still considered quite promising from an advertiser's point of view, despite the development of social media which has also changed the style of communication and promotion in public spaces. The reason this form is considered still promising is because public attention for traveling has not waned.

Directive speech acts contained in billboards along Jalan Solo Raya

The following are details of the form of visual communication on billboards that contain directive speech acts along with the forms of activities that can be carried out in learning procedural texts for class VII students. There are 6 data with 39 utterances containing directive speech acts. This data is classified based on the form of directive speech acts.



FIGURE 1. There is a directive speech act consisting of 1 speech act and a command directive speech act consisting of 6 speech acts.

a. Directive speech acts of invitation

The directive speech act of invitation appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to be prepared for extreme weather, namely: *"Waspada!! Cuaca Ekstrem"*

b. Directive Acts of Command

Directive speech acts of command are seen when the Karanganyar Regency Regional Disaster Management Agency asks residents to plant trees and build embankments to avoid landslides, namely: *"Perkuat dinding tebing dengan menanam pepohonan yang menyerap air dan membuat tanggul dengan saluran air untuk menghindari longsor."*

The directive speech act of command appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to reduce outside activities, namely *"Menghindari/mengurangi aktivitas di luar (berkendara di jalan raya / melakukan perjalanan laut)".*

A command directive speech act appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to take shelter in a safe place, namely: *"Saat di perjalanan mengalami cuaca hujan, berlindunglah di tempat yang aman."*

The directive speech act of command appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to avoid flood-prone roads, namely: *"Hindari melewati jalanan yang rawan banjir."*

The directive speech act of command appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to keep the environment clean, namely: *"Bersama giatkan gotong-royong untuk menjaga kebersihan lingkungan."*

The directive speech act of command appears when the Karanganyar Regency Regional Disaster Management Agency asks residents to clean ditches, gutters, and drains, namely: *"Bersihkan parit, selokan, dan saluran air dari sampah agar aliran air lancar untuk mencegah genangan air."*



FIGURE 2. In health protocol billboards there are directive speech acts of invitation and command directive speech act

- a. Directive speech acts of invitation
Directive speech acts are seen when community leaders ask residents to comply with health protocols, namely "Ayo".
- b. Directive speech acts of command
The directive speech act of command is seen when community leaders ask people to *memakai masker, mencuci tangan, menjaga jarak, menjauhi kerumunan, dan mengurangi mobilitas*.



FIGURE 3. This billboard shows a form of command speech act characterized by the presence of a verb indicating an order

- a. Directive Acts of Command
The directive speech act of command appears when the tax officer informs the public who will duplicate their STNK to carry out the stages of the process in the banner, namely:
 - "Mengambil formulir, Mengisi identitas sesuai KTP atau SIM dan ditandatangani"
 - "Menyerahkan Persyaratan"
 - "Mengambil nomor antrian"
 - "Membayar pajak"
 - "Mengambil STNK"



FIGURE 4. There is a 5 directive speech act consisting and a 5 prohibitory directive speech act

- a. Directive speech acts of invitation
The wording includes an invitation given by the council to the public. The terms "*Mulailah saling menghargai*" are the first implementation of precepts to honor others in view of Indonesia's diversity of peoples, RACES, religions, and cultures; "*Mulailah bersikap ramah*" the second realization of precepts reflects a humanitarian attitude; "*Mulailah bersatu*" reflects the third national treaty of Indonesia: "*Mulailah bermusyawarah*" of the implementation fourth of Pancasila, where Indonesia has a democratic attitude, and "*Mulailah berbagi*" the fifth realization of Pancasila sharing in that context can be understood in a fair and nonpartial way. The wording of the invitation for all the above is in the word "*Mulailah.*"
- b. Prohibitory directive speech act
The MPR RI intends to provide public information to the public. The directive speech of prohibition conveyed by the billboard uses the words "berhenti" and "stop". Both words contain prohibitions in accordance with the implementation of the Pancasila precepts including; first, "*Berhenti saling menyakiti*", second "*Stop marah-marah*", third "*Berhenti berseteru*", fourth "*Berhenti bersilat lidah*", and fifth "*Berhenti menang sendiri*".



FIGURE 5. There are directive speech acts which have 3 types of one finding

- a. Directive speech acts of prohibition
The speech act of the prohibition directive is contained in the words "*Jangan Berkerumun*" which were conveyed by Bekonang Community Leaders to the community to fight Covid by not crowding.

b. Directive speech acts of invitation

The directive speech act of invitation is contained in the sentence “*Aktif Mencuci Tangan*” which was conveyed by Bekonang Community Leaders to the wider community to fight Covid-19 by actively washing their hands.

The directive speech act of invitation is found in the sentence “*Nikmati Kebersamaan Keluarga di Rumah*” which was conveyed by Bekonang community leaders to the wider community to fight Covid-19 by enjoying togetherness with family at home.

c. Directive speech acts of command

The speech act of the command directive is contained in the sentence “*Diupayakan Selalu Menggunakan Masker*” which was conveyed by Bekonang community leaders to the wider community to fight Covid-19 by always using masks.



FIGURE 6. There are found a two directive speech acts of invitation and a one directive acts of command

a. Directive speech acts of invitation

The directive speech act of invitation appeared when the committee of MAN 1 Surakarta asked a student of MAN 1 Surakarta to implement 5M, which is: “*Ayo! Seluruh Warga Madrasah laksanakan 5M.*”

The directive speech act of invitation appeared when the committee of MAN 1 Surakarta asked student MAN 1 Surakarta to wear a mask, which is: “*Memakai Masker dengan Benar.*”

b. Directive acts of command

The directive acts of command appear when the committee of MAN 1 Surakarta asks a student of MAN 1 Surakarta to “*mencuci tangan pakai sabun*”, “*menjaga jarak minimal 1 meter*”, “*menjauhi kerumunan*”, and “*mengurangi mobilitas*”.

Implementation Directive Speech Acts in Billboards as Class VII

Procedure Text Learning in Schools

Based on the research we have conducted, it will be connected to student learning. The relevance is to the learning of procedural texts for Indonesian Middle School (SMP) students in class VII. According to Wardhana in Putri et al (2019: 109), viewed from a pragmatic perspective, a directive speech act is classified as a language act which generally needs to be considered thoroughly and in depth in the context so that the speech partner can respond effectively as desired by the speaker. Directive speech acts are unique utterances to study. This research found various forms of directive speech. The directive utterances that are found include speech acts of commanding, inviting, and forbidding.

The relationship between research and procedural text learning in class VII of Junior High School (SMP) according to Learning Outcomes (CP) reading and viewing. Learning procedure texts is closely related to everyday life with specific discussions about providing instructions, guides, or instructions for doing something. This text helps us to understand and do things in the correct stages. Procedure texts can contain invitations, commands, or prohibitions. In learning, it can be implemented in the patterns and the end result procedure text. form of suggestions, invitations and appeals to pay attention to is that students can do something according to the steps in the

Students are invited to read and view billboards in public spaces around the school which are generally easy to use as material for analysis. In line with Barlian's opinion (2017:2110), that a good learning process can be carried out by students both inside and outside the classroom, and with the characteristics possessed by students, it is hoped that they will be able to interact and socialize with their friends well and wisely. This activity can attract students' interest because they directly observe the shape of the billboards which will later be studied and become learning material. After reading and viewing, students are invited to find words related to the words invitation, command, or prohibition which of course correspond to the form of directive speech as in the data. The results provide a stimulus for students to recognize the characteristics of sentences and elements in procedural texts. In line with Kasanah's (2018: 230) opinion, teachers can easily invite students to directly observe objects and analyze them. This can provide new innovations in Indonesian language learning as well as provide students with a sense of interest in learning Indonesian.

CONCLUSION

Based on the research conducted, it can be concluded that directive speech acts are very closely related to people's daily lives, because in the research there were 6 data with 39 utterances containing directive speech acts. Apart from that, the research results show that directive speech acts can be used as teaching material for class VII middle school procedure text material. Its implementation will stimulate students to be able to recognize the characteristics of sentences, elements and linguistic features of procedural texts. It is hoped that educators can use the results of this research as alternative teaching materials to improve learning of procedural texts for class VII middle school.

REFERENCES

1. Aisyah, S., Noviyanti, E., & Triyanto, T. (2020). Bahan Ajar Sebagai Bagian dalam Kajian Problematika Pembelajaran Bahasa Indonesia. *Jurnal Salaka : Jurnal Bahasa, Sastra, dan Budaya Indonesia*, 2(1).
2. Ali, M. (2020). Pembelajaran Bahasa Indonesia dan Sastra (Basastra) di Sekolah Dasar. *PERNIK: Jurnal Pendidikan Anak Usia Dini*, 3(1), 35-44.
3. Astuti, A. P. (2014). Analisis Tindak Tutur pada Spanduk di Wilayah Sukoharjo: Tinjauan Pragmatik. Surakarta: Universitas Muhammadiyah Surakarta.
4. Barlian, U. C., Siti S., & Puji R. (2022). Implementasi Kurikulum Merdeka dalam Meningkatkan Mutu Pendidikan. *JOEL: Journal of Educational and Language Research*, 1(12), 2105–2118.
5. Chaer, Abdul. 2010. *Kesantunan Berbahasa*. Jakarta: Rineka Cipta.
6. Fitriyani, K., & Mukhlis, M. (2021). Kalimat Imperatif dalam Teks Prosedur. *Deiksis*, 13(3).
7. Handayani, M. T. (2020). Fungsi Penggunaan Disfemisme dalam Kolom Komentar Akun Instagram @Officialkvibes. *Nuansa Indonesia*, 22(2).
8. Humaeroh, L. M., Hendaryan, H., & Hidayatullah, A. (2023). Penggunaan Bahasa Indonesia pada Penulisan Media Ruang Publik di Kecamatan Ciamis. *Diksatria: Jurnal Ilmiah Pendidikan Bahasa dan Sastra Indonesia*, 7(1), 225-229.
9. Kasanah, H. N., Darmuki, A., & Hasanudin, C. (2018). Media Luar Ruang di Kabupaten Bojonegoro: Tinjauan Kesalahan Berbahasa dan Pembelajaran Bahasa di SMP. *Jurnalistrendi: Jurnal Linguistik, Sastra, dan Pendidikan*, 3(2), 223-232.
10. Prayitno, Harun Joko. 2011. *Kesantunan Sosiopragmatik*. Surakarta: Universitas Muhammadiyah Press.
11. Putri, T., Chandra D. E., Suryadi. 2019. Tindak Tutur Direktif pada Novel Bidadari-bidadari Surga Karya Tere Liye. *Jurnal Ilmiah KORPUS*, 3(1), 108–122.
12. Rosarita Dh., Budiman N. (2022). Alur dan Tujuan Pembelajaran dalam Rangka Pengembangan Perangkat Ajar (Bahasa Indonesia Fase D Kelas 7)
13. Saputri, U. (2020). Analisis Bentuk Tindak Tutur Direktif dalam Dialog Film “Rembulan Tenggelam di Wajahmu” Karya Tere Liye. *Jurnal Kajian Bahasa, Sastra dan Pengajaran (KIBASP)*, 3(2), 249-260.
14. Yudha, A. (2013). *Merancang Media Promosi Unik dan Menarik*. Yogyakarta: Taka Publisher.
15. Yule, G. (2014). *Pragmatik*. Yogyakarta: Pustaka Pelajar.