

Illocutionary Speech Acts in Banners on Social Interaction and Language Politeness as Teaching Materials for Junior High School Level

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ABSTRACT

This research was based on each content of the banner sentence that has a function to attract the reader's interest; the banner contains interesting words, sentences, language that can be used in this research. Banners have many uses; one of them is as a means of communicating media and influencing readers. This study aims to 1) describe the forms of speech acts and intentions contained on banners in the city of Solo, 2) identify banners for the development of social interaction and language politeness 3) Identify forms of illocutionary speech acts in banners as a function of teaching materials. The data collection technique used in this research were documentation and note-taking. The data analysis used was the extra lingual equivalent method. The validity of the data was obtained through the triangulation of sources. This research used a qualitative descriptive approach. The analysis results showed assertive illocutionary speech acts; suggest, directive illocutionary speech acts; command, expressive illocutionary speech acts; sorry and thank you, commissive illocutionary speech acts; promising and offering illocutionary speech acts of declaration; forbid. There is social interaction development between groups and individuals. Language politeness produced by the maxim of wisdom, the maxim of sympathy, the maxim of appreciation, maxim of compatibility or agreement, and as its relevance for designing teaching materials, the object of this banner is about learning Indonesian at the junior high school level, teaching materials related to basic competencies and core competencies and can be implemented.

Keywords: *Illocutionary speech acts, banners, social interactions, language politeness, and teaching materials*

1. INTRODUCTION

Today's society can use banners to provide information, suggest, invite, offer, persuade, provoke, influence, or give its meaning. The language used in banners is often written interesting, unique, creative, and provocative. Generally, these words are made to influence or ask the reader to do something. Banners are part of the mediator to convey information effectively [1]. The language on the banners usually provides not only information but also persuasion. In addition, the use of color is adjusted to attract people's attention to reading. The banner is made attractive so that the banner influences according to the objective of the banner [2]. Banner writing has various purposes, such as feeling happy, excited, touched, offended, and interested. Interest can arise because of the offer of goods, services, or promises to the reader to desire to do something as the speaker wants.

Language is a medium for delivering verbal or written messages as an activity bound from a person's

daily life as a social being. Communities create interactions that use language for the medium. So, speech cannot occur without interaction within a speech event [3]. The study of language pragmatics focuses on aspects of meaning or intent that are not derived from the formal nature of words or constructions but how utterances can interact with specific contexts in the pragmatic domain [4]. According to [5], the context (speech situation) consists of; the speaker between the speech partners, the context in the speech, the purpose for a series of activities, and the application of speech acts. The communication process involves speakers and speech partners, the information provided, and speech order [6]. Speech acts are any actions performed by someone while speaking [7]. Another argument stated [8] that Speech acts are indications in communication in conveying a speaker's intention to the speech partner. From these two opinions, it can be concluded that a speech act is an important part that functions to communicate between speech partners through oral and non-verbal forms. Speech acts are divided into illocutionary, locutionary, and perlocutionary speech

acts [5]. Locutionary speech acts contain words, phrases, or sentences that have meaning following the speech. Perlocutionary speech acts are speech acts that aim to make the speech partner feel influenced [9]. Illocutionary speech acts function to maintain polite and respectful actions from speakers or speech partners in communicating [10] and can be understood as *The Act of Doing Something*.

[11] said that illocutionary speech acts are divided into five types of speech order which have each informative function as follows:

1. Assertive is an order of speech that can oblige the speaker to the reality of the proposal submitted, for example: stating and suggesting.

2. Directive is an order of speech that intends under its narration to have results so that the speech partner performs activities, such as ordering and begging.

3. Expressive speech order has a function to prove or relate to the psychological actions of the speaker in a situation. Example: thank you and sorry.

4. Commissive speech order has a function to prove a promise or offer, for example, promise, swear and offer something.

5. Declaration is an order of speech related to content and information such as prohibiting. This theory of speech acts or speech forms has more than one function.

Banners are interactive tools where someone communicates according to the topic. Communication must be done by forwarding information to the speech partner so that the content of the message to be conveyed can be understood [12]. Communication allows direct interaction, which is associated with social interaction. This term refers to anything socially related to links between individuals, groups, and groups with groups [13]. Social interaction includes active social ties between people and groups of people or from individuals with a group of people when interacting with an individual or social group who understands the social actions of each individual or other group. [14]. When interacting socially, language is used for various purposes [15]. Forms of social interaction are divided based on the type of reciprocity that has the nature of being able to influence other people. Social interaction by form [16] revealed that it is based on form and type. Simmel explained that social interaction consists of interactions between individuals, groups, and individuals.

a. Social interaction between groups and individuals. This social interaction benefits each other. This social interaction can occur during social interaction between groups and individuals.

Banner discourse is developed in terms of language politeness which can be analyzed. Language politeness is a recent theory in pragmatics, but it attracts the

attention of many linguists and pragmatists [17]. [18] stated that everyone has the principle of politeness that makes them try to always engage in conversation with a good process because every speech serves for social harmony and a pleasant relationship. Language politeness is divided into six maxims, namely the maxims of wisdom, generosity, appreciation, modesty, agreement, and sympathy.

a. Maxim of wisdom focuses on the principle that each participant of the speech should adhere to controlling profits for everyone and focusing luck on others when speaking.

b. Maxim of generosity is the maxim of benevolence, which focuses the speech participants on judging the other party.

c. Maxim of appreciation is a maxim that can be influenced by other people and can be considered polite if, when speaking, try and move on to pass on appreciation to others.

d. Maxim of modesty or humility maxim is a maxim that tries to make the participants of the speech have a humble attitude to control their flattery.

e. Maxim of agreement or compatibility is the maxim that the speech participants seek compatibility when speaking to each other. If there is a match between the other parties, their behavior can be polite.

f. Maxim of sympathy seeks the speech participants to focus their behavior on understanding from one party to another.

Previous research found that each researcher expressed a different opinion about speech acts. There are researchers [7] who express the spoken action that a person takes during speaking activities. At the same time, the argument of [8] stated that Speech acts are indications contained in the course of communication in conveying an intention from the speaker to the speech partner.

This research can be used as one of the teaching materials for learning Indonesian in junior high school. Indonesian lessons can be used as a formal second language when students start elementary level education [19]. Teaching materials are material designs that are coherently arranged, whether written or not, to maximize students' learning in the learning process [20]. The series in the current curriculum has helped strengthen the character and personality of students from the framework and structure of the curriculum by uniting the types of core competencies into four groups: spiritual attitudes, social, knowledge, and skills. [21].

Based on the background above, it can be found that the banners in our environment contain various illocutionary speech acts that can be used as research material to analyze the intent and purpose in it. This

object is very interesting to research because the community considers banners to provide information. Researchers analyzed the meaning of banners and applied them to develop social interaction and language politeness.

2. RESEARCH METHOD

This research is categorized as qualitative research using a qualitative descriptive approach [22]. The illustrative method is done by combining, classifying, and describing the relationship of information in something directly tied to the media in the form of words, pictures, or information described in numbers. Qualitative research focuses more on the problem of a process and meaning. Furthermore, the data that has been collected will be described and defined. Therefore, the data obtained in this study has a qualitative form, which is not in the form of numbers form of words. This data collection technique requires documentation and listen-note-taking methods. According to [23], the meaning of listening is not always tied to the application of spoken language but also to using recorded language. This study notes several forms that are considered relevant that can be used in research that come from words, sentences, and the use of written language. The data analysis method used the different lingual equivalent methods. The extra lingual equivalent method is an analytical method that connects language elements in the form of things outside the language or compares something outside the language, meaning with meaning. [24]. The validity of the data was tested by triangulation of sources. The main linguistic references are pragmatics and linguistic studies that follow the observed findings used in this study.

3. RESULT AND DISCUSSION

3.1 The Result Of The Research

3.1.1 Types of Illocutionary Speech Acts and Meaning on Banners

Based on the data obtained for analysis, speech acts are grouped into several categories, namely assertive, directive, expressive, commissive, and declaration speech acts.

The assertive speech act is an order of speech that can oblige the speaker to the reality of the submitted proposal, such as questions and suggestions.

- (1) Explicature: *“Sayangi Keluarga Anda Diri Anda dan Tetangga Anda! Ikuti Perawatan Terpusat OTG (Orang Tanpa Gejala) dengan Patuh dan Disiplin (Love Your Family Yourself and Your Neighbors! Join Centralized Treatment for Asymptomatic People) with*

Obedience and Discipline” (Banner in Jl HOS Cokroaminoto, Jebres, Surakarta)

4. Type of Speech Act: assertive with **suggesting** lingual markers **"Join ... Treatment.**
5. Intention: Advise the public to take better care of their health during a pandemic like now. The goal is to prevent families and neighbors from getting infected with people affected by COVID-19.
6. A directive speech act is an order of speech that has the intention that its narration makes the speech partner perform activities, such as ordering and begging.
- (2) Explicature: *"Hati-Hati!!! Banyak Anak Kecil" (Be Careful!!! Lots of Little Kids Around)* (Banner in front of a Mosque at Jl. Waringin Jebres Surakarta)
7. Type of Speech Act: The data shows a directive speech act with an **ordered** mode with an exclamation sign (!). A lingual marker in **"Be careful!!!"** is considered a command.
8. Intention: Be more careful when driving because there are many small children on the road in the area. If the driver is careful, the environment is more comfortable. Riders will follow the banner's orders.
9. (3) Explicature: *“Wajib Memakai Masker” Kami Tidak Melayani Konsumen Yang Tidak Memakai Masker”. “Wajib Cuci Tangan Atau Menggunakan Handsanitizer Sebelum Masuk Toko”. “Wajib Jaga Jarak Saat Antri di Kasir”* (“You are required to wear a mask. We do not serve consumers who do not wear masks.” “Must Wash Your Hands Or Use Hand Sanitizer Before Entering The Store”. “Must Keep Distance When Queuing at the Cashier”) (Banners in Alfamidi at Jl. Kolonel Sutarto Jebres Surakarta)
10. Type of Speech Act: It is a directive speech act with a **pleading or commanding** mode to Alfamart buyers, shown in **mandatory** lingual.
11. Intention: Buyers at Alfamidi can follow the rules or statements that have been described in the banner for the common good.
12. (4) Explicature: *“Area Wajib Menggunakan Masker” (Mask Mandatory Area)* (A banner in Sun Motor Jl. Kolonel Sutarto Jebres Surakarta)

13. Type of Speech Act: It is a directive speech act with a **commanding or pleading** mode, on the lingual "**mandatory.**"
 14. Intention: The area requires consumers to wear masks. If consumers outside are still not wearing a mask, it is recommended to wear it.
 15. Expressive speech acts are speech arrangements that have a function to prove or relate to the psychological actions of the speaker in a situation, such as thank you and sorry.
 16. (5) Explicature: "*Maaf Perjalanan Anda Terganggu Sedang ada Pembangunan Jembatan Jonasan*" (Sorry for the interruption of your trip, Jonasan Bridge construction is in progress) (A banner at Jl. Juanda Jebres Surakarta)
 17. Type of Speech Act: The data is an expressive speech act, namely a form of speech that expresses "**sorry.**"
 18. Intention: To the people of the area, or from outside the city who are accustomed to passing this road, their comfort is disturbed, now they have to look for alternative routes.
 19. (6) Explicature: "*Terima Kasih Kepada Pemkot Atas Pembangunan Kota Solo, Andrian Motor Tetap Buka Melayani Kebutuhan Anda*" (Thanks to the city government for the development of the city of Solo, Andrian Motor remains open to serve your needs) (A Banner at Jl. Juanda Jebres Surakarta)
 20. type of speech act: The data is an expressive speech act, namely a form of speech that expresses "**thanks**".
 21. Intention: Thanks to the government for the development to protect the surrounding community, especially the speaker of the motorcycle repair shop for constructing the road.
- Commissive speech acts are speech orders that have a function to prove a promise or offer, such as a promise, an oath, and an offer for something.
- (7) Explicature: "*Katakan Tidak Pada Korupsi*" (Say No to Corruption) (a banner in Dr Moewardi Hospital Surakarta)
 22. Type of Speech Act: The data is a commissive speech act with a **promising** mode with a lingual marker saying "**no.**"
 23. Intention: Promise not to commit corruption in any form and wherever it is located. The utterance contains the intention to **promise** as a statement for the interlocutor not to commit corruption because there is a risk of problems with the law.
 - (8) Explicature: "*Gebyar Hadiah Pajak Tahap II Tahun 2021*" (Fantastic Prizes of Phase II Tax 2021) (A banner in Gandekan Subdistrict)
 24. Types of Speech Acts: The data shows commissive speech acts by **offering something** with the lingual marker "**fantastic prizes.**"
 25. Intention: An offer if paying taxes will be a gift but with terms and conditions, namely by paying taxes in phase II in 2021. The banner offers a celebratory gift to the public so that they are interested in getting the gift so that the public immediately pays the tax.
 - (9) Explicature "*Pegadaian Amanah Beli Motor di Pegadaian lebih murah dan berkah*" ("Pegadaian Amanah, Buying a Motorcycle at a Pawnshop is cheaper and full of blessings") (Banner di Kepatihan Kulon Pawnshop)
 26. Forms of Speech Acts: The data are commissive speech acts to offer **something** with the lingual marker "**cheaper and full of blessings.**"
 27. Intention: Banner attracts people's attention to the offer if you buy a motorbike at a pawnshop at a low price and a blessing so that a banner is installed to attract people in front of the pawnshop.
 28. Declarative speech acts are arrangements related to the content of speech and information, such as prohibiting. This theory of speech acts or speech forms has more than one function.
 29. (10) Explicature: "*Jagalah Kebersihan! Dilarang!!! Membuang Sampah dan Brangkal di Lokasi ini! Anda Sopan Kami Segan*" (Please keep this area clean! Prohibited!!! Dispose of Garbage and Debris in this Location! If you are polite, we respect you)(Banner in Jl. Juanda Jebres Surakarta).
 30. Forms of speech act: The data is a declaration speech act with a **prohibiting** mode, with a lingual marker "**forbidden.**"

31. Intention: Residents around, people are prohibited from throwing garbage and littering around the place to maintain the environment and the cleanliness of the surrounding environment—the lingual marker of prohibited marks this directive speech act.

Table 1. Recapitulation of the results of the analysis of types of illocutionary speech acts and their meanings

Illocutionary speech act	Finding Result
Assertive	Suggestion: It is recommended that people who are exposed to COVID-19 without indications are advised to follow the government's regulatory procedures, obey, and be disciplined to undergo isolation in a centralized place to aim for things to get better for themselves and others.
Directive	Commands: <ul style="list-style-type: none"> - Commands to be careful for motorcyclists, cars, and others. - Requesting or ordering consumers if the obligation is a health protocol. - Required areas include orders to wear masks.
Expressive	It expresses apology: A form of apology from the Solo City Government to the community if their comfort is disturbed. It expresses gratitude: Thanks to the government for repairing the bridge construction.
commissive	Promise: Make a promise to say no to corruption. offers: <ul style="list-style-type: none"> - An offer if paying taxes there will be a gift but with terms and conditions. - An offer at a trusted pawnshop if people want to buy a motorbike.
Declaration	Prohibit: Local residents and the community are prohibited from throwing garbage and littering around the place.

3.1.2 Social Interaction and Language Politeness from the Meaning of the Banner

There is social interaction between groups and individuals, which allows for mutual influence when the interaction occurs.

The politeness of the language of this banner refers to the politeness principles described as maxims (stipulations/teachings) which consist of politeness maxim of wisdom, the maxim of appreciation, the maxim of sympathy, and the maxim of wisdom.

- (1) Explicature: *“Sayangi Keluarga Anda Diri Anda dan Tetangga Anda! Ikuti Perawatan Terpusat OTG (Orang Tanpa Gejala) dengan Patuh dan Disiplin (Love Your Family Yourself and Your Neighbors! Join Centralized Treatment for Asymptomatic People)*

Social interaction in Explicature (1) shows social interaction between groups and individuals, which is from Polresta Surakarta which is intended for individual community interactions. The banner statement suggested that the public should follow the advice of the government or the police. Its development function is to interact with each other to suggest what is best for the community.

Language politeness in this analysis is in accordance with the theory that has been described, namely the principle of the **maxim of wisdom**, marked on the lingual "obedient and disciplined". This policy development function is given so that the public can understand the banner for the common interest so that the policies made by the government are carried out properly.

- (2) Explicature: *“Hati-Hati!!! Banyak Anak Kecil (Be Careful!!! Lots of Little Kids Around)*

Social interaction in Explicature (2) is between **groups and individuals**, which means that the banner is aimed at the community from the building project organizer. This development function is mutual cooperation between these social interactions to be careful when driving a motorbike/car.

The politeness of language in this analysis is under the theory that has been described, namely the principle of the **maxim of sympathy**. The function of this development on the Explicature in the banner is that the drivers in the neighborhood are asked to sympathize with the understanding of the project's existence so that they can be careful.

- (3) Explicature: *“Wajib Memakai Masker” Kami Tidak Melayani Konsumen Yang Tidak Memakai Masker”. “Wajib Cuci Tangan Atau Menggunakan Handsanitizer Sebelum Masuk Toko”. “Wajib Jaga Jarak Saat Antri di Kasir” (“You are required to wear a mask. We do not*

serve consumers who do not wear masks.”
“Must Wash Your Hands Or Use Hand Sanitizer Before Entering The Store”. “Must Keep Distance When Queuing at the Cashier”)

Social interaction in Explicature (3) is **between groups and individuals**. Through this banner, the "group" of Alfamidi companies establishes social interactions by reminding individuals of one another.

The language politeness in this analysis is considered as the **maxim of wisdom**. The development function on the lingual language on the "mandatory" marker banner is a policy of the company

(4) Explicature: “*Area Wajib Menggunakan Masker*” (Mask Mandatory Area)

Social interaction in Explicature (4) is between **groups and individuals**, a dealer company team aimed at consumers. The function of developing these interactions is to work together.

Language politeness in this analysis is per the principle of **the maxim of wisdom** because the lingual marker is "mandatory," a policy of the company team to mutually comply with the purpose of the banner.

(5) Explicature: “*Maaf Perjalanan Anda Terganggu Sedang ada Pembangunan Jembatan Jonasan*” Sorry for the interruption of your trip, Jonasan Bridge construction is in progress)

Explicature (5) shows the **social interaction between groups and individuals**. The development function of the Solo City Government group is intended for individual road drivers, which are aimed at the surrounding community and outside the city.

Language politeness in this analysis is under the principle of the **maxim of appreciation**. The function of this development is an apology that deserves appreciation because even though the trip is disturbing, the speaker politely says "sorry."

(6) Explicature: “*Terima Kasih Kepada Pemkot Atas Pembangunan Kota Solo, Andrian Motor Tetap Buka Melayani Kebutuhan Anda*” (Thanks to the city government for the development of the city of Solo, Andrian Motor remains open to serve your needs)

Explicature (6) shows the **social interaction between groups and individuals**. The development function of the motorcycle repair team is aimed at the individual community. In this development, social interactions work together for their participation.

Language politeness in this analysis follows the theory that has been described, namely the principle of the **maxim of appreciation**. The development function seen from the speech is found in the word "thank you," which is an appreciation.

(7) Explicature: “*Katakan Tidak Pada Korupsi*” (Say no to corruption)

Explicature (7) shows the social **interaction between groups and individuals**. Dr. Hospital Moewardi is a group that emphasizes the development of social interaction for individual employees and the community.

The politeness of language in this analysis follows the theory explained, namely the principle of **the maxim of wisdom**, which is expected to be a development function from this analysis. The speech partners are wise in making promises to themselves.

(8) Explicature: “*Gebyar Hadiah Pajak Tahap II Tahun 2021*” (Fantastic Prizes of Phase II Tax 202)

Explicature (8) shows the **social interaction between groups and individuals**. The development function is from a group of BPPKAD offices in taxation to be emphasized.

Language politeness in this analysis is by the theory that has been described, namely the principle of the **maxim of compatibility or agreement**. It is hoped that the development function of this analysis is so that the speech partners can agree that if the public pays taxes immediately, the prizes from the BPPKAD office in taxation will be given to those who are entitled.

(9) Explicature: “*Pegadaian Amanah Beli Motor di Pegadaian Lebih Murah dan Berkah*” (“Pegadaian Amanah, Buying a Motorcycle at a Pawnshop is cheaper and full of blessings”)

Explicature (9) shows **the social interaction between groups and individuals**. The development function is from the pawnshop office for people interested in the offer on the banner.

Language politeness in this analysis is under the theory that has been described, namely the principle of **the maxim of compatibility or agreement**. It is hoped that the development function of this analysis will make the speech partners match the offer in the pawnshop and agree to buy or invite other people to buy the motorbike offered by the pawnshop.

(10)Explicature: “*Jagalah Kebersihan! Dilarang!!! Membuang Sampah dan Brangkal di Lokasi ini! Anda Sopan Kami Segan*” (Please keep this area clean! Prohibited!!! Dispose of Garbage and Debris in this Location! If you are polite, we respect you)

Explicature (10) shows the social interaction **between groups and individuals**. The development function of the speech act analysis of the banner is an affirmation from a group of RT residents for individuals/community members.

Language politeness in this analysis matches the **maxim of wisdom** principle. The development function of this analysis is that the speech partner becomes wise and implements the purpose of the banner, which is to work together and maintain cleanliness together.

Table 2. Recapitulation of the results of the analysis of social interactions between groups and individuals

Data	Groups	Individuals
Explicature 1	Polresta Surakarta	Individual community members
Explicature 2	Masjid management members	Individual community members
Explicature 3	Alfamidi Company	Individual consumer
Explicature 4	Sun Star Motor Company	Individual consumer
Explicature 5	Solo City Government	Individual community members
Explicature 6	Garage/ Workshop	Individual community members
Explicature 7	Dr. Moewardi Surakarta Hospital	Individual employees, individual community members
Explicature 8	Office of BPPKAD	Individual community members
Explicature 9	Pegadaian (pawnshop)	Individual community members
Explicature 10	Paguyuban warga (Community organization)	Individual community members

Table 3. Recapitulation of language politeness on public service banners in the Solo city area

Maxim	Politeness	Development Function Findings
	<i>Patuh dan disiplin</i>	So that the policies made by the government are

Maxim of Wisdom		carried out properly.
	<i>Wajib memakai masker</i>	The lingual sign of "mandatory" is a company policy to perform obligations.
	<i>Area Wajib menggunakan masker</i>	In the "mandatory" lingual marker, it is a policy from the company team to follow each other's obligations to wear masks.
	<i>Katakan tidak</i>	It contains promises, in banners to follow them, and making promises wisely.
Maxim of Sympathy	<i>Dilarang!!!</i>	Participate and implement the ban on the banner and maintain cleanliness.
	<i>Banyak anak kecil</i>	Mutual understanding there is a project, so be careful when driving a motorbike/car.
Maxim of appreciation	<i>Maaf perjalanan anda terganggu</i>	A word of "sorry" has value even though the trip is disturbing.
	<i>Terima kasih kepada Pemkot</i>	"Thank you" an award has value.
Maxim of compatibility/agreement	<i>Gebyar hadiah pajak</i>	If the public pays taxes immediately, prizes from the taxation office of the BPPKAD will be given to those who are entitled to and with the following conditions.
	<i>Beli motor di Pegadaian lebih murah dan berkah</i>	People are interested in buying motorbikes offered in the pawnshop banner.

3.1.3 *Speech Acts in Banners as a Function of Middle School Teaching Materials*

Utilization of the results of the analysis of banner objects can be used as teaching materials for Indonesian language lessons at the junior high school level. The design of teaching materials can be adjusted to the basic competencies and core competencies in the 2013 curriculum for junior high school (SMP) for class VIII. The results showed that, in general, the suitability of teaching materials for banners containing invitations, information, offers, warnings, etc., can be integrated into the Basic Competencies of Indonesian language learning, especially at the junior high school level.

This banner's content of suggesting, offering, prohibiting, etc., can be used as teaching materials for junior high school grade VIII 2013 curriculum. Core Competency 4 shows the words try, process, and present in real-life (using, parsing, assembling, modifying, and making) and abstract fields (writing, reading, counting, drawing, and composing). It matches what is learned in school and other sources that are similar in point of view/theory. Basic Competence 4.13 presents the contents of suggestions, invitations, directions, considerations about various positive things, actual problems from persuasive texts (environment, social conditions, or cultural diversity) that are heard and read. According to the basic competence, the analysis of banners in this study shows various meanings. Therefore, this banner has meaning, suggestions, suggestions, and much more to be used in everyday life.

3.2 *Discussion*

The results of the analysis of this study can serve as teaching material for Indonesian language learning, especially at the VIII grade junior high school level. In Explicature (1), a suggested discourse can reference teaching materials. The banner suggests anticipation, which is appropriate, according to basic competency points 4.13. The meaning of the banner has many functions, namely suggestions and suggestions. There are many more meanings to suggesting complying with government regulations to invite people without symptoms of COVID-19 to isolate themselves in a centralized place to take care of each other.

These teaching materials can be implemented in everyday life to maintain health. Illocutionary speech acts on banners are associated with relevant learning with Indonesian direct learning teaching materials. This goal can be realized if a teacher has an arrangement, method, or strategy. The material can be used with the teacher's language tool (Teacher Talk) in taking banner objects according to basic and core competencies.

The discussion that the researcher and the relevant research have put forward is almost the same; there are only different findings. In this study, the object of banners was developed in social interaction and language politeness which is very beneficial for the

community. This research is relevant because it has advantages in explaining the statement clearly. In contrast, the shortcomings in this research are the incomplete theory that can be matched with research. The study results and the focus of the study in this study contain some similarities and modifications to previous research.

This research has similarities with [25] regarding the illocutionary speech act. The difference lies in the object under study. In Rahma's research, the object is the dialogue in *Meraih Mimpi* animated movie, while the object is banners in this study.

Compared to research by [26], his study has similarities in terms of the focus of the types of illocutionary speech acts. The difference is that Riadi's research examines the object of political banner implicatures, while this study examines illocutionary speech acts with the object of public service banners.

As with the research by [27], this study also examines the relationship between expressive speech acts. The difference is that Ariyanti's research focuses on examining expressive speech acts and their objects of learning at school. In contrast, this study examines types of illocutionary speech acts with banner objects.

This research is equivalent to [28] because it examines the relationship between social interaction skills. The difference is that Pebriana's research targets gadgets in early childhood. In contrast, this research targets social interaction skills through banner discourses aimed directly at community groups.

This research is equivalent to [29] because both focus on social interaction skills. The difference is that Fatnar's research examines the interaction ability of adolescents who live in Islamic boarding schools who live with their parents. At the same time, this study refers to social interaction taken from community service banners.

The similarity of this research with [30] is on illocutionary speech acts and their relevance as the design of Indonesian language teaching materials in junior high school. The difference is in the object under study, namely that Rahma's research object is public service advertisements, while this research object is banners.

This research is equivalent to research by [31] because it deals with illocutionary speech acts and their relationship as the design of Indonesian language teaching materials. The difference is in the object studied and the relevance of the level of teaching materials for students because Zahra's research focuses on teaching materials for the high school level.

The similarity of this research with research by [32] is that both focus on speech acts and their relationship as the design of Indonesian language teaching materials. The teaching materials differ; this research is adjusted to

the core competencies and basic competencies 4.13, while Sudarto's research is the official letter material.

4. CONCLUSION

Based on the results of the data discussion, the researcher concluded that there were assertive speech acts; suggest, commanding directive speech act, expressive speech act; express apologies and express gratitude, commissive speech acts; promise, offer, declarative speech acts; and prohibit. These speech acts were developed in the social interaction of banners in Solo City between groups and individuals. Discourses are made from various institutions or community groups aimed at the community directly at themselves or certain individuals. Banners have a politeness function in the form of sympathy, appreciation, compatibility, or agreement maxims.

The results of this study can be related to teaching and learning, such as for class VIII junior high school teaching materials. The results of the analysis of banner illocutionary speech acts can be adjusted for relevance to the basic competencies and core competencies of Indonesian Language subjects, either by researchers or teachers.

WRITERS' CONTRIBUTION

Researchers take on the role of planners, implementers, researchers, data collectors, data analysts in research, and article writers.

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