



Persuasive Discourse Analysis on @explore.solo Instagram Account as Teaching Material for Indonesian at the Junior High School Level

Rendi Nur Alim and Gallant Karunia Assidik^(✉)

Faculty of Teaching and Education, Muhammadiyah University of Surakarta, Surakarta, Indonesia

`gallant.assidik@ums.ac.id`

Abstract. This study aims 1. To find out the form of persuasive discourse on social media, @explore Instagram account. Solo. 2. To find out the content of the message contained in the persuasive discourse on social media @explore Instagram account. Solo. 3. To find out how to implement social media-based persuasion discourse learning in junior high school students. The method used qualitative descriptive research. The data obtained, after analysis, are clearly described with the intention of making descriptions of situations or events and have the aim of making systematic, factual, and accurate descriptions of the facts. The data obtained, after analysis, are clearly described with the intention of making descriptions of situations or events and have the aim of making systematic, factual, and accurate descriptions of the facts. The results of this study are the form of persuasive discourse on social media instagram accounts @explore.solo is: persuasive discourse that is solicitation (7), persuasive discourse that is commandive (5), and persuasive discourse that is advice (8). The implementation of learning is that students observe every post on the Instagram account @explore.solo where there are elements of persuasive discourse, persuasive discourse can be marked if there is an invitation word. After finding persuasive discourse, it is then grouped based on its nature, namely persuasive discourse is solicitation, persuasive discourse is commandive, and persuasive discourse is suggestion. So that it becomes teaching materials or learning resources that can be used by students and teachers at the junior high school level to support social media-based learning.

Keywords: Analysis · Persuasive · Teaching Materials

1 Introduction

Discourse is the most complete, largest unit of language, and its order above sentences [1]. Discourse is the most complete unit of linguistics on top of sentences with continuous high cohesion and coherence that have a real beginning and end delivered orally or in writing [2]. The term discourse is used to include not only conversations or chats, but also public talks, writings and formal efforts such as scientific reports and other texts. In communicating, there is an important part that must be considered, namely the message

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or information contained in the words used [3]. A communication can occur if there is a message to be conveyed by the speaker to the speech partner [4]. Based on the channels used in communication, discourse can be differentiated into written discourse and oral discourse. Written discourse is a text in the form of a series of sentences that use a variety of written language. Text discourse can be found in the form of books, newspaper news, articles, papers, and so on. Spoken text as a series of sentences transcluded from oral recordings such as conversations, sermons, and live broadcasts on radio or television [5]. The form of discourse is constructed by elements that show each other the relationship of clauses. Each element in discourse will not have a clear meaning without a relationship with other elements, in the unity of the discourse structure in general a good discourse the harmony of relationships between other elements or what is often called cohesion and the linkage of meaning or coherence. The term coheresy refers to the relationship between parts in a text characterized by the use of language elements as binders.

Discourse is a series of related sentences that connect one proposition with another and form unity. In addition, discourse also means the most complete unit of language, which in the linguistic hierarchy is the highest and largest grammatical unit. While [6] Discourse as a complete unit of language contains concepts, ideas, thoughts that can be understood by consumers of discourse can be words, sentences, paragraphs, or larger whole essays with the integrity of the elements of meaning and context that surround them. This oral discourse is delivered orally, through oral media in the form of speeches, lectures, sermons, lectures and declamations. This written discourse is conveyed in writing, through writing media that can be found in newspapers, books and others. On this occasion, the author will analyze the persuasive discourse contained on instagram social media, namely the @explore.solo instagram account. Persuasive discourse, which is verbal art that aims to convince someone to do something that the speaker wants at that time or in the future [7]. In other words persuasion is a discourse whose content persuades or convinces its readers to do something according to the intended purpose. Persuading is something that is often encountered in social life. This is so that the desire of the performer is realized. Persuasive discourse has the meaning of a discourse that has a direct impact on influencing speech partners to agree or carry out an action that is in accordance with the expectations of its speakers [8]. Persuasive is an invitation to someone by giving a good reason and prospects that convince him [9]. Persuasion can lead to good or bad. Invitations that lead to ugliness can be found as a joke or as a serious thing [10]. Persuasive discourse sometimes uses irrational excuses [11]. [12] states that persuasive speech has the function of commanding, instructing, or asking the speech opponent to perform actions. Persuasion is a cognitive phenomenon. Thus the persuasive function of language occupies an important role to accommodate the strategy of targeting in positioning its referential advantage [13]. The message aims to change or modify the beliefs, values or habits of speech opponents [14]. In persuasive sentences containing directive speech acts, it can be studied from the form of the predicate [15].

Another research that is relevant to this research is research from [5] In his research entitled Persuasive Discourse Analysis on the Social Media of the Manchester United Fan Community (MU) In Solo. Where the results of the study said that the form of persuasive discourse on social media used by the MU fan community in Solo was: persuasive discourse that is solicitation, persuasive discourse that is commanding, persuasive discourse

that is persuasion, persuasive discourse that is convincing, and persuasive discourse that is advisory. The content of the message contained in the persuasive discourse on the social media of the MU fan community in Solo seeks to evoke to do something, give orders, persuade, convince, and give advice about something.

Other research related to persuasive discourse analysis is also revealed by [16] in his research entitled 'Learning Model for Writing Persuasive Discourses with Instagram Social Networking Site Media at Pekalongan University.' The results show that an interesting, creative and innovative learning model is needed in learning to write persuasive discourse. One alternative is a learning model of writing persuasive discourse using the media of the social networking site Instagram. Other studies have also been cited by [17] in his research entitled Persuasive discourse analysis on @Gerakannikahmuda Instagram account.

Other research in line was also presented by [18] in his research entitled Mandate in Discourse Persuasive Prevention of Covid-19 as a Learning Resource Indonesian at the Junior High School Level. The result of this study is to show that the emerging forms of persuasion use an emotive approach, that is, trying to arouse and stimulate the emotions of readers of persuasion always aims to change the thoughts of others, so that others can accept and do something desired. To accept or do something desirable, it is necessary to create something basic that is the basis of trust. So it can be concluded that the mandate in the discourse of persuasion is a discourse that can stimulate the reader's emotions persuasively, on the basis of trust aimed at influencing and changing the views and mindsets of others about something desirable. [19] conducting research "Good Character Of School: Positive Classroom Behavior Mediates The Link Between Character Strengths and School Achievement" or "Good Character in School: Positively Mediate Class Behavior The Relationship between Character Strength and School Achievement". This journal examines the relationship between character strength and student achievement.

In this study, the author has a problem formulation that will be discussed in detail, as for the problem formulation in this study (1). What is the form of persuasive discourse on social media @explore instagram accounts. Solo? (2). What is the content of the message contained in the persuasive discourse on social media @explore Instagram account. Solo? (3). How is the implementation of social media-based persuasion discourse learning in junior high school students?. Referring to the formulation of the above problem, there are two objectives to be achieved from this study. 1. To find out the form of persuasive discourse on social media, @explore Instagram account. Solo. 2. To find out the content of the message contained in the persuasive discourse on social media @explore Instagram account. Solo. 3. To find out how to implement social media-based persuasion discourse learning in junior high school students.

Discourse is a relatively complex and most complete element of linguistics. Its linguistic support units include phonemes, morphemes, words, phrases, clauses, sentences, paragraphs, and whole essays. However, discourse is also essentially an element of language of a pragmatic nature [20]. Persuasion discourse is a discourse that aims to convince someone to do something that the speaker or author wants to invite, persuade and encourage explicitly or implicitly. Persuasive discourse has the meaning of a discourse that has a direct impact on influencing speech partners to agree or perform an act that is in accordance with the expectations of its speakers. Persuasive discourse has

the meaning of a discourse that has a direct impact on influencing speech partners to agree or perform an act that is in accordance with the expectations of its speakers. 1) Imperative sentences contain the meaning of ruling by requiring it. 2) A command sentence means a word that has the main purpose of commanding a person according to the expectations of its speakers. 3) The phrase prohibition means a word that has the main purpose of prohibiting a person according to the expectations of its speakers. 4) The phrase prohibition means a word that has the main purpose of appealing to a person according to the expectations of its speakers. Speech acts can be conveyed clearly if the speaker can apply his speech skills well according to the speaker's situation [21].

The development of technology, the world of information, and communication is getting easier and faster. For example, technological advances such as the internet have now mushroomed to remote villages. Currently, the internet world is lying down with the presence of social networking sites such as Facebook, Twitter, Instagram, Yahoo Masanger (YM), Blacberry Masangger (BBM), Whats'up, Skype, My Space, Google Plus, and others [16]. From sharing these social networks, one of the most popular and well-known social networking sites in the world today is Instagram. This mass media can sometimes also be used as an advertising medium, such as examples of public service advertisements, public service advertisements play an important role in fostering solidarity and community concern in overcoming social problems [22]. According to [16] Instagram comes from the word "instant-telegram". Instagram can display photos instantly in its view. As for the word "gram" comes from the word "telegram", where the way telegram works is to send information to others quickly. Likewise, Instagram can upload photos using the internet network, so that the information submitted can be received quickly.

Instagram has the potential to help people to foster a culture of reading and writing, especially among students. Instagram can also help students be more creative in crafting words. Students can express feelings, express ideas, share knowledge, and can even search for rupiah by stringing words together on Instagram. The influence of Instagram is very strong, especially among teenagers who are still in the phase of finding their identity and want to express themselves. They can also post photos and write down experiences they've had, can write to friends, and can also share what they've experienced.

2 Method

This research uses qualitative descriptive research. The data obtained, after analysis, are clearly described with the intention of making descriptions of situations or events and have the aim of making systematic, factual, and accurate descriptions of the facts. This qualitative descriptive approach aims to describe the form of persuasive discourse found on social media @explore Instagram accounts. Solo. The place and time of the study was carried out by observing the discourse contained in the caption of @explore Instagram account post. Solo, the research time was carried out approximately 1 month. The object and subject in this study is from the caption of Explorer Solo's Instagram account post. The source of this research was obtained through reading and listening to the captions of @explorer Instagram account posts. Solo.

Research data in the form of vocabulary in the caption of instagram account posts @explore. Solo that contains elements of persuasive sentences. The source of the data

used in this study is a sentence in the caption of @explore Instagram account post. Solo. In collecting data, researchers use the listening method using advanced techniques of free listening, namely that the researcher is not involved in the process of generating data, and uses the note-taking technique as a supporting technique. [7] said that, in the free listening technique, a researcher is not directly involved in determining the formation and emergence of prospective data, except only as an observer of prospective data that is formed and arises from linguistic events that are outside of himself. The note-taking technique is to record several forms that are relevant to his research from the use of language in writing. Researchers noted the persuasive language users contained in the captions of @explore Instagram account posts. Solo then listens to the correct vocabulary reading from a particular source. This study used the agih method. The agih method is a method that analyzes data using tools that are determinants, namely in the form of parts of language including syntax, morphology, words, phrases, sentences and so on related to language.

3 Results and Discussion

In this study, researchers will group the data that has been found into 3, namely persuasive discourse is solicitation, persuasive discourse is commandive, and persuasive discourse is suggestion. Researchers took 20 persuasive discourse data found on the Instagram account @explore.solo which will be analyzed from the form of discourse, the meaning of discourse, and its implementation as teaching material for junior high school students.

3.1 The Form and Meaning of Persuasive Discourse on Social Media Caption of @explore.solo Instagram Account Post

- a. Persuasive discourse is solicitation. Persuasive discourse that is solicitation is a persuasive discourse carried out by the author to invite readers to join or participate in it. Based on research data, several data were found that contained persuasive discourse of solicitation. Here's the data that has been found:

Data 1

"Let's immediately swipe to get the free ticket and you can also check it directly on Instagram @indihomejtd definitely follow the terms and conditions" (post 2022-09-28)

Data 2

'Hi, friends of the pandatara archipelago are again present a wealth of culture and art united from 17,508 islands, 37 provinces, 98 cities, and 416 districts in Indonesia. This event also organizes several competitions, you know! Let's preserve the culture and wealth of this country by visiting Pandatara2022 don't miss it.' (Post 1-11-2022)

Data 3

'From productive livestock plots in @agrobalindeso can have an interesting profit share. Supported by a beautiful and cool livestock location that supports the needs of feed and livestock welfare so that it can be maximized in raising livestock. Let's visit and have now productive plots in @agrobalindeso' (post 29-10-2022)

Data 4

'Although the market but the traditional markets in the city of Solo are not outdated. We don't need to panic if we don't bring cash because we can make payments through Qris which is practical. Let's shop at Pasare Traditional Market resik, orderly and friendly sellers' (Post 22-10-2022)

Data 5

Let's prepare yourself to dance together at Pandan Arang Field, Saturday 22 October 2022. Get the ticket at the link in the @srnentertainment_official bio.Or click this link <https://goers.co/inidangdut2>. Tickets can also be purchased at the counters available at the venue. Open gate: 18.00 WIB. HTM: 30.000. Let's Goyang yuk! (post 21-10-2022)

Data 6

Here are recommendations for places to eat seafood and lamongan in the UMS Campus area, the place is in @terrorseafood Here there are various kinds of seaffod and lamongan with prices starting at 10k. This time we order duck, ati ampela, catfish and mix medium seafood.The seafood mix tastes good and mantul, the duck meat is tender and the marinade is permeated inside. Ati emery and catfish are also no less delicious For those of you who are almost a place to eat delicious and cheap seafood and lamongan come here immediately! (post 11-10-2022)

Data 7

(Long Ver) Let's go to Sangiran Museum, a suitable place for kalin who likes history. How have you been here yet? (post 5-10-2022)

In data 1, there is a persuasive discourse that is an invitation, namely in the word "Yuk" the word is to invite someone to do something described by the author, the meaning in the sentence is to invite to get a free ticket by following the terms and conditions. Data 2 also includes a persuasive discourse that is solicitation, which is marked with the word "mari" the word is to invite someone to do something, the meaning in the sentence is to invite to preserve the culture and wealth of this country by visiting pandatara 2022.Furthermore, data 3 is a persuasive discourse of an invitation, which is marked with the word 'come on' the meaning in the sentence is an invitation to visit and have now a productive plot in @agrobalindeso'. Data 4 includes persuasive discourse is an invitation marked by the word 'yuk' the meaning in the sentence is to invite readers to shop at the Traditional Market, because the market is clean, orderly and the sellers are friendly.

In data 5 is a persuasive discourse that is solicitation, the word 'yuk' is a word whose basic form is ayo. So that the meaning of the discourse is to invite yourself to joget-jogetan together at Pandan Arang Field, Saturday, October 22, 2022. Data 6 is a persuasive discourse of an invitation, the word 'come here yes' is an invitation. The meaning in the sentence is to invite you to come to a seafood and lamongan place to eat in the UMS Campus area, where it is located in @terrorseafood. Data 7 is also a persuasive discourse characterized by the word 'yuk' which means come. The meaning of the sentence is to invite to visit the sangiran museum.

- b. Persuasive discourse of a commandic nature. Persuasive discourse that is commandive is a persuasive discourse that the author does to command the reader to want to do something that is commanded. Based on the research data, several data were found

that contained persuasive discourses of commands. Here's the data that has been found:

Data 8

'Lurrr prepares your savings. We met in solo on October 5–9, 2022 at De Tjolomadoe' (post 20-09-2022)

Data 9

'Hurry up and rush the promo to feel the sensation of setting up your own device! For more information, please visit Instagram @IndiHomejtd or contact Whatsapp 08112680147' (post 26-10-2022)

Data 10

For Solo residents to rush to the North Square and South Square of Surakarta. Gebyar sekaten stay tomorrow (post 15-10-2022)

Data 11

Get it at the Hot Sale of @angkasalaptop. Enough Rp 6.250.000,00 has brought home MacBook Air 2017! Plus warranty and certainly QUALITY. Note the date 15–21 October 2022 Immediately contact WhatsApp: +62 815-4850-0045 Be immediately prepared with the Admin. BEWARE OF LIMITED PROMO STOCKS, DON'T RUN OUT! (post 14-10-2022)

Data 12

There are only 10 days left, you know, guys? Already here? Those who like to hunt for photos/food let's dock, don't forget that October 8th is Grebeg Mulud..there is a mountain brought from the Surakarta Palace to the Great Mosque.

In data 8 is a persuasive discourse of command, because there is a command word, namely the word 'prepare' the word is a command whose purpose is to command a person to achieve what the author wants. The meaning of the discourse is that readers are directed to prepare a certain amount of money or savings for the event which will be held in solo on October 5–9, 2022 at De Tjolomadoe'. Data 9 is also a persuasive discourse of a commandic nature, that is, there is the word 'cepatan' derived from the word fast, the word is a command for the reader to perform an action. The meaning of the discourse is an order that is essentially for readers to immediately get a promo from Instagram @IndiHomejtd.

Data 10, including persuasive discourse is commandive, because there is the word 'hurry to dock' which commands the reader to take an action, the meaning of the discourse is an order to immediately dock to the North Square and South Square of Surakarta. Gebyar sekaten stay 1 day will end. Data 11, including persuasive discourse is command marked with the word 'dapetin' from the word can. The meaning of the discourse is an order to get a Hot Sale from @angkasalaptop. Enough Rp 6.250.000,00 has brought home MacBook Air 2017! Plus warranty and definitely QUALITY. Data 12 also includes a persuasive discourse of command, the meaning of the discourse is the order to visit the grebeg mulud event held on October 8, there is a mountain brought from the Surakarta Palace to the Great mosque.

- c. Persuasive discourse of a suggestive nature. Persuasive discourse that is a suggestion is a persuasive discourse carried out by the author to advise readers to want to follow the advice of the author. Based on research data, it was found that some data containing

persuasive discourse suggested. The following data has been found that contains persuasive discourse on the @explore.solo Instagram account

Data 13

'Big thanks for LC English village. So guys, in this all-technological era, I hope you will be more enthusiastic about learning English. You can learn with LC and can realize your dreams as well as me' (post 7-11-2022)

Data 14

If you want to go to the reservoir, I suggest that it is better to use a motorbike that has tire specs for offroad media, try to keep the braking system of the motor vehicle still okay, and it is not recommended when it is the rainy season (post 3-11-2022)

Data 15

We play again to Cokelat Pendopo and want to try the new menu from Uleg Eco 🍔 Here the place is comfortable and very fun to gather with friends or family. Coupled with the view that makes you feel uncomfortable here, it is guaranteed to feel at home dech 😊 The special menu from Uleg Eco, namely Iwak Pe which is mantul. If you come here, don't forget to try Mangut Iwak Pe which is delicious and steady 🍔 😊 Other menus have geprek chicken, fried chicken, fried tilapia, fried catfish and mackerel fish You don't need to hesitate to come here because the price is pocket-friendly 🍔 So how about when to come here? Don't forget to invite friends and family (post 27-10-2022)

Data 16

Come on, those who like to cover songs are better off participating in the FolkNation Music Competition with @indihomejtd! When else can song covers get a total prize of MILLIONS OF RUPIAH? 🍷 Don't forget to follow the terms & conditions that apply, Sob! Good Luck (Post 18-10-2022)

Data 17

Solo residents who want to subscribe #InternetMyRepublic make your office or home, just register while there is a grand opening promo, the price is 15% off for 12 months. (post 14-10-2022)

Data 18

Want to make your days even more exciting? IndiHome Package Subscription (With Netflix Access) only! Enjoy the thrill of watching your favorite movies or series from featured streaming services with an internet connection up to 100 Mbps. Come on, subscribe to the IndiHome Package (With Netflix Access) right now! (post 12-10-2022)

Data 19

While the conditions are now rainy season and erratic. @hell0garage, pointed!!! CAR WASH FROM 20k (includes interior vacuum + polish) AUTO DETAILING (car salon) from 300k CAR SERVICE, oil change 25k and there are definitely attractive vouchers waiting for you, gasssss! (post 10-10-2022)

Data 20

The most beautiful place in Wonogiri that is hidden has an amazingly beautiful view sure ga pingin here the name of the place @goaresi is on the slopes of the foothills of Lawu the scenery and air here is no less cool than the slopes of Lawu to the North and west. To come here you can go through Solo - Wonogiri or Solo - Tawangmangu This location is in the village of Conto Bulukerto wonogiri district. Not only enjoying the

scenery here, there are also cafes and restaurants and also a swimming pool, you know gangs. (post 27-09-2022)

In data 13, it is a persuasive discourse that is a suggestion because there is a suggestion conveyed by the author, namely 'I hope you are more enthusiastic about learning English' the meaning of the discourse is for enthusiasm for learning English. Data 14 also includes a persuasive discourse of suggestion, characterized by 'I suggest it is better to use a motor that has tire specs for offroad media' so the meaning of the discourse is a suggestion that the author makes for his readers to do so. Data 15 there is a persuasive discourse of suggestion. The meaning of the discourse is a suggestion to come to the chocolate pavilion to experience the latest menu and also don't forget to invite friends or relatives. Data 16 including persuasive discourse is suggestion and the meaning of the discourse is to follow Race FolkNation Music Competition Together @indihomejtd can get a total prize of MILLIONS OF RUPIAH.

Data 17 also includes a persuasive discourse of suggestion, marked by a suggestion for a list of internet subscriptions, the meaning of the discourse is a suggestion to subscribe to the internet for solo residents to get the promo that is being given during the grand opening. Data 18 includes a persuasive discourse of suggestions marked with 'IndiHome Package Subscription (With Netflix Access) only!'. The meaning of the discourse is a suggestion to subscribe to the indihome package with the advantage of watching favorite movies or series from superior streaming services with an internet connection up to 100 Mbps. Data 19 includes persuasive discourse is advice i.e. advice to stop by the car wash, the meaning of the discourse is a suggestion to come to @hell0garage, CAR WASH FROM 20k (includes interior vacuum + polish) AUTO DETAILING (car salon) from 300k CAR SERVICE, oil change 25k and of course there is a voucher. Data 20 includes persuasive discourse is suggestion, because in that sentence the author seeks to give a suggestion. The meaning of the discourse is a suggestion to visit a tourist attraction in Wonogiri called @goaresi is on the slopes of the foothills of Lawu the scenery and air here is no less cool than the slopes of Lawu to the North and west.

3.2 The Form and Meaning of Persuasive Discourse on Social Media Caption of @explore.solo Instagram Account Post

This era is called the digital age, and information is growing very rapidly while learning is easy, fast, and cheap. The main feature of learning in the digital age is that the complexity of technology is the main foundation of the learning process of student interest [23]. ICT-based learning can be implemented with various approaches, one of which is through cellular learning or mobile learning (m-learning). Mobile learning is mobile learning that can be done anywhere and anytime by students without any time or place restrictions and using mobile technology. The cognitive, psychomotor and character achievements of students in this study can be obtained by integrating methods during the learning process. The online learning platforms that can be used are google classroom and google meet. Not only that, the use of social media can generally also be used as a learning tool, one of which is Instagram. Media is everything that can be used by teachers and students in order to achieve learning goals. Something that facilitates the achievement of goals. In addition, something can enrich students' insights [24].

Instagram is one of the popular social media apps among students for sharing photos and videos. Instagram is a social media application that is very appropriate to be used as a learning medium [25]. The use of social media (social media) as one of the learning media has been applied in several studies. Instagram is used as a learning medium by teachers. Teachers give assignments to students by utilizing Instagram features.

In posts on Instagram, of course, there is a caption below it, which is a word or writing that can support and clarify the meaning of the post. On the @explore.solo Instagram account, there are posts whose captions contain elements of persuasive discourse. So it can be used as teaching material or a source of material used to learn about the discourse of persuasion. The learning system is that students observe every post on the Instagram account @explore.solo where there are elements of persuasive discourse, persuasive discourse can be marked if there is an invitation word, such as for example: come, come, let's, prepare, immediately, and so on. After finding persuasive discourse, it is then grouped based on its nature, namely persuasive discourse is solicitation, persuasive discourse is commandive, and persuasive discourse is.

4 Conclusion

The forms of persuasive discourse on social media @explore.solo Instagram accounts are: persuasive discourse that is solicitation (7), persuasive discourse that is commandive (5), and persuasive discourse that is advice (8). The content of the message contained in the persuasive discourse on the social media of the Instagram account @explore.solo. The content of a persuasive discourse message that is solicitation is to try to arouse readers or followers to do something. The content of a persuasive discourse message of a commanding nature is to give an order or tell to do something. The content of the persuasive discourse message that is suggestive is to try to provide advice for readers or followers who are on the @explore.solo Instagram account. The implementation of learning is that students observe every post on the Instagram account @explore.solo in which there are elements of persuasive discourse, persuasive discourse can be marked if there is an invitation word, such as example: come, come, come, come, prepare, immediately, and so on. After finding persuasive discourse, it is then grouped based on its nature, namely persuasive discourse is solicitation, persuasive discourse is commandive, and persuasive discourse is suggestion. So that it becomes teaching materials or learning resources that can be used by students and teachers at the junior high school level to support social media-based learning.

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