

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Persuasive text is intended to persuade the reader to do what is expected by the author. The text convincingly asks for help in carrying out good things for the benefit of the community. In the persuasive text, it can be expected what was requested by the author can be followed by the reader. Persuasive text on the slogan also invites the reader to do something that can be good or bad. It can be made as one of the communication media carried out inviting or appealing to the reader. The good text is text that is easily understood consciously by the reader. A text is good if the text content is polite. In a statement that polite text has a marker of politeness in the text, for example using the markers *hendaklah*, *silahkan*, *-lah* and others in the text. The slogan is a part of communication.

According to Kamus Besar Bahasa Indonesia (KBBI), the slogan is words or short sentences that are interesting or striking and easy to remember to tell or advertise something based on their ideology. It means that slogan is a form of information delivery in communication or notification. Alwi (2003: 108) states that a slogan is a form of delivery of information or notification that is usually written in short sentences that are very interesting, concise, easy to remember, and persuasion. The slogan can be found in online media, websites, newspapers, magazines, and others. The slogan aims to convey information and influence people's views and

opinions of the information. The slogan is words or short sentences that are interesting and easy to remember and understand in telling or conveying something in communication.

Online media is an online communication channel on internet websites to convey communication and information messages between people. Online media can be interpreted as a mass media extension of the human senses. Mass media can also be concluded as a tool or means used to convey messages from communicators to a large audience. According to Law of the Republic of Indonesia Number 40 Article 1 in 1999, the press is a social institution that carries out journalistic activities. It consists of searching, obtaining, possessing, storing, processing, and conveying information in text, sound, pictures, and graphics.

The press's function is to provide information, educate, entertain, and conduct social supervision both on public behavior and the authorities. The exchange of information can strengthen humans' attitudes and behavior and change attitudes and actions for the better or worse. Sapir (in Alwasih, 1990: 7), communication is a process by which information is exchanged between individuals through a standard system of symbols, signs, or behavior. It is understood that language as a communication tool is the crucial thing for the human being is making a relationship with others.

This research will discuss "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*." Slogan Online Media COVID-19 was first published by the Ministry of Health of the Republic of Indonesia (*KEMENKES*). The author chooses

KEMENKES as the source of data because KEMENKES is a frontline for the government to deal with the COVID-19 pandemic. There is one example of text in the slogan by the Ministry of Health of the Republic of Indonesia (KEMENKES). It can be seen in the example below:

- (1) Gunakan masker bila batuk dan pilek
- (1a) Gunakan masker
- (1b) Batuk dan pilek

Table 1. Prevention of COVID-19 by KEMENKES

The data can be solved into *Gunakan masker* and *batuk dan pilek*. There are two verbs in a persuasive text. It consists of *Gunakan* and *batuk dan pilek*, which are connected by connector *bila* in the sentence. An imperative sentence follows the persuasive text. The text is to persuade the reader in the slogan COVID-19. The persuasive text can be analyzed through the existence in the context of the government's prevention of the COVID-19 (Corona Virus Disease 2019) pandemic. The slogan of the COVID-19 (Corona Virus Disease 2019) persuasive text shows that the government's prevention efforts to the public regarding the COVID-19 (Corona Virus Disease 2019) pandemic. The online media slogan COVID-19 by *KEMENKES* can be seen below:

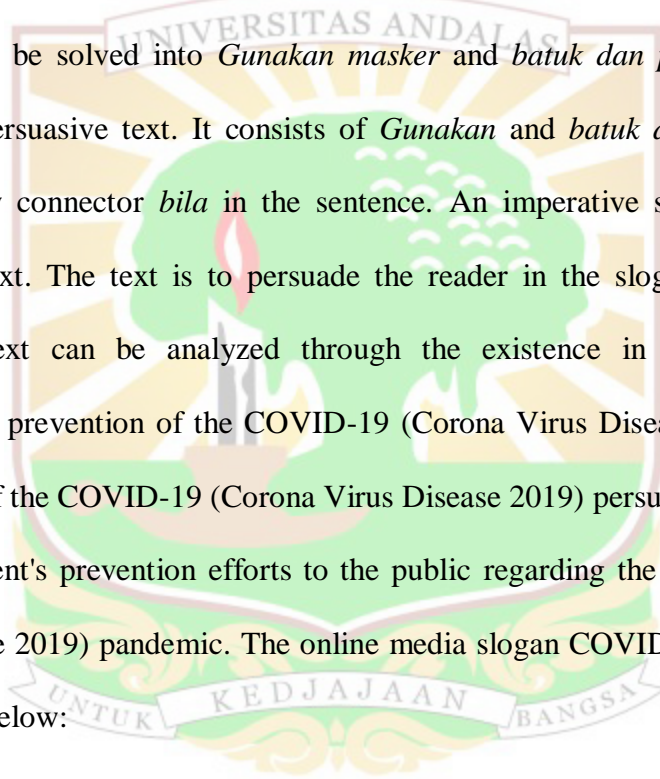




Figure 1. GERMAS by KEMENKES



Figure 2. COVID-19 Social Distancing



Figure 3. Prevention COVID-19

The coronavirus first appeared on March 2, 2020, in Indonesia, which was reported by President Joko Widodo. COVID-19 (*Corona Virus Disease 2019*) is a term reported by *The Sun*. COVID-19 is a name of virus. COVID-19 is an abbreviation of *Corona* (CO), *Virus* (VI) *Disease* (D) and 2019 (19), which first appeared in 2019. In simple terms, as reported by the World Health Organization (WHO), coronavirus is an infectious disease caused by a newly discovered type of coronavirus. This is a new virus and a disease previously unknown before the outbreak in Wuhan, China, in December 2019. Coronavirus causes respiratory tract infections in humans ranging from fever, cold cough to more serious ones such as H5N1, The Black Death (PES), Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

The reason why the Writer chooses "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*" as the title of the research because the Writer wants to make the reader, especially the Indonesian people, how serious the COVID-19 (*Corona Virus Disease 2019*) slogan is used in daily activities in the current COVID-19 (*Corona Virus Disease 2019*) pandemic situation. The primary basis of the author chooses "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*" is to order and make Indonesian readers and people aware of doing something that has been determined by the government of the Republic of Indonesia because of how dangerous the COVID-19 (*Corona Virus Disease 2019*) pandemic is for government and society. The author chooses the slogan COVID-19 (*Corona Virus Disease 2019*) to be this research object. Those slogans found many persuasive text

used by the government to Indonesian society since the onset of the COVID-19 (*Corona Virus Disease 2019*) pandemic.

1.2 The Scope and Limitation of the Study

The scope of the research is useful for focusing the study on being investigated by a researcher. The research scope entitled "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*" only focuses on analyzing persuasive text based on Slogan COVID-19 in the Indonesian language. The slogan is in online media from the Ministry of Health of the Republic of Indonesia (*KEMENKES*). This is based on preliminary observations in critically analyzing the persuasive COVID-19 (*Corona Virus Disease 2019*) slogan as one of the writer's characteristics in conveying the ideas of the slogan. Persuasive text can be found in appeals and prohibitions on slogans COVID-19 that have many variations. In addition, the term COVID-19 (*Corona Virus Disease 2019*) pandemic is also found in various terms.

Various analysis views in the text of persuasive slogans in the Indonesian community make the slogan reflected in Indonesian society's use. One of them can be seen in the text written on the slogan COVID-19 (*Corona Virus Disease 2019*) in various government agencies of the Republic of Indonesia. Reflections and views on persuasive text analysis in the slogan COVID-19 (*Corona Virus Disease 2019*) by *KEMENKES* occur because of the interaction of Indonesian public with the scope of several institutions that support the use of the COVID-19 (*Corona Virus Disease 2019*) slogan. The COVID-19 slogan (*Corona Virus Disease 2019*) will be analyzed

in a pragmatic's view about the construction, techniques, and functions of persuasive text in the slogan COVID-19 (Corona Virus Disease 2019) by *KEMENKES*.

1.3 Statement of Research Problem

The purpose of this research is to reveal the problems contained based on the formulation of the problem. In line with the background of the research presented above, there are four problems in this research. The four problems are formulated in the form of questions as follows.

1. How is the construction of persuasive text in the slogan COVID-19 by *KEMENKES*?
2. What are the techniques of persuasive text in the slogan COVID-19 by *KEMENKES*?
3. What is the function of persuasive text in the slogan COVID-19 by *KEMENKES*?

1.4 Purpose of the Study

This research aims to reveal the problems that are based on the formulation of the problem. Based on the formulation of the research problem above, there are several objectives of the study. This is stated as follows.

1. To identify the construction of persuasive text in slogan COVID-19 by *KEMENKES*.

2. To classify the techniques of persuasive text in slogan COVID-19 by *KEMENKES*.
3. To describe the function of persuasive text in slogan COVID-19 by *KEMENKES*.

The result of the research will have a contribution to some advancement for readers in a persuasive perspective. It will also give benefit the development of knowledge about persuasive texts.

1.5 Significant of the Study

This research is expected to provide good benefits for researchers and readers in achieving optimal results and producing systematic reports and can be useful in general. There are two expected benefits from the results of this research. These benefits are theoretical benefits and practical benefits. Hopefully, this research can be tested with the quality of research conducted by the researcher. The following are the benefits that can be given in this study.

1. Theoretical Benefits

This research can provide benefits for the development of linguistics science, especially in the study of pragmatic. The title of "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*" is related to an analysis of pragmatic perspective. Hopefully, this research can become one of the guidelines for the study of pragmatic. Furthermore, Theoretical benefits is expected to increase understanding

of persuasive terms in Slogan COVID-19 (Corona Virus Disease 2019) in the use of Indonesia language according to the theory presented in this research.

2. Practical Benefits

As for practicality, this research is expected to be useful as an illustration for linguists to popularize meaningful sentences that are often used in our daily communication, hoping that readers will be more practical and helpful in analyzing the use of persuasive text in the slogan. In the pragmatic's view, Using persuasive text can be understood by having the subject as the government and the agent is governed by the Indonesian people, especially in preventing the rampant COVID-19 (*Corona Virus Disease 2019*) pandemic situation in Indonesia. The research of "An Analysis of Persuasive Text in Slogan COVID-19 by *KEMENKES*" can be used as a comparative material with other existing research, especially in analyzing the construction of the persuasive text, the techniques of persuasive text, and the function of persuasive text that can provide encouragement or motivation for further researchers in the field of pragmatic studies in linguistics.

