



Rachel Vennya's Directive Speech Actions in Promoting Goods and Their Utilization in Advertising Text Learning

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ABSTRACT

This research aims to explain Rachel Vennya's (RV) directive speech acts in promoting goods and services and their use in learning advertising texts and slogans. This type of research is qualitative research with a descriptive method. The data for this research is the speech of celebrities from the RV program when promoting goods and services. Data source is RV's personal Instagram account taken from posts starting November 2020 to November 2022. Data collection uses media review techniques by downloading recordings of these promotional posts. Data validation was carried out through triangulation techniques, while data processing was carried out using three stages, namely the analysis, discussion and conclusion stages. Three findings were obtained from this research. First, there are four types of directive speech acts of RV in promoting goods and services, namely the speech acts of suggesting, commanding, advising, and pleading. Third, directive speech acts and speech strategies can be used as learning media for making advertising texts and slogans in schools. Finally, the research it can be used as a teaching medium in making advertising text and slogans to assist students in producing advertising text and slogans at school.



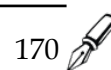
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INTRODUCTION

The language used by a person both in communicating and in promoting goods and services is a function of the language itself. Because, in essence, language is the most important tool or means of communication in teaching and learning interactions (Sitompul, 2020). Language as a communication tool is used by teachers and students to interact with each other. Through good communication activities, teaching and learning interactions will be created that are in accordance with the goals to be achieved (Marizal et al., 2021). As a result, because language serves as an intermediary tool in all teaching and learning interactions, its involvement in the learning process cannot be separated (Suwarna, 2022).

Each speaker aims to communicate specific objectives or intents to the speech partner through communication activities. In order for the message to be fully understood by the speech partners involved in the communication process, communication must occur effectively and efficiently (Falia, et al. 2018; Hasibuan, 2019). If the interlocutor cannot understand the speaker's language, effective and efficient communication will not take place (Tressyalina & Anisa, 2020). As a result, communication will proceed smoothly when both parties can understand the language being used by the speaker (Maryunis et al. 2014).

Speech acts and speech occurrences will take place during the communication process (Susmita, 2019). The process of occurrence or continuous linguistic interaction in one or more forms of utterance involving two persons, namely the speaker and the interlocutor, with a single topic matter, in a certain time, place, and the situation is known as a speech event (Fitriana, et al.



2020). Speech acts are actions or activities performed by people using speech-generating equipment to convey information (Fatihah & Utomo, 2020).

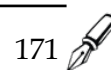
Furthermore, when communicating with other people, the speaker uses speech strategies so that what is intended can be conveyed clearly to the speech partner. Speaking strategy, according to Chairul (2021), is the process of speaking in a way that makes an utterance interesting and understandable to the speech companion. The use of appropriate speech acts and speech strategies in communication can make communication run smoothly. For instance, in order for products and services being promoted to be properly received by consumers, an advertisement must be able to use the proper speech acts and speech strategies.

Promotion of goods and services is also studied at school, namely at the junior high school level VIII grade (Kurniasih, 2016). The new 2013 curriculum for Indonesian language instruction in a grade VIII semester I includes lessons on advertising text and slogans. The core competence of writing advertising text and slogans is Core Competencies 4.3, namely summarizing the contents of advertisements, slogans or advertisements (boast and motivate) from various sources. Furthermore, the basic competence that is expected to be achieved in the learning process is Basic Competencies 4.3.2, namely making advertisements, slogans and advertisements that are effective according to the correct rules of the Indonesian language.

Students must use creativity while writing advertising texts and slogans that entice readers to purchase the offered product (Bella et al., 2021). With the demands of the text, an example is needed of how to advertise or create a slogan that can attract readers' interest (Restiana & Sastrawan, 2020). Therefore, in order for interactions between teaching and learning to be effective and efficient, teachers must be able to comprehend all of the features of learning. Professional teachers must also be able to conduct engaging, educational teaching and learning activities and always endeavor to find solutions to issues that arise during instruction. Giving examples of how celebrities or public personalities promote products and services is a useful technique to assist students in writing advertising text and slogans (Faridasari, 2017). In the current era of globalization, places for people to promote goods and services are no longer limited to newspapers and television media. However, this promotion has also begun to expand to social media, one of which is Instagram. Typically, celebgrams, or popular people, are the ones who advertise products and services on Instagram.

Selebgram is a term for users of famous Instagram accounts on the Instagram social networking site. This term refers to the words celebrity and Instagram where the combination of words means someone who is famous like a celebrity on Instagram (Nurhabibah, 2020). Selebgram has a large number of followers (Atmoko, 2015). One of the most striking things that distinguishes celebrity accounts from regular accounts is uploading product advertisements. Celebgram accounts often make uploads featuring products as a form of advertising for these products because celebrities have high popularity so they can influence their followers. Celebrities that are often discussed today are RV. The celebrity has 6.9 million followers on Instagram and 1,874 posts as of July 19, 2022. Of many posts, RV has posted many promotional videos for goods and services. RV employs specific speech acts and speech strategies while advertising goods and services to pique people's interest in purchasing those goods and services (Nurhabibah, 2020).

Based on initial observations, the dominant speech act used by program celebrities in promoting goods and services is a directive speech act (Nurhabibah, 2020). This is also corroborated by other research on public figures' speech acts, like Suharnanik & Yulianto (2022); and Hamidah, J., & Normuliati (2019). The explanation of earlier studies is given below. First, Hamidah, J., and Normuliati (2019) discovered that Instagram social media profiles enhance locutionary, illocutionary, and perlocutionary speaking activities. The speech act's style is appropriate for the goal of endorsing a good or service, in this case, introducing or disclosing the existence of a floating campus in South Kalimantan, encouraging people to purchase food and clothing as is done through endorsement, and persuading them to be interested in the products being offered.



Second, Suharnanik and Yulianto (2022) with research results found six functions of assertive illocutionary speech acts, namely: reporting, telling, explaining, informing, stating, and expressing opinions. The six functions are used to correct the use of the word “anjay” which is considered rude and should not be used arbitrarily. Furthermore, five functions of directive speech acts were also found, namely: asking, begging, ordering, suggesting, and inviting. The function of directive speech is used to educate people so that they no longer use word “anjay” when communicating with others.

The overall findings of this study only cover the kinds of speech actions utilized by prominent people. Nobody has connected it to a specific learning procedure. As a result, this study will go into more detail about the many sorts of directed speech actions and speech techniques employed by celebrities on event programs and how they might be used to learn advertising slogans and texts. Using the notion of speech acts and speech strategies, the research was done to examine the different speech acts and speech tactics employed by celebrities to promote products and services.

The celebgram Rachel Vennya, often known as RV, will be used as a research sample. The innovative aspect of this research is its use of social media videos to build a whole textbook. When a textbook is created using social media, which is currently widely used, it becomes a special attraction for students. It is necessary to carry out this research to attempt to map the many directive speech acts that the RV program uses to market goods and services, as well as how they relate to the analysis of advertising content and slogans.

RESEARCH METHOD

Type and Method of Research

This kind of study uses the descriptive analysis method and is qualitative in nature. This study employs a descriptive methodology since it only offers a clear, systematic, and correct explanation of the way celebgram directive speech functions in product and service promotion and their application to learning.

Research Instrument

The researcher or other research team members are the primary instrument in this qualitative study. Researchers seek, download, and save data using internet media as tools during the data collection process. Additionally, to create format sheets for data classification, data identification, and data inventory.

Data and Data Source

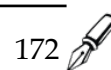
The speech of celebgrams in marketing goods and services serves as the research's source of data. RV will be the celebgram employed in this investigation as the research subject. The study's data came from Rachel Vennya's personal Instagram account, @rachelvennya. RV's Instagram advertisements for products and services from August 2021 to August 2022 make up the collected data.

Data Collection Technique

In this study, a listening strategy was utilized to collect data. The listening and recording technique is the one that is used. Using this technique, one can acquire speech-based oral data from RV celebgrams. Additionally, recording is the approach used to capture information related to the issue. This technique of taking notes is a continuation of the celebgram's speech act.

Data validation technique

Triangulation is the method of data validity employed in this research. Triangulation is used to verify the authenticity of the data acquired by correlating the data with predetermined theories and indirectly listening to the speech of the celebgrams who are the study's subjects.



Data Analysis Technique

Techniques for analyzing qualitative data are inductive, which is an analysis built on the data collected and then transformed into a hypothesis. This study's data analysis method is based on the theory put forward by Miles and Huberman (1992), which offers three stages: data reduction, data presentation, and data inference.

The research flow can be explained through the following chart.

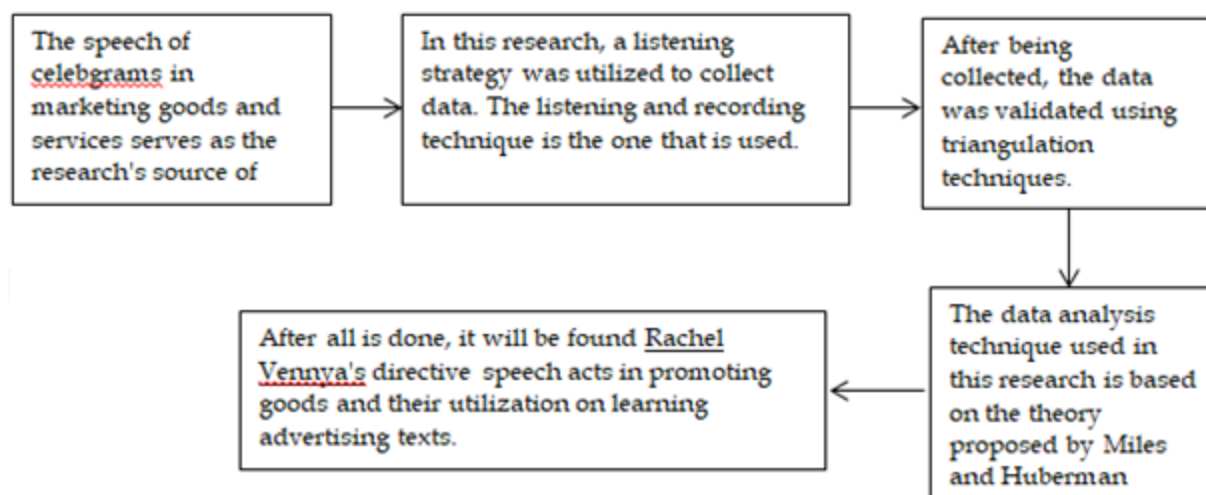


Figure 1. The research flow

RESULTS AND DISCUSSION

Result

Based on the categorization of speech act kinds in data, it was discovered that RV used 4 different types of directed speech actions to market goods and services. The results of these studies can be seen in table 1.

Table 1. Recapitulated results of the type of directed speech acts used in RV in promoting goods and services

No	Types of Directive Speech Acts	Amount
1.	Ordering	24
2.	Requesting	1
3.	Suggesting	41
4.	Advise	11
Total		77

On the basis of the information in the previous table 1, 77 data types of directive speech acts – 41 data recommending speech acts, 24 data ordering speech acts, 11 data advising speech acts, and 1 data requesting speech acts – were discovered. The several forms of directive speech acts that RV program superstars utilize to advertise products and services are described here.

Use of Directive Speech Act Types by RV Celebrities in Promoting Goods and Services Speech acts suggest

The verbal activity of suggesting is one in which the person who speaks expresses recommendations, opinions, or utterances to his or her communication partner in order to persuade them to carry out the speaker's intended action. Based on research findings, RV tends to use suggestive speech acts when promoting goods and services. These speech acts can be explained at the following speech examples.



"Aku percaya sama Hanasui hybrid make up dengan pilihan produk yang lengkap rangkaian produk hanasui hadir untuk melengkapi kebutuhan kulit perempuan Indonesia." (RV/15/3)

The utterances above are directive suggestive speech acts which can be seen from RV's indirect statement when promoting a beauty product. This statement relates to how a beauty product is very good for the skin of Indonesian women. The speaker said "*produk Hanasui hadir untuk melengkapi kebutuhan kulit perempuan Indonesia*". In this story, RV suggested that women buy the products he was promoting. RV ordered but indirectly so as not to seem pushy. That is one of the sales strategies carried out by RV to attract buyers' interest in the product it is promoting.

The act of ordering

When the speaker commands their speaking partner to perform anything that was expressed or implied in their speech, this is referred to as a speech act of ordering. There are functions of commanding, ordering, instructing, requiring, instructing, forcing, and borrowing in this type of command speech act. Based on research findings, it is also possible that RV frequently employs ordering speech acts when marketing goods and services in addition to not speaking. The following speech examples can be used to explain these speech activities.

"Aku pakai Sosis Kanzeler, aku pakai Kanzeler Beef Cocktail. Ini tuh daging banget cocok banget buat bekal sizenya juga imut banget pas banget di mulut anak jadi nggak perlu dipotong lagi." (RV/2/5)

The data above is a speech that is conveyed with the type of directive speech act ordering to buy a food product. RV promotes the advantages of a food product by mentioning the attractive things and advantages of the product. By providing information about the interesting things and advantages of the food product he is promoting, RV indirectly instructs his followers to buy the product. It is marked by utterances "*ini tuh daging banget cocok banget buat bekal sizenya juga imut banget pas banget di mulut anak jadi nggak perlu dipotong lagi*".

The advising speech acts

The act of speaking of advice is one in which the speaker informs or reminds the listener of something he will do. The directive speech act of the advise category is a guide that includes the speaker's best advice and can be used as justification for the listener to act in a certain way. When promoting goods and services, RV also uses non-advising speech. This can be seen in the following speech.

"Soalnya anak-anak itu kan suka bosan banget sama satu makanan jadi kita bikin pilihannya banyak mereka jadi nggak bosan deh." (RV/1/3)

The data is a type of directive advising speech acts. When promoting an item, RV also advises parents to be creative in preparing their children's supplies. The speaker said "*anak-anak itu kan suka bosan banget sama satu makanan jadi kita bikin pilihannya banyak mereka jadi nggak bosan deh*". In this speech, RV can be seen giving advice to parents to be creative in preparing their children's supplies. With this advice, RV indirectly encouraged parents to buy food products he was promoting.

Speech acts of requesting

The directive speech act of begging is a speech act that politely asks the hearer to do something the speaker wants. The speech act of asking is usually marked with a politeness marker asking, apart from being marked by the presence of the politeness marker, the particle is also commonly used to expand the directive speech asking. When promoting goods and services, RV also uses impassioned speech. This can be seen in the following speech.



"Semoga nanti bisa ke aman yang lainnya." (RV/11/31)

In this utterance there is a type of a directive speech act of begging. This can be seen in the utterances conveyed by speakers so they can go to other vacation spots. The speaker said "*semoga nanti bisa ke Aman yang lainnya*". In this speech, RV hopes that he can take a vacation to other safe vacation spots that have not been visited. This story does not promote a vacation spot that is safe to be visited by people on vacation.

Use of Speaking Strategies by RV Celebrities in Promoting Goods and Services

According to the findings of the research, the RV program used four different speech tactics to market products and services. Table 2 displays the findings of this research.

Table 2. Recapitulation of research results on types of speaking strategies RV in promoting goods and services

No	Speaking Strategy	Amount of data
1.	Straightforward Speaking Strategy	18
2.	Strategy to speak frankly with positive politeness	23
3.	Strategy to speak frankly with pleasantries negative politeness	24
4.	Vague Speech Strategy	12
Total		77

Based on the table, it can be explained that in this study the speech strategies used by RV program celebrities in promoting goods and services consisted of: (a) a strategy of speaking frankly without preamble as much as 18 data; (b) a strategy of speaking frankly with bases 23 data of positive politeness; (c) a strategy of speaking frankly with 24 data of negative politeness; and (d) 12 data of vague strategy. The findings of the four types of speech strategies are explained in detail as follows.

Straightforward speaking strategy

This straightforward, no-nonsense strategy is a strategy of speaking by taking threatening actions to state something clearly. The reason for choosing this strategy is because speakers want to do FTA (Face-Threatening Acts) to the fullest. Another reason is the circumstances when the conversation occurred can also be the reason for choosing this strategy. When promoting goods and services, RVs often use a straightforward, speaking strategy without preamble. This can be seen in the following speech.

"Gitu lho guys selesai & jangan lupa dikasih nama!" (RV/1/4)

The above speech is a direct speaking strategy without further ado. In this story, RV advised the child's lunch box to be named by the parents. The speaker said, "*gitu lho guys selesai & jangan lupa dikasih nama*". RV adopts the technique of speaking openly and without more ado in this speech. This strategy is used so that what is conveyed is clear and can be easily understood by consumers. This speech also confirms that the product being promoted has complete features and can be given a name.

Strategy to speak frankly with positive politeness

The FTA (Face-Threatening Act) approach of carrying it out involves "saving face" or "maintaining the positive face of the speech partner." This strategy is used to show familiarity with the speech partner who is not someone close to the speaker, so that it can make it easier to interact. Additionally, this strategy helps to promote interpersonal relationships. They frequently



employ the strategy of speaking openly while being polite in a positive way when advertising goods and services. The speech that follows demonstrates this.

"Ini adalah snack cake box jadi ini itu ada cemilan cemilan ada permen ada biskuit ada coklat semua kesukaan Abang & adik. Supaya nanti kalau misalnya berjalan panjang mereka nggak bosan." (RV/1/2)

The above data was conveyed by the RV program when promoting food boxes that can be filled with various types of food. The promotion was delivered by saying "*ini adalah snack cake box jadi ini itu ada cemilan cemilan ada permen ada biskuit ada coklat semua kesukaan Abang & adik*". In this speech, it can be seen that RV is promoting an item using the BBKP strategy with the substrate of paying attention to the speech partner. This was marked by FH mentioning the sentence "*Supaya nanti kalau misalnya berjalan panjang mereka nggak bosan dalam mempromosikan produknya*".

Strategy to speak frankly with pleasantries negative politeness

Negative politeness strategy is a negative face-saving strategy to maintain the speech partner's freedom of action. The negative face in question is the self-image of the speech partner to take action freely without any pressure from other parties. In carrying out this strategy the speaker acknowledges and respects the negative face of the speech partner. When promoting goods and services, they often use the strategy of speaking frankly with negative politeness. This can be seen in the following speech.

"Kalian bisa pesan Bento yay di semua online delivery favorit kalian." (RV/4/10)

The RV program used the information above to advertise a great restaurant. "Kalian bisa pesan Bento Yay di semua online delivery favorit kalian," read the advertisement. In this speech, it can be seen that RV asked his Instagram followers to order food at the place he was promoting by using the BBKN strategy with sub strategy minimizing the burden on the speech partners. This was marked by RV using the clause "*kalian bisa pesan Bento Yay*" when promoting a good food place.

Vague speech strategy

The strategy of speaking vaguely is conveying messages implicitly. When promoting goods and services, often use a strategy of speaking vaguely. This can be seen in the following speech.

"Lanjut Aku mau bikin keping-keping dari sosis kanzler lagi ini tinggal di dipotong-potong aja bagian pinggirnya terus aku kasih mata deh. Jangan lupa saus tomat nya, selesai." (RV/2/7)

The data above was conveyed by the RV program when promoting fast food products. The promotion was delivered with the words "*Lanjut Aku mau bikin keping-keping dari sosis kanzler lagi ini tinggal dipotong-potong aja bagian pinggirnya terus aku kasih mata deh*". In this story, it can be seen that RV advised his Instagram followers to buy the fast food he was promoting using the BSS strategy with substrates giving instructions and giving reasons. This was marked by the RV using the clause "*sosis kanzler lagi ini tinggal dipotong-potong aja bagian pinggirnya*" when promoting the food product.

Utilization of Directive Speech Acts in Learning Advertising Texts and Slogans

Utilization of RV program directive speech acts in learning advertising text and slogans are to make promotional videos for goods and services of RV programs as learning media. Video is used when the core of learning is in accordance with the learning plan. The use of the RV program video when promoting goods and services in the core learning process can be seen in table 3.

Table 3. Use of goods and services promotional videos as learning media

Core Activities		
Orientation	Activity	Indicator
Orientation of students to the problem	Observe	Students are given motivation or stimulation to focus on the topic: composing advertising text and slogans
	Looking	Showing RV celebrity videos when promoting goods and services
	Observe	Study textbooks and other sources, listen to video shows of RV programs when promoting goods and services
	Reading	Read information from textbooks or other reference books, from the internet, or information linked to compiling advertising texts and slogans can be completed at home prior to learning events.
	Listening	Provision of material by the teacher relating to composing advertising text and slogans
	Listening	Explanation of the introductory activity in outline/globally about the subject matter regarding composing advertising text and slogans to train seriousness, thoroughness, seeking information

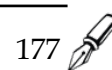
Based on the table above, it can be seen that the use of the RV program video in promoting goods and services is placed at the heart of learning to write text. Video is used as a learning medium to assist students in writing advertising texts and slogans. As shown in the table, the teacher will describe what behaviors and verbal techniques are employed by the RV program in order to promote goods and services after showing the video. So that students are expected to be able to write attractive advertising texts and slogans in accordance with the language rules of advertising texts and slogans which are generally summarized in directive speech acts.

Discussion

The types of directive speech acts used in this research are suggesting, ordering, advising, and begging. The acts of suggesting and ordering are categorized as high because when promoting goods and services a person directly or indirectly wants the speaking partner or listener to do something that the speaker wants, in this case buying or using goods and services offered. This occurs when the two different speech acts invite the listener to do an action that will have an impact on the speaker's activities (Apriastuti, 2017).

First, the use of directive types of speech acts suggests. This means that many of the celebrity RV's speeches aim to suggest his Instagram followers and people who watch the promotional videos he makes to buy goods and services he promotes. The speech act of suggesting is considered appropriate for promoting goods and services because the audience or buyer does not feel burdened or forced to buy a product (Nurhabibah, 2020). Thus, it will attract a lot of enthusiasts of the goods and services being promoted.

As explained by Ibrahim, the advisories expressed by speakers are not the wish that the interlocutor performs certain actions, but the belief in doing something that is good, that this action is in the interest of the interlocutor. This was emphasized by Dermawan, & Revita (2020, p. 142) who said that speech acts suggest that the speaker is used to do something good according to the speaker for the speech partner himself. When promoting goods and services, suggesting speech acts is expected to make potential users or buyers of goods and services follow the suggestions given by the seller, in this case the speaker. This is very appropriate to use if it is related to the context of the speech of the RV celebrity who advised his Instagram followers to buy goods and services he was promoting. This explanation is in line with Rachmayanti &



Candrasari, (2021) that context is the aspects of the physical or social environment that accompany the conversation between the speaker and the speech partner which are used as a reference for interpreting the meaning intended by the speaker. Thus, it can be concluded, although the use of directive suggestive speech acts is categorized as dominating in promoting goods and services, it is not categorized as a speech act that threatens the face of the speech partner, because the type of suggestive speech act is a speech act used by the speaker to do something good according to the speaker. for the speech partners themselves.

Second, the type of a speech act used is a directive speech act, ordering. That is, the RV celebrity's speech in promoting goods and services aims to instruct either directly or indirectly. In line with these findings, Searle says that the directive instructs is a form of speech intended by the speaker to make an impact so that the said partner takes the desired action.

In the findings of this research, the use of directive speech acts of ordering is inseparable from the role of RV as an influencer who can influence people by what he does, in this case promoting goods and services. When promoting goods and services requires an order so that the purpose of the promotion goes well (Chaer, 2010, p.77). Thus, it can be concluded that the use of illocutionary orders in this study is not included in face-threatening illocutionary because this action must be carried out by RV as an influencer who carries out the duties of the party who owns the goods and services he is promoting.

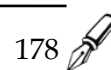
Third, another type of speech used is the directive advising speech act. Advice, in the opinion of Prayitno (2010: 51), is a guide that comprises the speaker's greatest and most valuable teachings and can be used as justification for the speech partner to do some action. The directive speech act of advising is a form of speech giving instructions, warnings, reprimands by the speaker to the speech partner (Rahmawati, 2016). This speech act is used considering that RV is a celebrity as well as an influencer, if he takes an action, many people will follow him. In the situation of promoting goods and services, RV does not forget to advise its followers to use or buy goods of clear quality. Therefore, this speech act is used to make Instagram followers or people who watch the video feel the need to follow the advice given. So that it is not included in the category that threatens the face of the speech partner.

Fourth, the type of directive speech act is only slightly used by the RV program. This is perhaps because the speech act of begging is deemed inappropriate when promoting goods and services (Nurhabibah, 2020). Thus, the speech act of begging is inappropriate because it seems to burden the user or buyer of the goods and services being promoted.

Through the content and features owned by Instagram, one can carry out various business activities online such as publishing information, to promoting products to consumers by uploading photos of products being sold, by loading captions that are persuasive to the point with the aim that consumers see them can be interested and buy the product. In addition, through social media including Instagram, consumers can make transactions, communicate with consumers or the public to maintain relationships before during and after the purchase process.

Currently, many people who are famous on Instagram use social media to promote goods and services. One program that promotes goods and services is RV. In promoting goods and services, of course, the program uses certain speech strategies so that what is being promoted can attract customer interest. In this study, one of the indicators seen is the celebrity's speaking strategy in promoting goods and services. Speech strategies in this study are seen based on the theory developed by Brown and Levinson which divides the speech strategies into five types of speech strategies. However, in this study only four types of speaking strategies were found, namely (a) a frank strategy with 24 data of negative politeness, (b) a frank strategy of 23 positive politeness, (c) strategy of speaking frankly without further ado as much as 18 data, and (d) a strategy of speaking vaguely as much as 12 data. Based on the results of this research, it can be seen that the most dominant speaking strategy used by RV programs in promoting goods and services is the strategy of speaking frankly with negative politeness.

According to Brown & Levinson (In Tarmini & Safii, 2018) a negative politeness strategy is a negative face-saving strategy to maintain the speech partner's freedom of action. The negative face in question is the self-image of the speech partner to take action freely without any pressure



from other parties. In carrying out this strategy the speaker acknowledges and respects the negative face of the speech partner. Thus, the use of this strategy was deemed appropriate by the RV program. This is caused by in promoting goods and services, the person promoting it is essentially telling other people to buy their product. However, so that people who will buy goods and services do not feel burdened, a strategy of speaking frankly with negative politeness is used.

When viewed from the politeness scale put forward by Leech, the speech strategy used by the RV program includes polite speech. This is caused by more indirect speech or indirect speech strategies used. The indirectness of a story refers to the direct or indirect ranking of the meaning of a story. The more direct the speech, the more impolite the speech will be considered (Tarmini & Safii, 2018).

The RV program uses an indirect strategy, inseparable from its role as a public figure who is an example for the community for every activity carried out, including promoting goods and services. It is also influenced by the self-image that the RV wants to build. The RV program wants to show that every item and service it promotes is good to use and hopes that its followers will also use the goods and services being promoted.

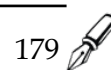
Utilization of directive speech acts and speaking strategies in learning is to create teaching media related to aspects of writing in learning Indonesian at school (Suardi & Syofrianisda, 2018). The use of teaching media can affect students' understanding of a material (Kuswanto, 2019; Magdalena, (2020). This is in line with opinion Arianti (2016) that interesting teaching materials are needed in the learning process because they can increase student motivation and interest in learning. In Indonesian subjects, especially aspects of writing, the teacher also uses teaching media to serve as a support for achieving learning objectives. Teaching media is a very important part of an overall learning process.

As one of the factors supporting the success of learning, teaching media must be adapted to the needs of students. Teaching media is media that is arranged systematically, which displays a complete description of the competencies that must be mastered by students and used in the learning process with the aim of facilitating students in implementing learning (Izabella, 2021; Prastowo, 2013; Anasti & Liusti, 2022). Arsanti (2018) states that teachers must equip themselves according to the characteristics of students and the subjects taught to meet the needs of teaching media. The characteristics referred to both from the availability of resources that affect learning, facilities and infrastructure. Research on teaching media has been carried out by several researchers, namely Tegeh & Kirna (2013), Purwati & Suhirman (2017), Sholikhah, et al (2020), Elmubarak, et al (2019), and Herman (2022). Research proves the importance of teaching media for learning, especially students.

This research has benefits for improving the quality of learning in the classroom, especially on some of the material in basic competencies at the junior high school level. At the junior high school level there are several materials directly related to speech acts which are the core of the discussion in this study. The basic competencies that are directly related to the discussion of research are writing advertisement text and slogans for other writing activities.

CONCLUSION

Based on the results of data analysis, it can be concluded that the research findings are that there are directive speech acts in speeches of the RV program when promoting goods and services. The dominant directive speech act used is the speech act of suggesting, then followed by the speech act of ordering, the speech act of advising, and the speech act of begging. Furthermore, the dominant speaking strategies used by the RV program are negative politeness speaking strategies, positive politeness speaking strategies, no-nonsense speaking strategies, and vague speaking strategies. Based on these results, it can be seen that the directive speech act of suggesting is dominantly used in promoting goods and services and the least used is the directive speech act of pleading. Don't say that I suggest using RV to give suggestions to his Instagram followers to buy the goods or services he's promoting. Then, the most widely used speech strategy is a speech strategy with negative politeness. This strategy is used so that buyers or users of the goods and services being promoted do not feel forced and burdened by promotions being given. Thus, they voluntarily buy goods and services promoted by RV. Furthermore, the use of



directive speech acts in learning advertising texts and slogans is to make promotional videos for goods and services from RV programs as learning the media. Video is used when the core of learning is in accordance with the learning RRP that has been prepared. Thus, it can be concluded that directive speech is not considered appropriate in promoting goods and services. This is caused by the use of directive types of speech acts and conveyed by speaking strategies with negative politeness by the LV program can make buyers and users of goods and services interested in using them. Thus, it can be used as a teaching medium in making advertising text and slogans to assist students in producing advertising text and slogans at school.

Based on the discussion and analysis results, this research has theoretical and practical implications. The theoretical implication of this research is that it can add new knowledge and insights into the concept of speech acts and speech strategies. In addition, the next implication is that it can provide input on the development of speech acts and speech strategies based on the language context in promoting goods and services. The practical implications of this research include Indonesian language learning, language researchers and development, as well as public officials and the community.

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