

**DISCOURSE ANALYSIS ON THE ROAD TRAFFIC BANNERS  
OF POLICE UNIT**

**SKRIPSI**

*Submitted In Partial Fulfillment of the Requirements  
For the Degree of Sarjana Pendidikan (S.Pd)  
English Educational Program*

**By :**

**ASTRI HANDAYANI**  
**NPM. 1502050324**



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Nama Lengkap : Astri Handayani  
NPM : 1502050324  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Discourse Analysis on The Road Traffic Banners of Police Unit

Ditetapkan : ( A<sup>-</sup> ) Lulus Yudisium  
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Ketua,  


Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

PANITIA PELAKSANA



Sekretaris,  


Dra. Hj. Syamsuyurnita, M.Pd.

ANGGOTA PENGUJI:

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Nama Lengkap : Astri Handayani

N.P.M : 1502050324

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Discourse Analysis on The Road Traffic Banners of Police  
Unit:

sudah layak disidangkan.

Medan, . September 2019

Disetujui oleh:

Dosen Pembimbing

Pirman Ginting, S.Pd, M.Hum

Diketahui oleh:



Dekan

Dr. H. Elfrianto Nasution, S.Pd, M.Pd.

Ketua Program Studi,

Mandra Saragih, S.Pd, M.Hum



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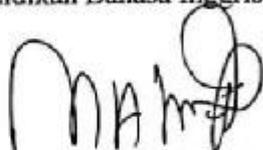
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## ABSTRACT

**Handayani, Astri . *A Discourse Analysis on The Road Traffic Banners of Medan Resort Police Unit*. A thesis. English Education, Faculty of Teacher Training And Education, State of Muhammadiyah University of North Sumatera . 2019.**

This study aims to analyze the road traffic banners of police unit. This research was conducted used of qualitative research. The source of data in this study was obtained from the traffic banners scattered of Police unit, which was in a form of banner consisting of information about terrafic regualtion such as poster, sign posters and banners. The subject of this research, the researcher used the banners installed in the streets. There were 12 banners as the data of this study which contained microstructure elements. In this study, This model of analytical discourse analysis used a model developed by Teun A Van Dijk focused on the microtextual aspects, including semantic elements, lexicon, and rhetoric. In this research, the researcher uses the method of documentation. The data was analyzed through qualitative analysis. The activities of qualitative analysis consisted of data collection, data reduction, data display, data conclusion/verification. From 12 banners provided, all of them contained information that appealed,motivated,and educated the riders regarding traffic rules. These police banner used informal languages that were developing among the community in order to attract the readers' attention when crossing the highway. In these 12 banners, there were 4 banners appealing the readers to use helmet, 1 banner informing the riders not to overtake on sharp turns, 1 banner informing safety first, 2 banners containing eid homecoming, 4 banners containing the impact of road accidents.

Keywords : *Discourse Analysis, Microtextual Aspects, The Police Banner*

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The Researcher

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## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b>	
<b>ACKNOWLEDGMENTS .....</b>	<b>i</b>
<b>TABLE OF CONTENTS .....</b>	<b>ii</b>
<b>CHAPTER I INTRODUCTION</b>	
A. Background of Study.....	1
B. The Identification of Problem .....	3
C. The Scope and Limitation of Study .....	3
D. The Formulation of Problem.....	3
E. The Objectivitas of Study.....	4
F. The Significant of Study .....	4
<b>CHAPTER II REVIEW OF LITERATURE</b>	
A. Theoretical Framework.....	5
1. Discourse.....	5
2. Discourse Analysis.....	7
3. Van Dijk's Discourse Analysis Concept.....	9
3.1 Macro Structure.....	12
3.2 Superstructure. ....	12
3.3 Micro Structural. ....	12
3.3.1 Semantic Elements.....	14
3.3.2 Rhetorical Elements. ....	16

3.3.3 Stylistic.....	18
4. Banner.....	19
5. Police Unit of Division.....	21
B. Previous Relevant Studies.....	22
C. Conceptual Framework.....	23
<b>CHAPTER III RESEARCH OF THE METODOLOGY</b>	
A. Research Design.....	25
B. Sources of Data.....	25
C. The Technique of Collecting The Data.....	26
D. The Technique Analysis Data.....	26
1. Data Collection.....	26
2. Data Reduction.....	27
3. Data Display.....	27
4. Concluding Drawing/Verification.....	28
<b>CHAPTER IV FINDING AND DISCUSSION</b>	
A. Finding.....	29
B. Discussion.....	29
<b>CHAPTER V CONCLUSIONS AND SUGGESTION</b>	
A. Conclusions.....	56
B. Suggestion.....	58
<b>REFERENCES</b>	
<b>APPENDICES</b>	

**LIST OF TABLE**

Table 2.1 Van Dijk’s Discourse Analysis Concept of Text Structure ..... 10

Table 2.2 Van Dijk’s Discourse Text Elements..... 11

## **LIST OF APPENDICES**

- Appendix 1 : Table discourse analysis
- Appendix 2 : From K-1
- Appendix 3 : From K-2
- Appendix 4 : From K-3
- Appendix 5 : Permohonan perubahan judul skripsi
- Appendix 6 : Berita Acara Bimbingan Proposal
- Appendix 7 : Lembar Pengesahan Proposal
- Appendix 8 : Berita Acara Seminar Proposal
- Appendix 9 : Lembar Pengesahan Hasil Seminar Proposal
- Appendix 10 : Surat Pernyataan Plagiat
- Appendix 11 : Surat Keterangan
- Appendix 12 : Surat Izin Riset
- Appendix 13 : Surat Balasan Riset
- Appendix 14 : Lembar Pengesahan Skripsi
- Appendix 15 : Berita Acara Bimbingan Skripsi
- Appendix 16 : Curriculum Vitae

# **CHAPTER 1**

## **INTRODUCTION**

### **A. Background of the Study**

Communication was an individual way to interact with other people. Without communication, individuals will find it difficult to express their desires, opinions and carry out relationships with other individuals. According to Keyton (2011) that communication can be defined as the process of sending information and mutual understanding from one person to another. This means that human life does not escape from interaction with other people, it expresses opinions, thoughts, ideas by communicating. Imagine what will happen if one individual and another does not know how to communicate, social life will not occur, information will not be conveyed, Communication in language is a very important role that has a specific purpose, so that the message or information conveyed was easy understood by others. In this era, communication was not only done face to face, but communication can also occur through various media that can be seen or heard by the public. One medium in the form of writing that can be seen by the public today was outdoor media.

According to Monlee Lee & Carla Johnson (2007) outdoor media is an effective medium because of its affordable costs and its ability to reach more people at lower costs than the other media. Outdoor media itself was media that was installed in open spaces such as roadsides, crowd centers or other special place in public spaces. the types of outdoor media such as billboards and banners.

According to Widyatama (2007) banners are media sent to public spaces that are made as promotions for products or services, events, schools, and so on. In its application, the size used in making banners varies from small to large. Banners are ads that are drawn using ropes or support that contain slogans, information, and news that need to be known by the public.

Basically, the banners were made simple and easily to understood by the readers and easier for the people to get information quickly. Therefore, the banner must be interesting, funny and easily attractive to get attention from the public. nowadays, the banners are a media for deliver the information about road traffic so that users travel more pay attention to his safety. Maybe the traffic signs don't make society was sensitive because it consists of symbols, letters, numbers, sentences in the form of sentences, bans, requests and instructions for road users.

According to Vionna (2014) based on her research the banners still used ineffective sentences. Many people have difficulty in understanding banners installed on the road, such as the sentence structure that was not to the point, sentence structure that was unfocused and long-winded, could not display complete information, and word which unfamiliar on the road traffic banners should be able to provide information to the public clearly and firmly. Therefore, people understood and were aware of orderly traffic when driving on the highway to be more organized and more alert when traveling.

With this problem, the researcher would like to analyze the banner discourse in the road traffic banners of police unit using a micro structure. Van Djik (2006) Micro structure is part of the discourse structure. Micro structure

analysis in this discourse was needed to observe how discourse was built from smaller elements, because understanding discourse was not only seen in terms of its contents, but also the elements that make up the discourse. Microstructure analysis on banners includes text structure, semantics, syntax, and rhetorical strategies. Based on the background above, researcher was very interested in doing research about “Discourse Analysis on The Road Traffic Banners of Police Unit”

#### **B. The identification of Problem**

Based on the background of the study above the problem of research can be identify as follows:

1. The sentence in the banner is not to the point
2. The sentence structure on banners that use ineffective sentences
3. The language used in the banner was not focused and long-winded

#### **C. The Scope and Limitation of the study**

The scope of this research will focus on the road traffic banners on the roadside of the Medan city. The Study was limited at microstructure analysis by Teun Van Dijk Approach.

#### **D. The Formulation of Problem**

The Problem of this research are formulating as follows:

1. What is types of microstructure are used in the banner of police unit?

2. How are the microstructure in realized in the Banner of police unit?
3. Why are the microstructure realized in the Banner of police unit the way they are?

#### **E. The Objectivitas of the Study**

The Objectives of the Study are starting as follows :

1. To find out the semantic discourse on the Banner in police unit
2. To describe the Rhetorical aspects in the banner of police unit
3. To Investigate stylistic style in the banner of PoliceUnit

#### **F. The Significant of Study**

The benefits of holding this research are as follows:

1. Theoretically, it was expected that this research can contribute asreference sources to increase knowledge, especially inanalyze the writing and meaning of messages in orderly trafficbanners.
2. Practically, to be able to apply orderly traffic messages in banners according to the rules both for road users, lecturers, students, and banner activists are more creative and communicative to conveying messages especially on banners.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

##### **1. Discourse**

Discourse is the highest or largest grammatical unit and is the most complete language unit. Chaer (2012) says that discourse contains concepts, ideas, thoughts, or intact ideas that can be understood by readers (in written discourse) and listeners (in oral language). Delivering can be through various communication media, such as satire phrases, writing, social performances, advertisements, and so on. Discourse delivered in any form must have elements of structure, function, and context.

In a communication situation, whatever the form of the discourse, it was assumed that there were addressors and addressees. In oral discourse, the greeter was the speaker while the pesapa was the listener. In written discourse, greeters were writers while readers were pesapa. Without these two elements, a discourse will not be formed. In written communication, the communication process of the greeter or papa was not directly confronted. The penyapa expresses the idea of the idea in linguistic codes which were usually in the form of a series of sentences. The series of sentences which will be interpreted later by the reader. Here the reader seeks meaning based on the string of words printed in the text. In such conditions, the form of discourse was a text in the form of a series of propositions as a result of disclosure of ideas or ideas.

Halliday and Hassan (1979) state that discourse is semantic unity, and not a grammatical unit. Unity which is not because of its shape (morpheme, word, clause, or sentence), but unity of meaning. meaning written discourse is a text in the form of a series of sentences that use a variety of written languages.

Another case with Rani (2000) Writing discourse can be found in the form of books, newspaper news, articles, magazines, and so on. Written discourse uses many standard forms, except the deliberate discourse by the author to highlight the meaning of the discourse to be conveyed to the readers. Discourse analysis was a study that examines or analyzes language that was used naturally, both in written and oral forms. The use of language naturally means the use of language as in everyday communication. Stubbs explained that discourse analysis emphasizes the study of the use of language in social contexts, especially in the interaction between speakers.

According to Sobur (2006) Data in discourse analysis is always in the form of text, both oral and written texts. The text here refers to the transcription of a series of sentences or utterances. Discourse analysis generally aims to find order, not rules. The order was related to acceptance in the community. Discourse analysis tends not to formulate rules strictly as in grammar. said that, discourse analysis refers to efforts to examine the arrangement of language above clauses and sentences, and therefore also to study broader linguistic units. Like conversation conversations or written languages.

Consequently discourse analysis also pays attention to language when it was used in social contexts, especially interactions between speakers. In addition,

discourse analysis also aims to find hierarchical units that form a discursive structure.

From some of the opinions above, it can be concluded that the discourse was a complete unitary language that forms the unity of language which can be in the form of communication in oral or written form. Based on this description the research uses the theory of Critical Discourse Analysis (AWK), it is based on the statement Eriyanto (2011) asserting that there are three views on language in discourse analysis, namely a) post-empiricism, b) constructivism, and c) critical views. Critical understanding emphasizes the controversy of production and reproduction of discourse. The aim of this understanding is to look critically at the role of certain subjects, themes, perspectives used, and certain actions being taken on society. Critical understanding was commonly known as Critical Discourse Analysis (AWK) because it always uses a critical perspective.

## **2. Discourse Analysis**

The conceptualization of discourse analysis has numerous meanings, which has changed over time. Eriyanto (2011) refers to the term discourse analysis as the attempt to study the organization of language above the sentence or above the clause; and therefore to study large linguistic units such as conversational exchanges or written text. Van Dijk used the term text analysis, which is known as the discourse analysis today. Discourse analysis continuously develops, which in the past, the discourse was only limited to the analyzing of the text itself that has such meaning and structure only, now some discourse analysts such as van Dijk

focuses the analyzing on the function of both textual and contextual (cognitive, social), Fairclough and Foucault maintain the text with the power relationships and ideologies Fairclough (1997).

Another theory comes from Drid (2010), he explains that discourse analysis focuses on meaning and not on physical actions; it must rely on interpretation by the analyst. Discourse analysis was also seen as the exploration of language used by focusing on pieces larger than sentence. Nordquist (2019) says that discourse is a broad term for the study of the ways in which language was used between people, both in written texts and spoken contexts. Whereas other areas of language study might look at individual parts of language, such as words and phrases (grammar) or the pieces that make up words (linguistics), discourse analysis looks at a running (grammar) or the pieces that make up words (linguistics), discourse analysis looks at a running. On the other hand, Littlejohn (2005) argues that speech act or dialogue was such kinds of discourse because it has a systematic arguments. Littlejohn breaks the discourse on three points, the first was theoretical discourse which emphasizes the evidence. It means that the discourse was arranged and in principle used by the communicators to produce and understand the message in conversation. Secondly, discourse was viewed as a practical discourse which emphasizes norms. The communicators used the request, turn taking, politeness strategy or cooperative principle in order to present the direct action in conversation. And the last, discourse emphasizes the good evidence and appropriate norms depending on the given situation the

communicators talked, this was known as the metatheoretical discourse which refers the standard concept of argument in individual used in conversation.

From the definitions above, it can be concluded that discourse analysis was the study of the higher level organization of sentences correlated to the other linguistics units such as coherence relations, overall topics, schematic forms, stylistics and rhetorical dimensions, in order to find the textual and contextual meaning of texts.

### **3. Van Dijk's Discourse Analysis Concept**

Van Dijk's discourse analysis concept is always said as a social cognition (Dijk). According to van Dijk (1977) , the discourse analysis is not enough only analyze the text itself, because text has a practical production that must be observed. In this condition, the readers have to know how the text is produced, so they can know the knowledge why the text must be like that. If there was a text that discriminates women, it needs an analysis why that text must be produced like that, and why the text must make the women to be the minority one. Van Dijk creates the connection between the big elements such as social structure with the micro element called social cognition. This social cognition has two meanings. First, it shows how the process of the texts that produced by the journalists, and secondly, it describes the social value in society which is wider. The social value also will influence the journalists' knowledge in produced the text. Van Dijk sees how the social structure, dominant, and power community in society are.

Moreover, he analyzes how the journalists cognition and awareness that can influence to the certain text.

Van Dijk looks the text from some structures that construct each other. Van Dijk branches the discourse elements in three points; those are macro structure, superstructure and micro structure Van Dijk in Eriyanto (2011). Then, Van Dijk`s discourse analysis concept can be described in the table below:

<b>Macro Structure</b>
Global meaning from the text that can be analyzed by seeing the topic and theme that appeared in the text
<b>Superstructure</b>
Schema of the text, such as introduction, content, and conclusion.
<b>Micro Structure</b>
Local meaning from the text that can be analyzed by seeing the word choices (diction), sentence structure, and rhetorical that presented in the text.

**Table 2.1** Van Dijk`s Discourse Analysis Concept of Text Structure

Every discourse, both oral and written, has a discourse structure that is macro structure, superstructure, and micro structure. A definite discourse has a structure of discourse so that it can become a complete discourse society.

Van Dijk (in Eriyanto 2011) sees a text has several levels at which each level is mutually related. He divided it into three levels, the first being structure macro, the second superstructure, and the third is microstructure.

Text Structure	Case that observed	Element
Macrostruktur	<b>Thematic</b> The topic that appeared in the Beners	Topic
Superstruktur	<b>Schematic</b> how the opinion will be arranged	Scheme
Microstruktur	<b>Semantic Style</b> Meaning which want to be insisted from the text	Background, details, and meaning
	<b>Syntaxes Style</b> How the form and organization of the sentence is formed	Sentence form, coherence
	<b>Stylistic Style</b> How the diction is used in the Banners	Lexicon
	<b>Rhetoric Style</b> How and in what way the tendency is done	Graphic, Metaphor, Expression

**Tabel 2.2** Van Dijk`s Discourse Text Elements

### 3.1 Macro structure

Macro structure is the global meaning of a text that can be observed from a topic / theme raised by a text (thematic). This element refers to the general picture of a text. It can also be referred to as the core idea, summary or main of a text. The topic describes what journalists want to say in their coverage. Topics show the dominant, central and most important concepts of the contents of a news. In the analysis, the topic of a new news can be concluded if it was finished in the process. Topics describe what ideas are put forward or core ideas from journalists when viewing or looking at an event.

### 3.2 Superstructure

Text or discourse generally has a scheme or plot from the introduction to the end. The plot shows how the parts in the text are arranged and sorted so as to form a unity of meaning. According to van Dijk(1997) the important meaning of schematic is the strategy of journalists to support certain topics to be conveyed by arranging parts in a certain order. Schematic gives which pressure takes precedence, and which part is then as a strategy to hide important information.

### 3.3 Micro Structural

Micro structure is the lowest sequence after macro structure and superstructure. According to van Dijk (via Eriyanto, 2011), micro structure is a discourse meaning that can be observed from a small part of a text, namely words, sentences, propositions, clauses, paraphrases, and images. Micro structure

is a part of a discourse structure that observes how a discourse is built up through smaller elements. Understanding of a discourse is not only seen in terms of its contents, but also the elements that make up the discourse.

The microstructure elements according to Van Dijk (Eriyanto, 2011) consist of (1) semantic structures that contain elements of background, detail, intent, presupposition, and denial; (2) syntactic microstructure which contains elements of coherence, sentence form, and pronouns; (3) lexical micro structure containing lexical or dictation choice elements; (4) rhetorical microstructure which contains elements of language style used by advertisers such as hyperbole, repetition, alliteration, irony, and metonymy; the interaction element, namely how the speaker places / positions himself among the people such as formal, informal, or relaxed style; expression elements intended to help highlight or eliminate certain parts of the text delivered, such as graphic forms, images, photos, rasters, or tables; and metaphorical elements. The use of this metaphor is intended as an ornament or spice of a text and may be the main clue to understanding the meaning of a text. Certain metaphors are used by strategic communicators as a basis for thinking, justification or certain opinions or ideas to the public. However, in this study, only the semantic micro structure will be used to find meaning in advertising and rhetorical micro structures to describe the style of language used in buying and selling advertisements for this house.

Every good discourse must have a micro structure in it. There are four kinds of micro structure, namely semantic micro structure which consists of background, detail, intent, presupposition, and denial. Syntactic microstructure

consists of coherence, sentence form, and pronouns. Micro lexicon structure, which only includes word choice, and a rhetorical micro structure consisting of language style, interaction, expression, and metaphor. Besides having a micro structure, a discourse must also have roles and functions. In this case, the discourse is in the form of a service advertisement contained in a newspaper, more precisely the advertisement of a matchmaking service. The role and function of this advertisement will later convey a message to its readers about these advertisements.

### 3.3.1 Semantic Elements

According to Sobur (2006) the semantics in the van Dijk scheme are categorized as local meaning, namely the meanings that arise from interfaith relations, relationships between propositions that build certain meanings in a textual building. Discourse analysis focuses a lot on the dimensions of the text such as explicit or implicit meanings, meanings that are deliberately hidden and how people write or talk about it. In other words, semantics not only defines which parts are important from the discourse structure, but also leads to a certain side of an event. All semantic strategies are always intended to describe themselves or their own group positively. Instead, describe the other groups poorly, resulting in the opposite meaning. Goodness or other positive things about oneself are described in great detail, explicit, direct and clear. Conversely, when describing the goodness of another group is presented in short, implicit, and vague

details. Semantic micro structure has several elements, namely elements of background, detail, purpose, presupposition, and denial (Eriyanto, 20011).

The semantic structure in the discourse of selling houses is only three types, namely background elements, detailed elements, and intent elements. The explanation will be explained as follows.

#### a. Background

Background is a part of discourse that can affect semantics (meaning) you want to display. The selected background determines which direction the audience will take. Therefore, the background helps investigate how a person gives meaning to an event. Background can be a justification for the ideas put forward in a discourse. Background discourse is a useful element because it can uncover what the advertiser wants to say about the discourse. This is an ideological reflection, where the advertiser can provide a background or not, depending on the interests of the discourse made (Eriyanto, 2011). The background elements in this study are elements of background events, strengths, and differences.

#### b. Detail

According to Eriyanto (2011), detailed discourse elements relate to control of information displayed by someone. Communicators will over-display information that benefits themselves or a good image. Instead, it will display information in small amounts (even if it is not necessary) if it is detrimental to its position. Information that benefits the communicator is not only displayed excessively but also with complete details if necessary with data. Complete and lengthy detail is a demonstration that is done intentionally to create a certain

image of the audience. The detailed elements in this study are detailed elements of identity, conditional, and imperative. The following is an example of an identity detail element in an advertisement for buying and selling a house.

### C. Meaning

This point of discourse means seeing information that is profitable communicator will be explained explicitly and clearly with words that are firm and point directly to the facts. On the contrary, adverse information will be described in disguise, implicit, euphemistic, convoluted, and hidden. The use of intent elements shows statements that benefit speakers described explicitly and clearly, while statements that harm the speakers are described disguisedly and implicitly (Eriyanto, 2011). So the intent that has a positive impact will be conveyed clearly, while the intent that has a negative impact will be conveyed implicitly by the discourse maker. One of the intended elements is like the example detail above that has a specific purpose as described.

### 3.3.2 Rhetorical Elements

Every discourse, both oral and written discourse, has its own language rhetoric that is able to attract and attract its readers. The authors try to be as creative and accurate as possible in assembling each of their words. Rhetoric itself has an important function in a discourse, namely a persuasive function. Without persuasive rhetoric, it seems that a discourse will never be interesting to hear or read. According to Nurgiyantoro (2009) rhetoric is a way of using language to obtain aesthetic effects. Rhetoric has a persuasive function, and is closely related

to how the message wants to be conveyed to the public. The creation of persuasive communication in advertising can be done using the means of rhetoric.

According to Nurgiyantoro (2009) style elements in the form of rhetoric include the use of figurative language and imagery. Figurative language itself divided into (1) figurative of thought or tropes and (2) figures of speech, rhetorical figures or schemes. The first one proposes to the use of linguistic elements which deviate from the literal meaning and are more suggestive of literal meaning, while the second refers more to the problem of word order, the problem of game structure. So, the first question is disclosure in a typical way or exposition, The choice of words used in a discourse is an important concern. According to Eriyanto (2011), basically the micro-structure elements of the lexicon indicate how a person makes a choice of the various possible words available. A fact generally consists of several words that refer to facts, thus the choice of words it is used not solely because of coincidence, but also ideologically shows how someone's meaning to facts or reality.

The choice of words used shows certain attitudes and ideologies. The same events can be described with different word choices. According to Suwandi (2008), the accuracy of word choice lies in the word itself. The reader finds the word in context. The context affects the readers' responses to the number of words the author uses.

The use of the right word is determined by the influence the word has in sentences and paragraphs or discourses. The quality of diction or good choice of words is characterized by several factors. The accuracy of the word according to

Keraf (1991) is related to the problem of word meaning and vocabulary of a person. The use of a large vocabulary will allow the author to be able to freely choose the words that are considered to best represent his mind. Accuracy of meaning also demands the awareness of the writer to find out how the relationship between the forms of language (words) and their references. This study of home buying and selling advertising discourse uses a language style that is command lexicon and emphasis. The following is an explanation of the command lexicon and suppression lexicon accompanied by an example.

### 3.3.3 Stylistic element

The center of stylistic attention is style, which is a method used by a writer to express his intention by using language as a means. Style can be said as a style of language. The style of language is diverse. Namely oral and written variety, non-literary and literary variety, because language style is a way of using language in certain context by certain people and for specific purposes. Language style involves diction or lexical choice, sentence structure, *majas*, imagery. The definition of lexical or diction selection is far wider than what is reflected by words. This term is not only used to express which words are used to express an idea or idea, but also the issue of phraseology, language style and expressions. Language style as a diction is related to individual or characteristic expressions, which have high artistic values. The principle is the same how the enemy is portrayed negatively while the parties themselves are positively. Lexical selection basically indicates how someone chooses the available phrases. As the

word “ dies” means to die, killed,fall etc. The choise of words or phrases shows certain attitudes and ideologies.

#### **4. Banner**

Mass of media is one of the most widely used methods to access information about the surrounding world, and at the same time be a source of most entertainment activities. Therefore, media is a very potential place to produce and disseminate social meaning, or in other words, the media plays a major role in determining the meaning of events that occur in the world for certain cultures, communities or social groups. According to Thomas & Wareing, (2006 ) the language used by the media to represent certain social and political groups and to describe events that are considered appropriate to be published or broadcast tend to be used in the community as a way to discuss groups or events. Banners are part of the print media that contains information and advertisements from a product or service.

According to Jafkins (1997) the notion of banners is a cloth stretched containing slogans, propaganda, or news that needs to be known to the public. According to the type of banner including part of the billboard. Banners are part of fabric billboards that are carried out using fabric, including plastic, rubber, sacks or other similar materials. Banners are advertisements that are stretched or stretched using ropes or supports that contain slogans, information and news that need to be known by the public.

According to Sugeng A. Supriyanto (2008), Banners or Banners are promotional media whose installation is incidental or temporary. This media is rectangular with its installation having to tie all four ends. Usually the installation is only one for each location point. In general, it can be explained that this type of promotional media is made of cloth with a screen printing process, but it is possible to make it from vinyl with a digital printing process. Banners are usually made in sufficient quantities and installed in several locations. For larger sizes called giant banner, this media is made on cloth media with a screen printing system. For promotions in space, there is also a type of banner that uses mounting poles, this type is called a standing banner.

Whereas according to Widyatama (2007) banners are a fabric range containing news, information, propaganda, and slogans. In addition, all banners can also be used by companies to promote the activities or events they hold. Funds promote a product that is issued. Banners are the most popular outdoor media used for promotion at this time. Some advertising companies are able to provide various banners to parties who will advertise quickly thanks to the digital printing machine technology. The advantages of banners include banners which are a type of outdoor media that are not too complicated in the manufacturing process so that it can be used if the company does not have much time to make an advertisement. Second, banners can get a lot of target audiences who see banners installed. Banner can be installed in various places as you wish. Another plus is the banner advertising media can be seen repeatedly by the audience. So that it can remind many people.

Nevertheless, this type of outdoor media has several weaknesses, among others, Information presented through not too complete banners is conveyed to the audience. Second, people will feel bored if the banner placement is too intense or the frequency is high. Finally, if the installation of banners is wrong in choosing a place, banners can disturb the beauty of the surrounding environment.

## **5. Police unit of Division**

Medan Resort Police Unit is one of the police divisions incorporated in the POLRESTABES Unit in the city of Medan. Satlantas is tasked with carrying out traffic monitoring, traffic community education (Dikmaslantas), registration and identification services for motorized vehicles and drivers, traffic accident investigations and traffic law enforcement. The TUPOKSI from the Medan Police Satlantas include: (1) Guiding police traffic; (2) Fostering community participation through cross-sectoral cooperation, Dikmaslantas, and assessment of traffic problems; (3) Implementation of traffic police operations in the context of law enforcement and security, safety, order, smooth traffic; (4) Administrative services for registration and identification of motorized vehicles and drivers; (5) Implementation of highway patrols and prosecution of violations and handling of traffic accidents in the context of law enforcement; (6) Safeguarding and saving the community of road users; and (7) Maintenance and maintenance of equipment and vehicles.

## **B. Previous Relevant Studies**

Researchers present previous research related to the topic. The first is the thesis of Riski Andreas (2017) " Analisis Wacana Persuasif Dalam Spanduk Yang Terdapat DiWilayah Kabupaten Wonogiri " This study aims to describe the form of persuasive discourse in banners in Wonogiri Regency and classify forms of persuasive discourse in banners in Wonogiri District area. This type of research is qualitative descriptive. The above research uses banner media to analyze discourse that is closely related to this research, but the research discourse examined previously is persuasive discourse in Kab. Wonogiri, while the research to be carried out is a critical discourse on the Trrafic Road Banner of police unit.

The Second from Putri Vonna (2014) " Analisis Isi Pesan Pada Spanduk Tertib Lalu Lintas Satlantas Polres Aceh Besar " The purpose of this study isto find out the inscriptions on banners, to understand the meaning of messages in banners, and to find out the purpose of satlantas using informal language. This study uses the qualitative analysis content approach used is the Qualitative Media Content Analysis (Ethnographic Content Analysis). Where researchers must be able to collect, identify, and analyze documents to understand meaning objectively. The results of the study show that the inscriptions in banners use informal language the meanings shown in banners clearly contain information, motivation and education. And the message delivered is effective because the message contains a language that is easily to understood . the previous assessment using the qualitative analysis content approach used was the content analysis of

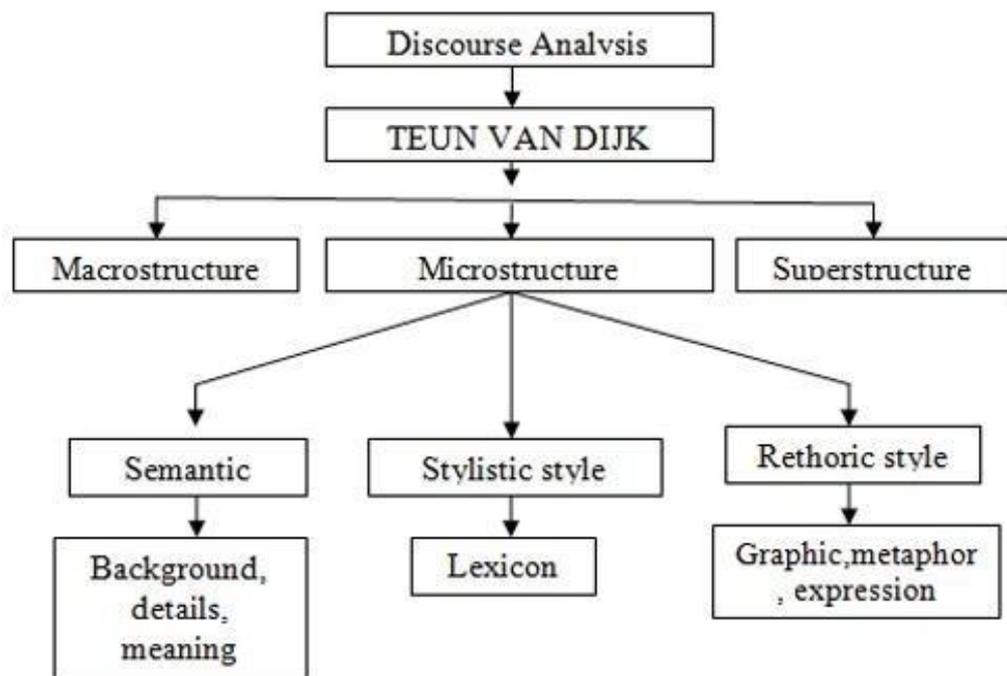
qualitative media content (Ethnographic Content Analysis) while the researcher used qualitative research and analysing the banner based on vandijk theory.

Another researcher has benn done by Arini Nurfadilah (2017) . "A Critical Discourse Analysis of Teun van Dijk on The Jakarta Post's Editorials" New Year in Singkil "and" Banning Hate Speech ". This study presents Critical Discourse Analysis, especially in the text structure, social media and social cognition of two articles online. The method is a qualitative analysis method. From the analysis, the writer knows that every article has its own style and word that is important for the discourse of text based on the writer. In both articles, The Jakarta Post's all-elements of Van Dijk discourse analysis concept including textures, social cognitive and social analysis. In conclusion, this research shows that each newspaper has different types of presenting the text. The Jakarta Post focuses on The Jakarta Post perspective in the schematization elements perspective. The similarity with the research that was conducted was to examine discourse analysis in a media and used the theory of discourse analysis from Van Dijk. The difference was that the media used in previous research is print media while the research that was carried out used outdoor media such as banners.

### **C. Conceptual Framework**

Discourse Analysis is Discourse language unit based on words used to communicate in a social context. The language unit is a line of words or utterances. Discourse can be in the form of oral or written and can be transactional or interactional. In the event of verbal communication, it can be seen that

discourse as a process of communication between greeters and pesapa, while in written communication, discourse can be seen as a result of disclosure of ideas / ideas of greeters. The discipline that studies discourse is called discourse analysis. Discourse analysis is a study that examines or analyzes language that is used naturally, both in written and oral forms (Van Dijk: 2006). This type of research is critical discourse analysis research. This model of analytical discourse analysis uses a model developed by Teun A. Van Dijk. This model is the most widely used model for analyzing, because this theory elaborates on several elements that become one unit to express meaning in a discourse. In this study the researcher focused on the microtekstual research used on the road traffic banners of police unit.



## **CHAPTER III**

### **RESEARCH OF TH METODOLOGY**

#### **A. Research Design**

This research was conducted by using qualitative research. In qualitative research, researchers was examined words rather than measure the quantity of cases, this study was measure the quality aspects of a case, which was why it was called qualitative studies. This type of research was critical discourse analysis research, Which employs Teun A. Van Dijk was approach this model was the most widely used model for analyzing, because this theory elaborates on several elements that become one unit to express meaning in a discourse. Theory was used to describe semantic theory, and rhetorical theory, in the road traffic banners of police unit.

#### **B. Sources of Data**

The source of data in this study was obtained from the traffic banners scattered in the area of police unit, which was in a form of banner that consist of information about terrafic regualtion such as poster, signposters and banners.

### **C. The Technique of Collecting the Data**

The systematic procedure in conducting the analysis were as follows: In this research, the researcher uses the method of documentation. Documentation was intended to obtain data directly from research, The data of this research will be collected by using these following steps; (a) the first step was observing the banners directly on the roadside in the medan city area; (b) documenting the road traffic banners of police unit; (c) after that, searching for publications in the field either on banners, posters, and signposts; (d) at last, Analyze the banner uses a Van Dijk..

### **D. The Technique analysis data**

The data was analyzed through qualitative analysis. The activities of qualitative analysis consists of data collection, data reduction, data display, data conclusion/verification. Miles & Huberman (1992) base on the following theory, the research applied the following steps:

#### **1. Data collection**

Data collection refers to the process of collecting all the data. in this research, the researcher collected the data, firstly observing the banners directly on the roadside and secondly collecting the data, all the data related to based on the considerations the sentence structure were setted as the focal point of the research data collection.

## 2. Data Reduction

Data reduction refers to the process selecting, focusing, simplifying abstracting and transforming the raw data that appear in written-up fieldstones.

- a) Selecting: the researcher selected the road traffic banners installed in the medan city area which were about traffic by of police unit.
- b) Focusing: the researcher concerned the attention to the appropriate data contained in the sentence structure in the banner. In this study, researchers used microstructural elements in discourse in banners.
- c) Simplifying: simplifying helped the researcher to simplify the data. The data that has been collected was simplified so the researcher was easy to analyze it
- d) Abstracting: abstracting means summarize the data. In this research, the researcher summarized the data related to microstruture elements
- e) Transforming: all the data that has been selected and categorized will be made using tables and transformed into a paragraph.

## 3. Data Display

Data display can be extremely helpful in identify whether a system of working effectively and how to change it. The qualitative research needs to discern patterns among various concepts so as to gain a clear understanding of the topic at hand. Data were displayed a series of follow Charts map out any critical paths, decision points, and supporting evidence that emerge from establishing the data for each site.

Looking at the displays helps us to understand what was happening and to do something based on that understanding, in this step, the data have been organized to answer the research problem of the study, what was types of microstructure are used in the banner of police unit, how the microstructure in realized in the banner and why were the microstructure realized in the Banner of the of police unit the way they were .

#### 4. Conclusion Drawing / Verification

The final step is conclusions drawn continuously through the course of the study. This process is part of answering the questions. And in this section also observes what researchers can, so that researchers can find time by compiling the data obtained into knowledge and hypotheses. Verifying, integrally linked to conclusion drawing, reviewing data to check or verify conclusions. This is the last step to draw conclusions from the data that has been studied and in this section the researcher explains and shows the findings that have been obtained. At this stage the research conveys conclusions relating to background, details, intentions, and choice of words, which were found on the police banner.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

#### **A. FINDING**

After analyzing the data, there were 12 banners as the data of this study which contained microstructure elements. In this study, This model of analytical discourse analysis used a model developed by Teun A. Van Dijk. The analysis only focused on the microtextual aspects, including semantic elements, lexicon, and rhetoric. From 12 banners provided, all of them contained information that appealed, motivated, and educated the riders regarding traffic rules. These police banner used informal languages that were developing among the community in order to attract the readers' attention when crossing the highway. In these 12 banners, there were 4 banners appealing the readers to use helmets, 1 banner informing the riders not to overtake on sharp turns, 1 banner informing safety first, 2 banners containing Eid homecoming, 4 banners containing the impact of road accidents.

#### **B. DISCUSSION**

Microstructure is a small part of the structure of discourse that has a role to find out the local meaning of a discourse that can be observed from the choice of words, sentences, propositions, clauses, paraphrases, pictures, and styles used by a discourse. What was observed from the microstructure in this research was semantics, lexicon, and rhetoric. The micro structure elements according to van

Dijk consist of (1) semantic structures that contain background, detail, and Meaning elements; (2) stylistic of microstructure that contains lexical selection elements(3) rhetorical of microstructure that contains language style elements used by banner makers such as metaphors, graphics and expressions.



Picture 4.1

(Do not precede sharp turn valentino rossi ever fell here)

In the banner (4.1), the word “Jangan mendahului tikungan tajam valentino rossi pernah jatuh disini (do not precede sharp turn valentino rossi ever fell here)” has three parts, the background element , detailed element and meaning element. The background element in the banner was the event. It was created because there were some riders that frequently preceded other riders on the road, causing an accident happen. This was illustrated through the phrase "Valentino Rossi ever fell here" which mean that even a professional rider with Valentino’s caliber could lose his balance while preceding the others in full speed, let alone an amateurish or ordinary rider. Therefore, the police made this banner so, the riders canscaled their desires of sharp turning because it was dangerous.

Moreover, there was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely, which the meaning was actually about not overtaking the other riders at the cornering road. It was prohibited because it was dangerous, even a professional rider could fall from the action. Then, this banner contained a meaning element. This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was a warning to ride carefully and do not precede the other riders. If this warning was obeyed, it would give advantages to any riders.

In addition, there was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there were two elements of rhetoric that could be found, which were metaphors and expressions. Metaphors were a figure of speech. In the banner, the phrases "Valentino Rossi" and "tikungan tajam" were considered this kind of speech. "Valentino Rossi" referred to a professional rider; it meant a person who was adept at driving, while "tikungan tajam" referred to a road which the riders should be careful at when crossing the road. Then, the expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safety in driving. The drivers should remain cautious and not overtake the other drivers at the corner of the road because even a professional one could fail at doing it safely.

Moreover, the graphic element also appeared on the banner. It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. This element was in the form of a picture above. It displayed a very large picture of valentino Rossi and the other riders falling closely to the road when they were on the sharp turn. In conclusion, There was only a few microstructure element could be found in the banner “ jangan mendahului tikungan tajam valentino rosi pernah jatuh disini” the banner recommended people to be careful and not to overtake other drives in the cornering road where the sign was given the road was extremely risky to every driver, even to the professional drivers.



Picture 4.2  
(Prioritizing the safety, family is waiting at home)

In the banner (4.2) the word “Utamakan keselamatan keluarga menanti dirumah (prioritizing the safety, family is waiting at home)” it consisted three elements which were the background element, detailed element and meaning element. the background element of the banner was expectancy. This was made because there were many riders that attempted to return home quickly without

considering their safety and the family that waited them. Nobody in the family would expect something bad to happen to the riders, so the riders should be more careful in riding so they could return safely. So riding safely wasn't only for the rider's live, but also for their families' sake. If an accident happened, the family would suffer. Moreover, there was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely . which the meaning was the rider must be carefully because the number of homecomers during the holiday was very high accident-prone on day before Eid also increased.

Then, this banner contained a meaning element . This element was quite similar to the detailed element. the difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was a warning for safety first while driving on the highway. In the police banner, there was a lexicon element. This was an element of how a writer performs of word selection for the various possible words available. The selection of the word was not merely a coincidence, but it may contain an ideological element that demonstrates how to use a person against a fact. lexicon element on said prioritizing safety have other words that drive safely.

In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was have one element of rhetoric could be found, which was an expression. Moreover, the

expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safety in driving. The used of capital letters was bold, it aims to further clarify it was readers about the importance of safety in driving and to remain cautious and the used of colored letters was a part that is considered important by Police so that the readers pay more attention. In the banner, the phrases “keluarga menanti dirumah” referred to driver safety first because there were families who await his presence.

In conclusion, there was only a few microstructure elements could be found in the banner “utamakan keselamatan keluarga menanti dirumah” the banner recommended the riders to prioritize safety to reached the destination because the speed was not so decisive to met a family at home with a smile.



Picture 4.3

(Celebrate Eid al-fitr at home with the family instead of in hospital)

In the banner (4.3) the word “Rayakan idul fitri dirumah dengan keluarga bukan dirumah sakit (celebrate Eid al-fitr at home with the family instead of in hospital)” it consisted three elements which were the background element, detailed element and meaning element. The background element on the banner was the suggestion. Commonly, during eid-al-fitr, the intensity of riders that were returning to their hometown increased. So, in this banner, the police suggested the

riders to be more careful at riding so they could arrive to their destination alive, meeting their beloved family in each of their hometowns, not end up meeting them in the hospital because of accident caused by riding without caution. Moreover, there was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely, which the meaning was the rider must be carefully because the number of homecomers during the holiday was very high accident-prone on the day before Eid also increased.

Then in this banner contained a meaning element. This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was a warning to be careful when traveling during the homecoming. In the police banner, there was a lexicon element. It was an element of how a writer performs word selection for the various possible words available. The selection of the word is not merely a coincidence, but it may contain an ideological element that demonstrates how to used a person against a fact. In the banner, the phrases of lexicon "Rumah sakit" in other words that was the building to care for the sick so don't to celebrate the Eid Al-fitr in the hospital.

In addition, There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was have one element of rhetoric could be found, which was an expression. Then, the

expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safety in driving. The used of capital letters were bold, this aims to further clarified the readers about the importance of safety in driving especially the day before Idul Fitri there where so many views who want to go home met with his family survived to destination.

In conclusion, There was only a few microstructure elements could be found in the banner “Rayakan idul fitri dengan keluarga bukan di rumah sakit” the banner recommended the riders must be careful because at the time of the feast of the number of very high settlers so that each rider must be careful to celebrate the Idul Fitri at home and meet with Beloved family is not hospitalized.



Picture 4.4  
(Wise men wear a helmet)

In the banner (4.4) the word “Orang bijak pakai helm (wise men wear a helmet) it has three parts, which were the background element , detailed element and meaning element. The background element on the banner was the safety on the head. Generally people were reluctant to use Helmet when riding their motorcycles although it was extremely important. Keeping the head safe was the

primary thing that every rider should consider. Compared to any injuries involving legs and arms, the injury on the head would be more fatal because it could damage the brain which would impact the other parts of the body, depending on which neurons damaged. Therefore, this banner was set to remind people to protect their heads with their helmet for safety.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , so the details on this banner were to inform to used helmet while driving a vehicle on the highway, because the helmets be mandatory when driving and when we used a helmet it means we were aware of the safety of themselves in prohibition was ignored.

Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was Following the rules set by the police. In the police banner above there was a lexicon element. It was an element of how a writer performs word selection for the various possible words available. The selection of the word is not merely a coincidence, but it may contain an ideological element that demonstrates how to used a person against a fact. In the banner, the phrases of lexicon “Orang bijak” referred the people who understand police the rules. In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the

banner, there were two elements of rhetoric could be found, which were expression and graphic.

Then, the expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safety in driving. The use of capital letters is bold, it aims to further clarify its readers about the importance of safety in driving and to stay cautious and wear equipment in driving to be protective. And the use of colored letters is an important part of the police because as a sign of the police where the banner is in the oriented. The banner was on the date of OPS Toba in 2019. Moreover, the graphic element also appeared on the banner. It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. In the graphic elements were in the form of picture in the banner of the person which were driving used a helmet. This means that the helmets were liabilities in driving and maintaining personal safety to avoid accidents on the highway.

In conclusion, There was only a few microstructure elements could be found in the banner “Orang bijak menggunakan helm” the banner recommended all riders to used the helmet when driving, because using Helmet was an obligation in driving and aware of the safety of oneself to Avoid the road accident because every wise person complies with regulations set by the police to reduce the risk of accidents.



picture 4.5

(Use a standard helmet means safety conscious)

In the banner (4.5) the word “Gunakan Helem standar berarti sadar keselamatan (use a standard helmet means safety conscious) “ it has three parts, which were the background element , detailed element and meaning element. The background element in the banner was the statement. Most people used helmet in order to avoid raid held by the police without really thinking the function of helmet fully. Therefore, wearing a helmet should be the main priority of every rider as a mean of protecting themselves of any unexpected incident. So, this banner could be interpreted as a statement that those who were aware of safety should wear decent helmet always.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , so the details on this banner were helmet used by drivers must meet the specifications of a good safety to avoid accidents. Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that

profitable communicator will be outlined explicitly and clearly. the element of meaning in the banner was to used standard helmets for riders.

This warning , if it was obeyed, would give advantages to any riders. In the police banner, there was a lexicon element. This was an element of how a writer performs word selection for the various possible words available. The selection of the word was not merely a coincidence, but it may contain an ideological element that demonstrates how to used a person against a fact. Lexicon elements in banner wasLexicon element on the word “Helem Standard” actually has another words such as Helmet that has been set by the police. In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there were two elements of rhetoric could be found, which were expression and graphic.

Then, the expression of this police banner was signed by the bold-capital letters. The used of capital letters was bold, it aims to further clarify the readers about the importance of the used of standard helem for riders. Moreover, the graphic element also appeared on the banner.It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. This element was in the form of a picture above of people who werewore a standard helem that has been set by the police. In conclusion, There was only a few microstructure elements could be found in the banner “Gunakanlah helem standar berarti sadar keselamatan” the banner recomended people to all riders to used the standards helmet because of the standard helix one of the traffic rules and Regulations to used standard Helmet

were mandatory when driving a vehicle to avoid accidents because using the specifications helmet was a proof of safety awareness.



Picture 4.6

(Areas prone to accidents increasingly speeding closer to death)

In the banner (4.6) the word “Daerah rawan kecelakaan makin ngebut makin dekat dengan maut (areas prone to accidents increasingly speeding closer to death) has three parts, which were the background element , detailed element and meaning element. The background element in the banner was the warning. In the area, there were many riders that were riding beyond normal speed on the straight road. They didn’t realize that this was risky because this could lead to their own death. Therefore, the police created the banner to urge the ride carefully, setting the speed in normal acceleration or even below it.

a lot of riders exceed the limit to advance at a high speed on the straight and flat roads and with good conditions without realizing it, speeding at high speeds could be lead to fatal events For riders of death. So the police banner urged that the rider would not go through the speed in the area. Moreover, There was a

detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , which the meaning was Reduce speed because this road often causes traffic accidents, so be careful when passing the area should not take the next victim.

Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was the area with a high accident rate. In the police banner there appeared to be a lexicon element. this was an element of how a writer chooses the various possible words available. The choice of words was not just a coincidence, but it may contain ideological elements that show how someone's interpretation of a fact. lexicon element in the word "Maut" above actually has another word which was death (especially about humans) which is meant so that motorists remain cautious and reduce the speed when crossing the area.

In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there were two elements of rhetoric could be found, which were expression and graphic. Then, the expression of this police banner was signed by the bold-capital letters. The used of bolded capital letters, it aims to further clarify the readers about the importance of safety in driving especially the area often occurs in traffic accidents and the use of colored letters was a part that was considered important by the

police so that the readers pay more attention to that part of the word the color was “Daerah Rawan kecelakaan” in the area meant that accidents often occur and take casualties if using slow speeds then reduce the speed when crossing the area and to remain careful.

Moreover, the graphic element also appeared on the banner. It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. This element was in the form of a picture above that’s all pictures about accidents due to negligence of the motorists, then there was an appeal under the banner that “stop kecelakaan” this means that there have been many casualties caused by the accident. In conclusion, There was only a few microstructure elements could be found in the banner “Daerah Rawan kecelakaan makin negebut makin dekat dengan maut” the banner recommended riders to reduce speed when crossing the accident-prone area because there were already many victims of traffic accidents in the area.



Picture 4.7

(Against parents alone sin let alone against the current can die)

In the banner (4.7) the word. “Melawan orang tua aja dosa apalagi melawan arus bisa mati (against parents alone sin let alone against the current can

die) The form of semantic elements contained in this police banner it has three parts, which were the background element, detailed element and meaning element. The background element in the banner was the warning. Generally, many people tried to ride on the opposite road so they could save time better. However, this was actually hazardous because it could lead to something bad, such as obstructing the other riders or even causing incident. Most riders consciously knew the risk, but they were inclined to ignore it. As a result, the police made this banner to remind them to stop riding on the opposite road due to the fatal risk it caused.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely, which the meaning was Driving against the current can cause accidents that end in death. Then in this banner contained a meaning element. This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was not to go against the flow while driving because it can cause fatal things.

In the police banner there appeared to be a lexicon element. this was an element of how a writer chooses the various possible words available. The choice of word was not just a coincidence, but it may contain ideological elements that show how someone's interpretation of a fact. the lexicon element in this banner the phrases "apalagi melawan arus bisa mati" referred was going in opposite

directions This was very dangerous should the driver not do things that could endanger himself. In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was one element of rhetoric could be found, which was an expression. Then, the expression of this police banner was signed by the Big bold-capital letters. The used of big bolded capital letters, it aims to further clarify the readers about the importance of safety in driving especially the area often occurs in traffic accidents and the use of colored capital letters is an important part of the police so that the readers pay more attention to this section in order to make the reader more clear about the importance of safety in driving. if we do not obey the rules of driving, something fatal will happen in the banner, the phrases was "melawan orang tua aja dosa apalagi melawan arus bisa mati".

In conclusion, There was only a few microstructure elements could be found in the banner “Melawan orang tua aja dosa apalagi melawan arus bisa mati” the banner recommended riders to not against the flow when driving because against parents only let alone against the flow of both meanings have a deep message if the drivers try to violate the appeal can cause accidents with the risk of death, then order traffic and obey all the rules.



Picture 4.8

(Your beauty will not fade if you wear a helmet)

In the banner (4.8) the word “Kecantikan mu tidak akan pudar kalau kamu pakai helem (your beauty will not fade if you wear a helmet) The form of semantic elements contained in this police banner it has three parts, which were the background element , detailed element and meaning element. The background element in the banner was the Agenda. Most women hated to wear helmet because they thought it would worsen their appearances. This banner was set on the annual agenda of the traffic police to persuade female riders to use helmets without being afraid of looking bad on them.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , which the meaning was to used a helmet can maintain and protect the safety of riders without worrying about damaging your beauty and appearance. Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was the appearance will not change even though wore a helmet more important in driving and to protect the driver from a

traffic accident. In the police banner there appeared to be a lexicon element. this was a word selection element for the various possible words available. the lexicon element in this banner in phrases “tidak akan pudar” on the banner actually has other words such as its beauty will not disappear. So even if we used our beauty helmet, it will not disappear.

In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was one element of rhetoric could be found, which was an expression element. Then, the expression of this police banner was signed by the Big bold-capital letters. The use of bolded and blackened capital letters, this aims to further clarify the readers about the importance of safety in driving, especially to used the helmet in driving. Moreover, the graphic element also appeared on the banner. It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. This element was in the form of a picture above. which was a female police officer who wore a helmet while driving. It turns out that wore a helmet doesn't damage your appearance, it could even protect you from traffic accidents.

In conclusion, There was only a few microstructure elements could be found in the banner "kecantikanmu tidak akan pudar jika kamu pakai helem" the banner recommended riders don't worrying about damaging beauty because your appearance will not change even if you wore a helmet and by using a helmet could protect and protect you from traffic accidents.



Picture 4.9  
(Do not crash here a hospital far away .. !!)”

In the banner (4.9) the word “Jangan kecelakaan disini rumah sakit jauh (do not crash here a hospital far away .. !!)” it has three parts, which were the background element , detailed element and meaning element. The background element in the banner was the situation. Incident caused situations that should be handled quickly, for instance the victim of a car crash could be brought to the near hospital to refrain from losing too much blood. This needed immediate action because it was a matter of life and death. Therefore, the police set this banner to tell people that the distance between the road and the hospital was far away. Every rider should ride carefully to avoid causing any incidents because the far distance could hamper the immediate rescue for the victim of any incidents on that road.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , which the meaning was drivers must be continue to prioritize safety because access to the hospital was far. Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long

details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was the author clearly illustrates that to remain careful when driving a vehicle if something happens in the area, access to the hospital was far. In the police banner there appeared to be a lexicon element. This was a word selection element for the various possible words available. the lexicon element in this banner was located on the word Far hospital actually has other words such as a building that provides and provides health services for the sick.

In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was one elements of rhetoric could be found, which were expression. Then, the expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safty in driving. The used of bold and colored capital letters was an important part of the police so that the readers pay more attention to this part, such as the word "Jangan" colored on the banner means that there was a prohibition on the banner. And the word "Rumah sakit jauh" it was intended to clarify the reader to remain cautious. In conclusion, There was only a few microstructure elements could be found in the banner “Jangan jatuh disini Rumah sakit jauh” the banner recomended people to be careful driving because when there was an accident access to the hospital when the accident was far and difficult to get first aid so be careful driving and obey traffic rules.



Picture 4.10

(Prohibited speeding gravediggers already on homecoming)

In the banner (4.10) the word “Dilarang ngebut... penggali kubur sudah pada mudik lebaran (prohibited speeding gravediggers already on homecoming)”. The form of semantic elements contained in this police banner has three parts, which were the background element, detailed element and meaning element. The background element contained in the banner was the atmosphere. Most people went to their hometowns or other places during eid al-fitr. This banner was to remind riders that gravediggers when to their hometowns just like them. This was a kind of warning that if there was an incident and a person was dead because of it, then there was no one to bury them due to the absence of the gravediggers. So, those who went to their hometown during eid al-fitr should ride or drive with caution.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely, which the meaning were expected to reduce high speed stop avoid the risk of accidents. Because again the atmosphere of Eids people who buried when the accident did not exist. Then in this banner contained a meaning element.

This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was reduce the speed in the journey to Eid al-fitr Homecoming because during the Eid Homecoming access road was very crowded then expect the riders were conducive.

In the police banner, there was a lexicon element. This was an element of how a writer performs word selection for the various possible words available. The selection of the word is not merely a coincidence, but it may contain an ideological element that demonstrates how to use a person against a fact. lexicon element The word lexicon this grave digger is actually a person who dig the grave and eid homecoming in having other words such as the activity home the village in a short time. In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was one element of rhetoric could be found, which was an expression element.

Then, the expression of this police banner was signed by the Big bold-capital letters. The use of bolded and blackened capital letters, this aims to further clarify the readers about the importance of safety in driving and the used of colored letters was a part that was considered important by Police so that the readers pay more attention to that part of the phrases "Jangan ngebut" which in coloring depending on the banner means that there was a ban on the banner and it was very important for the rider and the appeal must be obeyed. In conclusion,

There was only a few microstructure elements could be found in the banner “Dilarang ngebut penggali kubur sudah pada mudik lebaran ” the banner recommended the rider to always reduce the speed when in the journey of eid homecoming to avoid the risk of accidents because the people of the tomb who were also homecoming.



Picture 4.11

(The cool guy is wearing the helmet of the SIM + vehicle registration is my priest candidates)

In the banner (4.11) the word “Cowok keren itu pakai helm bawak SIM+STNK itu baru calon imamku (the cool guy is wearing the helmet of the SIM + vehicle registration is my priest candidates) The form of semantic elements contained in this police banner has three parts,, which were the background element , detailed element and meaning element. The background element in the banner was assessment. Generally, male riders didn’t wear helmets and didn’t carry any decent or proper riding equipment. This was a negligence that occurred most of the time. Therefore, the police made this banner that male riders were supposed to wear helmets and brought any proper riding equipment because women would judge how good they were based on their equipment. The police

brought about women's evaluation because women's opinions usually mattered to men due to their nature to impress them.

Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , which the meaning was a good riders always used helmets and bring vechile document equipment before driving. In the police was elements of the lexicon. This was an element of the wording on the various possibilities available word. lexicon element in this banner was located on my priest candidate said that the prospective husband and cool guys above actually have other words like man and handsome dream women. In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was one element of rhetoric could be found, which was expression element.

Then, the expression of this police banner was signed by the bold-capital letters. The used of capital letters was bold, it aims to further clarify thereaders about the importance of wore helmets and carrying equipment as well as the letter of the vehicle before driving rules comply with traffic regulations. Moreover, the graphic element also appeared on the banner.It provided the cognitive effect which controlled attention and interest of the readers. This effect made the readers to be fixated and focused on the banner better. This element was in the form of a picture above that female police officers wore a helmets and carrying banners that read "cowok keren itu pakai helem, bawak STNK +SIM itu baru calon imam ku."

In conclusion, There was only a few microstructure elements could be found in the banner “cowok keren itu pakai helem, bawak STNK +SIM itu baru calon imam ku”the banner Informed to the entire rider must wore a helmet and carry the letter of the equipment drive because the letters were the identity of our completeness on the highway. And wore a helmet can protect us when it happens accidents then with the banner was encouraged to all the riders who are good to always used the Helmet and carry letters when driving.



picture (4.12)

( Do Already many widows and orphans as a result of the accident )

In the banner (4.12) the word “Sudah banyak janda & anak yatim akibat kecelakaan ( do Already many widows and orphans as a result of the accident ) The form of semantic elements contained in this police banner has three parts, which were the background element , detailed element and meaning element. The background element of this banner was setting . It was because the banner depicted place on the highway. Every rider should ride carefully because there were many that had fallen as victims because of the incidents happened there. This caused the wife of the dead to be a widow while their kid being orphans.

There was no point in causing incident there and added the number of widows and orphans any more. Moreover, There was a detailed element in the banner. The element was used by the police to attract the riders to read a prohibition expressed implicitly and uniquely , which the meaning was countless and has too many casualties and people injured as a result of our negligence in driving.

Then in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly. The element of meaning in the banner was to further raise awareness in order to reduce the accident rate. In the police banner, there was a lexicon element. This was an element of how a writer performs word selection for the various possible words available. The selection of the word is not merely a coincidence, but it may contain an ideological element that demonstrates how to use a person against a fact. Lexicon element said the widow was a woman who has lost her husband and orphan above is actually someone who left his father's death.

In addition , There was rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there was have one element of rhetoric could be found, which was an expression. Moreover, the expression of this police banner was signed by the bold-capital letters. The letters were created that way in order to emphasize the importance of safety in driving .The used of capital letters was bold, it aims to further clarify it was readers about

the importance of safety in driving and to remain cautious and the used of colored letters was a part that is considered important by Police so that the readers pay more attention In the banner, the phrases "sudah banyak and akibat kecelakaan" this was intended to further clarify its readers about the importance of road safety.

In conclusion, There was only a few microstructure elements could be found in the banner "Sudah banyak janda dan anak yatim akibat kecelakaan" the banner recommended the ridersto further increase vigilance, and must be careful when driving because there were too many casualties that leave widows and orphans The rider's own negligence.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the results and research discussion of the police banner found in chapter Four, What was observed from the microstructure in this research was strategy of semantic elements, stylistics and rhetorical elements as a tool to attract readers about cross-border orders. Following explanation on findings on this research:

##### **1. The elements of Semantic structure**

The form of semantic element that contained in this police banner had three parts, which were the background element , detailed element and meaning element. based on the data analyzed in this study, the background was found in the background of the setting, atmosphere, and the command, In the background was usually expressed as the background of a news or events in the banner of the police. Furthermore this detailed element was used by the police to provide information that readers become interested in this police banner through banners to attract the riders to read a prohibition expressed implicitly and uniquely. Than in this banner contained a meaning element . This element was quite similar to the detailed element. The difference, if in detail information that profitable communicator will be elaborated with long details, then in the meaning element of information that profitable communicator will be outlined explicitly and clearly.

## **2. The elements of stylistic structure**

This lexicon element was an element of how a writer performs of word selection on the various possible words available. The selection of the word is not merely a coincidence, but that contains elements of ideological interpretation that shows how a person against a fact.

## **3. The elements of rhetoric structure**

In addition, there was a Rhetorical element on the banner whose function was to attract the readers with its unique words. From the banner, there were three elements of rhetoric that could be found, which were methapore, expression, and graphic elements. Metaphors was a figure of speech. on the police banner there was only one banner that contained metaphors. Then, the expression of this police banner was signed by the bold-capital letters, colored font sizes, and standard font sizes. The used of bolded letters, it aims to further clarify its readers about the importance of safety in driving. The used of standard font sizes to aim better uses the columns that have been provided by the police team as markers of the regional police banners where the banners are orbited. The use of colored letters aims to emphasize to the reader the importance of the information on the police department regarding traffic rules on the highway. Moreover, the graphic element also appeared on the banner. It provided the cognitive effect which controlled the attention and interest of the readers. This effect made the readers to be fixed and focused on the banner better. that appear in this police banner include many appearing in photographs depicting the traffic accidents contained in banners placed at the very front and large size.

### C. Suggestion

In the relation to the conclusion , suggestion were stages as the following.

1. For the reader, research on the micro structure of discourse on the banner of the police traffic unit can help understanding the structure of micro discourse that is expressed by Van Dijk and its application into each of the objects that Be iniated.
2. For researchers, research on the micro structure of the banner Discourse on the Traffic unit to the Polysian is still very simple. For that, more research is needed for example by further expanding the scope of the theory, there can also be research on a larger scale, namely by retrieving data from all existing police in North Sumatera, so that the data obtained More varied.
3. Not all discourse on the police banner has elements of a complete micro structure discourse. The entire traffic unit to the Polysian is expected to develop and explore again unique, funny, and interesting words related to the orderly traffic.
4. In subsequent studies, studies on outdoor media such as Peneitian Wacna in Spandk have to be reproduced, encouraged, developed, encouraged and falisized, since outdoor media such as banners have power To convey certain knowledge and different sides of the media studied.

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## **CURRICULUM VITAE**

Name : Astri Handayani  
NPM : 1502050324  
Place/Date of Birth : Tebing Tinggi, 14 mei 1996  
Sex : Female  
Religion : Moeslem  
Status : Single  
Hobbies : Singing,Swimming and Reading  
Father's Name : Muhammad Awaluddin  
Mother's Name : Susilawati  
Address : Datuk kabu street, pasar III Tembung  
Phone Number : 0858-3015-8545  
Email : [Asthryhandayani@gmail.com](mailto:Asthryhandayani@gmail.com)

### Education

1. Elementry School at SD Negeri 102096 Desa Binjai (2002 – 2008)
2. Junior High School SMP Negeri 1 Tebing Syahbandar ( 2008 – 2011)
3. Senior High School SMA Negeri 1 Tebing Syahbandar ( 2011 – 2014)
4. Faculty of Teachers' Training and Education, University of Muhammadiyah Sumatera Utara

Medan, 07 October 2019

Researcher

Astri Handayani