

Persuasive Strategy on UMKM Beverage Advertising in Makassar City and their Implications on Indonesian Language Learning

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Abstract

This study aims to (1) describe the persuasive strategies used in UMKM beverage advertisements in Makassar City, and (2) describe the form of persuasive discourse implications used in UMKM beverage advertisements in Makassar City on Indonesian Language Learning in Class VIII. This type of research uses a qualitative descriptive analysis method. with data collection techniques in the form of documentation, interviews, and questionnaires. The data used in this study are divided into two types, namely primary data sources from interviews and questionnaires from Indonesian language teachers in Makassar City, and secondary data in the form of persuasive discourse contained in UMKM beverage advertisements in Makassar City. The results show that (1) the persuasive strategy in terms of rationalization in UMKM beverage advertisements in Makassar City displays reviews that state the truth or facts to readers about the freshness of beverage products sold by prioritizing low prices to consumers. Furthermore, the persuasive strategy in terms of the element of suggestion in UMKM beverage advertisements in Makassar City displays praiseworthy reviews with the use of sweetener sentences in luring readers to buy the beverage products being sold. And, a persuasive strategy in terms of identification elements in UMKM beverage advertisements in Makassar City displays reviews that prioritize the tastes, desires, and trends that occur in the community by processing appropriate advertising discourse in attracting readers' sympathizers to buy beverage products being sold. (2) The persuasive discourse of UMKM beverage advertisements in Makassar City on learning has a relationship with its use as teaching material in advertising text learning in class VIII which can educate students about local advertising in Makassar City.

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Introduction

Language is a form of media used to convey a goal in a correlation that occurs between two individuals. Language can be said as a symbol on a vowel sound that produces meaning freely to connect with each other from the scope of society. Language is used as a tool of human expression to express his thoughts to others, the goal is none other than to communicate so that an interaction appears that is used to achieve the desired thing. Likewise, for those who are engaged in the business sector, especially in Micro, Small and Medium Enterprises, hereinafter abbreviated as UMKM, they need language in order to promote their products. One of the media to promote their products is advertising.

Advertising requires language skills, managing the language and signs in it in such a way that people who read or see the ad are interested and buy the products offered. Therefore, in terms of attracting the attention of buyers or ad readers, one form of language or discourse that is controlled by the advertiser is persuasive discourse. An advertisement is generally in the form of a poster or banner. Posters in this case are divided into two types, namely posters that are distributed through online media with the help of various social media, such as Instagram, Facebook, and others and posters that are distributed directly or offline which are printed in such a way. Furthermore, advertisements on banners placed at outlets or in strategic places close to the selling area, are of various sizes and can be adjusted, but can still be read from a distance.

The success of a promotion cannot be separated from the existence of several supporting factors, one of which is language. If viewed from the product advertisement posters that are found in several places, they are made using words, phrases, and sentences with the aim of providing an explanation wrapped in persuasive discourse. There is also a goal to be achieved is none other than to change the mind of a reader or buyer. The persuasive discourse that is made must have content in such a way as to attract attention and play with the emotions of the readers so that they become curious about the products offered.

Persuasive strategy is an effort or plan carried out by someone to convince or attract the attention of the audience in order to get an advantage. Persuasion essentially attracts attention or attracts participants to want to do what they are told. In Makassar City, one of the most viral businesses today is a beverage business, which in almost every area in Makassar City, starting from the roadside and alleys, you can find drink sellers. Unfortunately, however, there is still a lack of capabilities to create systematic advertisements with good persuasive discourse to attract customers. Not surprisingly, many businesses in Makassar City have only been closed for five months, because the ability to advertise and the ability to offer their products is low. In addition, the persuasive discourses displayed are weak in language, while big businesses such as KFC, MCD, and others in Makassar City are studied from the aspect of presenting extraordinary advertising discourse, advertising posters are everywhere. as well as the design of the persuasive discourse that is so creative. In contrast to several UMKM beverage businesses in Makassar City, they have a simple design and seem out of sync between images and text. Therefore, research on persuasive strategies in advertising is important in order to provide an education to early entrepreneurs in developing their business properly and getting significant interest from buyers.

In addition to referring to entrepreneurs, persuasive discourse also has a very useful capacity and position in the world of education. Especially for students who have the potential to become prospective young entrepreneurs, they get an education and basic skills in understanding advertising language further well. However, the ad lessons given do not touch the meaning or content of a persuasive discourse as a whole. For example, in learning advertising text for Indonesian class VIII subjects, which consist of several Basic Competencies (KD), namely as follows; 1) KD 3.3 Identify information on advertisement texts, slogans, or posters from various sources that are read and heard; 2) KD 4.3 Summarizing the contents of advertisements, slogans, or posters from various sources; 3) KD 3.4 Examining the presentation pattern and language of advertising texts, slogans, or posters

from various sources that are read and heard; 4) KD 4.4 Presenting ideas, messages, and invitations in the form of advertisements, slogans, or posters orally and in writing. From the description of these basic competencies, there is no deeper study of the meaning of persuasive discourse in detail. Therefore, it is an interesting theory to use to analyze a persuasive discourse using Keraf's theory.

According to Keraf (2000) persuasive strategy is an oral or written capability that is intended to support the speaker or reader in doing what the interlocutor wants at that time or in the future. The end goal is that what is conveyed can be fulfilled, so that it can be said that persuasion is a way that is taken in making a decision. Persuasive discourse is a discourse that contains persuasion and speech styles that can strengthen the reader's desire to believe or agree with the story directly or indirectly told by the author, either implicitly or explicitly spoken by the author (Aliah, 2014). Based on this, preliminary observations have been made and there are findings of persuasive strategies which can be seen in the poster of rationalization, suggestion, and identification elements contained in the poster below.

persuasive strategy has a very important influence on the success of a demand in the supply of goods or services, especially for SMEs based on the beverage business. Persuasive strategies are divided into seven elements according to Keraf's theory that can be found in an advertisement for a service or product being offered, namely rationalization, suggestion, identification, conformity, compensation, and replacement. These elements become a strategy or persuasive tactic of Gorys Keraf, which is often used in the language of persuasion. At this stage to confirm the assumptions described, it is necessary to conduct research in Makassar City on the persuasive strategies used in UMKM beverage advertisements. Therefore, in this study, the author uses the method of discourse analysis and the theory of Keraf to find the aspects contained. Based on the above background, the objectives studied in this study are to describe the persuasive strategies used in UMKM beverage advertisements in Makassar City and to describe the forms of persuasive discourse used in UMKM beverage advertisements in Makassar City towards Indonesian Language Learning in Class VIII.

Method

This type of research is a qualitative research followed by a descriptive presentation. This study intends to describe the research subject according to the type of empirical facts or linguistic phenomena in advertisements. This study is designed to present a persuasive strategy on UMKM beverage advertisements in Makassar City and then relate it to Indonesian language learning in class VIII, in this case the ad text.

The data sources in this study are divided into two namely Primary data is obtained through related sources directly without going through intermediaries. Primary data were collected in the form of interviews and questionnaires from Indonesian language teachers in the city of Makassar and secondary data were obtained through media intermediaries, be it printed or recorded media. The primary data collected is in the form of persuasive discourse contained in UMKM beverage advertisements in Makassar City.

The main instrument used in this research is the researcher himself or as a human instrument. Data collection techniques used are documentation, interviews, and questionnaires. The data representation in this study was carried out in the form of narrative descriptions of persuasive discourse on UMKM beverage product advertisements in Makassar City.

Results

1. Persuasive Strategy on UMKM beverage advertisements in Makassar City
 - a. Persuasive Strategy is viewed from the element of rationalization.



Picture 1. UMKM Drink Brand advertisement poster "Dinar Drink"

“Nikmati kesegaran TROPICANA biar harimu lebih BAHAGIA”

A persuasive strategy in an advertising discourse has a function and purpose in attracting the attention of buyers. As the key to success in selling products, it is necessary to have unique and interesting things in an advertising discourse that is made. Based on data 1 can be found persuasive strategies that can influence consumers or buyers. Judging from its elements, the discourse is classified into elements of rationalization.

Data 1 presents a discourse that contains facts that are realized to consumers. As in the flavors offered in their products, they have a tropical fruit taste, which if you look at the products sold, they have a tropical fruit flavor variant, which in this case is fresh fruit. Apart from that, the blade is associated with happiness. It seems that this makes consumers understand that the flavors offered from fresh drinks with various variants of mixed fruit flavors can eliminate fatigue when carrying out daily routines.

Another fact or justification from the advertising discourse is that there is an image from consumers on drinks offered with tropical fruit flavors and cold ice can relieve fatigue and thirst from the hot weather in Makassar City, which means that if fatigue and thirst disappear, it will bring a sense of happiness.



Picture 2. UMKM Drink Brand advertisement poster “Mufaza Boba”
“No.1 Makassar Brown Sugar Boba Milk, Manisnya Sampai Tetes Terakhir”

Persuasive strategies in data 2 can be classified into elements of rationalization. This can be seen from the content of the persuasive discourse which states that the beverage product is the best drink in the city of Makassar, the statement revealed will trigger a trend to try to buy and taste the drink on the pretext that this is the best drink. From the thought that was revealed from the beginning only as a discourse, making it a fact that was spread in the community. Thus, the initial goal of making the advertising discourse will be achieved by a process of justification or facts that are assumed by the public. Judging from the discourse writing model in advertisements, it is known that all written discourses all use capital letters, from that it can be interpreted that their use is intended to attract the attention of the reader.



Picture 3. UMKM Drink Brand advertisement poster “Tea Roci Antang”
“Minuman anti stress Kalo kamu lagi stress coba deh minum ini”

Persuasive strategies based on data 3, can be classified into elements of rationalization. This is argued in the content of the discourse which can convince the minds of buyers that the beverage products sold have a taste that is so difficult to forget that even the stress they feel is forgotten for a moment by drinking it. Another assumption can be said that the taste of the beverage products that are sold can trigger an inspiration which eventually disappears stress because it has a purposeful direction in solving the problems at hand.

b. Persuasive Strategy in terms of the element of Suggestion



Picture 4. UMKM Drink Brand advertisement poster “Heyo Boba Makassar”
“Sekali coba hati-hati ketagihan.”

Based on the data 4 above, it can be analyzed that the persuasive strategy in the advertising discourse is included in the classification of the elements of suggestion, meaning that the statements conveyed have a pattern of influencing the readers to buy the products offered.

The discourse contained in the data 4 attracts the curiosity of consumers to try the drinks being sold. Furthermore, the sense of curiosity that is felt will raise a few questions such as, is it true that if you try it you will be addicted?, is it that good? Thus causing addiction. From this, consumers will finally buy and try the products that have been offered.



Picture 5. UMKM Drink Brand advertisement poster “Alpukat Kocok Duo Big Makassar”
“Rasa-rasanya ...Kamu harus cobaaa!”

Based on the persuasive strategy on data 5 can be classified into elements of suggestion. The suggestion element in data 5 is based on its nature as a form of invitation whose argument makes readers feel curious about the taste, this is clarified in the word "Try it!" which is pronounced long and pitched which indicates the spirit to immediately try it right now.

The same thing can also be interpreted as an effort to convince readers that if you try this beverage product, anyone will feel addicted. It is said to feel addicted based on punctuation, tone and long pronunciation when reading it which is associated with the spirit of attracting buyers. The long pronunciation in question is as in the use of three letters A in the word "COBAAA"



Picture 6. UMKM Drink Brand advertisement poster “Boba Delicious”
“Dibalik Boba Delicious ada senyum kamu yang ceria”

Based on the discourse on data 6, there is an element of suggestion which states that the drink from Boba Delicious is a boba drink that can make anyone who tries it feel cheerful, happy and relieve stress. From the statement made, the element of enchanting by wishing for happiness in the drink is a strategy that is very suitable for readers who have life problems that need to be entertained.

The suggested strategy is easier for readers to understand, especially for teenagers, especially women, who sometimes have mood swings in their daily lives. Therefore, providing a discourse that contains happiness in their beverage products will more easily influence their mindset.

c. Persuasive Strategy in terms of its Identification



Picture 7. UMKM Drink Brand advertisement poster “Boba Delicious”

“Asyiknya rame-rame”

Based on the data 7 above can be classified into elements of identification. The identification element is related to analyzing the needs or trends that are currently hot in the community, and knowing their mindset. One form of the identification element is a statement regarding the beverage products that are sold, which will be very enjoyable to drink together with many people, be it friends, family or office friends who in fact are the closest people in everyday life. This will make the location occupied by selling, will be visited by many people to serve as their meeting place while enjoying the drinks that are served.

The strategy used makes a profitable contribution because buyers who arrive in large quantities automatically buy the drinks being sold. Understanding the discourse presented in advertisements can make it easier for buyers to be interested in making a place of sale arranged in the style of a running cafe concept as their meeting.



Picture 8. UMKM Drink Brand advertisement poster “Je’ne Thaithea”

“Minuman kekinian, harga kaki lima”

Data 8 is included in the rationalization element. This can be seen from the basic form of delivery that the drinks made are contemporary drinks that are currently trending but at affordable prices. Talking about the meaning of the phrase “the price of street vendors”, it can be identified that the price of the drink is not expensive, adjusted to the prices that are often found at roadside drink sellers in general.

Trends are the basic things that make a product sell well in the market, not only for goods but also for food and beverages. Therefore, the mindset of people who are increasingly following the times is a form of a trend that needs to be followed which is usually referred to as the present. This is the basis for the strategy used by Je'ne Thaithea to compose such discourse in her advertisements. This means that readers will be made to believe that

the beverage products being sold are products that are currently trending and if they don't buy them, they will feel left out.

Implications of Persuasive Discourse Used in UMKM Beverage Advertisements in Makassar City on Indonesian Language Learning in Class VIII.

Regarding the implications of persuasive discourse in advertisements with learning Indonesian in class VIII, the authors have collected interview data and questionnaires (questionnaires) from Indonesian teachers at several schools in Makassar City, including the following:

a. Data analysis questionnaire

- 1) Presenting advertisements for local UMKM beverage products in Makassar City in learning advertising texts in class VIII, can stimulate students' thinking power in understanding the contents of an advertisement.

Table 1. Questionnaire statement number 1

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	7	100%
Setuju	0	0
Netral	0	0
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Based on table 1 the questionnaire above explains the percentage level of 7 informants who all chose to answer 100% strongly agree that the advertisement for local UMKM beverage products in Makassar City is served in advertising learning in class VIII. It can be concluded that the interest of teachers who want to introduce local advertisements to students is very high.

- 2) Applying local UMKM beverage product advertisements in Makassar City as learning material can foster students' talents in entrepreneurship.

Table 2. Questionnaire statement number 2

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	4	57%%
Setuju	3	43%
Netral	0	0
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Furthermore, in table 2 questionnaire statement number 2 is more about support that is almost balanced between "strongly agree" with "agree". Informants who chose "strongly agree" were 4 people with a percentage of 57%. Meanwhile, 3 people voted to agree. From the seven statements, the choices in implementing UMKM beverage advertisements in Makassar City are used as teaching materials. Therefore, it can be concluded that UMKM Drinks in Makassar City can be applied in the process of learning Indonesian advertising materials in class VIII.

- 3) Using local advertisements as teaching materials for advertising materials in class VIII is more effective than taking teaching materials from references or other places.

Table 3. Questionnaire statement number 3

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	2	28%
Setuju	1	14%
Netral	4	58%
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Based on data from table 3 questionnaires in statement number 3 above, it can be seen that the number of informants who chose "neutral" were 4 (four) teachers with a percentage of 58%, then those who chose "agree" were 1 (one) teacher with a percentage of 14%, and the last "strongly agree" as many as 2 (two) teachers with a percentage of 28%. Seeing the results obtained, it can be concluded that the effectiveness of using local beverage advertisements in Makassar City as a teaching material compared to taking from other references is still unclear about the results because of the 7 selected informants, 4 of them are still unsure.

- 4) Advertisements for local drinks in Makassar City can make it easier for teachers to explain the advertising material presented.

Table 4. Questionnaire statement number 4

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	7	100%
Setuju	0	0
Netral	0	0
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Based on data 4 Questionnaire statement number 4, it can be seen that the total number of informants as many as 7 (seven) teachers all chose strongly agree, from this it can be concluded that using Makassar local drink advertisements in the learning process of advertising texts in class VIII can facilitate teachers in providing teaching regarding advertising.

- 5) Advertisement for local UMKM beverage products in Makassar City As an open material, it is more effective to use other product advertisements because they are often found around roads in Makassar City.

Table 5. Questionnaire statement number 5

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	2	28,6%
Setuju	1	14,3%
Netral	4	57,2%
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Based on the table 5 questionnaire data above, it can be seen that from a total of 7 (seven) informants, 3 (three) of them chose to be "neutral with a percentage of 57.2%, and only 1 (one) teacher chose "agree" with a percentage of 14.3 and 2 (two) others chose to strongly agree with a percentage of 28.6%. So with this it can be concluded that the effectiveness of using local beverage advertisements in Makassar City as teaching materials that are easy to find than using other products such as food products, laundry products, and other products. Most of the teachers gave a neutral response because they did not know more clearly the results. what you get if you only use drink ads.

- 6) Advertisement of local UMKM Drink Products in Makassar City is suitable to be used as teaching material for Indonesian Class VIII in advertising text material.

Table 6. Questionnaire statement number 6

Jawaban Informan	Frekuensi	Persentase
Sangat Setuju	5	71,1%
Setuju	2	28,9%
Netral	0	0
Tidak Setuju	0	0
Sangat Tidak Setuju	0	0

Based on the table 6 questionnaire data above, it can be seen that of the 7 (seven) informants who voted, 5 (five) of them chose "strongly agree" with a percentage of 71.1%, and the rest chose "agree" with a percentage level of 28.9%. Thus, it can be concluded that the advertisement of local UMKM beverage products in Makassar City is feasible to be used as teaching material in advertising learning materials in class VIII.

b. Interview data analysis

The relationship between UMKM beverage advertisement discourse in Makassar City and Indonesian language learning can be seen in the interview data that the author has conducted with several teachers in Makassar City. are as follows:

- 1) The teacher's response to the advertisement of UMKM beverage products in Makassar City regarding its relationship with advertising learning in class VIII.

Based on the results of an interview with Mrs. Erniwati as an Indonesian teacher at UPT SPF SMPN 40 Makassar said that:

"Penyajian iklan yang menarik pada iklan minuman lokal, sangat cocok untuk dijadikan sebagai bahan referensi pada pembelajaran iklan di kelas"

Based on the data above, which was obtained from the interview with Mrs. Erniwati, it can be explained that the local beverage advertisement product in Makassar which has an attractive presentation pattern is very suitable to be used as reference material in advertising learning in class VIII. This means that not all UMKM-based beverage advertisements in Makassar City can be taken as a reference, only advertisements that have an attractive presentation can be taken into account.

Apart from that, Indonesian teacher Mrs. Nurfaidha at UPT SPF SMPN 48 Makassar said that:

"Pada proses pembelajaran, guru jarang mengambil iklan lokal dalam proses memberikan pemahaman teks iklan ke siswa, saya salah satunya biasa mengambil contoh langsung kepada buku pegangan yang sudah ada. Namun demikian halnya, saya mendukung bahwa iklan minuman lokal di Makassar juga bisa digunakan dalam mengajarkan siswa mengenai iklan."

Based on data above, which was obtained from the interview with Mrs. Nurfaidha. emphasized about advertisements for local beverage products in Makassar City which are rarely used in the learning process on advertising text materials in class. This is supported by direct examples from handbooks which directly provide examples of advertisements in their teaching. However, the use of local drink advertisements in Makassar as a reference material can still be used in teaching advertising texts in class VIII.

The author also interviewed the Indonesian teacher at UPT SPF SMPN 26 Makassar, namely Mr. Arham:

"Cukup menarik dan merupakan sebuah hal yang kreatif untuk dijadikan bahan ajar dalam memberikan pemahaman kesiswa. Saya walau pun memberikan contoh iklan berorientasi pada buku tapi saya sepakat kalau iklan lokal di Kota Makassar ini dapat digunakan dalam pembelajaran di kelas. Iklan yang ada disekitaran kita saya lihat memiliki wacana-wacana yang begitu keren dan mengikuti perkembangan zaman."

Based on questions related to the teacher's response to the relationship between advertising for Makassar drinks and advertising learning in class VIII. It can be explained in data above which describes local advertisements in Makassar which are so creative and interesting to be used as teaching materials in attracting students' attention in understanding an advertisement. The advertisements presented also follow the existing trends so that they attract the attention of students.

- 2) The level of advertising quality for UMKM beverage products in Makassar City in its use if it is used as teaching material in class VIII.

The persuasive discourse contained in the advertisement must have good quality in the learning perspective. Quality ads contain language that is easy for students to understand. Based on the results of the second interview from Mrs. Erniwati as an Indonesian teacher at UPT SPF SMPN 40 Makassar said:

"Seperti jawaban saya pada pertanyaan sebelumnya bahwa iklan yang ada di kota Makassar sangatlah menarik. tidak kalah dengan iklan lokal di daerah lain, selain dari hal itu wacana yang di ditampilkan tampak sangat kreatif."

Based on data above which was taken from the interview with Mrs. Erniwati, it can be explained that the creativity of local UMKM beverage products in Makassar which is served is proportional to the quality to be used as teaching materials in class VIII. This means that local product advertisements in Makassar City have a quality that is not inferior to foreign products.

This was also said by Mrs. Nurfaidah as an Indonesian teacher at UPT SPF SMPN 48 Makassar:

"Kualitas iklannya bagus, tidak kalah dengan produk lain. Mengikuti tren. Cocoklah untuk dijadikan sebagai bahan ajar di kelas. Karena siswa lebih suka dengan hal seperti itu karena mereka pasti penasaran dengan produk lokal sekitarnya."

Based on the data above which was taken from the interview with Mrs. Nurfaidah, it can be explained that the quality of an advertisement for beverage products in Makassar City is with outside advertisements. This is evidenced by the creation of advertisements that follow current trends which students tend to prefer. Paying attention to things that students like is one way to make it easier for teachers to provide understanding in the process of teaching advertising texts in class VIII.

Discussion

Based on the results of research that has been carried out from 6 instruments from Gorys Keraff, the authors only found 3 namely Rationalization, Suggestion, and Identification. Rationalization is more directing the reader to the formation of trust in the discourse that is structured with the aim of bringing consumers to buy the beverage products that are sold. Furthermore, suggestion can be interpreted as an attempt to influence the reader's mind with a series or series of pitched sentences. Although in essence the two elements that have been described technically are only differentiated in the form of influencing customers, the case is different in the identification element which in this case requires recognition of the environment in which to sell by knowing exactly what the desire or popular thing is that can allow the number of consumers to increase.

The use of elements of rationalization and elements of suggestion in the discourse of beverage advertisements in the city of Makassar has almost the same comparison and is used more often than the element of identification. Judging from the rationale, this cannot be separated from the desire of young entrepreneurs who review their beverage products well so that their main purpose is to gain the trust of readers or buyers. Meanwhile, if we look at the element of suggestion, the desire to give a praiseworthy influence while stringing words that are persuasive to the reader or buyer is the main key of the strategy used.

The strategy carried out by using the identification element seems to be less used in UMKM beverage advertisements in the city of Makassar. Inadequate use can be based on factors in the community environment that have diverse behavior patterns. So that it is difficult to determine the element of identification, on the one hand when using inappropriate advertising discourse will reduce the productivity of buyers.

One of the results of data analysis in this study is the existence of a discourse that is motivating to the reader in solving his life problems. It is part of the identification element that indirectly touches the reader's feelings. This is quite relevant to the research conducted by Surahman (2020) whose data is more directed at the caption language of social media which consists of having first impressions, building empathy, and building credibility as well as several things that motivate people.

Judging by the type of media used in UMKM beverage advertisements in the city of Makassar, the use of print media (Luring) is very less used by entrepreneurs in advertising their products, based on data acquisition which only found ten advertisements. This is inversely proportional to the research conducted by Wibawa & Shofiana (2021) in the city of Denpasar which in their research, stated that instead of advertising their products on electronic media (offline) the attitude of traders prioritized the use of print media as the main strategy in attracting the attention of readers.

Although basically there are seven elements of a persuasive strategy proposed by Keraf. However, based on the data found, there are only three elements used in UMKM beverage advertisements in the city of Makassar, the three elements are Rationalization, Suggestion, and Identification. This is relevant to the research conducted by Nina dkk. (2021) and Muhridha (2020) which basically only found three elements. The research results of Nina dkk. (2021) stated that conformity to the elements of a persuasive strategy is important in increasing trust from the public, especially during the covid-19 period. Meanwhile, Muhridha (2020) said that there are facts and evidence as the basis for using persuasive strategies in linking trust to readers.

Furthermore, in the results of the research on the second problem formulation consisting of 15 data findings obtained from interviews and questionnaires, it can be explained that the persuasive discourse on UMKM

beverage product advertisements in Makassar City has a relationship with the Indonesian language learning process in class VIII. The connection is in the ad text material that can be used as teaching material.

The statements used in the questionnaire consist of 6 numbers, namely: 1) Presenting advertisements for local UMKM beverage products in Makassar City in learning advertising texts in class VIII, can stimulate students' thinking power in understanding the contents of an advertisement; 2) Applying advertisements for local UMKM beverage products in Makassar City as teaching materials can foster students' talents in entrepreneurship; 3) Using local advertisements as teaching materials for advertising materials in class VIII is more effective than taking teaching materials from references or other places; 4) Advertisements for local drinks in Makassar City can make it easier for teachers to explain the advertising material presented; 5) Advertisement for local UMKM beverage products in Makassar City As a teaching material, it is more effective than using other product advertisements because they are often found around roads in Makassar City; 6) Advertisement of local UMKM Drink Products in Makassar City is suitable to be used as teaching material for Indonesian Class VIII in advertising text material. The index of answers from informants (teachers) at numbers 1, 2, 4, and 6 is more about agreeing with the statements given, and the remaining numbers 3 and 5 answered neutrally. This is influenced by the content of the statement which is more about seeing the results of teaching that has been carried out using local beverage advertisements in Makassar City. so that the answer given is more neutral.

Furthermore, the interview data from the informant (Teacher) consisted of three questions that were asked. The results are not much different from the questionnaire. That the relationship of beverage product advertisements in Makassar City to learning can be used as teaching material in advertising text material in class VIII. The basis of this is seen in the quality of beverage product advertisements in Makassar City which follows current trends with good quality persuasive discourse, which is the reason to be used as teaching materials in schools. Apart from that, advertisements for beverage products in Makassar City can also compete with outside advertisements which in this case can be juxtaposed with the teaching process of advertising text materials in class VIII.

Conclusion

1. The persuasive strategy in terms of rationalization in UMKM beverage advertisements in Makassar City displays reviews that state the truth or facts to readers about the freshness of beverage products sold by prioritizing low prices to consumers. Furthermore, the persuasive strategy in terms of the element of suggestion in UMKM beverage advertisements in Makassar City displays praiseworthy reviews with the use of sweetener sentences in luring readers to buy the beverage products being sold. reviews that put forward the tastes, desires, and trends that occur in the community by processing appropriate advertising discourse in attracting readers' sympathizers to buy the beverage products being sold.
2. The implication of percussive discourse on UMKM beverage advertisements in Makassar City on learning in schools has a link to advertising text learning that can be used as a source of teaching materials for teachers in Makassar City. This will make students educated about getting to know UMKM-based local beverage advertisements in Makassar City.

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