



Persuasive Expressions in the Nature of Recommendations on the Lyrics of the Indonesian National Song and Their Use as Indonesian Language Teaching Materials in Vocational Schools

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Abstract

This research aims to describe (1) the form of suggestive persuasive expressions in the lyrics of the Indonesian National Song, (2) the content of the message contained in the lyrics of the Indonesian National Song, and (3) the implementation of the form of use of suggestive persuasive expressions as Indonesian language learning material in vocational schools. . The type of research used is qualitative research. The data in this research are words and sentences that are persuasive expressions in the lyrics of the National song. The data source is a collection of words or phrases from the lyrics of the National song. The data collection technique used by researchers is an advanced technique in the form of note-taking techniques. Data analysis in this study used the matching method. The results of the research found that there were forms of persuasive expressions of a suggestive nature. The dominant message content in the national anthem is the struggle for the independence of the Unitary State of the Republic of Indonesia. The aim is to motivate or inflame the enthusiasm of the fighters. This form of using persuasive expressions in the Indonesian national song can be implemented as teaching material for Indonesian Language subjects in Basic Competencies (KD) by compiling reviews of messages from two books of poetry collections that are related to situations.

Keywords: National song lyrics, nationalism, persuasive expressions, teaching materials

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan (1) bentuk ungkapan persuasif bersifat anjuran pada lirik lagu Nasional Indonesia, (2) isi pesan yang terkandung dalam lirik lagu Nasional Indonesia, dan (3) implementasi bentuk penggunaan ungkapan persuasif bersifat anjuran sebagai materi pembelajaran Bahasa Indonesia di SMK. Jenis penelitian yang digunakan adalah penelitian kualitatif. Data dalam penelitian ini adalah kata dan kalimat yang ungkapan persuasif pada lirik lagu Nasional Sumber data berupa himpunan kata-kata atau frasa dari lirik lagu Nasional. Teknik pengumpulan data yang digunakan peneliti adalah teknik lanjutan berupa teknik catat. Analisis data dalam penelitian ini menggunakan metode padan. Hasil penelitian menemukan bahwa terdapat bentuk ungkapan persuasif bersifat anjuran. Isi pesan yang dominan dalam lagu kebangsaan adalah perjuangan dalam memperjuangkan kemerdekaan Negara Kesatuan Republik Indonesia. Tujuannya adalah untuk memotivasi atau mengobarkan semangat para pejuang. Bentuk penggunaan ungkapan persuasif pada lagu nasional Indonesia dapat diimplementasikan sebagai materi ajar mata pelajaran Bahasa Indonesia pada Kompetensi Dasar (KD) menyusun ulasan terhadap pesan dari dua buku kumpulan puisi yang dikaitkan dengan situasi.

Kata kunci: lirik lagu nasional, materi ajar, nasionalisme ungkapan persuasif



I. INTRODUCTION

The importance of communication for life encourages humans to be more creative in creating new media to facilitate the communication process (Mulyani & Haliza, 2021). In everyday life, when carrying out social activities we always use language as a tool. In communicating, we have various goals. One of the goals of communication is to convey influence to our conversation partner (Anantama & Novala, 2023; Rusminto, 2009). In other words, we want to influence other people through language. This form of speech used to influence other people is called persuasion (Hancock et al., 2020).

In relation to persuasion, language can be used to influence other people both verbally (listeners) and in writing (readers). As a tool, language is very flexible in carrying out its functions. This means that language can be used by its users for any purpose as long as it is within the limits of its function as a means of communication (Mailani et al., 2022).

According to Sumarlam (2003), persuasive discourse is discourse whose content is an invitation or advice, is usually concise and interesting, and aims to influence and force the reader or listener to carry out the advice or invitation.

This research uses national song lyrics as the source. Songs are the process of communicating activities to convey honestly a feeling/idea, the thoughts of the songwriter to the listening audience (Atmadja, 2003). Songs can be created in an hour, a day, months or even years depending on the mood and inspiration of the songwriter that appears during life. The concept of the message in a song usually varies, some include expressions of sadness, admiration

for someone, disappointment, revenge, and criticism of deviations.

Song lyrics are a form of written language created by someone. The song lyrics created are forms or expressions that have been seen, heard, or can be someone's personal experience (Erlangga et al., 2021). Through the song lyrics, the author can communicate with readers or listeners indirectly.

A National Song is a song that is recognized as an official song and is a symbol of a country or region. National songs can form the national identity of a country and can be used as an expression to show nationalism and patriotism (Sekawael et al., 2022).

National song lyrics can be used as a medium for instilling nationalism in students. This is an important thing because many problems lead to conflict between groups due to a weak sense of nationalism. Regarding this issue, we can hope for more from education (Anantama & Saktiono, 2019).

Hendrayanto et al., (2023) states that national songs are songs that are required to be taught by teachers to students at the basic education level. Every song writer or poet has their own characteristics in writing songs, just like poetry. It is through the verses of songs created by poets that an expression is created, and creates a belief or influence on someone who reads or hears it.

A persuasive expression is a unit of language that aims to convince the reader or listener to do something desired by the writer or speaker (Hayati et al., 2022). Persuasive expressions will create trust in the reader or listener through the persuasive content of the message. The content of the message in an expression is usually the



meaning or meaning that the writer or speaker wants to convey to the reader or listener.

Persuasive expressions aim to influence other people's minds so they can accept or do something as desired by the writer or speaker. For most people, persuasive expressions are only found in advertisements or campaigns, because only advertisements or campaigns contain invitations that can influence or convince readers or listeners. Even though persuasiveness can be found in preaching, talk shows, and one of them is song lyrics. Persuasive expressions are not only intended to convince or influence, but can also contain orders, recommendations, suggestions, affirmations and words of wisdom (Mailani et al., 2022). The form of persuasive expression relates to words, phrases, clauses and other constituents in a sentence.

Songs are audiovisual media that are not only used for entertainment. Songs can also be used as media for learning materials at school. Currently, many learning media are used in teaching and learning activities, one of which is using song media. It is hoped that the learning method carried out using song media will make it easier for students to understand the learning material provided. With song media, students will feel happier when receiving learning or messages conveyed by the teacher.

An increased sense of nationalism can be formed through the medium of national songs. The habit of singing national songs at school will foster a sense of nationalism in students. This can be seen in research conducted by Ayu Lestari (2023), Yati et al. (2020), and Ratih et al. (2020). Through these studies, students' sense of nationalism

grows by getting used to listening to and singing national songs.

This research tries to examine the form of use of persuasive expressions and the content of the messages contained in the National Song lyrics. The results of this research, apart from being able to be used as learning material, can also be useful for educating and providing knowledge about nationalism to students.

The reason for choosing the lyrics of this national song is that in the song lyrics there is an arrangement of words that contain certain content or meaning. The content of the song lyrics can provide messages, suggestions and influence to students, so that through the song lyrics it is hoped that they can provide educational advice for students. So, apart from being used as a medium for learning material, the lyrics of this song can also be used to educate students.

Based on the description above, the reason for this research is regarding persuasive expressions in the lyrics of the Indonesian national song and its implementation as Indonesian language learning material in vocational schools which is adapted to basic competencies (KD) about compiling a review of the messages of two poetry collections. Researchers changed from poetry to national songs that could be analyzed the messages conveyed.

II. METHOD

Sugiyono (2014) explains that qualitative research is research data regarding the interpretation of data found in the field. This research is a type of qualitative research. Research where the researcher is the key instrument, sampling of data sources is carried out purposively and snowballing, the collection technique is triangulation



(combination), data analysis is qualitative, and the results of qualitative research emphasize meaning rather than generalization.

The data for this research are words and sentences that are persuasive expressions in the lyrics of the National Song. This data was obtained from a data source in the form of National song lyrics.

The data collection technique used by researchers is an advanced technique in the form of note-taking technique, namely by recording words or sentences in the data source. The note-taking technique is to record data on a data card (Sudaryanto, 2015). The data validity technique used by researchers is the data or source triangulation technique, this method directs researchers to use a variety of different data sources that are available in collecting data.

Data analysis in this study used the matching method. Sudaryanto (2015) states that the matching method is data analysis whose determining tool is outside, apart from, and not part of the language in question. The techniques used are basic techniques and advanced techniques. The basic technique in question is the Pillar of Determining Elements (PUP) technique, namely the elements used to select the data to be studied (Sudaryanto, 1993:21). This technique is used to determine sentences that contain persuasive expressions in the lyrics of National songs. Next, we continue to analyze the content of the message contained in the lyrics of the National song. The advanced technique used in this research is the expand technique. The expanding technique is a technique that is carried out by expanding the lingual elements using certain elements (Sudaryanto, 2015:69).

III. RESULTS AND DISCUSSION

Forms of Persuasive Expressions in Indonesian National Songs

A persuasive expression is a unit of language that aims to convince the reader or listener to do something desired by the writer or speaker. Persuasive expressions will create trust in the reader or listener through the persuasive content of the message. The content of the message in an expression is usually the meaning or meaning that the writer or speaker wants to convey to the reader or listener.

Persuasive Expressions are Recommended

Persuasive expressions that are suggestive in nature aim to provide recommendations, advice, suggestions and advice. The following is the use of persuasive expressions of a suggestive nature in the Indonesian national song as follows.

Bungaku

Cornel Simanjuntak

Bungaku..kudengar panggilanmu..
Bungaku..akupun rindu
Maafkan ku harus pergi
Mengejar semua mimpi yang berarti..
Hayati penting artimu bagiku
Tiada yang dapat menggantikan hadirmu
Jalani dan jangan bersedih
Hapuslah air matamu
Lepaskan risau hatimu
Pastikan semua mimpi kan berarti
Hayati penting artimu bagiku
Bintang pun tak dapat menggantikan hadirmu



Kembali kudengar panggilmu...
Bungaku..akupun rindu..
Maafkan ku harus pergi.
Bungaku akupun rindu.

The song "Bungaku" by Cornel Simanjuntak depicts the figures of fallen heroes. The author of the song describes the hero as Bunga. In each of the lyrics of the song, the author invites and describes feelings of longing accompanied by praise for fallen heroes who fought in the colonial era.

The use of persuasive expressions of a suggestive nature in the Indonesian national song with the title "Bungaku" can be found in the following lyric fragment.

Hayati penting artimu bagiku
Tiada yang dapat menggantikan hadirmu
Jalani dan jangan bersedih
Hapuslah air matamu
Lepaskan risau hatimu
Pastikan semua mimpi kan berarti
Hayati penting artimu bagiku

The fragment of the song lyrics above is a form of persuasive expression which contains a recommendation (to face all obstacles with patience). Fragments of the song's lyrics are suggestions from the poet to listeners (friends) who are pursuing their dreams. Furthermore, in the song "Melati di Tepi Batas", a form of persuasive expression is also found whose content is suggestive.

Melati di Tepi Batas

R. Maladi

Engau gadis muda remaja
Bagai sekuntum melati
Engkau sumbangkan jiwa raga
Di tapal batas Bekasi
Engkau dinamakan Srikandi
Pendekar putri sejati
Engkau turut jejak pemuda
Turut mengawal negara

Oh pendekar putri nan cantik
Dengarlah panggilan ibu
Sawah ladang rindu menanti
Akan sumbangan baktimu
Duhai putri muda remaja
Suntingan kampung halaman
Kembali kepangkuan bunda berbakti

The song "Melati di Tepi Batas" by R. Maladi describes the figure of a young female hero. In this song the author tells the story of the young hero as Srikandi. The author also describes the longing for the Srikandi. The use of persuasive expressions of a suggestive nature in the Indonesian national song with the title "Melati di Tepi Batas" can be found in the following quote.

Turut mengawal negara
Oh pendekar putri nan cantik
Dengarlah panggilan ibu
Sawah ladang rindu menanti
Akan sumbangan baktimu
Duhai putri muda remaja

The fragment of the song lyrics above is a form of persuasive expression which contains a recommendation (to listen to mother's advice). Fragments of the song's lyrics are advice from the poet to a teenage girl who is migrating and her mother advises her to return home because the paddy fields and fields are waiting for her. Forms of persuasive expressions whose content is suggestive are also found in the song entitled "Satu Nusa Satu Bangsa" created by L. Manik. The following are the lyrics of the song entitled "Satu Nusa Satu Bangsa".

Satu Nusa Satu Bangsa

L. Manik

Satu nusa
Satu bangsa
Satu bahasa kita
Tanah air
Pasti jaya



Untuk selama-lamanya
Indonesia pusaka
Indonesia tercinta
Nusa bangsa
Dan bahasa
Kita bela bersama

One nusa means one region or one homeland. Indonesia is an archipelagic country, namely a country whose territory has many islands. Indonesia is a country with the largest archipelago in the world. This is because Indonesia has tens of thousands of large and small islands, stretching from Sabang to Merauke. The Youth Pledge pledge states 'We, the sons and daughters of Indonesia, confess that we share one blood, the land of Indonesia'. This means that the Indonesian people claim to only have one homeland, namely 'Indonesian Homeland'.

A nation is a group of people who have similar origins, descent, customs, language and history. The Indonesian nation consists of various ethnic groups. As is known, on the island of Sumatra there are the Acehnese, Batak, Minangkabau, Malay, Mentawai, Nias tribes. Then on the island of Java there are the Betawi, Sundanese, Badui and Javanese tribes. Meanwhile, on the island of Kalimantan there are the Dayak, Banjar, Bugis and Kutai tribes. In Sulawesi there are the Bantik, Minahasa, Mongondow, Banggai, Buton tribes. There are many other ethnic groups in Indonesia such as the Balinese, Sasak, Sumbawa, Alor, Ambon, Asmat, Aero, and so on.

Each ethnic group has different customs and culture, however they still form one unit, namely the Indonesian Nation. The Youth Pledge pledge states 'We, the sons and daughters of Indonesia, claim to be one nation, the Indonesian Nation'. The meaning

of one nation is that even though it consists of various tribes with different religions, cultures and customs, it is still one, namely the Indonesian Nation, according to the motto 'Bhinneka Tunggal Ika'.

The use of persuasive expressions of a suggestive nature in the Indonesian national song with the title "Satu Nusa Satu Bangsa" can be found in the following song excerpt.

Indonesia pusaka
Indonesia tercinta
Nusa bangsa
Dan bahasa
Kita bela bersama

The fragment of the song lyrics above is a form of persuasive expression which contains a recommendation (to defend together with Indonesia). The lyric fragment of the song is a recommendation from the poet to the entire Indonesian nation to always defend our beloved Indonesian homeland.

Message Contained in the Lyrics of the Indonesian National Song

The persuasive expressions contained in the lyrics of the Indonesian national song contain a message from the poet to the listener. The purpose of the message is to influence the listener to do what the poet wants. One of these things can be found in the following song quote.

Pancasila dasar negara
Rakyat adil makmur sentosa
Pribadi bangsaku
Ayo maju maju
Ayo maju maju
Ayo maju maju

Fragments of song lyrics in this data are in the song entitled "Garuda Pancasila". The song's lyrics are a form of persuasive



expression whose content is an invitation. This expression is shown in the lyric "ayo maju maju." The fragment of the song lyrics above tells the story of the poet who invites the Indonesian people to truly apply the values of Pancasila in order to create the main ideals of the Indonesian nation. This ideal is a just and prosperous people. Next is the message contained in the following national song. The song excerpt below also contains a persuasive meaning that can be interpreted by readers/listeners.

Halo-halo Bandung
Kota kenang-kenangan
Sudah lama beta
Tidak berjumpa dengan kau
Sekarang telah menjadi lautan api
Mari bung rebut kembali

Fragments of song lyrics in this data are in the song entitled "Halo-halo Bandung". The song's lyrics are a form of persuasive expression whose content is an invitation. This expression is shown in the sentence "*mari bung rebut kembali.*"

The song lyric fragment above tells the story of a poet who invites the people of Bandung City to reclaim the city of Bandung which was colonized by Japan. The lyrics of the song also describe the spirit of struggle of the people of the city of Bandung in the post-independence period in 1946, especially in the Bandung Lautan Api incident which occurred on March 23 1946. The quote from the song entitled "Maju Tak Gentar" below has a persuasive meaning.

Tak gentar tak gentar
Menyerang menyerang
Majulah majulah menang

Fragments of song lyrics in this data are in the song entitled "Maju Tak Gentar". The song's lyrics are a form of persuasive

expression whose content is an invitation. This expression is shown in the sentence "majulah majulah menang". The fragment of the song lyrics above tells the story of a poet who invites people to universal war in order to raise the spirit to defend their homeland. The song "Maju Tak Gentar" describes the courage of the people with minimal equipment against the Dutch who were fully armed and modern, but with the spirit of this song it was able to raise up the fighters on the front lines.

Utilization of the Form of Using Persuasive Expressions of a Suggestive Nature as Learning Material in Vocational Schools

The curriculum was developed based on the awareness that science and technology develop dynamically. Building curiosity and the ability for students to follow and make appropriate use of the results of science. Teachers have an obligation to make efforts in the field of learning innovation.

The Indonesian national song is an audiovisual media that is not only used for entertainment. Songs can also be used as media for learning materials at school. Currently, many learning media are used in teaching and learning activities, one of which is using the Indonesian national song as media.

It is hoped that the learning method carried out using song media will make it easier for students to understand the learning material provided. With song media, students will feel happier when receiving learning or messages conveyed by the teacher.

Basic competency (KD) that can be adapted to this research 4.36 compiling a review of messages from two poetry



collections that are related to the situation. Researchers changed the teaching material by compiling the message conveyed from the Indonesian national anthem.

Students are invited to analyze messages from song expressions. This can enable students to interpret and explain the meaning according to the overall situation of the national anthem. Students review songs using steps in the form of orientation, interpretation, evaluation, and summary.

In the orientation section, a general initial view of the song to be learned is explained. This section explains the initial view or orientation by describing what year the song was written, what theme the song has, and so on. Next is the interpreting step. In this section, students try to interpret songs they have heard before. At the evaluation stage, students rate the songs they have heard. The final stage is the summarizing stage. At this stage students briefly explain the song they have heard.

IV. CONCLUSION

Based on the results of data analysis, it can be concluded that there is a form of persuasive expression that is suggestive in the lyrics of the Indonesian national song. The dominant message content in the national anthem is the struggle for the independence of the Unitary State of the Republic of Indonesia. The aim is to motivate or inflame the enthusiasm of the fighters. Apart from that, the form of using persuasive expressions of a suggestive nature in the Indonesian national song can be used as teaching material for Indonesian Language subjects in Basic Competencies (KD), compiling reviews of messages from two books of poetry collections that are related to situations.

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