Semantics and Pragmatics Meaning Of the Poster Texts about Prohibiting Garbage Throwing

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Article History	Abstract
  	Communication through poster text is an alternative in conveying information, including in the type of nonverbal speech act. These posters are often found, especially on the outskirts of Palu City. However, the researcher limited it to poster texts about the prohibition of littering in the border areas of Palu City. The poster text contains narratives and dictions that can be read by both pedestrians and motorists passing by. The purpose of this study is to determine the narrative and dictions in the form of illocutionary speech acts in poster texts about the prohibition of littering in the outskirts of Palu City based on semantic and pragmatic meanings. The research method is descriptive qualitative, namely a method that describes data according to reality. The research data is in the form of poster texts about the prohibition of littering in the outskirts of Palu City. The data source is written speech (narrative and diction) contained in posters made by the local government from early 2024 until now. From the study of semantic and pragmatic meanings, it is described that poster texts using illocutionary speech acts have an impact on public awareness because this form of text not only conveys information, but also has the purpose of attracting attention, forming memories, binding, and influencing readers because the message is clear and firm. *Keywords*: Semantic, Pragmatic, Text Poster, Meaning.

1. INTRODUCTION

Language is a medium for communication, both verbally and nonverbally. Information conveyed by the sender of the information, both verbally and nonverbally, must be appropriate for the intended recipient. This is done so that the recipient of the information understands and comprehends what is being conveyed to the general public. As Chaer & Leoni (2014) explain, communication can be categorized into three parties, namely (1) the communicating party, namely the sender or recipient of the communicated information, commonly called participants; (2) the form/model of the information communicated; and (3) the tools used in the communication. The parties involved in the communication process are of course two people or two groups of people, namely the first sender (sender) of the information, and the second receives (receiver) of the information. The information conveyed is of course in the form of thoughts, ideas, descriptions or messages. The tools used can be signs/symbols, such as language (because the nature of language is a symbol

system) in the form of signs, such as traffic signs, pictures or instructions; or in the form of physical movement (movement). The recipient of the message of course tries to understand the information conveyed even if it is very brief regarding the intent and purpose of the information maker.

Information written on posters, in the form of short narratives, is often found along the outskirts of Palu city and Sigi Biromaru district. This information is designed to convey messages and instructions effectively using posters. The information presented in the posters' outskirts relates to prohibited areas. This information automatically relates to how to maintain the area and prevent littering. The short narrative information written on these posters tends to use general, communicative language that is easily understood by the general public.

Communication through posters is representative in conveying information that aims to provide an appeal, warning, and encouragement to maintain the cleanliness of

the area from litter scattered in public places. This poster contains positive sentences (narratives) designed to influence the mind and emotions, and encourage readers to take certain actions that lead to goodness. Therefore, the poster text functions as a source of motivation and inspiration for individuals who read it. Poster texts usually raise various topics and narratives, such as maintaining environmental cleanliness and this is included in the form of illocutionary speech acts. Speech acts contain meaning both semantic meaning and pragmatic meaning. The linguistic context in society is widely considered in semantic and pragmatic studies that are characterized by the speech situation, namely that which refers to the location and time rather than the social and cultural entity, although in certain cases the involvement of social context and cultural context cannot be avoided in semantic and pragmatic analysis (Rahardi, 2005)

Along with the linguistic context that appears in society in every life, including one of them is the delivery of information on the poster text so that readers can follow up with actions not to throw garbage in the wrong place. Concretely, the linguistic entities used tend to combine semantic and pragmatic approaches that see societal phenomena associated with language culture. Therefore, the purpose of this study describes the forms and types of illocutionary speech acts then interpreted from the semantic and pragmatic perspectives of the text on the poster, so that it can be a reference for stakeholders when they want to inform something to the public, especially about the prohibition of throwing garbage in random places.

Practically, this research is very important to do because exploring the semantic meaning and pragmatic meaning of the poster text can be a consideration and at the same time can be a reference for narrative, diction, and variations of meaning for those interested in the problem of garbage being thrown away in certain places, so that a study is needed to find out the narrative, diction, and variations of meaning that are appropriate to increase public awareness about the prohibition of throwing garbage anywhere.

2. LITERATURE REVIEW

2.1. Community language and Communication Behavior

Language and society are so intertwinded that it is impossible to understand one without the other. All human societies depend on and are shaped by language, and language itself is shaped by society. Every social institution is maintained by language, law, religion, government, education, the family, all are carried on with language. That is way people use language in social interaction. Hudson (1994) defines sociolinguistics as the study of language in relation to society. Sociolinguistics is indeed the study of how language is used in social interactions and how it reflects and shapes social structures and relationships. It examines the interplay between language and society, exploring how various social factors influence language variation and how language, in turn, affects social dynamics. Sociolinguistics is the study of how language is used in social interaction. According to Chaika (1982), it is the study of the way people use language in social interaction. It examines how social factors, such as class, ethnicity, and gender, influence language use.

When it comes to communication behavior, language and the meaning it conveys are inherently involved. Therefore, language and meaning are distinctly different, both in terms of terminology and substance. From a communication perspective, language is more closely tied to words, both verbal and nonverbal. Poster texts contain written language as a means of conveying information, or poster texts can be considered a form of nonverbal communication. Therefore, the choice of language is largely determined by what the language itself aims to symbolize (Ibrahim & Sulaiman: 2020). Language is simply a symbol or emblem used to convey specific messages in the communication process. Therefore, the closer the shared understanding of the communication symbols used, the more similar the meaning and message will be. If meaning is understood as the process of discovering the intent and meaning of a message, then the message itself is what is understood and intended in communication.

When talking a speech act, it is a fundamental unit in communication. According to Austin's theory of speech acts (1962), utterancers have three kinds of meaning. The first kind is the propositional or locutionary meaning, i.e., the literal meaning of the utterance. The second kind is illocutionary meaning, i.e., the social function that the utterance or written text has. The third kind is perlocutionary force, i.e., the result or effect that is procuded by the utterance in that given context. For example a person says to a pedestrian, "be careful to go out at night" the locutionary or propositional meaning would concern the dark place of the pathway or road. The illocutionary meaning of the same statement, however, might be danger. If the utterance is expressed emphatically or repeated it may also function as a warning. If the utterance is expressed emphatically or repeated it might also function as clue.

Poster is a visual medium that is effective in conveying persuasive or informative messages to a wide audience through images and text. In general, posters are displayed in strategic public places, such as bulletin boards or the walls of public buildings, and even announcement boards frequently visited by people. This explanation aligns with

the definition of a poster according to the Indonesian Dictionary (KBBI), which states that a poster is a leaflet in the form of an announcement or advertisement placed in public places. However, nowadays posters are not only in print form but also digital, which can reach a large audience. These digital posters can be shared through various social media platforms, website, or apps, enabling the message to be delivered quickly and widely, without geographical limits. As a tool for delivering a message, posters have distinctive features that are easily recognizable. Some characteristics of a poster; (a) it combine a balanced composition of text and images, (b) it is designed with brief, concise, and clear language, (c) it present information that can grab people's attention, (d) its size is adjusted to the placement location, and (e) it uses a combination of constructing and eye-catching colors. While the function ofa poster is to conveying information, the purpose of a poster is to ensure that the information is well understood by the readers since to raise awareness among the public about events or activities to be held, such as bazaars, independence celebration, or blood donations, to help make your services or products more recognizes and used by the wider community, to remind the public about actions they need to take, such as promoting a healthy lifestyles, maintaining cleanliness, saving water, and so on.

Posters are visual tools used to promote positivity, motivation, and self-enpowerment. Posters are typically placed in high-visibility areas, such as building walls, offices, or roadsides, for public viewing and reading. Posters are often an effective tool for boosting motivation and emotional well-being. Therefore, the text, consisting of narrative and diction, is generally short, concise, and meaningful, allowing readers to clearly understand the message.

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Experts have varying opinions about poster text, but in general they agree that poster text can have a positive impact on a person's mental and emotional state. Psychologists argue that posters can help increase self-confidence, reduce stress, and improve a person's mood by promoting positive thoughts and reducing negative thoughts; Motivational experts argue that poster text can be an effective motivational tool to help a person or group achieve goals and increase productivity by promoting positive and inspiring messages. Thus, posters can be an effective tool to promote positive thoughts and increase a person's self-confidence. In addition to these views, some experts also argue that posters are a short and effective medium for conveying messages, which aims to attract attention, influence, and communicate certain information to the audience.

2.2. SPEECH ACTS

Searle in (Rahardi, 2005) states that in the practice of language use there are at least three types of speech acts. These three types of speech acts are successively mentioned as follows: (1) locutionary acts are acts of speaking with words, phrases, and sentences according to the meaning contained in the words, phrases, and sentences, (2) illocutionary acts are acts of doing something with a certain purpose and function, and (3) perlocutionary acts are acts of growing influence (effect) on the speech partner. Searle in (Bachari & Juansah, 2017) groups these illocutionary speech acts into five types of speech forms, each of which has a certain communicative function. The five forms of speech that show the communicative function are as follows.

a. Assertives, which are speech forms that bind the speaker to the truth of the proposition expressed in their utterances, for example, stating, suggesting, boasting, complaining, and claiming.

b. Directives, which are speech forms intended to influence the hearer to take a desired action. Examples of directives are ordering, commanding, requesting, advising, and recommending.

c. Expressives, which are speech forms that function to express or demonstrate the speaker's psychological attitude toward a situation resulting from observation or evaluation. Examples of these utterances are thanking, congratulating, pardoning, blaming, hating, praising, and condoling.

d. Commissives, which are speech acts that express promises or offers. Examples of these utterances include promising, vowing, threatening, and offering.

e. Declarations, which are speech acts that connect the content of the utterance to the reality at hand. Examples of these utterances include resigning, dismissing, baptizing, naming, appointing, excommitting, and sentencing.

Setyanta, Y. B. (2015) divides the types of illocutionary acts into five types: (1) assertive, namely speech that binds the speaker to the truth of the proposition he utters, for example stating, demanding, admitting, reporting, mentioning, giving testimony; (2) directive, namely speech that is intended for the speech partner to carry out the action mentioned in the speech act, for example, forcing, inviting, asking, ordering, charging, urging, pleading, suggesting, commanding, giving instructions and challenging. (3)

expressive, namely speech that is intended to evaluate the thing mentioned in a speech act, for example: saying thank you, criticizing, complaining, blaming, congratulating and flattering; (4) commissive, namely action that binds the speaker to commit to carrying out what is mentioned in the speech act, for example promising, swearing, threatening, (5) declarative, namely speech act that is intended to create something new (status, situation, etc.). For example, the act of ratifying, deciding, canceling, prohibiting, granting, appointing, classifying, and forgiving. Thus, an illocutionary speech act is an act of doing something with a certain intention and function which can be said to be 'the action of doing something'.

2.3. SEMANTIC AND PRAGMATIC

Semantics and pragmatics are branches of linguistics that study meaning in language. Semantics studies the meaning of language without considering its context, while pragmatics studies the meaning of language conveyed by the speaker to the listener or reader by considering the context. Pragmatics studies the meaning of speech or the intention of a speaker (external) rather than the linguistic meaning or vocabulary or sentence itself (internal). In other words, semantics studies the literal meaning of an idea, while pragmatics studies the implied meaning of a given idea. Pragmatics is also related to the interpretation of the speaker's intention in a particular context and how that context influences what the speaker and listener say. In a speech, the intention or meaning conveyed can sometimes have both direct and indirect meanings. Therefore, the speaker and the interlocutor must have the same context or background knowledge regarding what is meant and what is being discussed to avoid misunderstandings during communication. Saeed (1997) states that 'semantics is a study of meaning communicated through language'. According to Griffiths (2006), semantics is a study that is specifically focused on studying meaning only at the level of words, phrases, sentences and texts.

In his book entitled 'Pragmatics' (1996), Yule states that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Thus, pragmatics involves a person's interpretation in understanding a context. He further stated that the benefit of studying pragmatics is that someone can learn the speaker's intentions, assumptions, goals, and other actions such as requests when they say something. Thus, it can be concluded that pragmatics is the science that studies the meaning of what is said or uttered by a speaker. Thus, semantics and pragmatics are different, but there is a relationship between the two, complementing each other.

3. RESEARCH METHOD

The research method used is qualitative. According to Djajasudarma (2010), qualitative research is a specific tradition in the social sciences that fundamentally relies on observing people within their own context and interacting with that community through their language. The research is descriptive in nature, using words, sentences, and images, rather than numbers (Moleong, 2001).

The research data is in the form of speech acts on poster texts about the prohibition of littering installed in the suburbs of Palu. The data source is written speech contained in posters made by the local government. The data collection technique is documentation and notes. The documentation technique is carried out by recording and photographing posters found in the suburbs of Palu bordering Sigi Biromaru Regency. The collected data is then analyzed. The data analysis technique is by (1) classifying data according to category, (2) presenting data, (3) drawing conclusions. The collected data is classified according to the type of illocutionary speech act, then presented and analyzed to obtain the type of illocutionary speech act that often appears in poster texts and its implications for the socio-culture of the local community.

4. RESULTS AND DISCUSSION

The results of the research on illocutionary speech acts in poster texts consist of five illocutionary speech acts, namely Assertive, Directive, Expressive, Commissive, and Declarative. Each text on the poster provides a marker characteristic with the type of speech act in each poster text. The explanation is as follows; Assertive has the form of stating, claiming, and suggesting; Directive; recommending, giving messages, ordering, advising, and recommending; Expressive; apologizing; Commissive; threatening; and Declaration; punishing.

From the analysis of the poster text above, several types of illocutionary speech acts were found, including the type of directive illocutionary speech act requesting, the type of assertive illocutionary speech act stating, the type of assertive illocutionary speech act claiming and the type of assertive illocutionary speech act complaining. The function of the directive illocutionary speech act requesting is to influence the speech partner to take action, while the function of the type of assertive illocutionary speech act stating, the type of assertive illocutionary speech act claiming and the type of assertive illocutionary speech act complaining is to bind the speaker to the truth of the proposition expressed.

Data (1) is a form of commissive speech act, namely a form of speech that functions to express a promise or offer 'Need quick funds? Catch the perpetrators of illegal garbage dumping, we will pay you.!'. This illocutionary speech act is promising and offering something. From the perspective of semantic meaning, it is clear that if the reader needs funds, of course he must take action, namely catching the perpetrators of illegal garbage dumping. However, from the perspective of pragmatic meaning, it contains the meaning of how important it is to maintain cleanliness so as not to throw garbage in the wrong place. Another pragmatic meaning can be interpreted that do not throw garbage in any place because garbage bins have been provided and for those who throw garbage in any place will wait for punishment in the form of a fine.

Data 2. Poster Text about Directive Speech Acts

Data (2) poster text 'O Allah, O Lord, We Beg You to Take the Lives of Those Who Throw Garbage Along This Road.' This poster text is a type of Directive speech act, namely a form of speech whose narration is intended to make a significant influence so that the speech partner (reader) is afraid to throw garbage along the road because this poster text narrates something that connects abstract conditions, but as the determinant of everything because with His power (God) everything can happen. From the perspective of pragmatic meaning, the creator of this poster text has found it difficult and at the point

of saturation to narrate words that make someone aware that they should not throw garbage along the road so that it means that the writer deeply regrets the actions of those who throw garbage along the road. So that in this way, he requests and recommends to the creator of the universe (Allah SWT) to curse those who throw garbage along the road.

Data 3: Poster Text about Assertive Speech Acts

Data (3) is a type of Assertive speech act, namely a form of speech that binds the speaker to the truth of the proposition expressed, for example stating, suggesting, boasting, complaining, and claiming. The text of the poster reads 'Sorry!! Do not throw garbage in this area'. From a semantic perspective, it can be interpreted that the area where the poster is placed is strictly prohibited from being used as a garbage dump. From a pragmatic perspective, it can be interpreted that garbage has been dumped in the place where the poster is placed, so that the poster with the narrative 'Sorry!, Do not throw garbage in this area' becomes a stern warning for anyone throwing garbage in that place.

Data: 4. Poster Text about Declarative Speech Acts

Data (4) is the type of speech act of the poster text is a type of Declarative speech act, namely 'Forbidden!! Throwing garbage along this road'. If caught will be given a sanction". This poster text declares that the speech partner (reader) is prohibited from throwing garbage along this road. From the perspective of semantic meaning it is clear that along the road referred to is the road around the poster. From the perspective of pragmatic meaning it can be interpreted that if caught throwing garbage along the road will be given a sanction according to regional regulation number 9 of 2013. If seen and read the narrative of the poster is very heavy for violators with the regional regulation. This is also intended that the narrative of the poster creates

a deterrent effect for perpetrators of throwing garbage. With sanctions that create a deterrent effect for violators, the environment will be cleaner and cooler.

Data 5: Poster Text about Declarative Speech Acts

For data (5). The poster text is exactly the same as data (4). The type of speech act of the poster text is a Declarative speech act, namely "Forbidden!!! Throwing garbage along this road. If caught will be punished". This poster text declares that the speech partner (reader) is prohibited from throwing garbage along this road. From the perspective of semantic meaning, it is clear that along the road referred to is the road around the poster. From the perspective of pragmatic meaning, it can be interpreted that if caught throwing garbage along the road, sanctions will be given according to regional regulation number 9 of 2013. If seen and read, the poster narrative is very heavy for violators with the regional regulation. This is also intended that the poster narrative creates a deterrent effect for perpetrators of throwing garbage. With sanctions that create a deterrent effect for violators, the environment will be cleaner and cooler.

Data 6: Poster Text about Expressive Speech Acts

Data (6) The text of this poster is a type of directive speech act. (1) The type of directive speech act consists of requests, questions, prohibitions, requirements, and advice; (2) The form of imperative meaning consists of orders, appeals, demands, invitations, and prohibitions. From the perspective of semantic meaning, it is clear that along the road referred to is the road around the poster. From the perspective of pragmatic meaning, it can be interpreted that if someone is caught throwing garbage along the road, they will be given sanctions according to regional regulation number 9 of 2013. If you look at and read the narrative of the poster, it is very heavy for violators with the regional regulation. This is also intended that the narrative of the

poster has a deterrent effect on those who throw garbage. With sanctions that have a deterrent effect on violators, the environment will be cleaner and cooler.

Data 7: Poster Text about Directive Speech Acts

Data (7). This poster text is a type of directive speech act. This poster text invites readers to participate in throwing garbage in its place. From a semantic perspective, it is clear that the narrative 'Let's Start a Movement to Throw Garbage in Its Place', lexically, its meaning is clearly an invitation to throw garbage in its place. From a pragmatic perspective, it can be interpreted that garbage is scattered everywhere and disturbs the comfort of the environment. Therefore, a shared awareness is needed to throw garbage in its place. The existence of this poster text also urges readers to participate in cleaning their respective environments from garbage and not to throw garbage in random places because there are trash bins available. Therefore, the text on this poster actually invites readers not to throw garbage in random places but to throw garbage in the bins provided.

5. CONCLUSION

Based on the data collected in this study, it was analyzed and concluded that the poster text using narrative and diction of illocutionary speech acts had an effect on public awareness because this form of text not only conveys information, but also has the aim of attracting attention, forming memories, binding, and influencing readers because the message is clear and firm. The message contains narrative and diction of commissive, directive, assertive, declarative and expressive speech acts. However, based on the collected poster text data (as many as 7 pieces), then analyzed the narrative and diction of the poster text mostly contain declarative speech acts (prohibiting and punishing).

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