



## AN IDEOLOGICAL CONSTRUCTION DISSEMINATED IN PERSUADING PEOPLE USED BY DR. JOE IN PAPER WRITING TRAINING OF HIS RUMAH SCOPUS.

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### Keywords

Ideological construction  
Persuading Paper  
Writing Training

### Abstract

*This paper deals with ideology disseminated of the language styles used by Dr. Joe, the president of 'Rumah Scopus'. This paper has an objective to open his ideological power of persuasion behind his words to influence many people. This study applied language style theory of Keraf. The findings shows that there are four techniques used by Dr. Joe in conveying his training. Such as suggestion techniques, compensation techniques, rationalization techniques and identification techniques. Of the four techniques, there were 5 excepts, and there were three language styles used by Dr. Joe are hyperbole, personification, simile, repetition and Metonimia. Hence, the most dominant is the suggestion technique is meant that Dr, Joe tends to persuade the training participants. This is the ideology used by Dr. Joe in strengthening the trust of many people for training at his place, namely Scopus House. Based on the description above, the following two things can be concluded. First, the persuasion techniques produced in Dr. Joe provides excellent explanations so that the training participants will be amazed to follow and deepen their science and knowledge. So that participants have good courage to write in reputable international journals, especially Scopus. Because with this journal, participants can continue their higher educational careers. Thus, the main point of this study the power of lexical choice is the great weapon to convince the participants to join in his writing training camp.*

## 1. INTRODUCTION

Ideology is widely known by many people, but talking about ideology will always face complexity problems that continue to grow (Hasibuan & Sulistyono, 2018, p.1). therefore, ideology is very important to influence people. Most important, ideology is used mostly in political science. Martin (2015: 11) says "political and social analysts define ideology, they tend to give extremely broad definitions, usually including beliefs, attitudes and values". Therefore, there are many boundaries and understandings different ideologies. The following some understanding or limitations of ideology. Further, Cole (2017, p 1) and

Sparknotes (2017) in *Political Ideology and Style* stated that: Ideology is the lens through which a person sees the world. Furthermore, Cole (2017, p.1) scrutinizes that ideology can be defined as the lens through which one sees the world, through which one understands their own position in the world, their relationship with others, as well as their individual purpose, role, and path in life. The main point here is how ideology can be disseminated?

Through a language ideology can be disseminated easily since language has great role as they main communication for human life. As stated by Maemunah et. al. (2022, p.1) that language is an everyday speech act for humans in speaking to others other people, convey anything that is a goal or something else conversation occurs. As so, language has great rules as means of communication both verbally and in writing. Therefore, the written language which has been mostly applied in everyday life.

Ideology and language can be separated as the media to influence people. Therefore, pert so who has good communication skill, who can easily influence others. Therefore, ideology is a tool of propaganda, not only in politics but in advertising goods or service. In this case, Jumintono Suwardi Joyo Sumarto (henceforth, Dr Joe) utilizes his communication skill to influence many people by advertising or promoting his training centre by promoting scientific writing place named "Rumah Scopus" ( the house of Scopus), since Scopus is very important for academicians or scholars as parameter how far or deep they master their knowledge or science realized into scientific studies.

This catches how an ordinary people who is able to influence many scholars to join his training. What is interesting of his language style to analyzed here. His languages styles which generate many people easily and enthusiastically submit and publish their paper onto international indexed journal. For instance, Scopus. Scopus is an indexation service and provider of databases or journal data centers under the auspices of Elsevier, an international scientific publication publishing organization or company based in Amsterdam, the Netherlands, and founded in 1880. Currently Scopus has indexed more than 22,000 journal article titles from more than 5000 publishers. Approximately 20,000 indexed articles are peer-reviewed articles. Apart from displaying scientific works, Scopus also presents patent data for various research in the world, as well as providing services to assess whether a journal has a significant impact or not. The use of Scopus is to link all articles compiled to a portal which is a tool for measuring the achievements of researchers in each country. Scopus has a rating system called Scimago Journal Rank (SJR) to measure a scientific article. Apart from Scopus, there are several other journal indexation services. Indonesian journals that have been indexed by Scopus are considered to be high quality and internationally recognized journals. <https://campus.quipper.com/kampuspedia/scopus>. Accessed 05/03/2024, 12.41

Therefore, the roel of advertising is very crucial since, it makes many people trust to join or to buy the product. Hasyim (2014) says that advertising creates a system of signs, which are meaningful to us. These are the methods of propaganda by producers as advertisers which are carried out using various kinds of media including language in such a way as to pressure us as consumers to submit to the producer ideology that has been created: the circulation of production of goods into commodities and the ongoing exchange of value (commodities and money). Thus, "Rumah Scopus Training centre" can be categorized as a product, it is more exactly intellectual products, realized via scientific writing.

. The persuasion strategy created by advertisers is how humans are associated with products that have ideological power, or magical powers as something meaningful and

valuable in human life. Advertising works to bring to life the use value of material objects (products) by giving them human meanings, as something that is considered normal or natural. Meanwhile, humans need material objects for their living needs (Hasyim, 2014).

Therefore, communication skills are now an obligation that everyone must have. Especially in the demands of developing knowledge, a person who is brave and able to convince himself to write in a reputable journal like Scopus requires the right way of speaking to be accepted by the audience. Rhetoric is the art of speaking which can be seen from a person's language style, voice style and body movement style from Dr. Joe in Scopus Journal writing training. To persuade the audiences is really needed by a good trainer or motivator, as like Dr. Joe. Persuasion is a verbal art that aims to do things something the speaker wants at this time or in the future. Because the final goal is for the reader or listener to act, it can be persuasive also included in the methods for making decisions" (Rohimah, 2015, p.1). ). Further, Apriana (2017, p.1) explains that persuasiveness is the language used for influence and convince others. Through persuasion every individual tries influence the beliefs and expectations of others.

As the explained above, this paper finds a gap of this paper compared with previous studies have already concerned on stylistically analytical perspectives only without any focus in ideological side. Therefore, this paper will be analyzed via language style theory to unmask ideological construction of Dr. Joe's words in presenting his explanation. The Outcome of this paper is how Dr Joe has constructed his ideological stance to convince his training participants understand Through language styles theory as an analytical tool.

## **2. LITERATURE REVIEW**

### **2.1. Scopus**

Scientific publications are certainly familiar to the academic community, especially in universities, scientific publications are a publication system that is carried out based on reviewing the quality of a scientific paper on an appropriate source in order to achieve a level of research objectivity. Ordinary scientific publications can be published in the form of scientific journals.

Scientific publications are proof that scientific research has been carried out in accordance with the researcher's field of study. With journal or book publications, this will become a research track record that can be useful in developing research in the future. As an academic, it is very important to have a research track record. One of the products is a training system, here Dr. Joe introduces his training centre named "rumah Scopus" as the centre of excellence to gather many scholars to publish their papers via his training company.

### **2.2. Rumah Scopus**

Scopus House has special tricks for writing papers so they can be indexed in Scopus A place for mutual collaboration to make it easier and more efficient to get indexed in Scopus A forum for each other. Even if you don't master English, you will still easily have a paper that can be indexed by Scopus collaboration so that it is easier and more efficient to get indexed in Scopus. <https://www.rumahscopus.org/home/> Accessed 05/03/2024, 12.45

### **2.3. Dr. Joe**

Dr. Joe has quite complete long name, Dr. Jumintono Suwardi Juyo Sumarto, M.Pd, UTHM (University of Tun Hussein Onn Malaysia) Lecturer for 3.2 Years. Asked to increase

The World Class University points by publishing in international journals indexed by Scopus. Has 24 papers indexed by Scopus with an H-index of 8. <https://www.rumahscopus.org/home/> Accessed 05/03/2024, 12.47

#### 2.4. Language style

Language style is also called style, it constitutes the skill in using various words arranged beautifully (Keraf, 2019: 112). In this case, a person's vocabulary has a big influence. The more vocabulary you master, the more skilled you will be at arranging these words into beautiful sentences. This description is in line with Kridalaksana's statement (2009:70), language style is the use of a person's vocabulary in writing or speaking. On the other hand, Abidin (2018, p.71) states that language is a method of expressing thoughts through language specifically which shows the character and soul of the writer. In addition, Siswono (2014, p.27) says that, language style or style can be interpreted as the creation of using language as a messenger.

In making of the use of words that produce implicit meaning is to express such kind of ideas to send a message. Thus, the message has the potential not to be received directly and may be received directly. The persuasive language styles obtained in this research include comparative and affirmative language styles. Abidin (2018, p.75) adds that contradiction language style is figurative language that uses various comparative words to equate one thing with another. The types of the figures of contradiction which consists of hyperbole, metonymia, and simile. Hyperbole language style can be interpreted as a language style that gives exaggerated opinions or statements by exaggerating something (Keraf, 2019, p.135).

On the other hand, language style can be divided into two types, they consists of two types of figures, namely figure of similarity and figure of contradiction (Dancygier & Sweetser, 2014; Abrams & Harpham, 2012). Figurative language is the language that employs various figure of speech. Figurative language expresses meaning in utterances with difference from literal interpretation. Figurative language can be used in daily conversation, but mostly it is used on written expression. The language styles, consists of Simile, metaphor, hyperbole, Personification, Alliteration. A simile is a figure of speech that compares or presupposes something or an object. Similes are characterized by the words like, as, or similar to. Metaphor is an expression in term of word or phrase to describe somebody, something, or situation in a way that is different from its normal use without asserting a comparison (without using like or as) in order to show that the two things have the same qualities and to make the description more powerful, for example; Her teeth are pearl (Hayati, 2016). Personification is one of figures of speech which has 'alive ' to dead thing, i.e The snowflakes danced. Alliteration is used to beautify sentences, i.e The wild walrus waits and wonders when we'll walk by.

#### 2.5. Persuasion

Persuasion is very important techniques for person who wants to influence others. Keraf (2007, p.124–131) classifies persuasion techniques into seven types, such as; (1) Rationalization usually displays the benefits of an advertised product. This technique refers to the facts stated in the advertising sentence; (2) Identification is used when the advertising maker wants to represent the consumer's identity. Identification can appear in advertisements that use personal pronouns, for example you, you, you, and so on; (3) Suggestion is the technique most often used in advertising. This technique is commonly

found in advertisements that use hyperbole; (4) Conformity is behavior that shows a person is able to act in a similar way to what is desired. (5) Compensation is also known as collateral. So, it can be interpreted that this technique provides a guarantee to consumers for the products offered; (6) Replacement is a technique used to replace something that should not receive a purpose. For example, like anger, a father who should be angry with his family chooses to be angry with his friends; (7) Projection is a technique of changing a subject into an object. almost similar to replacement, but projection refers to the personal self.

### 3. RESEARCH METHOD

The method used in this research is a qualitative descriptive approach. According to Creswell (2009, p.4) qualitative research is a way of investigating and interpreting the nature of the social or human condition by individuals or groups. In addition, Emzir (2019, p. 175) states that descriptions are written in narrative form to provide a comprehensive picture of events in the field

The researchers applied content analysis. Content analysis is a scientific study of the content of communication. In this research, it was used to analyze the persuasive language style of Dr. Joe . Researchers selected Dr. Joe provided the motivation to write a paper published in the Scopus journal during the observation process. The benchmark in grouping in this analysis is the style of Dr. Joe which contains persuasion techniques and language styles. Presentation of data in tabular form with classification according to persuasion techniques and language styles. Then, the content or description of the data in the table is deciphered. Data is considered sufficient if data saturation occurs. The characteristic of data saturation is that it shows the same pattern repeatedly. If this happens, the data can be considered sufficient and data collection can be stopped.

### 4. RESULT AND DISCUSSION

There are 10 Excerpts of the nine types of language styles obtained form data findings downloaded from his webinar carried out by Rumah Scopus. The selected webinar has been transcribed into word processor. The transcription of the Dr. Joe's language style in persuading the training participants consist of

Results and discussion of the persuasion of the Dr. Joe's language style will be discussed into two parts, namely: Persuasion Techniques of Dr. Joe and language style of Dr. Joe

#### 1) Suggestion techniques

The results of the analysis of persuasion techniques in persuading the participants, Dr. Joe that there were obtained from suggestion techniques, compensation techniques, rationalization techniques and identification techniques.

#### 2) Suggestion techniques

Suggestion techniques are used to build the trust of the participants and attract their will to write and publish their scientific works in the Scopus indexed Journal. This can be seen from the data in following table 1.

Table 1: Suggestion techniques of Dr. Joe's Language Style

| No | Pattern    | Excerpt  |
|----|------------|--|
| 1  | Exaggerate | <i>Saya melakukan pak yang saya sudah praktekan, ini bukan ilmu dewa, tapi ilmu rakyat jelata, (I do what I have practiced, sir, this is not the knowledge of the gods, but the knowledge of the common people).</i> |

|   |                                     |  |
|---|-------------------------------------|--|
| 2 | Influence confidence about easiness | Ilmu ini berlaku bukan bagi yang berilmu dan ber IQ(Intelligence Quotient/kepintaran) tinggi namaun bsia berlaku pada siapa saja, bagi yang gaptek (This knowledge does not apply to those who are knowledgeable and have a high IQ (Intelligence Quotient) but can apply to anyone, for those who are technologically clueless) |
|---|-------------------------------------|--|

Based on table 1 Excerpt No 1., the use of the suggestion technique that lies in "this is not science" is greatly exaggerated by mentioning the word god, and conversely by mentioning 'commoners', this is really in sharp contrast. Dr. Joe was very enthusiastic about using those words, this made the trainees really impressed. This is where Dr. Joe has spread the ideology so that training participants are interested and can enjoy the training. That's where Dr.'s expertise existed. In giving ideological power through those words. While Excerpt No 2, that there are words that Influence confidence about ease is that this knowledge does not apply to those who are knowledgeable and have a high IQ. From the words "those who don't have a high IQ" this is a word that is able to anaesthetize people and is strong enough to be able to write papers that have a Scopus rating, and this really helps people to write easily. This is where Dr. Joe has planted his ideology on target.

### 3) Compensation techniques

Based on Table 2 as above, the total of spatial deixis found in Joe Biden's victory speech transcript is 20, and the highest number of words used is "This" with total 11 times and 55.00%. Then, the lowest number of words used is "Here" with total only 3 times and 15.00%. The 5 examples of the findings of spatial deixis are as below.

| No | Pattern               | Excerpt  |
|----|-----------------------|--|
| 4  | Statement of Benefits | <i>Ikut pelatihan dirumah Scopus akan dapat fasilitas pendampingan selama setahun penuh, free grammaerly, dan cek Turnitin , selain itu dapat makan tiga kali sehari, ada kolam renang, dan treadmill</i> (Participating in Scopus home training will get mentoring facilities for a full year, free grammarly and Turnitin checks, apart from that you can eat three times a day, there is a swimming pool and a treadmill) |
|    |                       |  |

As in the table 3 it shows that Dr. Joe, some of the benefits provided at the "Scopus House" training center are as in Quote 5 "mentoring facilities for a full year, free 'Grammarly', and Turnitin checks". With the various facilities provided, the training participants will feel very happy with the atmosphere of the training venue which is more like a pleasant tourist spot. This is where, Dr. Joe has attracted the participants to take part in the training with the benefits offered by Dr. Joe.

### 5) Identification techniques.

Identification techniques used in Scopus in-house training as a representative of consumer identity. This can be seen in the data in table 4 below.

Table 4: Identification techniques of Dr. Joe's Language Style

| No | Pattern                         | Excerpt  |
|----|---------------------------------|--|
| 5  | To be behalf on the participant | <i>Bapak ibu sudah dapat memilahkan ini, kenapa ini saya sebut stupid job yg kedua krn kalau ini dikerjakan oleh mesin ini bisa lebih cpt, diluar apa yangg kita bayangkan, bisa kita contiohkan, mislankna menemukan refernmsi terbaik, jaman dulu, seusia saya seusia pak Nurdin, pak Condro, bu Sriwati, bagaimana menemukan referensi itu, menemukan satu buku dan paper bisa berbulan-bulan.</i> (Ladies and gentlemen, we have been able to sort this out, why do I call this the second stupid job because if this is done by a machine it can be faster, beyond what we can imagine, we can give an example, for example finding the best references, in the past, I was the same age as Mr Nurdin, Mr. Condro, Mrs. Sriwati, how to find references, finding one book and paper can take months). |

As shown in table 4 it shows that Dr. Joe Stated the representatives of the participants. This is the strength of Dr. Joe by mentioning the names of the participants as in the Excerpt no. 6 "Mr. Nurdin, Mr. Condro, Mrs. Sriwati, how to find references, finding one book and paper can take months." By mentioning the names of the participants, that is where the ideology of Dr. Joe is instilled so that participants feel valued. This is where participants feel comfortable with their names being mentioned.

#### B. Figure of speech of Dr. Joe

Result of data analysis of Dr. Joe's speech, there are two types Figurative comparative language style and affirmation language style.

##### 1) Figurative comparative language style

In this paper has found some language styles. This language styles are hyperbole, personification, simile, repetition and metonymia. Those figurative speeches will be more detailed explained as following parts:

##### a) Hyperbole.

Hyperbole which is used by Dr. Joe in Scopus in-house training in order to convince the participants to the training.. This can be seen in the data in table 5 below.

Table 5: Hyperbole of Dr. Joe's Language Style

| No | Pattern                           | Excerpt                                |
|----|-----------------------------------|--|
| 6  | Hyperbolic choice used by Dr. Joe | Ini bukan ilmu dewa tapi rakyat jelata |

As shown in the table 5 Dr. Joe shows hyperbole by using nonsensical language. Dr. Joe uses words, phrases or sentences that feel excessive or even difficult to reason, such as in

Excerpt no 7 "This is not the knowledge of the gods but the people." This sentence can be categorized as hyperbole. Because saying the word "god" is very hyperbolic.

#### b) Personification.

Personification of the data found that Dr. Joe personates his words in Scopus in-house training in order to motivate the participants to the training. This can be seen in the data in table 5 below.

Table 6: Personification of Dr. Joe's Language Style

| No | Pattern                                | Excerpt  |
|----|--|--|
| 7  | Personification choice used by Dr. Joe | " <i>Karena pintu masuknya ada di judul, misalnya adalah hub a dan b, krn skripsi banget, muntah, yang baca sj tidak mau apala orang org lain mau mensitasi</i> ",( Because the entrance is in the title, for example, hubs a and b, because the thesis is really, really vomiting, those who read it don't want anyone else to cite it,") |

As shown in the table 6 Dr. Joe shows Personification used Dr Joe that his words is a form of rhetorical figure of speech that gives human characteristics to non-human objects or abstract entities as in Excerpt 7" Because the entrance is in the title, for example, hubs a and b, because the thesis is really, really vomiting, those who read it don't want anyone else to cite it. The word of "vomit" Dr. Joe personated the work as like the human being who can vomit. This is used to motivate the participants to be stronger.

#### c) Simile.

Simile of the data found that Dr. Joe personates his words in Scopus in-house training in order to motivate the participants to the training. This can be seen in the data in table 5 below.

Table 7: Simile of Dr. Joe's Language Style

| No | Pattern                       | Excerpt  |
|----|-------------------------------|--|
| 8  | Simile choice used by Dr. Joe | " <i>Mobil BMW dan Mercedes silahkan mesinnya Ruwet tapi ayng mengendarai tidak ruwet alais menyenangkan.</i> ",( BMW and Mercedes cars may have complicated engines but driving them is not complicated and is fun,") |

As shown in the table 7 Dr. Joe shows lexical of simile. The use of language style simile as an explicit comparison can be seen as in Excerpt 8" .", ( BMW and Mercedes cars may have complicated engines but driving them is not complicated and is fun," Dr. Joe uses Simile by comparing things namely luxurious car. This is to show how the great pleasure of the luxurious car explicitly. It is used by Dr. Joe to bring his ideological tendencies to make the participants has good results, as he describes the good car.

#### d) Repetition.

The language style of the figurative speech used by Dr. Joe has been found in some speeches. Dr. Joe has shown many times of repetition. This can be seen in the data in table 5 below.



Table 8: Repetition of Dr. Joe's Language Style

| No | Pattern                           | Excerpt   |
|----|-----------------------------------|---|
| 9  | Repetition choice used by Dr. Joe | " Bapak-bapak, ibu-ibu tidak perlu khawatir bagi yang Bahasa Inggrisnya jorok, bapak-bapak ibu, jangan khawatir kalau bapak-bapak ibu gaptek, kami akan bantu sampai submit. ( ladies and gentleman, don't worry if you are English is so poor, ladies and gentleman, don't worry if you are not familiar with new technology, we will assist you until you submit) |

As shown in the table 8 Dr. Joe shows repetition of lexical choice of " Bapak-bapak, ibu-ibu so many times. This shows that Dr. Joe affirms the participants who are not young. Dr. Joe regards them as the good and literate technology person. This will help them confident to write and to submit their papers onto international reputable journal, such as Scopus. This shows how ideological stance of Dr. Joe formed.

#### e) Metonymia.

The metonymia used by Dr. Joe is very important to show how important the product and the correlation with his training. It is used in order to make the participant understand better. This can be seen in the data in table 5 below.

Table 9: Metonymia of Dr. Joe's Language Style

| No | Pattern                             | Excerpt   |
|----|-------------------------------------|---|
| 10 | a) Metonymia choice used by Dr. Joe | " Bapak-bapak, ibu-ibu seperti mobil BMW dan Mercedes meskipun mesinnya ruwet, tapi pengemudi tetap enak mengendarainya, seperti juga di Jurnal scopus sangat ruwet membuatnya tapi enak bagi pembaca jurnalnya. ( ladies and gentleman, don't worry if you are English is so poor, ladies and gentleman, don't worry if you are not familiar with new technology, we will assist you until you submit) |

As shown in the table 9 Dr. Joe shows Metonymia of lexical choice of " BMW dan Mercedes. Those luxurious branded Car is very famous, so many people know well. Dr. Joe uses the lexical choice the best branded cars in order to imagine that how complicated the engine used by those cars, but the passenger and the driver will enjoy to drive it. This correlation with scopus indexed journal is the readers easily understand the best paper, since it has been written carefully and critically, so the well-prepared paper is very nice to be understood.

To sum up, Dr. Joe has created a unique language style in order the training participant over enjoy in doing their program. The use of provocative words is attempted to build ideological construction and trust from the participants.

## 5. CONCLUSION

This study can be concluded that there are four techniques used by Dr. Joe in conveying his training. Such as suggestion techniques, compensation techniques, rationalization techniques and identification techniques. There were 10 excerpts, and there were three

language styles used by Dr. Joe are hyperbole, personification, simile, repetition and Metonymia. Thus, the most dominant is the suggestion technique. This is the ideology used by Dr. Joe in strengthening the trust of many people for training at his place, namely Scopus House. Based on the description above, the following two things can be concluded. First, the persuasion techniques produced in Dr. Joe provides excellent explanations so that the training participants will be amazed to follow and deepen their science and knowledge. So that participants have good courage to write in reputable international journals, especially Scopus. Because with this journal, participants can continue their higher educational careers. Eventually, the way and the unique language style made by Dr. Joe in order the training participant over enjoy in doing their program. The use of provocative words is attempted to build ideological construction and trust from the participants, as so his program run well.

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