

**ANALYSIS OF PERSUASION TEKS LANGUAGES IN THE PUBLIC MIND
EDITION OF MARCH 2020 EDITION AS AN ALTERNATIVE OF
SELECTING INDONESIAN TEACHING MATERIALS IN CLASS VIII**

by

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ABSTRACT

Persuasion text is a text that contains solicitation and persuasion, the statements in the text encourage someone to follow the writer's hopes or desires. The language rules of persuasion text include persuasive statements, use of pronouns, use of technical words or terms, use of conjunctions, use of mental verbs, use of reference words. This research is a qualitative study using a descriptive approach. By using a descriptive approach, the writer must explain, explain, and explain the data that has been obtained from the data source. The data source was obtained from the March 2020 edition of the Pikiran Rakyat newspaper.

The conclusions from the results of this study are (1) of the 20 persuasion texts in the Pikiran Rakyat newspaper, there are 12 persuasion texts that are correct and 8 persuasion texts that are incorrect. There are 15 persuasive statements with a percentage of 75%, 17 use of pronouns with a percentage of 85%, 12 technical words or terms with a percentage of 60%, 16 use of conjunctions with a percentage of 80%, 14 use of mental verbs with a percentage of 70% , 12 referral words with a percentage of 60%. (2) The teaching material module made by the author has been assessed by two validators with a percentage of 96% and 94%. (3) The results of the analysis in the Pikiran Rakyat newspaper are appropriate and can be used as teaching materials with a percentage of 100%.

Key Words: analysis, persuasion text, language rules, teaching materials.