

## Unit of Expression in Land and House Sale Ads on Facebook social media

Citra Amelia Sudyati<sup>✉</sup>, Rustono Rustono, Imam Baehaqie

Universitas Negeri Semarang, Indonesia

### Article Info

History Articles  
Received:  
9 September 2023  
Accepted:  
19 October 2023  
Published:  
30 December 2023

Keywords:  
form, meaning,  
function, advertising

### Abstract

This study discusses communication carried out in the realm of trade; one form of communication is advertising. The purpose of this study is to find various forms, meanings, and functions of units of expression in advertisements for buying and selling land and houses on Facebook social media. The method used is the listening method with free listening techniques, proficient involvement and recording techniques. The results of this study are units of expression for advertising the sale and purchase of land and houses in the form of forms consisting of words, phrases, abbreviations, acronyms, and reduplication. Furthermore, the meaning of the unit of expression for advertising the sale and purchase of land and houses consists of lexical meaning and grammatical meaning. Then, the function of the unit of expression for buying and selling land and houses consisting of aesthetic functions, directive functions, and informational functions. In advertisements for the purchase and sale of real estate and homes, the aesthetic function is employed as an attraction or as a supporting element to draw in prospective purchasers. Advertisements for buying and selling land and homes use the directive function to entice potential customers to visit marketing galleries and persuade them to make a purchase. When a product or service is advertised, the informational function is utilized to inform potential customers of its benefits. The findings of this study are hoped to aid in the growth of semantic science, particularly in the investigation of language form, meaning, and function.

<sup>✉</sup> Correspondence address:  
Kampus Sekolah Pascasarjana Unnes,  
Bendan Ngisor Semarang, Indonesia  
E-mail: [citraamelia94@students.unnes.ac.id](mailto:citraamelia94@students.unnes.ac.id)

## INTRODUCTION

Language is a tool to interact, in a sense, a tool to convey thoughts, ideas, concepts, or also feelings (Zairoturaudloh, 2022). Language development has something to do with its function as a communication tool, Rohim in (Ayuningtias, 2017). Language is the main key in communication. Without human language it would be difficult to interact and communicate with others (Yuliarti, 2015). As a means of communication, language is not only in oral form, but also written (Fallo, 2016). Language is a tool that supports the process of interaction in human life, even language is also often used as a commercial tool (Kurniasih, 2017).

In line with Kurniasih's statement, this study discusses communication carried out in the realm of trade, one form of communication is advertising. The use of language in an advertisement is important in a product so that manufacturers will be careful in advertising their products (Fawziyyah, 2017). Social media platforms can be used to benefit society through problem solving and provide useful channels for marketing and customer account management (Wut, et al, 2022). Thus, social media becomes one of the easy places in the spread of advertising because it facilitates the marketing of products and services (Kaplan & Haenlein, 2014). Mass media can basically be divided into two categories, namely print mass media and electronic mass media. Print mass media, including books, newspapers, and magazines, while electronic mass media, including radio, television, film, and on-line media or the internet (Fadilah, 2017).

One of the social media that in its use can be socially accepted is Facebook (Guenther, et al, 2020). This social networking site is used as a good business opportunity to market or promote what will be sold, including: electronic products, fashion products, property products, food products, and others (Dompas, 2017). Facebook has various features that are easily understood by every community of all ages. One of them is a group feature that makes it easier for people to search for something they want (Evans, et al,

2017). The choice of the Facebook application as a medium for data retrieval is because Facebook is a free application, not bound by place or time to sell goods or services rather than newspapers and radio.

The choice of advertising is because land and houses are the basic needs of the community, so many people are looking for or just want to know information related to market prices. This is also because for Indonesians, home is not just a place to live. There are social factors, home is a place to gather and meet relatives, a place to musyawawah, and a place where new individuals are introduced to the social environment and local norms (Sary, 2015).

Kridalaksana (in Khalwani, 2017) semantics is part of the structure of language about the meaning of an expression or word or branch of linguistics between symbols and their referents. Then, the units of linguistic expression can be words, phrases, and sentences. Wijana (in Ulfiana, 2015) in linguistic terms, a unit of expression is a unit that exists in language.

From some of these relevant studies, Kurniasih's (2017) research entitled "Expression Unit on Aqua Bottle Packaging", can represent other research. The relevance to this study is that there are similarities related to the semantic theory used. The difference between the two is Kurniasih's (2017) research in collecting data using direct observation methods. Researchers observe, photograph, and record directly the variety of language expression units on AQUA bottle packaging. As for this study, data collection was used by the Simak Bebas Libat Cakap (SBLC) method with recording techniques.

The objectives of this study are (1) to find the form of unit expression in advertisements for buying and selling land and houses on Facebook social media, (2) to find the meaning of unit expression in advertisements for buying and selling land and houses on Facebook social media, and (3) to find the function of unit expression in advertisements for buying and selling land and houses on Facebook social media. The findings of this study are hoped to aid in the growth of semantic science, particularly in

the investigation of language form, meaning, and function.

**METHODOLOGY**

The research approach used is a theoretical approach and a methodological approach. The theoretical approach used is the referential semantic approach and the methodological approach used is a qualitative approach. In the referential approach, meaning is defined as a label that is in human consciousness to designate the outside world. Then, the meaning is present because of the awareness of observation of facts and the drawing of conclusions that all take place subjectively. The qualitative approach is used because this research is related to data that is not in the form of numbers, but in the form of words (direct or indirect speech), so researchers do not use statistical calculations.

The method of data collection uses the listen method. The use of the listening method is also assisted by free listening techniques, proficient involvement and recording techniques.

The data that has been collected is then analyzed using the padan (extralingual) method. The use of extralingual padan method in this study because it has a relationship with things outside the language concerned. This method is described in one basic technique, namely the basic technique of sorting determining elements using referential sorting power. Furthermore, in presenting the results of data analysis, this study uses an informal method, namely the method of presenting the results of data analysis in the form of formulation in ordinary words. This research is delivered in ordinary words that when read can be immediately understood.

**RESULTS AND DISCUSSION**

The forms of linguistic units in advertisements for buying and selling land and houses are classified based on research needs. Five forms of linguistic units were found in advertisements for buying and selling land and houses. Each of these forms can be described as follows.

**Word**

No	Satuan Ekspresi Kebahasaan Berbentuk Kata
1.	Diangsur
2.	Tenor
3.	Nett

In the data table above, the words used are to term an activity in the payment system. The meaning of the words listed on the advertisement

for buying and selling land and houses listed can be described as follows:

No	Kata	Makna
1.	Diangsur	Dibayar sedikit demi sedikit
2.	Tenor	Jangka waktu pembayaran cicilan
3.	Nett	Harga yang sudah pas

In detail, the word forms in advertisements for buying and selling land and houses will be explained in the lexical meaning section. This is in accordance with the form of words or lexemes that are the object of study of lexical meaning. The following is an example of data analysis of advertising expression units for buying and selling land and houses in the form of words.

(15) KONTEKS RUMAH YANG DIJUAL DAPAT DIBELI DENGAN SISTEM ANGSUR

Wacana:

Rumah poll murah di gedawang Banyumanik Semarang  
 Type 27/50m<sup>2</sup>  
 DP 25jt bisa diangsur 5x  
 DP masuk sesudah ACC plafon dari bank

Hub <http://wa.me/6289628610010>

In discourse (15) above, there is a lingual unit form in the form of the word 'installment'. Dicipi is a verb that has the meaning of making payments little by little. Sellers will compete to market their products in various ways to be bought and get a lot of profit. One way that is

often done is to provide an installment system on the products it sells. So that the use of the word 'installment' in advertising is expected to attract readers' interest, because the installment system is in great demand by consumers, ranging from automotive, electronics to clothing. Although, the total price paid will certainly be more than buying in cash.

**Phrases**

No	Satuan Ekspresi Kebahasaan Berbentuk Frasa	No	Satuan Ekspresi Kebahasaan Berbentuk Frasa
1.	Dekat unnes	20.	Cuman 1 langkah ke Jl. Raya Bumirejo
2.	Bebas banjir	21.	Promo spesial
3.	Tanpa perantara	22.	Cluster baru
4.	Tanah murah	23.	Pondasi batu belah/kali
5.	Tengah kota	24.	Pasir muntlan
6.	Paling murah	25.	Baja ringan holo
7.	Lokasi datar	26.	Jln depan rumah aspal
8.	Dr jln raya utama 100 mtr	27.	Deket Undip
9.	Di perkampungan	28.	Cakar ayam
10.	Dekat Bandara, Rs Colombia, Rs. Kariadi	29.	Batu bata merah
11.	Area perumahan	30.	Jalan paving
12.	Lokasi strategis	31.	2 menit pasar & polsek
13.	Cuma 2 menit dari jalan raya Fatmawati	32.	Masjid & Balaidesa
14.	Aset jln cor 7 mtr	33.	Free Minikitchen set
15.	Nempel perkampungan	34.	Air artesis
16.	Di pusat Kota Semarang	35.	Posisi hook
17.	Dekat dengan fasilitas publik	36.	Segera hubungi marketing gallery kami
18.	4 menit ke SMA 9	37.	Rumah manis harga minimalis
19.	12 menit ke ADA Banyumanik		

The data table above is a phrase used by land and house sales ads to indicate the advantages of the advertised land or house. The following is an example of data analysis of advertising expression units for buying and selling land and houses in the form of phrases.

**(03) KONTEKS TANAH YANG DIJUAL DEKAT DENGAN PERGURUAN TINGGI**

Wacana:

JUAL BU TANAH SHM LUAS 724 M2  
LEBAR DPN 30 MTR HARGA 625 JT  
NEGO DR JLN RAYA UTAMA

100 MTR DI MANGUNSARI  
GUNUNGPATI  
@ Luas 724 m2 shm  
@ Cocok buat hunian& gudang  
@ Dekat unnes  
@ Dr jln raya utama 100 mtr  
@ Lebar depan 30 mtr  
Cek lokasi wa 085335085199

In the discourse (03) above, there is a lingual unit form in the form of the phrase 'near UNNES'. The phrase consists of the word close which has a meaning not far and the word

UNNES which is one of the conservation universities in Semarang located in Gunung Pati District, Sekaran Village. Ad writers add the phrase "near unnes" to add appeal to the ad,

because the phrase can be one of the focuses for those who see the ad. The land for sale is near a university which means it is a crowded area and easy access.

**Abbreviation**

No	Satuan Ekspresi Kebahasaan Berbentuk Singkatan
1.	BU
2.	MTR
3.	DP
4.	KPR

At first glance, the terms above may already be widely known by the general public. But among young people, the term may still be something common. This term is a term that is

often referred to in buying and selling. The following is the data of linguistic expression units contained in advertisements for buying and selling land and houses and their meanings:

No	Satuan Ekspresi Kebahasaan Berbentuk Singkatan	Makna
1.	BU	Butuh uang
2.	MTR	Meter
3.	DP	Down Payment
4.	KPR	Kredit Pemilikan Rumah

The following is an example of data analysis of advertising expression units for buying and selling land and houses in the form of abbreviations.

@ Dekat unnes  
 @ Dr jln raya utama 100 mtr  
 @ Lebar depan 30 mtr  
 Cek lokasi wa 085335085199

(01) KONTEKS MENJUAL TANAH  
 DIKARENAKAN SEDANG  
 MEMBUTUHKAN UANG

Wacana:  
 JUAL BU TANAH SHM LUAS 724 M2  
 LEBAR DPN 30 MTR HARGA 625 JT  
 NEGO DR JLN RAYA UTAMA 100  
 MTR DI MANGUNSARI  
 GUNUNGPATI  
 @ Luas 724 m2 shm  
 @ Cocok buat hunian& gudang

In the discourse (01) above, there is a lingual unit form in the form of the abbreviation 'BU'. At first glance, the term BU may already be widely known by the general public. However, the term "BU" is usually only used when someone wants to sell their product. The term is a form of need. In Indonesian "need" which means necessary and "money" is legal tender, issued by the government of a country in the form of paper, gold, silver, or other metals printed with certain shapes and images.

**Acronym**

No	Satuan Ekspresi Kebahasaan Berbentuk Akronim	Makna
1.	Fasum	Fasilitas Umum

The form can be described as follows:

WA 085747502615

(40) KONTEKS TANAH DEKAT DENGAN FASILITAS UMUM

Wacana:

Di jual tanah di Banyuroto Nanggulan kulonprogo  
 Luas tanah 200 m (mecah)  
 Lebar depan 10 m  
 Harga 150 juta nego sampai jadi  
 SHM pekarangan Mangku jalan corblok, 30 m dari jalan aspal  
 Padat penduduk  
 Dekat fasum  
 Cocok untuk hunian dan investasi

In the discourse (40) above, there is a lingual unit form in the form of the acronym 'fasum' which stands for public facilities. The acronym 'fasum' has a general term meaning that refers to facilities or infrastructure or equipment or tools provided by the government that can be used for the common good in carrying out daily activities. The acronym is used to express information, in this case to provide information about the location or position of the land sold. The use of the short form is deliberately done to summarize the word to make it more practical and easier to remember by the reader.

**Reduplication**

No	Satuan Ekspresi Kebahasaan Berbentuk Reduplikasi	Makna
1.	Promo Promo Promo	Penawaran dalam pemasaran

The form can be described as follows:

wa.me/+6285336578847

(26) KONTEKS RUMAH YANG DIJUAL MENAWARKAN PROMO

Wacana:

PROMO PROMO PROMO  
 Asli Reel Nyata murah banget legalitas SHM. Rugi jika kelewat promo  
 Telah hadir cluster baru di lokasi yang paling di Cari NGALIYAN SEMARANG  
 Luas 120 m<sup>2</sup>  
 2 kt 1km dapur ruang tamu carpot taman  
 Akses jalan lebar 6.5-meter papasan mobil  
 Dekat RS permata Medika, kampus UIN Walisongo, Pasar Ngaliyan, alfa, indo, swalayan  
 aneka jaya dan Goori, bank BCA BRI, BNI, JATENG, dekat dengan fasilitas umum lainnya  
 Material bangunan berkualitas mewah dari pondasi batu belah/kali, bata merah, pasir muntilan, baja ringan holo, tinggi plafon bersih 4 meter, genteng beton.  
 Yuk Buruan promo harga murah 398 jt.  
 Harga normal 480 jt.

In the discourse (26) above, there is a lingual unit form in the form of reduplication of 'promo promo promo'. In this data, there is a repetition of grammatical units entirely which serves as an affirmation if there is a promo. The word promo means an activity that aims to attract consumers to buy their products. Offers or promotions don't appear all the time in ads, they usually appear when there is a price reduction or discount. With promos, sales of goods and services will be cheaper. This will be more tempting for potential buyers to make transactions. Sales with discounts can relieve consumers and can also choose which price suits the buyer's financial condition.

**Advertising Expression Unit for Buying and Selling Houses and Land Based on Meaning Linguistic Unit Lexical Meaning**

In simple terms, lexical meaning is a dictionary-based meaning. To find out the lexical meaning of a lexeme can check it in the

dictionary, because the dictionary presents the lexical meaning in an entry or lemma (Chaer, 2007: 68). Here are the data that show the presence of lexical semantics:

(09) KONTEKS TERDAPAT TANAH DENGAN HARGA YANG MURAH

Wacana:

TANAH MURAH Kedungmundu, Semarang

Tengah Kota loo masih ada harga 175juta aja!!

Lokasi bebas banjir

Area perumahan

Luas: 70m<sup>2</sup> (tersedia 2unit aja)

Surat SHM

Info Surlok hub. 0853-3879- 8402 (wa/tlfon) atau mau tanya<sup>2</sup> juga boleh loo.

In data (09) above, there is a lexical meaning in the form of the word 'cheap'. The advertisement is semantic theory. There is a lexical semantic form of the word cheap. The word cheap in the advertisement means lower than the price considered to be happening in the market. The meaning contained in the advertisement is about the cheap price of land in Kedungmungu, Semarang.

### Grammatical Meaning

Kridalaksana states that grammatical meaning refers to the relationship between language elements in larger units, for example the relationship between words and other words in phrases or clauses (Suwandi, 2008: 70). If lexical meaning refers to the meaning of a word or lexeme corresponding to its referent, then grammatical is the meaning that arises as a result of grammatical processes. The following data on advertisements for buying and selling land and houses can be categorized in grammatical meaning:

(15) KONTEKS RUMAH YANG DIJUAL DAPAT DIBELI DENGAN DIANGSUR

Wacana:

Rumah poll murah di gedawang Banyumanik Semarang

Type 27/50m<sup>2</sup>

DP 25jt bisa diangsur 5x

DP masuk sesudah ACC plafon dari bank

Hub <http://wa.me/6289628610010>

In data (15) above, there is a grammatical meaning in the form of the word 'installment'. The advertisement in semantic theory has a form of grammatical semantics in the word installment. The word dicici there is an affixation process in the form of a prefix in-. Dicici has the root word in installments which means to pay little by little, not all at once; Installments while in installments means making installment payments. The meaning is paid in installments in advertisements for buying and selling land and houses, namely being able to make payments in installments or paying little by little.

### Advertising Expression Unit for Buying and Selling Houses and Land Based on Language Unit Function

The unit of expression in advertisements for buying and selling land and houses has relevance to the function of language. Language as a medium used by advertisements for buying and selling land and houses to attract public attention has the following functions:

### Directive Functions

The directive function is if a person wants to influence the behavior of others. The most direct examples of directive attitudes are commandments and appeals. This function of social control in terms of the order puts more pressure on the receiving side and not the speaker (Leech, 2003: 64).

(27) KONTEKS TERDAPAT KELOMPOK RUMAH BARU

Wacana:

PROMO PROMO PROMO

Asli Reel Nyata murah banget legalitas SHM. Rugi jika kelewat promo

Telah hadir cluster baru di lokasi yang paling di Cari NGALIYAN SEMARANG

Luas 120 m<sup>2</sup>

2 kt 1km dapur ruang tamu carpot taman

Akses jalan lebar 6.5meter papasan mobil  
Dekat RS permata Medika, kampus UIN  
Walisongo, Pasar Ngaliyan, alfa, indo,  
swalayan aneka jaya dan Goori, bank  
BCA BRI, BNI, JATENG, dekat dengan  
fasilitas umum lainnya  
Material bangunan berkualitas mewah  
dari pondasi batu belah/kali, bata merah,  
pasir muntilan, baja ringan holo, tinggi  
plafon bersih 4 meter, genteng beton.  
Yuk Buruan promo harga murah 398 jt.  
Harga normal 480 jt.  
wa.me/+6285336578847

A cluster is housing created in the same neighborhood with a similar design. Clusters are usually located in urban areas where the environment is already lively and crowded, or areas that are specifically used as settlements. The use of the phrase as a form of creative promotion of new products that will make consumers curious and then interested in buying them. The directive function in advertising wants to influence consumers by making consumers curious about what is advertised and then interested in buying it.

#### **Aesthetic Function**

Aesthetic function has to do with both conceptual and affective meaning (Leech, 2003). Aesthetic function can also be defined as the use of language for the sake of the work. Aesthetic function relates to, how one plays with words for beautiful results. In the unit of expression in advertisements for buying and selling land and houses, aesthetic functions can be proven in the following data.

#### **(45) KONTEKS PENAWARAN RUMAH BAGUS DAN MURAH**

Wacana:  
TERDAPAT RUMAH DENGAN  
HARGA MURAH  
SUPER PROMO!! BOOK NOW!  
RUMAH TERMURAH DI KAWASAN  
STRATEGIS.  
GRIYA TRIDADI VILLAGE JOGJA  
HARGA 465jt TYPE 45

RUMAH MANIS HARGA MINIMALIS  
LUAS TANAH 100 - 160m<sup>2</sup>

• LUAS TANAH BEDA HARGA SAMA  
•

• BEBAS PILIH DESAIN RUMAH •  
LOKASI: HANYA 150 Meter dari Jalan  
Magelang KM 10,5 Tridadi Sleman  
Yogyakarta

Strategis, Sejuk, Lokasi Berkembang, Nilai  
Investasi Tinggi, Lokasi Banyak di Cari.  
Akses Mobil Lancar.

Info Selengkapnya:

Wa.me/62895639364567

DennProperty

The use of the phrase is a form of metaphorical majas which has the meaning of a style of language used to express something in a more imaginative or imagined way. Language style used to compare comparisons both physically, nature, objects, and ideas. The phrase sweet house minimalist price as a form of comparison of an object with properties that have a beautiful meaning. So that the sweet house in question is a beautiful house. The aesthetic function in the advertisement has a main problem, which is to use a beautiful choice of words as an attraction in the ad.

#### **Informational Functions**

Informational functions have an orientation towards the subject matter (Leech, 2003). In this case, the unit of expression in the advertisement for buying and selling land and houses has a main problem, which is to communicate the advantages or advantages of advertising for buying and selling land and houses. Overall, the language used in advertisements for buying and selling land and houses has relevance to the function of language as an informational function.

#### **(07) KONTEKS RUMAH YANG DIJUAL DEKAT DENGAN FASILITAS PUBLIK, SEPERTI BANDARA DAN RUMAH SAKIT**

Wacana: Jual rumah baru Gres. Bangunan  
tinggi  
Lebdosari kalibanteng, smg barat



Lt. 168. Lb. 120.  
3kt utama 1 kt pembantu.  
3km mandi. + 1 carport + kitcenset  
Pln 2200, Air sumur+ tendon  
Bebas banjir, ada view, dekat Bandara, Rs  
Colombia, Rs. Kariadi, Akses Tol.  
081319917788 tanpa perantara

The use of the phrase is used to tell the reader if the house for sale is not far from the Airport or Airport, namely an area on land and / or waters with certain boundaries used as a place for aircraft to land and take off, get on and off passengers, loading and unloading goods, and places of intra and intermodal transportation transfers, which are equipped with aviation safety and security facilities, as well as basic facilities and other supporting facilities. Colombia Hospital is an international standard type B hospital with qualified, trained, and operational medical consultants. It has several facilities such as 24-hour emergency room, ambulance, pharmacy, radiology, laboratory, and physiotherapy services. Then Kariadi Hospital or Dr. Kariadi Hospital Semarang is the largest hospital as well as functioning as a referral hospital for the Central Java region. Currently, Dr. Kariadi Hospital is a class A Teaching Hospital and functions as a teaching hospital for doctors, specialists, and sub-specialists from FK UNDIP, and other educational institutions and other health workers. So that the description of the phrase becomes the attraction of the ad, because it is in a crowded location and can be accessed easily. The informational function in this advertisement has a main problem, which is to communicate that the location of the house for sale is not far from well-known public facilities in Semarang City.

## CONCLUSION

According to the statistics, it was discovered that word choice affects how the reader is informed about the pricing and payment options. The term is then connected to the features and advantages of the advertisement. The following acronyms are connected to

payment mechanisms. The benefits of advertising are discussed in the following expression unit, acronyms, and the final expression unit, redundancy, which serves to draw the reader's attention. The title of the advertisement, which refers to the sale and purchase of land and houses, accurately describes the lexical meaning of the advertisement for buying and selling land and houses. The benefits of advertising land and home sales are then explained by the grammatical meaning in advertising. In advertisements for purchasing and selling land and homes, the aesthetic function is employed as a draw or as a supplementary element to enable the advertisement to capture the interest of prospective purchasers. The directive function is employed in real estate and housing advertisements to entice potential customers to marketing galleries and persuade them to purchase the promoted goods. Potential customers are made aware of the benefits, locations, and amenities that are advertised through the informative function.

## REFERENCES

- Ayuningtias, Suci Utami, Retno Purnama Irawati, dan Hasan Bustri. (2017). Penggunaan Istilah Bahasa Arab Oleh Aktivistis Rohis di Universitas Negeri Semarang (Analisis Semantik dan Sosiolinguistik). *Jurnal Lisanul Arab*, Vol. 6, No. 1.
- Dompas, Yetty. (2017). Karakteristik Pemakaian Bahasa Laras Iklan Pada Jejaring Sosial Instagram (Kajian Sosiolinguistik). *Jurnal E-Fakultas Sastra Universitas Sam Ratulangi*, Vol 2, No. 1.
- Evans, N.J., J. Phua, J. Lim, and H. Jun. (2017). Disclosing Instagram Influencer Advertising: The effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17, No. 2: 138–49.
- Fadilah, Siti Nur dan B. Wahyudi Joko Santoso. (2017). Pencitraan Soeharto dalam Buku *Andai Pak Harto Nyapres, Kupilih!* (Kebosanan Orang-Orang Pinggiran

- Menanti Kemakmuran) dalam Perspektif Analisis Wacana Kritis van Dijk. *Jurnal Seloka*, Vol. 6, No. 2.
- Fallo, John Darwis dan Fathur Rokhman. (2016). Tuturan Ritual Natoni Adat Masyarakat Etnis Timor dalam Penyambutan Tamu di Sekolah. *Jurnal Seloka*, Vol. 5, No. 2.
- Fawziyyah, Safynatul dan B. Wahyudi Joko Santoso. (2017). Implikatur Percakapan pada Iklan Kosmetik di Televisi: Kajian Pragmatik. *Jurnal Seloka*, Vol. 6, No. 3.
- Guenther, Lars, et al. (2020). Strategic Framing and Social Media Engagement: Analyzing Memes Posted by the German Identitarian Movement on Facebook. *Social Media+Society*, Vol. 6, No. 1.
- Kaplan, A. M., & Haenlein, M. (2014). Users of the World, Unite! The Challenges and Opportunities of social media. *Business Horizons*, 53 (1), 59–68.
- Khalwani, Ahmad, Mohamad Yusuf Ahmad Hasyim, dan Ahmad Miftahudin. (2017). Kata Bermakna Hujan dalam Al-Quran (Tinjauan Semantik dan Stilistika). *Jurnal Lisanul Arab*, Vol. 6, No. 1.
- Kurniasih, Dwi. (2017). Satuan Ekspresi pada Kemasan Botol Aqua. *Jurnal Bahasa Lingua Scientia*, Vol. 9, No. 2.
- Sary, Hotnida Novita. (2015). Analisis Komponen Medan Makna Rumah (Kajian Semantik). *Jurnal Sirok Bastra*, Vol. 3 No. 1.
- Ulfiana, Elita. (2015). Satuan Ekspresi Pengungkap Aroma pada Parfum. *Tesis*. Universitas Gadjah Mada.
- Wut, T. M., Lau, C. Y. L., & Chan, W. T. (2022). Share, Comment, and Like on Facebook and Message Strategies of Non-Governmental Organizations. *SAGE Open*, Vol. 12, No. 1.
- Yuliarti, Rustono, dan Agus Nuryatin. (2015). Tindak Tutur Direktif dalam Wacana Novel Trilogi Karya Agustinus Wibowo. *Jurnal Seloka*, Vol. 4, No. 2.
- Zairoturaudloh, Sheila dan Imam Baehaqie. (2022). Satuan Kebahasaan Sebagai Wujud Panyuwunan Pitulungan dalam Tradisi Slametan Kapal di Desa Margolinduk, Kecamatan Bonang, Kabupaten Demak. *Jurnal Sastra Indonesia*, Vol. 11, No. 2.