

A STUDY OF SYNTACTIC FUNCTIONS IN PERSUASIVE TEXTS WITH THE THEME OF REGIONAL LANGUAGE PRESERVATION IN THE PERSPECTIVE OF INDONESIAN GRAMMAR

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Abstract

One of the important efforts to maintain cultural identity in the midst of the development of globalization, which has an impact on reducing the use of regional languages, is the preservation of regional languages. Persuasive texts are a tool to increase public awareness about the importance of preserving regional languages. From the perspective of Indonesian Grammar, this study examines the syntactic function in a persuasive text entitled "Come on, Learn Indonesian Regional Languages!" This study uses a qualitative descriptive approach with a content analysis design. The data collected for the study consisted of entire sentences in a persuasive text that were analyzed through documentation and read-note techniques. Then the data is categorized according to syntax functions, which include subjects, predicates, objects, complements, and descriptions. The results showed that texts with various sentence patterns used all syntactic functions, including S-P-O-K, K-S-P-O, K-S-P-O, K-S-P-O, S-P-O, S-P-O, K-S-P-O, and K-S-P-K. The S-P-O and P-O patterns were most commonly used to convey invitations, while the adverb function is widely used to reinforce facts, reasoning, and the results show that persuasive messages about the preservation of regional languages can be conveyed more effectively by using proper syntactic functions.

Keywords: Syntactic Functions, Persuasive Texts, Regional Languages, Indonesian Grammar, Syntactic Analysis.

I. INTRODUCTION

Because regional languages form cultural identity and inheritance of local values, the preservation of regional languages is one of the important issues in language development in Indonesia (Luturmas et al., 2022). The use of regional languages is declining, especially among the younger generation, due to the development of information technology, globalization, and the increasing use of Indonesian and foreign languages in daily communication.

Persuasive texts are tools that can be used to increase public awareness of the importance of maintaining regional languages (Dwiyanti, 2024). Through the logical and communicative delivery of ideas, persuasive texts are intended to influence the attitudes, views, and actions of readers (Mailani et al., 2022). Therefore, the preparation of the right sentence structure is essential so that the persuasive message can be effectively received by the reader.

According to research conducted in recent years, syntax functions play an important role in determining the effectiveness of communication and the clarity of sentence structure. According to some research, subject elements, predicates, objects, complements, and adverbs are the main components that determine the relationships between units in a sentence so that they are grammatical and easy to understand (Dewi, 2025). The syntax function not only helps students learn Indonesian and improve their oral and written skills, but also serves as a basis for creating sentences that are in accordance with Indonesian grammar rules (Ramadhani et al., 2025).

Other studies show that syntax functions relate to grammatical structure and how messages are conveyed in different types of text. In the digital era, according to the analysis

carried out on digital media texts, multi-layered compound sentence patterns are more widely used to convey reflective and persuasive messages, while single sentences are used to emphasize information. Writing stage Proper syntactic structure helps the communicative function of the text, so that the message conveyed is better received by the reader (Gracella, 2022). The results show that syntactic function analysis is related to linguistic aspects and communication effectiveness in various media (Aldiansyah et al., 2025).

In addition, recent research shows that syntax analysis is increasingly used in news texts, descriptions, social media, and conceptual studies of the structure of the Indonesian language. (Putri et al., 2024) learn syntax functions in description text, whereas (Lestari et al., 2025) Learn the functions, categories, and roles of syntax in news text. What the two studies have in common is that syntax serves as a component that makes up sentence structure. However, the subject of their research is only descriptive texts, news, and digital media, so they have not provided an overview of the role of syntax in persuasive texts containing numbers.

According to some of these studies, there is still room for further research. Previous studies have focused more on syntax as a linguistic concept, sentence structure on social media, and syntactic analysis in news and description texts. Until now, there has been no research that specifically studies the syntactic function in persuasive texts that talk about the preservation of regional languages from the perspective of Indonesian Grammar. However, this analysis is important to know how the distribution of subject functions, predicates, objects, complements, and descriptions forms the power of persuasion to encourage people to preserve regional languages.

Based on this gap, this study offers novelty in the form of syntactic function analysis in persuasive texts with the theme of regional language preservation. This analysis not only identifies the roles of subjects, predicates, objects, complements, and descriptions, but also explains how the relationship between syntactic components and how effectively the persuasive message is delivered. Thus, it is hoped that this research will not only improve research on the syntax of the Indonesian language, but will also contribute to the development of persuasive text analysis learning and efforts to preserve regional languages.

Based on this description, this study aims to describe syntactic functions which include subjects, predicates, objects, complements, and descriptions in persuasive texts with the theme of regional language preservation based on the perspective of Indonesian Grammar and explain the contribution of these functions in building the effectiveness of persuasive messages.

II. METHOD

This study has been conducted using a qualitative descriptive approach with a design for content analysis. This is in line with research (Sugiono, 2022) which states that qualitative research, based on the philosophy of postpositivism, is a way to investigate subjects in a natural environment. This study aims to explain the syntactic function of persuasive texts with the theme of regional language preservation from the perspective of Indonesian Grammar, so that a qualitative descriptive approach is chosen. Rather than testing the hypothesis, this study examined how syntax functions help create persuasive messages.

The syntax function of the persuasive text entitled "Ayo, Learn Indonesian Regional Language!", which is published through the Ruangguru learning platform, consists of subject (S), predicate (P), object (O), complement (Pel), and caption (Ket). The object of this research is the syntactic function. The source of research data is the text as a whole, including the introduction of the issue, argument, invitation, and reaffirmation. Each sentence that contains elements of syntactic functions based on the rules of Indonesian Grammar is a unit of research analysis.

This research was conducted in July 2026 by looking at persuasive text documents available in Ruangguru. The research was conducted online by collecting, identifying, and classifying linguistic data based on the focus of the research.

Documentation and read-note techniques are used in data collection. The documentation technique collects persuasive text as a data source, while the read-note technique records syntactic elements such as subjects, predicates, objects, complements, and descriptions into the research data card. Researchers (human tools) assisted by data classification sheets based on syntax function categories are the main research instruments.

In data analysis techniques, the term "data analysis technique" refers to a qualitative data analysis model consisting of three stages: data reduction, data presentation, and conclusion drawing and verification. At the data reduction stage, all sentences in the persuasive text are selected and classified based on their syntactic functions. At the data presentation stage, the syntax function pattern of each sentence is entered into the table, and at the conclusion drawing stage, the description.

III. RESULTS AND DISCUSSION

Results

According to the analysis carried out on the persuasive text "Come on, Learn Indonesian Regional Language!", all the syntactic functions that exist in Indonesian Grammar—subject (S), predicate (P), object (O), complement (Pel), and adverb (Ket)—are used to construct the sentence structure in the text. Issue recognition, argumentation, invitation, and reaffirmation are its functions. The results of the analysis show that the most frequently used element is the description function. Complements are used less. The results show that the author often mentions time, place, cause, and purpose in each passage of the text.

Table 1. Analysis of Sentence Structure Based on Syntactic Functions in the Persuasive Text "Come on, Learn Indonesian Regional Languages"

No.	Sentence	Syntactic Patterns	Syntactic Function Analysis
1	Indonesia has a variety of regional languages, ranging from Javanese, Sundanese, Minangkabau, Bugis, Madura, and so on.	S–P–O–K	S: Indonesia; P: have; O: various regional languages; K: starting from Java, Sunda, Minangkabau, Bugis, Madura, and so on.
2	Unfortunately, UNESCO revealed that about 2,500 languages in the world are endangered, including more than a hundred regional languages in Indonesia.	K–S–P–O	K: Unfortunately; S: UNESCO; P: reveal; O: that about 2,500 languages in the world are endangered, including more than a hundred regional languages in Indonesia.
3	UNESCO also said that as many as 200 languages have experienced extinction in the last 30 years and 607 languages are in an unsafe status.	S–P–O–K	S: UNESCO; P: mention; O: as many as 200 languages are extinct; K: in the last 30 years and 607 languages are in an unsafe status.
4	In addition, it is estimated that about 3,000 local languages will become extinct by the end of this century.	K–P–S–K	K: In addition; P: estimated; Q: about 3,000 local languages; K: at the end of the century.

No.	Sentence	Syntactic Patterns	Syntactic Function Analysis
5	How, it is clear that regional languages in Indonesia have begun to become extinct.	K-P-S	K: How, it's obvious isn't it; P: it has become extinct; S: regional languages in Indonesia.
6	Therefore, let's preserve the regional language in Indonesia!	F-P-O	K: Therefore; Q: Let's keep it up; O: regional languages in Indonesia.
7	You can start learning your own local language.	S-P-O	S: You; P: can start learning; O: your own local language.
8	Appreciate the language of other regions.	P-O	P: Appreciate; O: other regional languages.
9	Learn other regional languages.	P-O	Q: Learn; O: other regional languages.
10	That way, regional languages in Indonesia will remain sustainable if we continue to learn and use them in our daily lives.	K-S-P-K	K: That way; S: regional languages in Indonesia; P: will remain sustainable; K: when we continue to learn and use it in our daily lives.

The results of the analysis of the persuasive text "Ayo, Belajar Bahasa Daerah Indonesia!" showed that each ten sentences met the syntactic elements in accordance with the rules of Indonesian Grammar, which consisted of the functions of the subject (S), predicate (P), object (O), complement (Pel), and description (K). From the identification results, eight variations of syntactic patterns were found, namely S-P-O-K, K-S-P-O, and K-S-P

The findings of the study show that the S-P-O and P-O patterns are most widely used, especially in the call-to-action. Readers are expected to do certain things, such as learning, appreciating, and retaining the local language, through the use of these patterns. However, the introduction of issues, arguments, and reaffirmations have a pattern that contains elements of information (K). The caption component helps clarify information about the local language context, the timing of the event, and the cause-and-effect relationships that support the delivery of the message.

In addition, the results of the analysis show that the subject and predicate functions serve as the main components that make up the sentence structure of almost every sentence, while the object function indicates the action objective in a persuasive sentence. Complementary functions are also present in smaller numbers compared to other syntactic functions, as they only appear in sentences that require a complement of meaning for a particular predicate. In general, persuasive text that uses syntax functions shows the regularity of sentence structure that supports the effective delivery of information, arguments, and invitations.

Discussion

The results of the study show that the persuasive text "Ayo, Learn Indonesian Regional Language!" uses all the syntactic functions that exist in Indonesian Grammar: subject (S), predicate (P), object (O), complement (Pel), and caption (K). The results show that the syntactic patterns of S-P-O and P-O are most widely used, especially in the call to action.

In addition, in the section of issue introduction, argumentation, and reaffirmation, the function of the description appears regularly to clarify information about the condition of the regional language, time, and cause-effect relationship. The results show that syntactic structure in persuasive texts helps to convey the message effectively and form grammatical sentences.

As shown by the dominance of the S–P–O pattern, the author prioritizes conveying actions directly to the reader. To make the persuasive goal easier to understand, words like "You can start learning your own local language," "Appreciate other regional languages," and "Learn other regional languages" use a simple but communicative communicative structure. However, in the introduction of issues and arguments, the information function provides supporting information in the form of facts, times, and conditions that strengthen the need for the preservation of local languages. The syntax function, therefore, not only helps to form the structure of sentences, but it also helps to strengthen the logical relationship between facts, arguments, and exhortations.

This result is in line with the syntactic theory put forward by Alwi et al. (2017), which states that the subject and predicate are the main components that make up a sentence, while objects, complements, and descriptions function to complement the meaning so that the message conveyed remains consistent and easy to understand. Chaer (2015) supports this idea, stating that how well a sentence conveys information depends on how well it integrates syntax functions. The integration of these syntactic functions forms a systematic flow of message delivery in the persuasive text being analyzed. This flow begins with the introduction of the issue, the presentation of the argument, the dissemination of the call, and the reaffirmation.

The results of this study are also in line with the research of Ramadhani et al. (2025) which states that the syntactic function, which consists of subjects, predicates, objects, complements, and descriptions, is the main component in building an effective sentence structure that meets the rules of the Indonesian language. However, the research of Ramadhani et al. does not show how syntax functions are applied to a particular type of text because of its focus on the conceptual study of syntax. This research complements the research by showing how syntax functions are used in persuasive texts that focus on the preservation of regional languages.

In addition, the findings of this study support the research of Wildan et al. (2025) who found that syntactic structure affects the communicative function of a text. Wildan et al. also showed that variations in sentence patterns in social media are used to create effective messages. This study also found that variations in syntactic functions in persuasive texts lead to the delivery of systematic invitations. However, the subject of the study is different. Wildan et al.'s research analyzed social media content, while this study focused on persuasive texts with the theme of regional language preservation, which provide different linguistic contexts.

This study theoretically shows that the distribution of syntactic functions determines how effective the persuasive message is and forms grammatical sentence structures, strengthening the syntactic research of the Indonesian language. While the dominance of the S–P–O pattern suggests a tendency to use direct sentences to encourage readers to act in a certain way, these findings suggest that the function of the adverb plays an important role in providing argumentative reinforcement.

Practically, the findings of this study can be used as a reference in syntax learning, especially about syntactic function analysis and persuasive text analysis materials taught in schools and colleges. In addition, the findings of this study can also be a reference for teaching material writers and persuasive text compilers to consider the importance of syntactic functions in conveying messages effectively. Therefore, through the creation of persuasive texts in accordance with the rules of Indonesian Grammar, this research not only helps the development of linguistic studies but also helps efforts to preserve regional languages.

IV. CONCLUSION

The results of the study show that the persuasive text "Ayo, Belajar Bahasa Daerah Indonesia!" uses the functions of subjects, predicates, objects, complements, and captions to compile syntactic functions in accordance with the rules of Indonesian Grammar. The results of the analysis show that the syntactic patterns of S–P–O and P–O are most commonly used to convey invitations to readers. On the other hand, the function of information is used significantly to convey facts, reasons, and goals for the preservation of regional languages. The results show that by using the right syntax function, it is possible to create an effective sentence structure. This sentence structure can be created so that a persuasive message about the importance of preserving regional languages can be conveyed clearly, systematically, and easily understood. Therefore, the purpose of the research is to explain the syntactic function in persuasive texts with the theme of regional language preservation from the perspective of Indonesian Grammar.

The results of the study provide theoretical implications for improving syntactic research, especially regarding the application of syntactic functions in persuasive texts. Practically, the findings of this research can be used as a reference in syntax learning and persuasive text analysis in Indonesian courses or courses. They can also be a reference for writers to compose a good persuasive text by using syntax functions correctly in accordance with the rules of Tata.

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