



# ONTOLOGI

## Jurnal Pembelajaran dan Ilmiah Kependidikan

| e-ISSN: [3026-4634](https://doi.org/10.30605/ontologi.v2i1.12345)|

<https://jurnal.rahiscendekiaindonesia.co.id/index.php/ontologi>

# THE FUNCTION OF INDONESIAN LANGUAGE AS A MASS MEDIA

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### KEYWORDS

Mass Media, Society, Indonesian

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### ABSTRACT

The aim of this research is to determine the "Function of Indonesian as Language Mass Media" and increase the researcher's knowledge. This research is also motivated by the fact that mass media has a very strategic role in the development and development of the Indonesian language. The strategic role of mass media is in line with the development of information technology as a very important need for humans. Current and factual information about various events and ideas about humanity's future can be quickly and easily obtained from various mass media. Therefore, apart from being a modern information medium, mass media also plays a very important role as a means of developing and fostering the Indonesian language. This research method uses descriptive qualitative research, which is carried out by describing facts from several sources. This method not only describes, but also provides understanding and the facts described are obtained using literature study techniques. Literature study is a data collection method directed at data and information seekers through various sources such as books, journals, articles, scientific and other sources that can support the writing process

## INTRODUCTION

The first language spoken about Indonesian was Malay as the source of the Indonesian language that we use to this day. Indonesian grew and developed from Malay, which has long been used as an intermediary language (lingua franca), not only in the archipelago, but also throughout almost all of Southeast Asia.

Language is a means of communicating. Language is also a means of conveying opinions and arguments to other parties. Therefore, language has an important social role in communicating with the wider community. In the communication process, a communicator or communicant needs language skills in order to understand the content of the conversation. They owe it to language to dissect and distinguish every social problem in

the communication process. Language is always subject to its users. This is where the language aspect plays a very important role in communication.

'Correct' Indonesian is Indonesian that is used in accordance with the applicable Indonesian language rules or conventions. The rules of the Indonesian language that apply include rules for word choice, rules for constructing sentences, rules for constructing paragraphs, structuring reasoning, and implementing improved spelling. In line with various problems that occur in Indonesian society and developments over time, the Indonesian language is also experiencing continuous growth. Both in terms of the area of its users and the structure of the Indonesian language. Therefore, if the guidance and development of the Indonesian language can run well, it is possible that in the future Indonesian will be transformed into a modern, dignified language, a language that is rich in vocabulary and has a stable structure in accordance with the national language policy.

To make the language modern and dignified, there needs to be concrete and strategic breakthroughs to empower all mass media to be directly and indirectly involved in efforts to foster and develop the Indonesian language in various ways. This is important to do because the mass media is the spearhead of the flow of information and is the leading pioneer of change for the better in the world of education, especially the use of modern Indonesian. In addition, the mass media has a moral responsibility in developing public awareness of using good and correct Indonesian.

Mass media has a very strategic role in the development and development of the Indonesian language. The strategic role of mass media is in line with the development of information technology as a very important need for humans. Current and factual information about various events and ideas for the human future can be quickly and easily obtained from various mass media. Therefore, apart from being a modern information medium, mass media also plays a very important role as a means of developing and fostering the Indonesian language.

There are two communication media that function as a means of conveying information, namely, print media and electronic media. The public can obtain information from electronic media, including through radio and television. The public can obtain information from print media, including through magazines and newspapers.

Thus it can be said that mass media is a means of accessing a lot of information which is a very important aspect in society. Mass media is a place that has great potential for producing and disseminating social meaning, or in other words, mass media can play a big role in determining the meaning of events that occur in the world for certain cultures, communities or social groups.

## **METHOD**

This research used a descriptive qualitative method. Qualitative research is a type of research that aims to describe and analyze phenomena, events, social activities, attitudes, perceptions, and thoughts related to the object of study. In this research, the descriptive qualitative method was used to explain the function of Indonesian as the language of mass media and its role in communication and information dissemination in society.

The descriptive approach was chosen because this study focuses on describing facts and phenomena related to the use of Indonesian in mass media. Through this approach, the researcher was able to present explanations systematically, accurately, and factually regarding the role of language in various media platforms such as newspapers, television, radio, magazines, and online media.

This research relied on literature study as the main technique of data collection. Literature study is a method of collecting data by reviewing and analyzing various written sources related to the topic being discussed. The sources used in this study included books, scientific journals, articles, previous research, and other academic references that discuss language and mass media.

The literature study technique was considered appropriate because the research discussed theoretical concepts and language functions in the context of mass communication. By using this technique, the researcher could gather information from various experts and compare different opinions related to the development of Indonesian in mass media.

The data used in this study were secondary data obtained from written sources. Secondary data are data collected indirectly through existing documents and publications. The researcher selected relevant sources that contained information about the function of Indonesian language in mass media communication and language development.

In collecting the data, the researcher first identified sources related to language, communication, and mass media. After identifying the sources, the researcher read, classified, and analyzed the information that was relevant to the research objectives. Important points related to the role and function of Indonesian in mass media were then recorded systematically.

The data analysis technique used in this research was descriptive analysis. Descriptive analysis was conducted by interpreting and explaining the collected data in the form of words and sentences. The researcher analyzed the findings from various references and connected them with the research topic in order to obtain comprehensive conclusions.

The validity of the data in this research was supported by the use of credible and relevant academic sources. The researcher ensured that the references used were closely related to the topic and came from reliable publications. This was done to increase the accuracy and trustworthiness of the research findings.

This research focused on understanding how Indonesian functions as a medium of communication in mass media. The study also examined the role of mass media in developing, maintaining, and spreading proper Indonesian language usage among society. Therefore, the research emphasized the importance of language in delivering information effectively and accurately.

Finally, the results of this research were presented descriptively to provide a clear explanation about the function of Indonesian as the language of mass media. Through this method, the researcher expected to contribute knowledge and understanding regarding the relationship between language, communication, and the development of mass media in modern society.

## **RESULTS AND DISCUSSION**

### **Result**

Language is an inseparable part of human life. When communicating, language plays an important role. Language is a tool in communication where language and communication have an inseparable relationship, because language is used as a communication tool to express one's thoughts and feelings to other people. Using good language will make it easier for the people we communicate with to understand what we are talking about and this will have an impact on the course of the communication carried out. Understanding language includes two areas. First, the sound produced by the speech apparatus and the meaning contained in the sound itself. Sound is a vibration that drives our hearing organs. Second,

the meaning contained in the sound stream results in a reaction to something that is heard. Henceforth, the sound stream is called the speech stream.

Every sound produced by the human speech apparatus cannot be called language if it does not contain meaning. Whether each stream of speech contains meaning or not must be seen from the conventions of a particular social group. Every language community group, whether small or large, has conventionally agreed that each particular speech sound structure will have a certain meaning. In this way, various sound structures are collected, each of which is different from the others, each of which contains a certain purpose in a linguistic community. Language is the most important component in human life. Humans would not be able to continue their lives properly and regularly without language. They cannot interact easily and well if they do not master each other's language and in the absence of continuity they are also unable to capture the emotional expressions/desires expressed by their communication partners. This also causes separation and a lack of emotional connection with each other.

Language as a communication tool has an important role in human interaction. Language can be used by humans to convey ideas, thoughts, desires, feelings and experiences to other people. Language is a form of manifestation of human civilization and culture. In the linguistic dictionary, language is an arbitrary unit of sound symbols used by members of society to work together, interact and identify themselves.

#### Function of Indonesian as Mass Media

The function of Indonesian as a national language is as a means of communication between citizens, between regions and between ethnic groups through mass media. With the existence of national languages, we can relate to each other so that misunderstandings as a result of differences in socio-cultural and linguistic backgrounds do not need to be worried. We can go from one corner to another in our country by only using Indonesian as the only means of communication. Indonesian functions as the language of mass media. Print and electronic mass media, both visual, audio and audio-visual, must use Indonesian.

The mass media is our focus in expanding the Indonesian language properly and correctly. In its position as a source of enrichment, regional languages play a very important role. Indonesian can be used as a tool to disseminate Indonesian literature.

With the three aspects above, the function of a sentence as a daily human need in communicating and socializing can be fulfilled well and run smoothly without frequent misunderstandings between individuals when communicating. Humans have a very broad domain of life, so it is not uncommon for us to talk about the function of language, which also depends very much on the situation and place where the language is used. Apart from the functions above, language functions in general as self-identity, unifying regions, as a tool for thinking, and so on.

Humans in their lives need communication to be able to establish relationships with other humans and the community environment. Communication can be done by humans through language. According to Chaer and Agustina, language used in everyday life is divided into two means, namely spoken language and written language. Spoken language is a form of communication that is often found in humans which uses words from various kinds of words that are spoken through or using the oral organs. Meanwhile, written language is a variety of language used through written media, so language written by someone on paper or in a book and read by other people. It can be concluded that the tool used to communicate in social life every day is spoken language. Language can become a characteristic of every person who speaks it. The relationship between language and social life gives rise to interactions between living things.

Communication in everyday life, communication in everyday life is very important. Humans cannot avoid various forms of communication because with communication humans can build the relationships they need as social creatures. Communication is a process of exchanging or conveying messages between individuals, whether done with language, symbols, signals or with behavior or actions directed from one person to another. The process of conveying a message using an effective method will be easily understood by the recipient of the message.

Delivery of this message can be in the form of signs, verbally or in writing. It can be said that communication requires good communication skills so that the purpose to be conveyed can be received and understood well by the recipient of the message. In the Indonesian Dictionary, communication is the sending and receiving of messages or news between two or more people so that the message in question can be understood. Judging from technological developments in the field of conveying information through mass media, mass media can be divided into two types, namely modern mass media and traditional mass media. Modern mass media, namely mass media that uses modern technology in carrying out its duties and functions, such as print mass media and electronic mass media.

What is called printed mass media is media which, to convey information, must first be printed using printing equipment.

For example, mass media include newspapers, magazines, bulletins, tabloids, and so on. This is different with electronic mass media, namely mass media which conveys information using electrical services. Without electricity, mass media would not be able to function, for example, radio, television and online mass media. Traditional mass media is media that was used as a means of conveying information in ancient times. Dissemination of information mostly uses traditional mass media, for example, wayang, comedy, lenong, traditional art, and so on.

Harmoko said that the use of slang in the mass media would have the impact that:

- a. Indonesian people no longer know the standard language so they have lost benchmarks and guidance for using good and correct Indonesian.
- b. Indonesian people no longer use Enhanced Spelling (EYD).
- c. Indonesian people underestimate Indonesian and do not want to learn further because they feel that they have mastered good and correct Indonesian.
- d. People are not used to or are actually reluctant to use standard Indonesian. Meanwhile, Indonesian is a field of education that must be understood in carrying out various jobs.
- e. The sense of pride within the Indonesian people is fading, being able to communicate in good and correct Indonesian, while they are already used to the commonly used social language.

One example of the function of Indonesian as mass media is information spread through print media, such as newspapers and others. This also includes good Indonesian writing, in terms of the sentence forms used, sentence structures used in print media, and so on.

#### Challenges of Using Indonesian as Mass Media

It is appropriate for the mass media to play an active role in fostering and developing the Indonesian language so that it can become a means of forming intelligent and competitive Indonesian people. Therefore, it is necessary to follow up with the mass media as follows:

- a. Increasing professionalism among mass media personnel needs to continue by strengthening the basic Indonesian language skills, both internally and through collaboration with related institutions.

b. To avoid journalistic variants of Indonesian which tend to damage efforts to develop Indonesian, there needs to be an understanding among mass media managers to create Indonesian.

c. Enrichment of the Indonesian language, especially regarding new vocabulary, by the mass media is still necessary, whether it comes from regional languages or foreign languages, but must maintain a balance so as not to marginalize and/or kill each other.

d. The Language Center (Language Development and Development Agency) needs to continue to collaborate with mass media people.

e. The mass media needs to provide a special space or rubric for Indonesian language development.

The government has made many efforts to foster and develop the Indonesian language from time to time. However, these efforts still experience various obstacles due to developments over time, advances in information technology, political and economic changes, as well as the existence of free markets and cultural contacts between nations.

Therefore, one of the efforts that the government can take in fostering and developing the Indonesian language is by creating policies that give responsibility to all components of the nation, including the mass media. The strategic role of the mass media in fostering and developing the Indonesian language is by creating a policy of giving great responsibility to the mass media so that they are directly involved in efforts to foster and develop the Indonesian language.

#### Sentence Forms Used in Print Mass Media

Zainuddin stated that based on form, sentences are divided into two, namely, single sentences and compound sentences. A single sentence is a sentence that consists of one sentence pattern. A single sentence consists of one sentence pattern as follows.

- a. Subject + Predicate (S + P)
- b. Subject + Predicate + Object (S + P + O)
- c. Subject + Predicate + Object + Adverb (S + P + O + K)

Meanwhile, what is meant by a compound sentence is a sentence that consists of two or more sentence patterns. Viewed in terms of the nature of the relationship between parts or sentence patterns and other parts or sentence patterns in a compound sentence. Zainuddin differentiates compound sentences into:

a. Equivalent (coordinative) compound sentences are sentences whose sentence patterns are equal, parallel, or equivalent. In equivalent compound sentences there are no levels of sentence patterns, meaning that one sentence pattern does not occupy a function or does not explain other parts of the sentence.

b. Multilevel (subordinating) compound sentences are compound sentences whose sentence patterns are not equal, not parallel or unequal. Multilevel compound

sentences have multilevel sentence patterns, meaning that one sentence pattern occupies a function of another sentence pattern, or one part of the sentence explains another part of the sentence.

In other words, a multilevel compound sentence is a single sentence in which one of its elements undergoes expansion and expansion to form a new sentence pattern which between the sentence patterns shows the existence of levels. In a multilevel compound sentence, one part or sentence pattern has a higher position than the other parts or sentence patterns. The part or sentence pattern that is in a higher position is called the main sentence or superior pattern. The part or sentence pattern that is lower in position or the part of the sentence that is an extension is called a subordinate clause or subordinate pattern.

Mixed compound sentences are compound sentences whose sentence patterns are equal and have levels. A sentence is called a mixed compound sentence if the sentence consists of

at least three sentence patterns and the positions of the sentence patterns are not the same, that is, some are equal and some are nested.

Sentence effectiveness is also important to discuss because sentence structure is related to sentence effectiveness. Sentences will be effective if the information conveyed by the writer is easily captured by the reader.

What is meant by an effective sentence is a sentence that has the ability to bring back ideas in the mind of the listener or reader like what was in the mind of the speaker or writer.

The characteristics of effective sentences are as follows:

a. Equivalence What is meant by equivalence is a balance between thoughts (ideas) and the structure of the language used. The harmony of this sentence is shown by a compact unity of ideas and good coherence of thought.

b. Parallelism is What is meant by parallelism is the similarity of the forms of words used in sentences. If the first form uses a nominal expression, the second form and so on must also use a nominal form. If the first form uses verbal form, the second form is also verbal form.

c. Firmness is What is meant by assertiveness or emphasis is a treatment that emphasizes the main idea of a sentence. In a sentence there is an idea that needs to be highlighted. This sentence gives emphasis or emphasis to the prominence.

d. Thrift is What is meant by economy in an effective sentence is sparingly using words, phrases or other forms that are considered unnecessary. Economy does not mean eliminating words that can add clarity to sentences.

e. Accuracy is what is meant by careful is a sentence that does not give rise to multiple interpretations and is correct in word choice.

f. Cohesiveness is what is meant by coherence is the coherence of statements in sentences so that the information conveyed is not fragmented. Coherent sentences without rambling reflect an unsystematic way of thinking. Therefore, avoid long-winded sentences.

g. Logic is what is meant by logic is that the idea of a sentence can be accepted by reason and is in accordance with the applicable spelling.

#### Choice of Words Used in Print Mass Media

Arifin stated that what is meant by diction is "word choice". We choose the right words to express something. This shows that words are a very important element for expressing information. If the words used are correct, according to the rules, the information you want to convey will be easily understood and comprehended by the reader or listener.

Sugiyono stated that in composing sentences, care is needed in choosing words so that the resulting sentence meets the requirements as a good sentence. Word choice is also called diction. There are several things that need to be considered when composing sentences so that there are no diction errors. These include the following.

- a. Inappropriate use of words
- b. Use of paired words
- c. Use of two words

#### Spelling Used in Printed Mass Media

The rules that serve as guidelines for using Indonesian are rules that come from the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number

50 of 2015 concerning General Guidelines for the Indonesian Language. The General Guidelines for Indonesian Spelling regulate all rules relating to Indonesian spelling issues, including regarding the use of letters, writing words, using punctuation marks, and writing absorption elements.

The following is a description of the General Guidelines for Indonesian Spelling which are used as guidelines for analyzing language use in outdoor media. However, the rules used are adjusted to the data being analyzed.

- a. Use of capital letters
- b. Word writing

The theory used as a basis for analyzing this research data is the theory regarding derivative words, reformulations, pronouns *ku*, *you*, *mu*, and prepositions *in*, *to*, *from*, particles, and abbreviations and acronyms.

- a. Derived Words

- Affixes (prefixes, insertions, suffixes) are written in sequence with the base word.
- If the basic form is a combination of words, the prefix or suffix is written in series with the word that immediately follows or precedes it.

## **Discussion**

Language has an essential role in human life because it functions as a medium of communication and social interaction. Humans use language to express ideas, emotions, opinions, and experiences in everyday life. Without language, humans would experience difficulties in building relationships and understanding each other. This study shows that language is not only a communication tool but also a symbol of identity and culture in society. Indonesian, as the national language, becomes an important medium for uniting people from different ethnic, cultural, and regional backgrounds in Indonesia.

The findings of this study indicate that Indonesian has a strategic function in mass media. Mass media such as newspapers, magazines, television, radio, and online platforms use Indonesian as the primary language for delivering information to the public. Through mass media, Indonesian can reach people from different regions quickly and effectively. This function strengthens the role of Indonesian as a national language and helps maintain national unity through communication.

Mass media also contributes significantly to the development and preservation of Indonesian. The use of proper Indonesian in mass media can influence society in using good and correct language. Print and electronic media become references for people in understanding sentence structure, vocabulary, spelling, and communication style. Therefore, mass media has an educational role in improving people's language skills and language awareness.

The discussion also reveals that technological development has increased the influence of mass media in spreading information. Modern mass media allows information to be distributed rapidly and widely. However, this development also creates challenges for the Indonesian language because many foreign terms and slang expressions are frequently used in media communication. The excessive use of non-standard language may reduce people's understanding of standard Indonesian and weaken language discipline in society.

Another important finding is related to the use of sentence forms in print mass media. The study explains that journalists commonly use single sentences and compound sentences to deliver information effectively. Single sentences are often used to provide concise and direct information, while compound sentences are used to explain more complex ideas. Effective sentence construction is important in mass

media because readers need information that is clear, concise, and easy to understand.

The characteristics of effective sentences discussed in this study include equivalence, parallelism, assertiveness, economy, accuracy, cohesiveness, and logic. These aspects are necessary to ensure that the information delivered by the media can be understood properly by readers or audiences. Sentences that are too complicated or ambiguous may create misunderstandings and reduce the effectiveness of communication. Therefore, media writers and journalists should pay attention to language effectiveness when producing news or information.

Word choice or diction is another important aspect found in this study. The use of appropriate vocabulary determines the clarity and quality of information presented in the media. Incorrect diction may lead to misunderstanding and reduce the credibility of the media itself. Journalists and media practitioners must carefully select words that are suitable, accurate, and understandable for the public. Good diction also reflects professionalism in mass media communication.

The discussion further shows that spelling rules are essential in maintaining the quality of Indonesian in mass media. The General Guidelines for Indonesian Spelling provide standards for writing letters, punctuation, abbreviations, acronyms, and word formations. Consistent use of proper spelling in newspapers, magazines, and online media helps maintain language order and supports readers in understanding information correctly. Incorrect spelling and punctuation may influence meaning and reduce the quality of communication.

This study also identifies several challenges faced by Indonesian in mass media. One challenge is the increasing use of slang and foreign language expressions in newspapers, television programs, and social media. According to Harmoko, the overuse of slang may cause society to ignore standard Indonesian and reduce pride in using the national language. This condition can negatively affect the development of Indonesian, especially among younger generations who are strongly influenced by media trends.

Another challenge is related to globalization and advances in information technology. The rapid flow of international communication encourages the adoption of many foreign terms into Indonesian. Although language borrowing is sometimes necessary, excessive borrowing may marginalize Indonesian vocabulary. Therefore, language development institutions and mass media organizations should cooperate in maintaining the balance between language modernization and language preservation.

The role of government and language institutions is also very important in supporting the development of Indonesian through mass media. Government policies can encourage media organizations to use standard Indonesian and provide educational content about language usage. Collaboration between the Language Development and Development Agency and mass media institutions can strengthen efforts to improve language quality in public communication.

Furthermore, the study highlights the importance of professionalism among journalists and media workers. Media personnel should have strong Indonesian language skills to ensure that information is delivered accurately and effectively.

Training programs and language workshops are necessary to improve journalists' understanding of grammar, spelling, sentence effectiveness, and diction. Professional language use in mass media will contribute positively to public literacy and communication quality.

The discussion also indicates that mass media has a role in enriching Indonesian vocabulary. New terms from science, technology, economics, and culture are often introduced through media communication. Mass media can help popularize these terms and make them understandable to society. However, the introduction of new vocabulary should still follow language rules and consider public comprehension.

In addition, Indonesian as the language of mass media supports national integration. Through the use of one national language, people from different regions can receive the same information and communicate effectively with one another. Indonesian becomes a bridge that connects diverse communities in Indonesia. This function strengthens social cohesion and national identity in a multicultural society.

Overall, this study confirms that Indonesian has a very important function in mass media as a communication tool, educational medium, and symbol of national identity. Mass media plays a strategic role in developing and preserving Indonesian, but it also faces challenges caused by globalization, technology, and the increasing use of non-standard language. Therefore, cooperation between the government, language institutions, media organizations, and society is needed to maintain the existence and quality of Indonesian in modern communication.

## CONCLUSION

Based on the description above, it can be concluded that mass media has a very strategic role in the development and development of the Indonesian language. The strategic role of mass media is in line with the development of information technology as a very important need for humans. Current and factual information about various events and ideas for the human future can be quickly and easily obtained from various mass media. Therefore, apart from being a modern information medium, mass media also plays a very important role as a means of developing and fostering the Indonesian language. Mass media is a means of accessing a lot of information which is a very important aspect in society. Mass media is a place that has great potential to produce and disseminate social meaning, or in other words. It is appropriate for the mass media to play an active role in fostering and developing the Indonesian language so that it can become a means of forming intelligent and competitive Indonesian people. Therefore, it is necessary to continue to carry out follow-up actions by the mass media, namely increasing professionalism among mass media personnel by strengthening the basic Indonesian language skills, both internally and through collaboration with related institutions, to avoid journalistic variations of the Indonesian language that tend to damaging efforts to develop the Indonesian language, there needs to be an understanding among mass media managers to create the Indonesian language, enrich the Indonesian language.

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