

Slogan Syntactic Patterns of Suzuki Car Advertisement in Conventional Vs Digital Era: A Comparative Study

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Abstract

The rapid development of technology and digital media has transformed communication patterns and corporate promotional strategies, including the linguistic forms used in advertising. This study examines how the shift from conventional to digital media influences the syntactic structures of Suzuki's advertising slogans. The purpose of this research is to analyze and compare the syntactic patterns found in Suzuki car slogans across the conventional and digital eras, and to identify the resulting changes in sentence form and function. This study employs a qualitative descriptive approach with a syntactic analysis method. The data consist of 40 Suzuki advertising slogans, 19 from the conventional era and 21 from the digital era, collected through documentation techniques as presented by Apriliyani (2023) from print media, television, and Suzuki's official digital platforms. The analysis includes the identification, classification, and comparison of inter-clause relationship patterns (hypotactic and paratactic) and sentence forms (declarative, imperative, exclamatory, and interrogative). The findings reveal that conventional-era slogans predominantly exhibit hypotactic patterns with longer and more informative sentence structures. In contrast, digital-era slogans tend to employ concise and communicative paratactic patterns. The digital era also shows an increased use of imperative forms, indicating a shift toward more interactive and participatory communication strategies.

Keywords: syntax, advertising slogan, Suzuki, hypotactic, paratactic.

Introduction

Advances in communication and information technology have fundamentally transformed product marketing strategies. Advertising is no longer merely a medium for delivering messages but also a tool for shaping brand image and influencing consumer decisions. According to Cahyadi (2023), advertisements can be classified based on product type, media, objectives, target market, presentation style, and linguistic and cultural adaptation. These classifications contribute to designing effective and well-targeted advertising campaigns. Maulana Hasan Sadzali et al. (2021) state that advertisements consumed by the public have psychological effects and continue to evolve through visual and linguistic elements, including slogans that are typically persuasive and memorable. Apriliyani (2023) defines slogans as persuasive texts that employ appealing and easy-to-remember wording, functioning as mottos for organizations or products. Efendi and Mashadi (2020) further explain that slogans strengthen product identity and enhance consumer recall of a brand.

Over time, the advertising industry has evolved not only in message content but also in the media used to disseminate it. Hesti, Thasimmim, and Rimayanti (2021) noted that television advertisements in the conventional era emphasized detailed product information presented through long, dense sentences. Similarly, Sujani et al. (2025) found that print advertisements typically used simple, single, or compound sentences while maintaining formal language to ensure clarity. Thus, conventional advertising language prioritizes informativeness and rational explanations. Braniwati (2025) argued that conventional advertising media, such as billboards and banners, are now being abandoned due to visual clutter and declining effectiveness among modern audiences. These studies suggest that conventional advertising relied heavily on clear and rational information delivered through traditional media such as television, magazines, and billboards. However, changes in technology and lifestyles have diminished the effectiveness of these media.

In the digital era, rapid technological advances have transformed product promotion practices. While conventional promotions relied on television, radio, and print media, contemporary strategies have shifted toward more interactive digital platforms. Digital advertising now appears on social media, websites, e-commerce platforms, and mobile apps. This shift allows promotional messages to be distributed more widely, quickly, and precisely, as they can be tailored to users' online preferences and behaviors. According to Ni Nyoman Manuharani et al. (2022), digital marketing increases promotional effectiveness by 18.3% compared to conventional methods. Erick Karunia et al. (2025) added that the digital era requires greater creativity for advertising to compete in the rapid flow of online information. Darmawati and Febriyanti (2025) emphasized that digital advertising significantly influences purchase intentions due to its interactive and innovative nature. These findings indicate that digital advertising is more effective and engaging, and that digital media not only changes the way messages are delivered but also influences the linguistic style used in advertising.

The shift from conventional advertising to digital advertising has led to changes in communication strategies and language use. One key adaptation is the transformation of sentence structures in advertising slogans, which are now shorter, more interactive, and in line with digital communications trends. These developments highlight the importance of syntactic elements in building persuasive and engaging advertising messages. In linguistics, syntax refers to the study of how words form phrases, clauses,

and sentences, including syntactic categories such as nouns, verbs, adjectives, adverbs, prepositions, conjunctions, numbers, and pronouns (Rizkyanti Ramadhani et al., 2025). According to Surianti Nafinuddin (2020), the syntactic units of words, phrases, clauses, and discourse have certain functions and roles in sentences. Therefore, syntactic analysis of slogans is essential to understand how language is used effectively to attract attention, build product image, and convey persuasive messages.

Several previous studies have examined sentence structure in advertisements. Rohmah et al. (2024), in their study of the syntactic function and semantic role of cigarette advertising taglines, found that slogans typically use simple, concise, and persuasive single or compound sentences. Lupitasari et al. (2024) reported that digital advertisements on Shopee utilize persuasive sentences in the form of suggestions and invitations to build consumer interest and trust. Herman et al. (2023), through a critical discourse analysis of the Ramayana advertisement "Marga Pelari," observed that syntactic and rhetorical elements strengthen the persuasive and emotional appeal in digital advertisements. However, no previous research has conducted a diachronic analysis comparing sentence patterns in advertisements from 1990 to 2025. Such research is needed to understand how advertising language adapts across eras and how linguistic strategies evolve in promotional media.

Based on this gap, this study focuses on comparing the syntactic structure patterns of Suzuki car advertising slogans between the conventional and digital eras. Suzuki was chosen because it is a consistently active automotive brand, allowing for a clearer observation of linguistic evolution over time. This study aims to analyze variations in sentence structure across eras and identify shifts in language style, particularly in declarative sentences, compound sentences, imperative sentences, simple sentences, and prepositional sentence forms.

Literature Review

Various previous studies have shown that advertising language has specific syntactic characteristics that function to build image, attract attention, and influence consumer decisions. Rohmah et al. (2024) found that advertising slogans tend to use simple, direct sentences to ensure the message is quickly understood. This finding aligns with Sadzili et al. (2021), who explain that the syntactic structure of advertising is designed to be persuasive, efficient, and memorable. Both studies emphasize syntactic practicality as key to message effectiveness.

However, the characteristics of advertising language are not static. Research by Hesti et al. (2021) and Karunia et al. (2025) shows a shift in language style as the media transitions from conventional television to digital media. In the conventional era, sentences were typically longer, more informative, and formal, as audiences had longer viewing times and the visual space of media like TV or magazines allowed for detailed explanations. In contrast, digital advertising demands short, expressive, and direct sentences because it competes with the rapid flow of information and the limited attention span of audiences. When analyzed together, these studies reveal a general pattern:

The more modern the medium, the more concise and emotive the syntactic form. However, few studies have examined syntactic changes diachronically within the same brand. Most only discuss one period or one platform without tracing the evolution of advertising language over a longer period.

Furthermore, previous studies have focused more on persuasive functions, syntactic categories, or digital rhetoric, but have not emphasized the comparison of interclause relationships (hypotactic-paratactic) between the conventional and digital eras within a single product that consistently advertises. This gap is what makes this study important—comparing syntactic changes in Suzuki slogans from the two eras allows for analysis of how media developments have changed sentence structure choices, language functions, and communication strategies.

Method

This study uses a qualitative descriptive approach with a syntactic analysis method. This approach was chosen because it is suitable for describing and analyzing linguistic phenomena that appear in advertising slogans without manipulating the data. Syntactic analysis is used to identify sentence structure patterns and interclause relationships that shape meaning in Suzuki car advertising slogans from two different time periods. The data sources in this study are 40 Suzuki car advertising slogans, consisting of 19 slogans from the conventional era and 21 slogans from the digital era. Data selection was carried out by purposive sampling, namely based on criteria of relevance to the research topic and its appearance in official Suzuki advertising media, both in print and digital forms. This approach allows researchers to obtain representative data in observing shifts in sentence form and language style in the two eras.

The research instrument used was the researcher himself (human instrument), who acted as the data collector, analyst, and interpreter. The data collection process was carried out through documentation by tracing slogans from print advertising archives, official websites, and Suzuki social media accounts. The data obtained were then transcribed and classified according to the period in which they appeared. The data analysis technique was carried out in three stages, namely (1) identification, to identify the type and form of sentences in each slogan; (2) classification, by grouping data based on the pattern of inter-clause relationships, both hypotactic and paratactic, as well as declarative, imperative, exclamatory, and interrogative sentence forms; and (3) comparison, to trace the shift in syntactic patterns between conventional and digital era advertising slogans. In presenting the research results, the data displayed are only a few examples (samples) of the total 40 slogan data analyzed. These samples were selected to represent the main findings from each era.

Findings and Discussion

The results of this study indicate differences and shifts in syntactic structure patterns in Suzuki car advertising slogans between the conventional and digital eras. The analysis was conducted on 40 slogans collected from various print media, television, and Suzuki's official digital media. Each slogan was analyzed using a qualitative descriptive method with a syntactic analysis approach to trace the sentence forms and interclausal relationship patterns used in both eras.

A. Inter-clause Relationship Patterns in Suzuki Advertising Slogans (Clause Relation Patterns in Suzuki Car Advertising Slogans)

Based on the analysis, two main patterns of inter-clause relationships were found in Suzuki car advertising slogans: hypotactic and paratactic. These patterns indicate significant differences between the conventional and digital eras, as seen in Table 1 below.

Table 1 Comparison of Inter-Clause Relationship Patterns in Suzuki Car Advertising Slogans

| TYPES OF SENTENCES | CONVENTIONAL ERA | DIGITAL ERA | AMOUNT |
|--------------------|------------------|-------------|--------|
| HYPOTACTIC | 10 | 8 | 18 |
| PARATACTIC | 9 | 13 | 22 |
| TOTAL | 19 | 21 | 40 |

Based on Table 1, slogans in the conventional era are dominated by hypotactic sentences, which are characterized by the presence of main clauses and subordinate clauses that depend on each other in forming meaning.

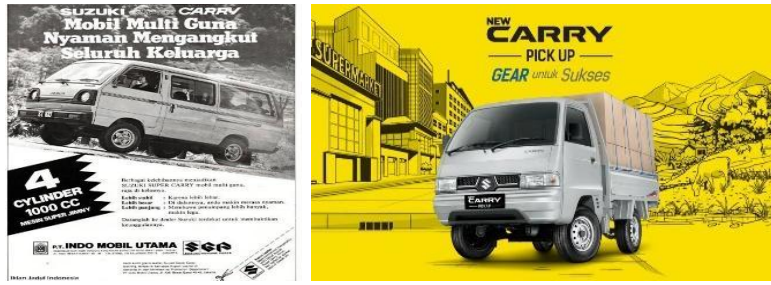
Data 1:



This can be seen in the slogan *Gaya Desain Eksklusif untuk Menampilkan Pribadi Anda Seutuhnya* ‘Exclusive design style to show your complete personality’. This structure shows a subordinate clause relationship, where the second clause explains the function of the main clause. The long and informative sentence form illustrates the characteristics of conventional advertising that focus more on rational explanations and product details. In contrast, slogans in the digital era use more paratactic structures, namely the relationship of equal clauses or even just a single clause without any meaningful dependence. For example, the slogan *Lebih dari cukup* ‘More than enough’, which stands alone and conveys a message concisely but powerfully. This paratactic structure illustrates the tendency of digital advertising to be more efficient in delivering messages and emphasizing emotional impressions and instant appeal to the audience.

The shift from hypotactic to paratactic structures shows the adaptation of communication strategies tailored to the character of digital media, which demands short, straightforward, and memorable messages.

Data 2:



The conventional era slogan *Mobil Multi Guna Nyaman Mengangkut Seluruh Keluarga*, 'Comfortable Transports the Whole Family' also shows a hypotactic pattern, because the phrase serves to explain the essence of the phrase 'Multi-Purpose Car.' The relationship between the two elements creates a tiered structure that provides complete information about the product's function, namely the comfort and practicality of the Suzuki car as a family vehicle. This kind of structure is commonly found in conventional advertisements that prioritize descriptive and rational information. Meanwhile, in the digital era, a shorter paratactic form is found, such as the slogan *Gear untuk sukses* 'Gear for success'. This slogan consists of only one stand-alone nominal clause, but its meaning is strong and easy to remember. This simple sentence emphasizes the enthusiasm and motivational impression typical of the digital communication style, which is more direct and emphasizes positive emotions.

Data 3:



Another slogan can be found in the conventional slogan *Bagaikan permata milik Anda* 'Like your jewel'. This slogan contains a hypotactic pattern, where the clause 'yours' explains the main clause 'like a jewel'. This kind of relationship is used to create

a luxurious and exclusive impression that describes the elegant image of Suzuki cars in the conventional era. In contrast, the digital slogan *Di jalan terkendali, usaha bebas kendala* ‘On the Controlled Road, Business is Free from Obstacles’ shows a paratactic structure because it consists of two parallel and complementary clauses. The two clauses do not have a hierarchical relationship, but rather stand equal to emphasize the balance of meaning between stability and freedom. This paratactic structure reflects the rhythmic, memorable style of digital advertising and is in accordance with the character of modern media that prioritizes message effectiveness in a short time.

The dominance of hypotactic structures in conventional-era slogans aligns with findings by Hesti et al. (2021), who explain that traditional media advertisements generally use longer and more detailed sentence forms to convey complete product information. The presence of main–subordinate clause relations in slogans such as *Gaya Desain Eksklusif untuk Menampilkan Pribadi Anda Seutuhnya* confirms the tendency of conventional advertisements to prioritize clarity and rational explanation, as also noted by Sujani et al. (2025) and Braniwati (2025), who emphasize that conventional media rely on explicit, information-heavy messages.

Meanwhile, the increased use of paratactic structures in digital-era slogans supports the statement of Karunia et al. (2025), which highlights that digital media demands short, impactful, and quickly processed messages due to the fast pace of online content consumption. The slogan *Lebih dari cukup*, for example, reflects the concise and emotionally charged style described by Lupitasari et al. (2024), who argue that digital advertisements incorporate rhetorical simplicity to attract attention in limited attention-span environments. Thus, the shift from hypotactic to paratactic forms directly reflects the linguistic adaptation predicted by previous studies regarding the influence of digital communication platforms.

B. Sentence Form in Suzuki Advertising Slogan (Sentence Types in Suzuki Car Advertising Slogans)

In addition to differences in inter-clause relationships, this study also found variations in sentence forms in Suzuki slogans, including declarative, imperative, exclamatory, and interrogative, as presented in Table 2 below.

Table 2. Distribution of Sentence Forms in Suzuki Car Advertising Slogans

| SENTENCE FORM | CONVENTIONAL ERA | DIGITAL ERA |
|---------------|------------------|-------------|
| DECLARATIVE | 16 | 12 |
| IMPERATIVE | 2 | 8 |
| EXCLAMATORY | 1 | 1 |
| INTERROGATIVE | – | – |

From the overall data, declarative sentences are still the most dominant form in both eras because they function to convey information and product advantages directly.

Data 1:



In the conventional era slogan *Mobil Multi Guna Nyaman Mengangkut Seluruh Keluarga* ‘A Multi-Purpose Car That Can Comfortably Transport the Whole Family’ the sentence conveys the message informatively and logically, emphasizing the character of conventional advertising that is oriented towards rational explanations and functional product advantages. Meanwhile, in the digital era, there has been a significant increase in the use of imperative sentences, which function to invite or influence consumers to take certain actions. An example is seen in the slogan ‘Go beyond the map and live the moment’, which is in the form of a command sentence with a persuasive and emotional style. This structure reflects a more interactive and participatory digital advertising communication strategy, encouraging the audience to engage directly with the product. Although exclamatory and interrogative sentences appear in fewer numbers, their presence serves as a rhetorical variation to strengthen the emotional appeal of the advertisement.

These findings indicate that the conventional era emphasizes declarative sentences that are informative and rational, while the digital era tends to use imperative sentences that are inviting and participatory. This shift demonstrates a shift in communication orientation from a one-way model to a two-way model that focuses more on emotional engagement and user experience. Thus, the sentence form in slogans functions not only as a syntactic structure but also reflects linguistic strategies adapted to the characteristics of the media and consumer behavior in each era.

Data 2:



The conventional slogan *Mesin irit, performa gesit* ‘Fuel efficient engine, agile performance’ is a declarative sentence, because it serves to convey direct information about the product’s advantages. This sentence structure consists of two equivalent phrases that both mention the advantages of Suzuki cars, namely fuel efficiency and tough performance. This kind of declarative sentence illustrates the characteristics of conventional era advertising, which is informative, logical, and oriented towards conveying product facts rationally to consumers. In contrast, in the digital era, there has been an increase in the use of imperative sentences, such as the slogan *Bebaskan Dirimu* ‘Free yourself’. This sentence contains a form of command or persuasive invitation, with the aim of moving consumers to take action or feel freedom when using Suzuki products. This imperative sentence style is very appropriate for the character of digital media, which is more expressive, interactive, and focuses on the audience's emotional response.

Data 3:



The conventional slogan *Yang muda, yang dinamis* 'The young, the dynamic' also falls into the simple declarative form, as it conveys a straightforward message without any command or question. The parallel structure between the two phrases demonstrates the relationship between identity and segmentation, as the advertisement emphasizes that Suzuki cars are aimed at the active, energetic, and passionate young generation. This sentence structure reflects Suzuki's efforts to maintain a formal communication style while still capturing the audience's attention. Meanwhile, in the digital era, the slogan *Nyalakan gaya khususmu dengan promo Baleno* 'Ignite your special style with Baleno promo' depicts a complex imperative form containing a direct invitation to consumers. The use of the verb 'nyalakan' creates an impression of enthusiasm and contains strong emotional value. This structure not only invites but also builds an emotional closeness between the product and consumers through a warm and persuasive language style, in accordance with the character of promotions in digital media.

The finding that declarative sentences dominate conventional-era slogans is consistent with Rohmah et al. (2024), who state that declarative forms allow advertisers to present factual and rational product information, characteristics typical of traditional advertising strategies. Examples such as Mobil Multi Guna Nyaman Mengangkut Seluruh Keluarga demonstrate how conventional advertisements use straightforward sentences to emphasize functional value, supporting Sadzili et al. (2021), who confirm that conventional slogans often take informative rather than expressive forms.

On the other hand, the increase of imperative sentences in the digital era aligns with the observations of Herman et al. (2023) and Lupitasari et al. (2024), who assert that digital advertisements rely heavily on persuasive, motivational, and action-oriented expressions to engage users interactively. This is evident in slogans such as *Bebaskan Dirimu* and *Go beyond the map and live the moment*, which match the digital trend of creating emotional resonance and encouraging direct consumer involvement. These findings echo the broader argument by Karunia et al. (2025) that digital media encourages more creative and dynamic linguistic constructions compared to conventional platforms.

The syntactic evolution evident between the conventional and digital eras cannot be separated from the social changes affecting communication practices, as well as from the linguistic tendencies developing in the advertising realm. Socially, digital audiences are accustomed to a fast-paced environment, demanding concise, direct, and easily understood messages. Therefore, advertising must adapt to the rhythm of media consumption. Linguistically, this condition encourages the emergence of simpler sentence structures, the dominance of paratactic patterns, and the increased use of imperative sentences that serve to direct immediate action. These changes indicate that advertising language is no longer focused on informative explanations as in the conventional era, but rather on creating emotional closeness and triggering instant responses. Therefore, the social shifts and linguistic dynamics in digital society directly influence syntactic choices in advertising, making it more concise, interactive, and action-focused.

The changing syntactic patterns in Suzuki's advertising slogans suggest that advertisers need to adapt their language strategies to be more effective in digital media. Shorter, more emotional, and more direct sentences have proven more effective in capturing the attention of audiences accustomed to consuming information quickly. Therefore, the long structures previously used in conventional media are now less

relevant and efficient. The use of imperative sentences has also become crucial for creating a clear urge to action, allowing messages to be conveyed quickly in the dense flow of digital content. This adaptation confirms that advertising effectiveness is greatly influenced by the appropriateness of the language used and the characteristics of the media used.

These findings also have important implications for linguists, particularly in studying the evolution of syntax in the digital age. The shift from hypotactic to paratactic structures demonstrates that technological developments play a significant role in changing the form and function of language. Language is no longer solely influenced by internal linguistic factors, but also by the communication needs of modern society, which demand speed, efficiency, and accessibility of meaning. These changes provide empirical data that can enrich contemporary syntactic studies, particularly regarding how sentence structures adapt to the way society produces and consumes information. Thus, the analysis of advertising slogans provides concrete evidence that language is evolving in response to media demands.

Furthermore, the findings of this study also contribute to media researchers' understanding of how digital media influences overall communication patterns. The shift from long slogans to shorter, persuasive forms reflects how new media encourages more effective and emotional messaging. Media researchers can utilize these findings to develop further studies on digital rhetoric across brands or the syntactic patterns of interactive campaigns such as TikTok Ads and algorithm-based advertising. Understanding these stylistic shifts can also help us understand how digital communication strategies shape audience behavior. Thus, this study not only reveals linguistic changes but also demonstrates how modern media directs the evolution of message formats in advertising.

Conclusion

This study compares the syntactic structure patterns of Suzuki car advertising slogans between the conventional and digital eras, revealing significant shifts in sentence form and function. Based on an analysis of forty slogans, findings indicate that conventional era slogans are dominated by complex hypotactic patterns detailing product advantages, reflecting the informative and narrative nature of traditional media. In contrast, digital era slogans favor simpler paratactic structures suitable for fast and efficient online communication. Declarative sentences remain dominant in both eras for conveying information and building brand image, but the digital era shows a significant increase in imperative forms that invite, encourage, and are emotionally charged.

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