

INTERPERSONAL METAFUNCTION IN INDONESIA'S INDEPENDENCE DAY SLOGANS (2015–2025)

Siska Eka Syafitri¹, Muhammad Arif Sanjaya², Devi Pratiwy³

^{1,2}Universitas Samudra, Langsa, Aceh

³Universitas Islam Sumatera Utara, Medan, Sumatera Utara

E-mail: siskaekasyafitri@unsam.ac.id

Received: 2025-09-27

Accepted: 2025-10-26

Published: 2025-12-10

Abstract

This study analyzes Indonesia's *Independence Day* slogans from 2015 to 2025 through Halliday's *Systemic Functional Linguistics*, focusing on *Interpersonal Metafunction*. As annual commemorative texts, these slogans function not only as symbolic expressions of independence but also as strategic discourses that negotiate power, construct solidarity, and reinforce national identity. Employing qualitative discourse analysis, the research investigates mood, modality, pronoun usage, evaluative lexis, and the interplay of explicit and implicit meanings. The findings indicate that declarative and imperative moods position citizens within relationships of inclusivity and responsibility, while modality expresses urgency and commitment. Evaluative vocabulary conveys optimism and resilience, with explicit meanings emphasizing productivity, recovery, and progress, and implicit meanings connecting contemporary challenges to historical struggles and the long-term vision of *Indonesia Emas 2045*. Overall, *Independence Day* slogans function as condensed ideological texts that bridge past sacrifices with future aspirations, illustrating the discursive power of language in shaping nationalism and providing practical insights for developing effective national slogans.

Keywords: *independence day slogans; interpersonal metafunction; national identity ; SFL.*

1. Introduction

Language is a fundamental resource for constructing collective identity and articulating values that unify a community. In the national sphere, linguistic forms such as slogans function not merely as textual ornaments but as strategic discourses that promote solidarity, cultivate patriotism, and align citizens with shared aspirations. In Indonesia, Independence Day slogans—produced annually by the government and disseminated through public spaces and mass media—serve as symbolic instruments that encapsulate both historical remembrance and forward-looking aspirations, reinforcing national consciousness. In a wider sense, language shapes meaning and influences audiences, especially in public texts such as slogans and brochures. Previous studies, such as Li (2025), have examined slogans from the perspective of translation strategies and advertising effectiveness, focusing primarily on commercial and cross-cultural contexts. However, research exploring the linguistic construction of national or ideological messages within

state-issued slogans remains limited. This contrast highlights a significant gap in understanding how language operates as a tool of persuasion and identity-building in governmental discourse, particularly in Indonesia's Independence Day slogans (Li, 2025). Analyzing language in this way uncovers the hidden strategies behind how information is presented and how audiences are persuaded (Syafitri, 2025).

Table 1

Indonesian Independence Day Slogans from the 70th to 80th Anniversary (2015–2025) with English Translations.

Year (Independence Day Anniversary)	Indonesian Slogan	English Translation
70th (2015)	Ayo Kerja	<i>Let's Work</i>
71st (2016)	Kerja Nyata	<i>Real Work</i>
72nd (2017)	Kerja Bersama	<i>Working Together</i>
73rd (2018)	Kerja Kita, Prestasi Bangsa	<i>Our Work, Achievement of the Nation</i>
74th (2019)	SDM Unggul, Indonesia Maju	<i>Superior Human Resources, an Advanced Indonesia</i>
75th (2020)	Indonesia Maju	<i>Indonesia Advances</i>
76th (2021)	Indonesia Tangguh, Indonesia Tumbuh	<i>Tough Indonesia, Growing Indonesia</i>
77th (2022)	Pulihan Lebih Cepat, Bangkit Lebih Kuat	<i>Recover Faster, Rise Stronger</i>
78th (2023)	Terus Melaju untuk Indonesia Maju	<i>Keep Going Forward for an Advanced Indonesia</i>
79th (2024)	Nusantara Baru, Indonesia Maju	<i>New Nusantara, Advanced Indonesia</i>
80th (2025)	Bersatu Berdaulat, Rakyat Sejahtera, Indonesia Maju	<i>United and Sovereign, Prosperous People, Advanced Indonesia</i>

Between 2015 and 2025, Indonesia's Independence Day slogans reflect thematic variations aligned with the shifting socio-political landscape, encompassing resilience, development, unity, and the nation's long-term vision toward 2045. Although concise, these slogans are condensed ideological texts embedding implicit messages of authority, inclusivity, and collective ambition. Their rhetorical design illustrates how governments use language to negotiate legitimacy and strengthen solidarity with the people. Despite their significance, scholarly attention to Indonesian Independence Day slogans remains limited, particularly from a linguistic perspective. This limitation underscores the need for a systematic analysis of how such texts construct meaning and perform ideological functions.

Therefore, the purpose of this study is to analyze Indonesian Independence Day slogans from 2015 to 2025 through Halliday's Systemic Functional Linguistics (SFL) framework, with emphasis on interpersonal metafunction. The interpersonal metafunction offers analytical tools to explore how language enacts social relations, conveys evaluation, and negotiates roles between text producers and audiences. Through this framework, the study investigates how mood, modality, and appraisal resources are strategically used to persuade, unify, and mobilize citizens toward national values and developmental goals.

Moreover, Systemic Functional Grammar (SFG) provides further insight into the structure and meaning of language, thereby highlighting its sociological and functional dimensions. Analyzing the interplay between language, function, and context can therefore deepen theoretical and practical understanding of how texts work in society (Han & Yin, 2025). By situating the findings within the broader field of discourse analysis, the study contributes to scholarship on the intersection of language, ideology, and power, while also offering insights into how state-produced texts function to reinforce national identity and guide collective aspirations.

2. Literature Review

Systemic Functional Linguistics (SFL) provides a comprehensive framework for exploring how language operates across different contexts of meaning. Central to this framework is the interpersonal metafunction, which explains how language manages relationships, negotiates roles, and expresses attitudes between speakers and audiences. By employing resources such as mood, modality, and evaluative expressions, texts can project authority, create solidarity, and shape social interaction. To connect theory with practice, the interpersonal metafunction serves as a bridge between abstract linguistic principles and real-world discourse analysis. This theoretical lens clarifies how linguistic choices reflect power relations and social positioning within communication. Consequently, SFL becomes particularly effective for examining slogans, which condense complex meanings into short, persuasive, and ideologically charged statements.

In this research, the SFL framework is applied to analyze linguistic elements such as mode, tenor, and the realization of interpersonal meaning through clause types and modality, revealing how relationships and attitudes are encoded in the slogans. Interpersonal choices play a crucial role in shaping relationships, influencing engagement, and enhancing the effectiveness of communication between text producers and audiences. Systemic Functional Linguistics (SFL) not only offers a descriptive model of language but also provides analytical tools for examining text, discourse, and grammar, viewing language as a social semiotic system that both reflects and shapes culture (Harahap et al., 2024). Although numerous studies have employed SFL to explore language use across different contexts, much of this research has predominantly focused on ideational and textual meanings, leaving interpersonal aspects relatively underexplored. However, less attention has been given to how interpersonal meaning is realized, particularly through mood and modality, in texts designed to influence society. This study addresses that gap by showing how interpersonal features in slogans contribute to reinforcing national identity and guiding collective aspirations (Luthfiyati et al., 2024). Their findings highlight how interpersonal resources construct authority, engagement, and social balance in educational communication. However, such studies remain centered on classroom discourse and have not yet explored the persuasive and ideological potential of language in public contexts. This study addresses that gap by showing how interpersonal features in slogans contribute to reinforcing national identity and guiding collective aspirations.

The usefulness of the interpersonal metafunction has been highlighted in diverse studies of political communication, advertising discourse, and educational contexts. These investigations reveal that language does not merely transfer information but actively positions audiences in particular social relationships. In short, it establishes who speaks, who listens, and how each participant is expected to respond. Building on these insights, the

present study extends the discussion of interpersonal meaning to the analysis of national discourse. While previous works have emphasized interpersonal meaning in media or classroom interaction, its realization in state-sponsored slogans has received little attention. Understanding this connection provides a theoretical foundation for exploring how short, persuasive texts operate within broader ideological frameworks. Given that slogans must perform these roles within a restricted linguistic space, the study of their interpersonal elements becomes essential for understanding how they achieve both memorability and persuasive power. Slogans are effective linguistic tools. They are short, purposeful, and easy to remember, thereby shaping collective perception.

They are often formulated in concise clauses or sentences that are not only grammatically well-structured but also carry persuasive power (Sumari, 2024). They are often formulated in concise clauses or sentences that are not only grammatically well-structured but also carry persuasive power (Sumari, 2024). In commercial settings, slogans have been widely examined as components of branding strategies—for instance, in smartphone advertisements where each new product edition is launched with a distinct slogan to attract consumers. In a similar way, state-produced slogans related to national identity aim to unify, persuade, and mobilize citizens toward shared ideals. Through the lens of Systemic Functional Linguistics (SFL), analyzing slogans at the lexicogrammatical level—particularly in terms of the interpersonal meaning realized through the mood system—can uncover how language choices shape audience responses and reinforce collective values.

In this regard, slogans function not only as linguistic artifacts but also as ideological instruments. Their rhetorical effectiveness arises from strategic linguistic choices such as the use of inclusive pronouns, declarative mood, and modal verbs that assert obligation or possibility. These features enable slogans to simultaneously reinforce authority and foster a sense of collective belonging. Beyond their ideological role, slogans also operate as powerful marketing tools that shape consumer perceptions, where the presence or absence of a slogan can affect how audiences evaluate a product's quality. Through stylistic devices such as repetition, rhythm, and persuasive lexical choices (e.g., “always,” “forever,” “everything”), slogans increase memorability and engagement, demonstrating how linguistic form directly contributes to consumer response (Denistia et al., 2024). Advertising slogans form an essential component of brand communication and often act as the first impression of a product. In the globalized economy, their effective translation becomes crucial for successful cross-cultural marketing, yet this task remains challenging due to linguistic and cultural differences. Beyond the commercial sphere, slogans also play a significant role in politics, functioning not merely as campaign phrases but as mechanisms of persuasion, identity construction, and ideological control. Across both business and political domains, slogans function as powerful linguistic tools that legitimize authority, mobilize collective support, and either reinforce or challenge dominant social structures. In doing so, they shape public perception and sustain shared identities across cultural contexts (Anjorin-Ojewole et al., 2025; Li, 2025). By appealing simultaneously to logic, emotion, and identity, slogans retain their persuasive strength while embedding ideological values within everyday discourse. Consequently, analyzing the interpersonal features of slogans offers valuable insights into how ideology is linguistically constructed, negotiated, and disseminated.

The significance of interpersonal strategies becomes evident when examining how public discourse persuades, unifies, and mobilizes audiences. Declarative statements often function as shared truths, imperatives serve as calls to action, and modality indicates varying

degrees of certainty or obligation. These linguistic choices shape audience interpretation and ensure that slogans resonate across diverse social groups. Through this lens, the analysis of *mood* and *modality* reveals how concise texts like slogans achieve rhetorical impact and social influence, making Systemic Functional Linguistics (SFL) a valuable framework for understanding how language constructs meaning in context. Closely related, discourse analysis provides both a theoretical orientation and a set of methods to examine how language in context contributes to the construction, maintenance, or contestation of social and political orders (Alejandro & Zhao, 2024). By integrating approaches such as corpus linguistics and critical discourse analysis, SFL enables systematic exploration of discourse practices, including how slogans and media texts shape identity, authority, and ideology. This is particularly visible in the way media discourse persuades audiences to adopt certain values or beliefs, often framing them as not only desirable but essential, thereby reinforcing the idea that alignment with these messages is a form of self-affirmation and collective belonging (Septiani, 2025).

Building on this understanding, Indonesian Independence Day slogans from 2015 to 2025 present an important case for study. Each year, these slogans encapsulate the government's priorities while projecting national aspirations such as unity, productivity, resilience, and progress. They not only commemorate historical struggles but also serve to orient citizens toward future goals, including the long-term vision of 2045. Despite their visibility and symbolic role in shaping national identity, these texts remain underexplored from a linguistic perspective. Applying the interpersonal metafunction to these slogans therefore offers a timely contribution, illuminating how language enacts authority, solidarity, and ideology within a national context while reinforcing collective identity over time. Theoretically, this study extends the application of Systemic Functional Linguistics to the domain of national discourse, demonstrating how interpersonal meaning can be used to uncover ideological patterns and sociocultural values embedded in public texts.

3. Research Method

This study employed a descriptive qualitative research design to analyze the interpersonal metafunction in Indonesian Independence Day slogans from 2015 to 2025. This approach was chosen because it enables the researcher to interpret the interpersonal meanings embedded in the slogans within their social and historical contexts, providing a rich and contextualized understanding of how language constructs national ideology and collective identity. This study adopted a qualitative approach, focusing on understanding meaning in context, including entire ways of life, belief systems, and holistic experiences rather than isolated elements (Aistyana & Prastiwi, 2025). Although sometimes considered less complex, descriptive qualitative research remains valuable for providing clear and contextualized descriptions of linguistic phenomena. It allows researchers to stay close to the data through systematic yet flexible analysis. In this study, this approach supports an in-depth interpretation of how interpersonal meanings are realized in Independence Day slogans while maintaining a direct connection to the textual and social context. This makes it suitable for studies aiming to describe events or experiences in straightforward terms (Lambert, 2012; Sandelowski, 2000). Although the findings are specific to the data examined, they still contribute meaningful insights into how language functions within particular social and cultural contexts, especially in understanding the evolving nature of

public discourse (Kurniawati et al., 2025). Although sometimes considered less complex, descriptive qualitative research remains valuable for providing clear and contextualized descriptions of linguistic phenomena. It allows researchers to stay close to the data through systematic yet flexible analysis. In this study, this approach supports an in-depth interpretation of how interpersonal meanings are realized in Independence Day slogans while maintaining a direct connection to the textual and social context (Halliday & M.I.M, 2014).

4. Results and Discussion

This study investigates *Indonesian* Independence Day slogans from 2015 to 2025 through the perspective of Systemic Functional Linguistics, with a focus on interpersonal metafunction. The findings indicate that these slogans function not only as symbolic commemorations but also as discursive strategies that establish authority, strengthen solidarity, and encourage collective engagement. An exploration of mood, modality, and evaluative expressions demonstrates that each slogan embodies the sociopolitical agenda of its respective period while consistently highlighting themes of unity, endurance, and national advancement. The subsequent discussion elaborates on the linguistic patterns present in the slogans and interprets their broader role in reinforcing ideology and shaping public consciousness.

Table 2

Analysis of Indonesian Independence Day Slogans (2015–2025) Using Halliday's Interpersonal Metafunction

Year (Anniv.)	Slogan (Ind–Eng)	Mood	Modality	Pronoun	Appraisal	Interpersonal Interpretation
70th (2015)	<i>Ayo Kerja – Let's Work</i>	Imperative	Medium obligation	Implicit "we"	Motivational, inclusive	Encourages collective responsibility; builds solidarity through direct call to action.
71st (2016)	<i>Kerja Nyata – Real Work</i>	Declarative (elliptical)	High certainty	None	Assertive, evaluative	Demands authenticity and accountability; distinguishes genuine contribution.
72nd (2017)	<i>Kerja Bersama – Working Together</i>	Declarative (elliptical)	Implicit high inclination	Implicit "we"	Inclusive, cooperative	Stresses unity and collaboration; minimizes hierarchy between leaders and citizens.
73rd (2018)	<i>Kerja Kita, Prestasi Bangsa – Our Work, Achievement of the Nation</i>	Declarative	High certainty	Explicit "kita" (our)	Positive appreciation	Links collective effort with national achievement; emphasizes shared ownership.
74th (2019)	<i>SDM Unggul, Indonesia Maju – Superior Human Resources, an</i>	Declarative	High certainty	None	Positive evaluation of citizens	Positions people as central to progress; promotes ideological

75th (2020)	<i>Advanced Indonesia Indonesia Maju – Indonesia Advances</i>	Declarative	Absolute assertion	None (nation as subject)	Optimistic, forward- looking	alignment. Reinforces national pride and confidence; solidarity through identification with “Indonesia.”
76th (2021)	<i>Indonesia Tangguh, Indonesia Tumbuh – Tough Indonesia, Growing Indonesia</i>	Declarative	High certainty	None	Resilience, optimism	Personifies the nation; conveys strength and optimism post- crisis.
77th (2022)	<i>Pulih Lebih Cepat, Bangkit Lebih Kuat – Recover Faster, Rise Stronger</i>	Declarative with imperative tone	Implicit high inclination	None	Motivational, comparative	Intensifies urgency and determination through graduation (“faster,” “stronger”).
78th (2023)	<i>Terus Melaju untuk Indonesia Maju – Keep Going Forward for an Advanced Indonesia</i>	Imperative	Inclination	Implicit “we”	Energizing, progressive	Emphasizes perseverance and continuity toward national progress.
79th (2024)	<i>Nusantara Baru, Indonesia Maju – New Nusantara, Advanced Indonesia</i>	Declarative	Assertive certainty	None	Positive, visionary	Links new capital (Nusantara) with national progress; builds acceptance of transformation.
80th (2025)	<i>Bersatu Berdaulat, Rakyat Sejahtera, Indonesia Maju – United and Sovereign, Prosperous People, Advanced Indonesia</i>	Declarative (listing)	High certainty	Explicit “rakyat” (people)	Highly positive, comprehensive	Integrates unity, sovereignty, prosperity, and progress; strengthens social bond between citizens and state.

As shown in Table 2, the *Indonesian* Independence Day slogans from the 70th to the 80th anniversary demonstrate a dynamic interplay of linguistic strategies that can be understood through the lens of interpersonal metafunction. Each slogan functions not only as a symbolic commemoration of independence but also as a linguistic tool to negotiate power, construct solidarity, and shape collective identity between the government and its citizens. At the same time, the semantic dimension—both explicit and implicit meanings—further strengthens the slogans’ persuasive power, offering a richer perspective on how language functions ideologically. Language is shaped by its cultural environment, and shifts within society often bring changes in how it is used in public discourse (Muhtadi et al., 2025). This is evident in digital communication, where speakers may begin with casual, localized expressions but gradually modify their style to fit wider conventions. In a similar way, national slogans evolve alongside cultural transformations, maintaining their relevance while continuing to carry significant ideological meaning.

The historical trajectory of these slogans cannot be detached from Indonesia's broader sociopolitical context. Following the country's independence in 1945, the narrative of nation-building has always emphasized unity (*persatuan*), sovereignty (*kedaulatan*), and development (*pembangunan*). By the time of the 70th anniversary in 2015, Indonesia was entering a new era marked by democratization, decentralization, and global integration. Slogans such as *"Let's Work"* and *"Real Work"* reflected the government's historical concern with combating corruption, inefficiency, and stagnation—issues deeply rooted in Indonesia's post-reform experience. The explicit message of productivity and hard work implicitly echoed the unfinished project of national development since the New Order era, signaling continuity between the past struggle for independence and the present struggle for progress.

Similarly, slogans like *"Superior Human Resources, an Advanced Indonesia"* and *"Indonesia Advances"* resonate with Indonesia's long-term vision toward 2045, the centenary of independence. Explicitly, these slogans highlight human capital, technological progress, and resilience. Implicitly, they align the citizens' role with the state's mission to transform Indonesia into one of the world's top five economies by 2045, as articulated in the national vision of *"Indonesia Emas."* The choice of declarative forms in these slogans functions as a projection of certainty: advancement is not a possibility but a fact in the making. This aligns with historical narratives of independence, where proclamations themselves served as performative speech acts that did not merely describe but also enact sovereignty. At the same time, it is important to note that in many societies, certain utterances are deliberately avoided in public discourse because they may violate social norms or cause discomfort; yet, in specific contexts, speakers may intentionally employ such expressions to provoke or challenge, revealing the dual capacity of language to unify or to disrupt (Solihat et al., 2025).

Other slogans foreground collective resilience in the face of crises, such as *"Recover Faster, Rise Stronger."* Explicitly, this slogan addresses the COVID-19 pandemic and its socio-economic aftermath. Implicitly, it draws upon a much longer history of *Indonesian* endurance, from colonial oppression and economic downturns to natural disasters. The interpersonal metafunction here is persuasive and empathetic, projecting solidarity between the state and citizens while reinforcing the idea that resilience is a core trait of the *Indonesian* nation. This duality of explicit recovery and implicit historical resilience demonstrates how language binds present challenges to past experiences, ensuring continuity in the nation's self-concept. This process also reflects the close and inseparable relationship between language and culture: while culture shapes collective ways of thinking, language serves as the vehicle that communicates and strengthens these cultural values (Sari et al., 2025). In the *Indonesian* context, such slogans not only convey governmental messages but also embody deeply rooted cultural notions of solidarity and endurance.

The latest slogans, such as *"New Nusantara, New Indonesia"* and *"United and Sovereign, Prosperous People, Advanced Indonesia"*, embody both historical identity and futuristic ambition. The reference to *Nusantara* explicitly situates Indonesia within its deep civilizational roots, while implicitly signaling the political project of relocating the national capital and redefining national identity for the 21st century. The first reference also conveys a specific and localized nature, anchoring the slogans in a tangible cultural and geographical symbol that resonates strongly with citizens. By invoking *Nusantara*, the slogans avoid abstract generalizations and instead draw on a concrete national heritage, making the

message more grounded and persuasive (Muhtadi et al., 2025). This reflects a historical continuity: just as the 1945 Proclamation redefined Indonesia as a sovereign state, the idea of a *New Nusantara* seeks to redefine Indonesia's geopolitical and developmental trajectory. The emphasis on unity, sovereignty, prosperity, and advancement directly mirrors the four pillars of Indonesia 2045—human development, economic growth, equity, and national resilience. In this sense, the interpersonal metafunction of these slogans operates not merely at the commemorative level but as an ongoing dialogue between the nation's historical legacy and its future aspirations.

The importance of slogans lies in their ability to condense complex national visions into simple, memorable, and emotionally charged linguistic forms. Slogans operate as a bridge between political discourse and public consciousness, ensuring that citizens can internalize and reproduce the values articulated by the state. From a systemic functional perspective, slogans are powerful not only because of their semantic clarity but also because of their interpersonal function: they call for collective action, foster national unity, and affirm the legitimacy of the government's agenda. Historically, *Indonesian* slogans have played a central role in mobilizing people—from revolutionary chants in 1945 to developmental mottos in the New Order and contemporary slogans that address globalization and modernization. In the context of the Independence Day, slogans acquire an even deeper meaning: they are annual reaffirmations of national identity, aspirations, and shared struggle. At the same time, this study identifies certain limitations, particularly in cultural adaptation, idiomatic expression, and domain-specific terminology. These challenges highlight the need for careful interpretation, since the persuasive and empathetic force of slogans—the very essence of their interpersonal metafunction—can be weakened if meanings are not fully aligned with cultural nuances. Thus, while slogans operate as powerful instruments of solidarity and national identity, their analysis requires human mediation to ensure that both explicit and implicit dimensions are faithfully understood (Brahmana et al., 2025).

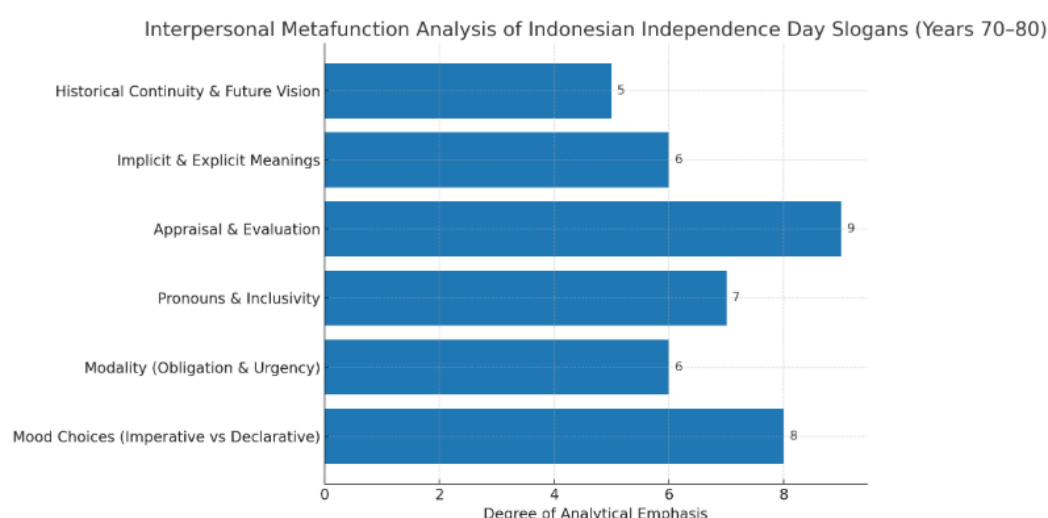
At the same time, the connection between past experiences and present challenges is evident in the way these slogans function discursively. The struggle for independence in 1945, which was marked by the determination to reclaim sovereignty from colonial powers, finds resonance in today's slogans that emphasize resilience, sovereignty, and advancement. For instance, the spirit of collective struggle (*gotong royong*) that characterized the independence movement reappears implicitly in contemporary slogans such as "*Recover Faster, Rise Stronger*." This demonstrates that the linguistic construction of solidarity in the past remains relevant in addressing global crises in the present. Likewise, the proclamation of independence in 1945, which asserted Indonesia's place among sovereign nations, finds continuity in slogans like "*United and Sovereign, Prosperous People, Advanced Indonesia*," where the emphasis on sovereignty is not only political but also economic and technological in nature. Through this historical continuity, Independence Day slogans serve as annual reminders that Indonesia's current journey toward Vision 2045 is deeply rooted in its past struggles and achievements. Thus, the interpersonal metafunction of these slogans not only projects authority and solidarity but also reinforces the narrative of historical continuity between past sacrifices and present ambitions.

Therefore, the study of Independence Day slogans is not only academically significant as a linguistic analysis within the framework of Systemic Functional Linguistics, but also

carries broad practical implications. This analysis provides a scientific foundation for governments, educational institutions, and society at large in designing slogans that go beyond ceremonial functions to truly embody nationalistic values capable of uniting generations. One of the most appropriate ways to conduct such an analysis is through the interpersonal metafunction, since it foregrounds how language constructs relationships, negotiates power, and fosters solidarity between the state and its people. By understanding both explicit and implicit meanings and their connections to historical experiences, future slogans can be crafted more strategically to internalize the values of unity, hard work, and national self-reliance. In other words, this study may serve as an essential reference to ensure that every slogan produced is not merely a string of words but a powerful ideological medium that nurtures patriotism and strengthens national identity in the face of evolving challenges.

Diagram 1

Degree of Analytical Emphasis on Interpersonal Features in Indonesian Independence Day Slogans (Years 70–80)



The diagram provides a comprehensive illustration of how Indonesia's Independence Day slogans operate as purposeful linguistic artifacts rather than mere ceremonial statements. Each analytical category—mood, modality, pronoun usage, evaluative lexis, explicit and implicit meaning, and historical connection—demonstrates how these texts strategically construct interpersonal relationships between the state and its citizens. Mood variation, for instance, highlights whether the slogans serve primarily as directives encouraging collective participation or as declarative affirmations of national progress. Modality encodes differing degrees of necessity, obligation, and urgency, thereby signaling the seriousness of the government's appeal. The presence of pronouns and inclusive references linguistically reinforce unity, while evaluative vocabulary injects positive affect and national optimism. Explicit elements make the message accessible to the wider public, whereas implicit layers carry deeper ideological orientations aligned with long-term goals such as Indonesia's Vision 2045. By bridging past struggles with present realities, the slogans symbolically map historical resilience onto contemporary aspirations, ensuring that the narrative of independence remains relevant across generations.

Beyond description, the diagram also allows for theoretical extrapolation. The recurring deployment of imperatives and inclusive markers suggests that state discourse is

persistently framed around collectivism rather than individualism, positioning shared responsibility as a central national value. The alternation between declarative and imperative moods can be interpreted as evidence of shifting sociopolitical contexts—declaratives being more dominant in times of stability to affirm achievements as established truths, whereas imperatives become prominent in transitional or challenging periods to mobilize public action. Likewise, the dynamic interplay of implicit and explicit meanings reveals an effort to address diverse audiences, simultaneously appealing to emotional identification and rational foresight. From a systemic functional linguistics perspective, this demonstrates the adaptability of interpersonal metafunction in shaping discourse that is both inclusive and persuasive. Such linguistic strategies are especially relevant in the context of national development, as a country's literacy rate reflects its overall capacity to grow and respond to societal challenges. By embedding educational and civic values within slogans, the discourse not only fosters emotional and rational engagement but also reinforces literacy and critical thinking as essential components of national progress (Andriani et al., 2025). Such findings underscore that these slogans are not merely ritualized commemorations but function as strategic communicative instruments for nation-building, ideological dissemination, and the continual cultivation of national identity.

5. Conclusion

This study demonstrates that Indonesian Independence Day slogans from 2015 to 2025 function as persuasive discourses that unify citizens, promote patriotism, and articulate national goals. The recurring themes of resilience, productivity, and solidarity both commemorate past struggles and orient society toward future aspirations. Through the lens of the interpersonal metafunction, the slogans reveal how the government constructs an image of inclusive authority, encouraging collective responsibility for national progress. Linguistic features such as evaluative lexis, inclusive pronouns, and modality choices illustrate a deliberate effort to shape public perception and foster belonging. Over the years, these slogans have evolved to reflect changing socio-political contexts while continuing to uphold Indonesia's foundational values. Beyond their commemorative role, the findings highlight that linguistic choices are central to the construction of national ideology and collective identity. The study contributes theoretically by demonstrating how Systemic Functional Linguistics can uncover the ideological work performed by public discourse, particularly state-produced texts. Practically, the insights may inform government communication strategies and educational discourse analysis, encouraging more critical awareness of how language operates as an effective linguistic instrument of national ideology.

References

- Aistyana, T. P., & Prastiwi, Y. (2025). Character analysis through dialogue in Enola Holmes (2020): a study using M.H Abram's theory. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 74–82. <https://doi.org/10.30743/ll.v9i1.10746>
- Alejandro, A., & Zhao, L. (2024). Multi-method qualitative text and discourse analysis: a methodological framework. *Qualitative Inquiry*, 30(6), 461–473. <https://doi.org/10.1177/10778004231184421>
- Andriani, A., Izzati, A. A., Syakira, S., Pertamina, D., & Rosmala, D. (2025). Literacy concept

- perspectives in English language learning within the emancipated curriculum. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 102–113. <https://doi.org/10.30743/ll.v9i1.10637>
- Anjorin-Ojewole, R., Idowu, O., & Kalejaiye, A. (2025). Language, power, and identity: A discourse analysis of apc and pdp slogans. *Nsukka Journal of the Humanities*, 33(1), 180–199. <https://doi.org/10.62250/nsuk.2025.33.1.180-199>
- Brahmana, C. R. P. S., Sofyan, R., & Mono, U. (2025). Evaluating the strengths and limitations of chatgpt-generated translations in academic post-editing workflows. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 135–151. <https://doi.org/10.30743/ll.v9i1.10551>
- Denistia, K., Yuda, J. P., Perwira, Y. K., Sari, I. M., Wulandari, D., & Priyanto, A. D. (2024). Linguistic aspects of English slogans in Indonesian products. *Indonesian Journal of Applied Linguistics*, 13(3), 535–546. <https://doi.org/10.17509/IJAL.V13I3.66939>
- Halliday, M. A. K. & M.I.M. (2014). *Introduction to functional grammar revised by Christian M.I.M Matthiessen*. Routledge.
- Han, J., & Yin, Y. (2025). Applying interpersonal function theory in film subtitle translation — a study of good will hunting. *OALib*, 12(03), 1–17. <https://doi.org/10.4236/oalib.1113108>
- Harahap, R. S., Tifani Angrayani, Rafli Firmansyah Putra, & Edi Suprayetno. (2024). A Systemic Functional Linguistics (SFL) analysis on short story cindelas by cerita rakyat from East Java. *Journal of Applied Linguistics*, 3(2), 34–43. <https://doi.org/10.52622/joal.v3i2.187>
- Kurniawati, A. E., Hamamah, H., & Muttaqin, S. (2025). Exploring teacher–student talk in English for Young Learners (EYL) led by a gen z teacher: a FIACS-based case study in Indonesia. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 204–215. <https://doi.org/10.30743/ll.v9i1.11027>
- Lambert, V. A. (2012). Editorial : Qualitative descriptive research : An acceptable design. *Pacific Rim Int J Nurs Res*, 4, 255–256.
- Li, Y. (2025). Strategies and challenges in advertising slogan translation: A theoretical and empirical analysis. *International Journal of Languages, Literature and Linguistics*, 11(1), 5–11. <https://doi.org/10.18178/ijll.2025.11.1.564>
- Luthfiyati, D., Widyastuti, W., & Suhartono, S. (2024). An analysis of systemic functional linguistics interpersonal meaning representation in classroom interaction. Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-333-7_13
- Muhtadi, R., Situmorang, A., Maisaroh, A. D., Aulia, D., Sitorus, J. B., Murni, S. M., & Tambunan, A. R. (2025). Language identity and cultural integration among rural-to-urban university students. *Language & Literacy Journal of Linguistics, Literature and Language Teaching*. 9(1), 193–203.
- Sandelowski, M. (2000). Whatever happened to qualitative description? *Research in Nursing & Health*, 23(4), 334–340. [https://doi.org/10.1002/1098-240X\(200008\)23:4](https://doi.org/10.1002/1098-240X(200008)23:4)
- Sari, E., Mulyadi, M., & Zulfan, Z. (2025). Taboo expressions in Asahan Malay: An Ethnolinguistic Approach. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 216–226. <https://doi.org/10.30743/ll.v9i1.10456>
- Septiani, R. M. (2025). Standardizing beauty through advertising: A critical discourse analysis of Garnier light complete serum cream – Chelsea islan edition. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 304–316.

<https://doi.org/10.30743/ll.v9i1.11104>

Solihat, S. R., Al Farisi, M. Z., & Saleh, N. (2025). Translating taboo speech act in the Omar series: A pragmatic and technique-based analysis of Arabic-Indonesian subtitles. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 255–268. <https://doi.org/10.30743/ll.v9i1.11265>

Sumari, B. A. D. (2024). Interpersonal metafunction analysis of smartphone slogans. *International Journal of English Education and Linguistics (IJoEEL)*, 6(1), 81–91. <https://doi.org/10.33650/ijoeel.v6i1.8194>

Syafitri, S. E. P. (2025). Interpersonal metafunction in preschool enrollment brochures : A SFL Analysis in Langsa. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 9(1), 114–124.