
The Implicature of Public Advertisements In Palembang

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Abstract

Public advertising is advertising that is used to convey information, persuade or educate the reader or audience of the advertisement. Public advertising is designed for the benefit and welfare of society. The purpose of this study was to analyze the implicature of public advertisements in Palembang which includes the types of implicatures contained in advertisements and to find out how many students understand the meaning of these advertisements. The research method used is a qualitative-descriptive approach with observation data collection techniques and questionnaires. The sampling technique used was purposive sampling technique, in order to obtain a sample of 20 respondents from the English Literature study program at Bina Darma University. The analytical tool used is qualitative analysis, the results of the study prove that "Implicature of Public Advertising in Palembang" can be interpreted that all dominant public advertisements use conventional types of implicatures, so that advertisements become more easily understood by the public. Overall, students are able to understand advertisements and give very precise and balanced implications for each other or have almost the same implications.

Keywords: *Implicature, Public, Advertisements*

INTRODUCTION

Background of Study

Public advertisement is advertisement that is used to convey information, persuade or educate the reader or audience of the advertisement. Public advertising is designed for the benefit and welfare of the community. Aims to promote programs, activities held by the government or used by non-profit community organizations. The purpose of public advertising is not expected to gain economic benefits, but social benefits. The benefits are the emergence of additional knowledge, awareness of attitudes, and changes in the behavior of the people who see the advertisement. Public advertisement is an example of communication between the government and the community that uses pragmatic utterances. In public advertising, there is one type of pragmatic study, namely the implied meaning or implicature. This is because public advertisements are made to provide appeals, information, and invitations to the public and does not directly use the real meaning.

Now days the development of advertising is very fast, advertising is one way for companies to promote goods or services using media language, so that they benefit by placing advertisements on the media they want such as radio, television, newspapers and many other media. They can use it to promote the goods or services they offer, even now they can also advertise on billboards on the street. When placing advertisements, they do not directly use the words or the real meaning of the advertisement to attract public attention, sometimes they use words that are quite confusing and need to think about the meaning behind the words. Advertising tries to convince the reader that what is said in the advertisement is something true. In addition, advertisements also ask or invite readers to do what is advertised. Advertisements are not only informative, they are also interesting. Advertising is informative because it tries to provide information to the public. Advertisements are made as attractive as possible by using language that can attract and get the attention of the audience. Thus, people who see, read the advertisement will be impressed with what is advertised. Public advertisements are discourse because public service advertisements are a form of written discourse. It is called written discourse because in public service advertisements there are spelling, use of vocabulary, sentences, and grammatical rules that are delivered in written form. Public service advertisements also contain

messages that the author wants to convey to the public, in the form of notifications, invitations, prohibitions, and appeals.

Palembang is a city center in South Sumatra which is of course a strategic place for the government to convey messages that are able to influence people. Public advertisements are advertisements that are often placed on billboards along the road. The level of the economy in the city of Palembang is very high, so there are lots of billboards that contain advertisements one of which is public advertising that aims as a notification, invitation, prohibition and appeal.

This advertisement makes researcher interested in researching it. Public advertisement is considered to be used as a medium for delivering messages or media to provide information to the public. However, public advertisements are considered as advertisements that do not attract public sympathy, this is due to the lack of attention for road users to read and understand these advertisements. The selection of public advertisements in Palembang as the object of research by looking for the types and the understanding of students as a community representative is still considered new some public advertisements are intended to minimize crime, drug abuse, understanding of the virus (covid-19) and so on whether the students as a public representative understands or not about the advertisement.

LITERARY REVIEW

Pragmatic

The definition of pragmatics has been conveyed by many linguists who are engaged in pragmatics. Some of the relevant meanings are presented in this section in order to get a clear picture of what is meant by pragmatics. Grice (1975) defines pragmatics as the study of language that studies the relationship between language and its context. The context in question is programatized and codified so that it cannot be separated from the structure of the language. Levinson's full limitation can be seen in the following quote. "Pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of a language" (Levinson, 1983).

Implicature

Implicature is a part of pragmatics. With regard to understanding, here are some notions of implicature proposed by linguists. According to Brown and Yule (1996, P 31) the term implicature is used to describe what might be interpreted, suggested, or intended by a speaker that is different from what the speaker is actually saying. That opinion rests on a meaning that is different from the meaning of speech literally. According to Echols (in Achmad and Abdullah, 2013, P.136) etymologically, implicature is derived from implicatum. The types of implicatures are:

1. Conventional implicature

Conventional implicature is not temporary which means it is more durable in meaning. A lexeme contained in an utterance can be identified by its implication because its meaning is "old" and is known in general. Or in short conventional implicature is implicature determined by the "conventional meaning of the words used". The point is a general understanding, generally everyone already knows about the meaning of a certain thing.

2. Unconventional Implicature

This type of implicature is produced because of the demands of a particular context of speech. This conversational implicature has more varied meanings. The reason is that the understanding of what is meant is very much dependent on the context in which the conversation occurs. So, if the conventional implicature has a long-lasting meaning, then this conversational implicature only has a temporary meaning, i.e. it means only when a conversation occurs/a conversation occurs in that context.

Herbert Paul Grice

H. P. Grice developed an influential theory to explain and predict conversational implicatures, and describe how they arise and are understood. The Cooperative Principle and associated maxims play a central role. Neo-Gricean theories modify Grice's principles to some extent, and Relevance theories replace them with a principle of communicative efficiency. Problems for such principle-based theories include overgeneration, lack of determinacy, clashes, and the fact that speakers often have other goals. An alternative approach emphasizes that implicatures can be explained and predicted in all the ways intentions and conventions can be.

Students' understanding of the use Implicature

As a student with an English Literature study program, of course, they must be able to use the appropriate language. And have studied pragmatics, namely implicature, of course it is also related to students' understanding of implicature itself, especially implicatures in public advertisements on the streets, students are expected to be able to understand the implicatures.

METHODS AND PROCEDURES

The type of research used is descriptive qualitative. In practice, this method is subjective in that the research process is more visible and tends to focus more on the theoretical foundation and a little mention about ethnography which is also included in the qualitative research method itself, This type of ethnographic research is used when researchers want to explore patterns of behavior, language, and social actions of a particular group, group or community in a "natural" setting within a certain period of time. The approach in this study was a qualitative approach to determine the number of respondents who understand the advertisement.

Object of the study there were 20 advertisements as the objects of research. The population in this study were students of Bina Darma University, English Literature study program. In this sampling technique, the researcher used purposive sampling technique. This study used several respondents, namely students of semester 5th and 7th of English literature to determine the understanding of students of English Literature in semester 5th and 7th of public advertisements displayed on street billboards, as well as how they understand the meaning contained in these advertisements. In this study, the researcher took as many as 20 students as respondents according to purposive sampling, namely the Maximum Variation or heterogeneous sampling where the research subject itself was seen through various perspectives.

To collect data in this research the researcher used two techniques, namely:

1. Observation

Researcher carefully look for advertisements that were in accordance with the research and then observed the object to be studied. Researcher observed each image and text in the advertisements to find out the types of implicature of the advertisements.

2. Questionnaire/Instrument

At the data collection stage in this technique, the researcher made questions for students who were as respondents as many as 20 questions, then the researcher asked students to answer questions through the google form link that the researcher had provided.

The data analysis technique used is a qualitative descriptive analysis technique, among other ways:





1. Classify the types of implicatures then give the implications that exist in the ad
2. After analyzing the data, the researcher writes a detailed explanation and concludes the results that have been studied.
3. Calculated, after the data has been collected, the researcher categorizes student answers regarding the number of students who understand or do not understand the advertising implicatures given in the form of percentages.



FINDINGS AND INTERPRETATION





Types of Implicatures Contained in Advertisements





In this section, the researcher describes about 20 public advertisements located around Ulu-Ikir Palembang street, advertisements on Bukit Kecil street, Plaju, Kertapati, R. Soekamto 8 Ilir street, merdeka 26 ilir street. The researcher analyzed 20 advertisements that contained Implicature meaning, the researcher took the advertisement provided information or an appeal to the public, the researcher analyzed the 20 advertisements by analyzing and concluding the results below according to the opinions of the selected respondents.


Table 1. Twenty Advertisements Containing Implicature Meaning

| No | Implication | In English | Type |
|----|---|--|--------------------------------|
| 1 |  <p><i>Implication: The implications of this ad are words of command or invitation to young people to be more diligent in studying to pursue dreams and success, and not to try drugs that can damage the future.</i></p> | <i>Stay away from the drugs, stay close to your dreams</i> | <i>Conventional</i> |
| 2 |  <p><i>Implications: This ad has a message to urge people to stay at home because of the Corona virus which is increasing rapidly even in the Eid situation, but the health of ourselves and our family is more important. To implement the social distancing recommended by the government.</i></p> | <i>Do not going home is a good thing for yourself, your family and the whole community.</i> | <i>Non-Conventional</i> |
| 3 |  <p><i>Implications: The ad contains a message about continuing to obey the regulations that have been made by the government so as not to contract the Corona virus which is increasing as it is now, which can make people hospitalized and even die.</i></p> | <i>Think for yourself, if you don't want to come in here later</i> | <i>Non-Conventional</i> |
| 4 |  | <i>Single for a year are able, fasting for a month must be able too</i> | <i>Conventional</i> |

| No | Implication | In English | Type |
|----|--|--|-------------------------|
| | <i>Implications: Invitation or encouragement to do the Ramadan fasting.</i> | | |
| 5 |  <p><i>Implications: recommendation to marry at the ideal age and have children who are not excessive.</i></p> | <p>Hindari 4 berlebihan</p> <ol style="list-style-type: none"> 1. Too young 2. Too old 3. Too much 4. Too close | Conventional |
| 6 |  <p><i>Implications: This advertisement has the meaning as an invitation to the Indonesian to pay more attention to the condition of Indonesia together, as well as an unyielding spirit to continue to move forward together in taking challenges in order to achieve a better future for the country.</i></p> | Indonesia is tough, Indonesia is grow up | Non-Conventional |
| 7 |  <p><i>Implications: In this advertisement, the government asks social media users to be wiser in spreading the news.</i></p> | Stop hoax, the criminal waiting for hoax spreader | Conventional |
| 8 |  | Stop violence and take the law into your own hands | Non-Conventional |

| No | Implication | In English | Type |
|----|---|---|-------------------------|
| | <i>Implications: it means is that we are a country that has laws, it is better to leave it to the authorities</i> | | |
| 9 |  <p><i>Implications: an invitation to the community to participate in government in an effort to "family planing" in order to minimize overcrowding.</i></p> | 2 kids only,, | Non-Conventional |
| 10 |  <p><i>Implications: To always follow the health program that has been recommended by the government, keep doing the physical distancing and always use a face mask when we are in a shopping center</i></p> | Shopping, Yes! Corona, No! | Non-Conventional |
| 11 |  <p><i>Implications: The implication of the advertisement is an appeal to immunize mothers for their children to avoid stunting or malnutrition which causes growth disorders for children.</i></p> | Preventing stunting is important | Non-Conventional |
| 12 |  <p><i>Implications: so that people stay away from drugs and obey the government's</i></p> | War on drugs Towards Indonesia drug-free | Conventional |

| No | Implication | In English | Type |
|----|--|--|--------------------------------|
| | <i>prohibition so that Indonesia becomes a country that is free from drug abuse.</i> | | |
| 13 |  <p><i>Implications: Inviting the public to continue to implement health protocols from the government even though they have been vaccinated.</i></p> | <i>Remember mother said, vaksin are protects us but keep doing 3M</i> | <i>Conventional</i> |
| 14 |  <p><i>Implications: Even though during a pandemic, people are advised to continue to carry out useful activities as usual, but still comply with existing health standards.</i></p> | <i>Stay productive but beware of covid-19</i> | <i>Conventional</i> |
| 15 |  <p><i>Implications: Invitation to the public to always carry out health protocols.</i></p> | <i>Make yourself disciplined with health protocols to prevent the cause of covid-19 Keep spirit</i> | <i>Conventional</i> |
| 16 |  <p><i>Implications: This advertisement has the meaning that the younger generations of the nation's successors is expected to be able to apply a generation that is honest, trustworthy and anti-corruption.</i></p> | <i>Millennials are the generation of the anti-corruption</i> | <i>Non-Conventional</i> |

| No | Implication | In English | Type |
|----|---|---|--------------------------------|
| 17 |  <p><i>Implications: This is an invitation to always anticipate before using public transportation to avoid Covid-19</i></p> | <i>You have to check the body temperature first, so you will be safe to go with me</i> | <i>Conventional</i> |
| 18 |  <p><i>Implications: To obey traffic signs on the road for the smoothness and safety of fellow drivers.</i></p> | <i>Obey the traffic signs for our smooth running</i> | <i>Conventional</i> |
| 19 |  <p><i>Implications: The public is asked to respond the news that is spread wisely before spreading the news.</i></p> | <i>Againts hoax Read, ask, double check, make sure</i> | <i>Conventional</i> |
| 20 |  <p><i>Implications: A firm warning to the public that masks are very important during a pandemic.</i></p> | <i>Wear a mask is a fixed price, but if you don't wear a mask you can die</i> | <i>Non-Conventional</i> |

Based on the data in table 1 above, it can be described that 11 types of conventional implicature and 9 types of Non-Conventional implicature from 20 advertisements that researchers used as research data.

Students' Understanding

In the first data, the sentences used contain *Conventional* types of implicature, the meaning of the advertisement "Jauh narkoba dekati mimpimu" itself means an appeal to the whole community, especially young people who are still at the level of education not to try or use illegal drugs because it can ruin their future. The sentence "Jauh narkoba dekati mimpimu" has often sounded very common and it is well understood by the wider community. In this data, 20 students were able to understand the

meaning of the advertisement perfectly. All students were able to explain the meaning of the advertisement, students also realized that the advertisement was an appeal and invitation for the public to stay away from illegal drugs, especially for students to focus more on pursuing their goals and dreams in the future.

The second data is a type of *Non-Conventional* implicature because the advertisement is indirectly an invitation to the public not to go home, the advertisement only uses refined words and is not common for people who read, but has meaning behind it, so that people do not go home and not having the potential to spread the Covid-19 virus to their families or people around them. In this data, from 20 students who became research respondents, *19 students understood* the advertisement and *1 student did not understand* the advertisement, the respondent explained that she do not understand the meaning of the advertisement.

In the sentence in the third data is a *Non-Conventional* type, the words "bepekerlah kamu gek masuk sini" is actually a warning sentence to the public strictly to be more aware of the situation during this pandemic so as not to be exposed to COVID-19 and be treated in a hospital. The word "masuk sini" is meant a hospital. In this data, out of a total of 20 students, there were *18 students who understood* the advertisement and *2 more students did not understand* the meaning of the advertisement. According to students who did not understand the advertisement, they used words that were not clear, and where did "enter" mean.

The fourth data is the *Conventional* type of advertisement, because the advertisement directly offends people to be able to fast for one month. In this data, of the 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. According to the student who did not understand who gave the reason, the reason they did not understand was that the words in the advertisement were not related.

On the fifth data, is a *Conventional* type, the advertisement uses very common words that are understood by the public who are read it. In this data, of the 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. The students who are not understand did not gave the reason why they are do not understand the advertisement.

Sixth Data. This advertisement is a *Non-conventional* type because it uses words that are not directly or indirectly common to the public so that the advertisement has a meaning that is hanging or unclear for the people who read it. it can make people to feel lazy to understand the real meaning of the advertisement. In the data, of the 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. Students who don't understand give reasons why they don't understand the advertisement because they think the advertisement uses slightly ambiguous words so that they don't understand the meaning of the advertisement.

In the seventh advertisement is a *Conventional* type because it is a direct and tangible warning. People who read will immediately know and understand what the consequences are if they spread hoax news. In the data, *20 students were able to understand* the meaning of advertising perfectly. All students were able to explain the purpose of the advertisement, students also realized that the advertisement was an appeal to the public to be wiser in using social media and spreading news on social media.

In the eighth advertisement is a *Non-conventional* type because the advertisement is actually an order to the public who always commits excessive violence against criminals, the ad actually instructs the public not to commit violence and should contact the authorities because this country is a state of law. In the data, *20 students were able to understand* the meaning of advertisement perfectly. All students were able to explain the purpose of the advertisement, students also realized that the advertisement was an appeal to the public not to be easily ignited by emotions and to commit vigilante violence.

Ninth Data. In this advertisement is a type of *Non-conventional* because the advertisement uses words that are not clear and the meaning are hangs. it doesn't say clearly why it has to be "anaknyo 2 be yo.." and the public has no reason to understand the advertisement in its entirety. In the data, of the 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. Students who do not understand do not give reasons why they do not understand the ad.

Tenth Data In this advertisement is a *Non-conventional* type which is actually a command sentence for the public to always be aware of the Covid-19 virus, but the ad does not explain where the shopping is meant, this ad uses words that are not clear to the people who read it. In the data, from 20

students who became research respondents, there were *12 students who understood* the meaning of the advertisement and *8 students who did not understand*. Students who do not understand do not give reasons why they do not understand the advertisement.

Eleventh Data. In this advertisement is a type of *Non-conventional* because the advertisement uses words that are not known by the general public, even many do not know what "stunting" is. Ordinary people will question what is "stunting" so that people do not know what the advertisement really means to convey. In the data, from 20 students who became research respondents, there were *12 students who understood* the meaning of the advertisement and *8 students who did not understand*. Students who do not understand do not give reasons why they do not understand the advertisement.

Twelfth Data. This advertisement is a *Conventional* type because the advertisement directly explains that Indonesia is at war against illegal drugs and towards an Indonesia that is free from these drugs, and the public can directly understand the meaning of the advertisement. In the data, from a total of 20 students there were *18 students who understood* the advertisement and *2 more students who did not understand* the meaning of the advertisement. Students did not give reasons why they did not understand.

Thirteenth Data. In this advertisement it is a *Conventional* type because the advertisement directly explains that people must always carry out health programs from the government even though vaccination has been carried out, in order to be more protective and more vigilant not to underestimate the covid-19 virus even though they have been vaccinated. In this data, from 20 students who became research respondents, *19 students understood* the advertisement and *1 student did not understand* the advertisement, the respondent do not explained why she do not understand the meaning of the advertisement.

Fourteenth Data. In this advertisement it is a *Conventional* type, this advertisement is so that people can remain productive and carry out activities as usual even during the pandemic, they must remain vigilant about COVID-19 by continuing to comply with the health protocols that have been recommended by the government. In the data, from a total of 20 students there were *18 students who understood* the advertisement and *2 more students who did not understand* the meaning of the advertisement. Students did not give reasons why they did not understand.

Fifteenth Data. This advertisement is a *Conventional* type, this advertisement is a direct command sentence for the public to be more disciplined in implementing health protocols to do such as physical distancing, wearing masks, and avoiding crowds if it is not too important to prevent the spread of COVID-19. In this data, from 20 students who became research respondents, there were *13 students who understood* the meaning of the advertisement and *7 students who did not understand*. Students do not understand the words used in the advertisement.

Sixteenth Data. In this advertisement is a *Non-conventional* type, because this advertisement is an advertisement of notification or hope to the millennial generation to become a young generation who is always honest and trustworthy not to commit acts of corruption, and the millennial generation is considered or expected to be a smart generation so that not tempted to commit acts of corruption. In this data, from 20 students who became research respondents, there were *15 students who understood* the meaning of the advertisement and *5 students who did not understand*. Students who do not understand do not give reasons that make them not understand the advertisement.

Seventeenth Data. This advertisement is a *Conventional* type, because the advertisement is direct and uses words that are easily understood by the people who read it to ask customers to check their body temperature first before traveling to be more aware of Covid-19 which is considered to be an early sign. , the advertisement is packaged with a bit of humor so as not to seem too commanding even though it really means ruling. In this data, from 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. Students who do not understand do not give reasons that make them not understand the advertisement.

Eighteenth Data. This advertisement is a *Conventional* type, because the advertisement directly uses words that are easily understood by the people who read it, to ask the public to obey traffic signs for smooth traffic and the safety of other motorists. In this data, from 20 students who became research respondents, *19 students understood* the advertisement and *1 student did not understand* the advertisement, the respondent do not explained why she do not understand the meaning of the advertisement.

Nineteenth Data. This advertisement is a *Conventional* type, because the advertisement directly uses words that are easily understood by the people who read it. The advertisement is an order for the

public to fight hoax news and first pay attention, read and ensure the truth about the advertisement. In this data, from 20 students who became research respondents, *19 students understood* the advertisement and *1 student did not understand* the advertisement, the respondent do not explained why she do not understand the meaning of the advertisement.

Twentieth Data. In this advertisement it is a *Non-conventional* type, the advertisement is an order for the public to always use a mask, the words in the advertisement are packed with the parable that if you don't wear a mask "you will die" which the real meaning is about the dangers of covid-19 and how to prevent the virus by always wearing a mask. In these data, from 20 students who became research respondents, there were *17 students who understood* the meaning of the advertisement and *3 students who did not understand*. Students who do not understand do not give reasons that make them not understand the advertisement.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the findings above, there are some conclusions can be summed up; firstly, it could be concluded all the types of advertisements that were used as the object of research use Conventional type of implicature to make it understandable to the public who read the advertisement, and the public more interested to pay attention to advertisement that uses the generally word.

The Conventional types of implicature namely; jauhi narkoba dekati mimpimu, jomblo setahun kuat, puaso sebulan jangan dak kuat,, stop hoax, pidana menanti penyebar hoax, war on drugs menuju Indonesia bersih narkoba, ingat pesan ibu vaksin melindungi kita semua, namun tetap 3 m, tetap produktif tapi waspada covid-19, disiplinkan diri mu dengan protap kesehatan untuk mencegah penyebab covid-19 tetap semangat, wajib cek suhu dulu, biar kamu aman pergi sama aku, patuhi rambu-rambu demi kelancaran kita bersama, lawan hoax baca, tanyakan, cek pastikan.

And then the other advertisements use Non-Conventional types of implicature namely; tidak mudik merupakan kebaikan untuk diri sendiri, keluarga & seluruh umat, bepekerlah kamu gek masuk sini, Indonesia tangguh, Indonesia tumbuh, stop kekerasan dan main hakim sendiri, anaknya 2 bae yo..., belanja , yes! corona, no, cegah stunting itu penting, generasi milenial adalah generasi anti korupsi, pakai masker harga mati tidak pakai masker bisa mati.

Secondly, the understanding of the students who were the respondents overall it could be concluded that students were able to understand the advertisements and gave implications very precisely and balanced with each other or have almost the same implications.

Suggestions

It is important for the researcher to the students what she has got from this analysis, from the findings that the researcher found in this study, firstly the researcher wanted to give advice to the government who wanted to educate the public through advertisements posted on billboards around the road to pay more attention to the words or sentences used in advertisements so that they are easy to understand by the general public and do not use the "ambiguity" words. And secondly also suggested to others researchers to conduct a study further about implicature with other objects and different theory, so that other result will be found.

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