

An Analysis of Sentence Types in AQUA's “#BijakBerplastik Hari Wayang Nasional” Environmental Video Campaign

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Nur, F.D., adriati, R. and Aurellia, F. (2026). An Analysis of Sentence Types in AQUA's “#BijakBerplastik Hari Wayang Nasional” Environmental Video Campaign. *Journal of English Language and literature*, 11(2), 247-258, doi: 10.37110/jell.v11i2.354

Received: 10-07-2026

Accepted: 10-08-2026

Published: 02-09-2026

Abstract: Language plays a significant role in the effectiveness of environmental campaigns by conveying information and encouraging public participation through persuasive communication. Although previous studies have examined sentence types in advertising and other media, limited attention has been given to their communicative functions in Indonesian environmental video campaigns. This study aims to identify the sentence types employed in AQUA's #BijakBerplastik Hari Wayang Nasional environmental video campaign and analyze the communicative functions they perform in delivering persuasive environmental messages. This study employed a descriptive qualitative design using document analysis of spoken utterances in the official campaign video. The findings identified fifteen spoken utterances consisting of eleven declarative sentences (73.3%) and four imperative sentences (26.7%), while no interrogative or exclamatory sentences were found. The declarative sentences performed three communicative functions: providing factual information, describing situations, and expressing opinions, whereas the imperative sentences performed two: expressing commands and persuading or encouraging action. These findings demonstrate that sentence types function not only as grammatical categories but also as communicative resources in persuasive environmental communication. The predominance of declarative sentences, followed by imperative sentences, enables the campaign to build audience understanding and credibility before encouraging environmentally responsible behavior. The study extends the application of sentence type analysis to Indonesian environmental advertising discourse.

Keywords: sentence types; communicative functions; environmental campaign; advertising discourse; persuasive communication

INTRODUCTION

Environmental issues have become one of the most pressing global concerns, affecting

ecosystems, public health, and sustainable development. Among these issues, plastic waste has received increasing attention because

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of its long-term impact on the environment and the growing challenges associated with waste management. Addressing environmental problems requires not only government regulations and technological innovations but also active public participation in adopting environmentally responsible behavior. Consequently, environmental campaigns have become an important communication strategy for increasing public awareness, disseminating information, and encouraging individuals to participate in environmental conservation initiatives. The success of these campaigns depends largely on how effectively their messages are communicated to the intended audience, making language a crucial element in influencing public understanding and behavior (Sargeant, 2007).

Unlike commercial advertising, which primarily aims to promote products or services, environmental campaigns seek to educate the public, raise awareness of social and environmental issues, and encourage behavioral change. Such campaigns rely on persuasive communication to motivate audiences to reconsider their attitudes and adopt more sustainable practices. In this context, language functions not merely as a medium for conveying information but also as a persuasive resource that shapes the way audiences interpret and respond to campaign messages. Carefully selected linguistic expressions enable campaign creators to communicate complex environmental issues in ways that are informative, engaging, and persuasive (Sargeant, 2007). Therefore, analyzing the language used in environmental campaigns provides valuable insights into how grammatical choices contribute to effective public communication.

Existing research on advertising and persuasive communication has established that sentence types constitute an important grammatical resource for achieving communicative purposes. Studies in this area generally analyze how different sentence types contribute to informing, persuading, and engaging audiences, demonstrating that grammatical choices play a significant role in message effectiveness. Consequently, sentence-type analysis has become an established approach in advertising discourse.

One important grammatical feature that contributes to persuasive communication is

sentence type. Sentence types determine how ideas are expressed and how speakers communicate particular intentions to their audiences. According to Seaton and Mew (2006), English sentences are classified into four principal types: declarative, interrogative, imperative, and exclamatory. Declarative sentences are commonly used to present information, state facts, or express opinions. Interrogative sentences are employed to seek information or invite responses through questions. Imperative sentences function to express commands, requests, advice, or invitations, whereas exclamatory sentences convey strong emotions or feelings. Each sentence type therefore performs a distinct communicative role and contributes differently to the effectiveness of communication.

The selection of sentence types is particularly significant in advertising and campaign discourse because communicators must simultaneously introduce information, explain issues, encourage participation, and persuade audiences to take specific actions. Declarative sentences often establish credibility by presenting facts and explanations, while imperative sentences encourage audiences to respond through recommendations, invitations, or calls to action. Interrogative and exclamatory sentences may also serve persuasive purposes by stimulating audience engagement or expressing emotional emphasis. Consequently, the strategic selection of sentence types enables advertisers and campaign creators to align grammatical choices with their communicative objectives, thereby enhancing the effectiveness of persuasive messages (Seaton & Mew, 2006; Sargeant, 2007).

The relationship between grammatical structures and communicative functions has attracted considerable attention in linguistic research. Understanding sentence types, therefore, involves not only identifying their grammatical forms but also examining how they function within authentic communicative contexts.

From this perspective, analyzing sentence types in environmental campaign discourse provides valuable insights into how grammatical structures contribute to persuasive environmental communication. By examining both sentence forms and their communicative functions, researchers can gain a more comprehensive understanding of how language

contributes to environmental awareness and public engagement. This perspective provides the basis for reviewing previous studies on sentence types and identifying the research gap addressed in the present study.

Recent studies have demonstrated that sentence types constitute an important aspect of language use in advertising and other forms of public communication because they influence how messages are organized and interpreted. Research has shown that different sentence types perform different communicative purposes, allowing advertisers to combine information, persuasion, and audience engagement within a single message. Consequently, sentence type analysis has become a useful approach for understanding how grammatical choices contribute to effective communication in both commercial and public discourse (Seaton & Mew, 2006; Sargeant, 2007).

Several previous studies have examined sentence types from different perspectives. Indriana and Sulaiman (2022) analyzed sentence types in newspaper advertisements to identify the distribution of declarative, interrogative, imperative, and exclamatory sentences. Their findings revealed that declarative and imperative sentences occurred most frequently because they effectively conveyed information while encouraging readers to respond to promotional messages. Although the study provides valuable insights into the grammatical characteristics of advertising discourse, it primarily focused on identifying sentence categories rather than examining how those sentence types functioned communicatively.

Similarly, Rohmah (2022) examined sentence types in Coca-Cola's *Taste the Feeling* advertisement and found that declarative and exclamatory sentences predominated because they created enthusiasm, confidence, and emotional appeal while maintaining clarity of communication. The study confirms that grammatical choices contribute to persuasive advertising discourse. Nevertheless, the analysis remained largely descriptive, concentrating on identifying sentence categories rather than exploring how individual sentence types function to support specific communicative objectives.

A different perspective was presented by Purba et al. (2023), who investigated sentence

types in students' conversational compositions. The findings indicated that declarative sentences were used most frequently because they enabled students to exchange information and express ideas effectively in conversation. Although the study demonstrated that sentence types varied according to communicative context, it primarily emphasized grammatical classification and frequency rather than explaining how different sentence types contributed to communicative effectiveness.

Collectively, these previous studies demonstrate that sentence type analysis has been widely applied across various forms of discourse. They consistently show that grammatical choices contribute to effective communication by conveying information, expressing attitudes, and influencing audience interpretation. However, greater emphasis has generally been placed on identifying and classifying sentence types than on examining how those grammatical forms function communicatively within particular discourse contexts. Moreover, most previous studies have focused on commercial advertisements or educational discourse, whereas environmental campaign discourse designed to promote public awareness and behavioral change has received comparatively little scholarly attention.

To address these limitations, the present study examines sentence types in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign. Unlike conventional commercial advertising, this campaign integrates environmental education with persuasive communication to encourage responsible plastic management while incorporating Indonesian cultural values through the use of *wayang*. It therefore provides a meaningful context for investigating how different sentence types function to communicate environmental messages, influence public attitudes, and encourage participation in sustainable behavior.

Rather than focusing solely on grammatical classification, the present study analyses both the sentence types employed in the campaign and their communicative functions. By relating grammatical forms to persuasive purposes, this study extends existing research on sentence types and provides a more comprehensive understanding of how grammatical choices contribute to environmental advertising discourse. The study is not intended to propose

a new grammatical theory; instead, it applies established theories of sentence types to an underexplored communicative context and demonstrates how grammatical choices support persuasive communication in an Indonesian environmental video campaign.

The present study is grounded in the assumption that grammatical choices are closely related to communicative functions. Although sentence types are traditionally classified according to their communicative purposes as declarative, interrogative, imperative, and exclamatory, they also serve as linguistic resources for conveying information, expressing ideas, influencing attitudes, and encouraging particular actions. Examining sentence types from both grammatical and communicative perspectives therefore provides a more comprehensive understanding of how language operates in authentic discourse. This perspective is particularly relevant to environmental campaigns because their effectiveness depends not only on the accuracy of the information presented but also on how successfully the message motivates audiences to participate in environmental conservation efforts (Seaton & Mew, 2006; Sargeant, 2007).

Based on the discussion above, this study addresses the following research questions:

1. What sentence types are employed in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign?
2. What communicative functions do these sentence types perform in delivering persuasive environmental messages?

Accordingly, the objectives of this study are (1) to identify the sentence types employed in the campaign and (2) to analyze their communicative functions in delivering persuasive environmental messages. Rather than treating sentence types solely as grammatical categories, this study demonstrates how integrating grammatical classification with communicative function analysis provides a more comprehensive understanding of persuasive discourse. The findings are expected to enrich studies of English grammar, discourse analysis, and advertising language by showing how this integrated approach explains the operation of sentence types as communicative resources in persuasive discourse. In addition, this study is expected to provide practical insights for advertisers, campaign designers, and

communication practitioners in developing persuasive environmental messages that effectively balance information delivery with behavioral encouragement.

METHOD

Research Design

This study employed a descriptive qualitative research design to investigate the sentence types used in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign and to analyze their communicative functions. A qualitative approach was considered appropriate because the study sought to interpret linguistic forms and explain their communicative roles within an authentic discourse context rather than to test hypotheses or measure statistical relationships (Creswell, 2014; Kumar, 2011). The descriptive design enabled the researchers to identify the sentence types employed in the campaign and to provide an in-depth interpretation of their communicative functions based on established grammatical theories.

2.2 Data Source

The data for this study consisted of spoken utterances produced in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign. The video was obtained from AQUA's official YouTube channel and was selected because it combines environmental education with persuasive communication aimed at encouraging responsible plastic waste management. All spoken utterances contained in the campaign served as the primary data for analysis. The unit of analysis was the individual utterance, which was subsequently classified according to its sentence type and analyzed to determine its communicative function.

Data Collection

The data were collected through document analysis. First, the researchers accessed the official campaign video and watched it repeatedly to obtain a comprehensive understanding of its content. Next, all spoken utterances were manually transcribed into written text. The transcription was checked against the video through repeated viewing to ensure its accuracy. The transcription was then examined to identify individual utterances. Finally, the identified utterances were compiled into the study corpus for subsequent

classification according to sentence type and analysis of their communicative functions.

Data Analysis

The collected data were analyzed through several stages. First, each utterance was classified into one of the sentence type categories proposed by Seaton and Mew (2006), namely declarative, interrogative, imperative, or exclamatory. Second, after each utterance had been classified, its communicative function was determined using the functional descriptions proposed by Seaton and Mew (2006) and Sargeant (2007). The analysis considered both the grammatical form of the utterance and its communicative purpose within the campaign context. Declarative sentences were analyzed in terms of their functions of providing facts, describe situations, or express opinions. Interrogative sentences were examined in terms of their functions of seeking information, requesting clarification or confirmation, or inviting audience reflection. Imperative sentences were analyzed in terms of their functions of expressing commands, making requests, giving instructions, and persuading or encouraging action. Exclamatory sentences were interpreted in terms of their functions of expressing strong emotions or creating emotional impact to attract audience attention. Finally, the results were organized and presented descriptively to explain the identified sentence types and their communicative functions in the AQUA *#BijakBerplastik Hari Wayang Nasional* environmental video campaign

FINDINGS AND DISCUSSION

Findings

The analysis identified fifteen spoken utterances in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign. Following the analytical framework proposed by Seaton and Mew (2006) and Sargeant (2007), each utterance was classified according to its sentence type and subsequently analysed to determine its communicative function.

Table 1 presents the distribution of sentence types identified in the campaign. Of the fifteen utterances, eleven (73.3%) are declarative sentences and four (26.7%) are imperative sentences, while no interrogative or exclamatory sentences were identified. The predominance of declarative sentences

indicates that the campaign primarily adopts an informative communication strategy before encouraging audiences to engage in environmentally responsible behaviour through imperative sentences.

Table 1. Distribution of Sentence Types in AQUA's *#BijakBerplastik Hari Wayang Nasional*

Sentence Type	Frequency	Percentage
Declarative	11	73.3%
Imperative	4	26.7%
Interrogative	0	0%
Exclamatory	0	0%
Total	15	100%

Discussion

The discussion interprets the identified declarative and imperative sentences by examining their grammatical structures and communicative functions based on the functional descriptions proposed by Seaton and Mew (2006) and Sargeant (2007). Declarative sentences were analysed according to whether they functioned to provide factual information, describe situations, or express opinions, whereas imperative sentences were analysed in terms of their functions of expressing commands, making requests, giving instructions, or persuading or encouraging action.

Rather than treating sentence types solely as grammatical categories, this discussion examines how these communicative functions contribute to the persuasive objectives of AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign. The findings show that all three communicative functions of declarative sentences were identified in the campaign, whereas only two communicative functions of imperative sentences—expressing commands and persuading or encouraging action—were found. Because several utterances perform similar communicative functions, the following discussion presents representative utterances for each identified communicative function rather than analysing all fifteen utterances individually.

Declarative Sentences

The analysis identified eleven declarative sentences, accounting for 73.3% of the fifteen spoken utterances in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video

campaign. This finding indicates that declarative sentences are the dominant linguistic form in the campaign. According to Seaton and Mew (2006) and Sargeant (2007), declarative sentences may function to provide factual information, describe situations, or express opinions. All three communicative functions are represented in the campaign.

Their predominance suggests that the campaign primarily adopts an informative communication strategy, presenting environmental issues through factual information, personal experiences, and opinions before encouraging audiences to take action. In persuasive discourse, declarative sentences extend beyond their grammatical role by helping establish credibility, construct knowledge, and prepare audiences to accept persuasive messages (Sargeant, 2007). The representative data are examined in terms of both their grammatical structures and communicative functions to demonstrate how the three functions contribute to the campaign's persuasive objectives.

Data 1

Context

This utterance is delivered by Pak Sardiman, a recycling artist from Yogyakarta who transforms discarded AQUA plastic bottles into *wayang* (traditional shadow puppets). At the beginning of the campaign, he explains that the initiative originated from an unexpected idea. (00:05–00:14)

Representative Utterance

Pak Sardiman states:

"Berawal dari suatu ketidaksengajaan. Dalam satu bentuk botol, kita jadikan wayang seharga 50 ribu."
("It all started accidentally. We turned a single bottle into a puppet worth fifty thousand rupiah.")

This utterance is classified as a **declarative sentence** because it consists of statements that present information about the transformation of

plastic waste into *wayang* (Seaton & Mew, 2006). The first clause, *"Berawal dari suatu ketidaksengajaan"* ("It all started accidentally"), has an implied subject and states the origin of the initiative, while the second clause, *"kita jadikan wayang seharga 50 ribu"* ("we turned a single bottle into a puppet worth fifty thousand rupiah"), contains the subject *kita* ("we") and states that the bottle is transformed into a puppet with a specific economic value.

Its primary **communicative function** is to **provide factual information**. Rather than expressing an opinion or issuing a call to action, the speaker explains that discarded plastic bottles can be transformed into traditional *wayang* puppets with artistic and economic value. By presenting a real-life example of successful recycling, the utterance communicates the campaign's environmental message through clear and credible information.

This communicative function contributes directly to the campaign's persuasive objective by encouraging audiences to reconsider plastic waste as a valuable resource rather than as useless waste. Instead of beginning with a direct appeal to recycle, the campaign first builds credibility by presenting factual information through a real-life example of successful recycling, making its environmental message more relatable and convincing. As Sargeant (2007) argues, persuasive communication is more effective when audiences first receive clear and credible information. Thus, the declarative sentence not only provides factual information but also establishes the foundation for the campaign's subsequent persuasive messages by fostering audience understanding before encouraging behavioural change.

Data 5

Context

This utterance is delivered by Pak Iwan Wijono, Chairman of the Indonesia Upcycle Forum (IUF), and Pak Sardiman, a recycling

artist from Yogyakarta. They explain that transforming discarded plastic into *wayang* and other creative products significantly increases its value, demonstrating that plastic waste can become a valuable resource rather than something to be discarded. (00:34–00:42)

Representative Utterance

Pak Iwan Wijono and Pak Sardiman state:

"Kalau dengan menjadi wayang, dengan menjadi bahan-bahan lain, harganya bukan harga sampah lagi, ratusan kali sampah."
(*"When turned into wayang or other creative products, its value is no longer that of waste—it becomes hundreds of times more valuable."*)

This utterance is classified as a **declarative sentence** because it presents information in the form of a statement (Seaton & Mew, 2006). The utterance contains a conditional introductory clause, *"Kalau dengan menjadi wayang, dengan menjadi bahan-bahan lain"* ("When turned into *wayang* or other creative products"), followed by the main clause, *"harganya bukan harga sampah lagi, ratusan kali sampah"* ("its value is no longer that of waste—it becomes hundreds of times more valuable"). The main clause contains the subject *harganya* ("its value") and a predicate describing the increased value of the transformed material.

Its primary **communicative function** is to **provide factual information**. The speakers explain the change in value that occurs when discarded plastic is transformed into *wayang* and other creative products. Rather than directly encouraging audiences to recycle, the utterance presents a practical example of how creative recycling can increase the value of plastic waste, highlighting both its environmental and economic potential.

This communicative function contributes directly to the campaign's **persuasive objective** by reinforcing the message that environmentally responsible behaviour can also generate economic value. By showing that recycled plastic can become significantly more valuable than its original form, the campaign gives audiences a practical reason to reconsider plastic waste as a resource rather than as something useless. As Sargeant (2007) argues, persuasive communication becomes more convincing when audiences first receive clear and credible information. Thus, the declarative

sentence not only **provides factual information** but also strengthens the campaign's environmental message by demonstrating the economic value of creative recycling.

Data 8

Context

This utterance is delivered by Franziska, a German artist who has lived in Yogyakarta for approximately seven years. By describing her long-term residence and work in Indonesia, she establishes her connection to the local community before explaining her concern for plastic pollution as a global issue. (00:47–01:04)

Representative Utterance

Franziska states:

"Nama saya Franziska. Saya berasal dari Jerman. Dan sudah kira-kira tujuh tahun tinggal di Yogyakarta sebagai seniman."
(*"My name is Franziska. I'm from Germany. And I've been living in Yogyakarta for about seven years as an artist."*)

This utterance is classified as a **declarative sentence** because it presents information about the speaker's personal situation in the form of a statement (Seaton & Mew, 2006). The subject *saya* ("I") is implied from the preceding clause, while the predicate *sudah kira-kira tujuh tahun tinggal di Yogyakarta sebagai seniman* ("have been living in Yogyakarta for about seven years as an artist") describes the speaker's ongoing residence and occupation.

Its primary **communicative function** is to **describe a situation**. The speaker describes her personal circumstances by stating how long she has lived in Yogyakarta and her role as an artist. This information establishes her connection to the local community and provides relevant background for understanding her subsequent remarks about environmental responsibility.

This communicative function contributes directly to the campaign's persuasive objective by establishing the speaker's credibility before presenting her environmental message. By

describing her personal connection to Indonesia, Franziska demonstrates that concern for plastic pollution is shared not only by local communities but also by people from different national backgrounds. As Sargeant (2007) argues, persuasive communication becomes more convincing when audiences first understand the speaker's context and perspective. Thus, the declarative sentence not only describes the speaker's situation but also strengthens the campaign's message that environmental conservation is a shared global responsibility.

Data 11

Context

This utterance is delivered by Pak Iwan Wijono, who explains that transforming plastic waste into works of art represents only a small part of the broader concept of the circular economy. He emphasizes that caring for the environment is a shared responsibility of all people. (01:11–01:20)

Representative Utterance

Pak Iwan Wijono states:

"Limbah menjadi karya seni itu bagian kecil dari ekonomi sirkular yang selayaknya menjadi tanggung jawab manusia di bumi."
(*"Turning waste into works of art is a small part of the circular economy that should become the responsibility of all people on Earth."*)

This utterance is classified as a **declarative sentence** because it presents the speaker's idea in the form of a statement (Seaton & Mew, 2006). The subject is *"Limbah menjadi karya seni"* ("turning waste into works of art"), followed by the predicate *"itu bagian kecil dari ekonomi sirkular"* ("is a small part of the circular economy"). The relative clause *"yang selayaknya menjadi tanggung jawab manusia di bumi"* ("that should become the responsibility of all people on Earth") further describes the circular economy as a shared environmental responsibility.

Its primary **communicative function** is to **express an opinion**. Rather than merely informing the audience, the speaker expresses his view that environmental responsibility should be regarded as a shared obligation of all people. By relating creative recycling to the

broader concept of the circular economy, the utterance encourages audiences to view waste management as part of a sustainable way of living rather than as an isolated recycling activity.

This communicative function contributes directly to the campaign's **persuasive objective** by encouraging audiences to adopt a broader perspective on environmental responsibility. Instead of presenting recycling solely as an individual action, the campaign frames it as a shared commitment that supports sustainable resource management. As Sargeant (2007) argues, persuasive communication becomes more effective when messages help audiences understand the underlying reasons for the recommended behaviour. Thus, the declarative sentence not only **expresses the speaker's opinion** but also strengthens the campaign's educational message by connecting everyday recycling practices with the broader values of environmental sustainability.

Imperative Sentences

The analysis identified four imperative sentences, accounting for 26.7% of the fifteen spoken utterances. According to Seaton and Mew (2006) and Sargeant (2007), imperative sentences may function to express commands, make requests, give instructions, or persuade or encourage action. Only two of these communicative functions are represented in the campaign: expressing commands and persuading or encouraging action.

Although fewer than declarative sentences, imperative sentences play a key persuasive role by translating the environmental awareness established earlier in the campaign into behavioural guidance and calls to action. The representative data are examined in terms of both their grammatical structures and communicative functions to demonstrate how the two functions contribute to the campaign's persuasive objectives.

Data 12

Context

This utterance is delivered by Pak Sardiman, who invites people across Indonesia to participate in the #BijakBerplastik movement by using plastic responsibly and recycling it. While holding his *wayang* artwork made from discarded plastic bottles, he emphasizes that

environmental responsibility involves all generations. (01:28–01:35)

Representative Utterance

Pak Sardiman states:

"Pesan saya untuk masyarakat seluruh Indonesia, baik anak-anak, remaja, maupun orang tua: Marilah kita bijak berplastik dengan mendaur ulang plastik."
("My message to all Indonesians, including children, teenagers, and adults: Let us be wise in using plastic by recycling it.")

This utterance is classified as an **imperative sentence** because it uses the inclusive expression "*Marilah kita*" ("Let us") to encourage the speaker and the audience to participate in a specific action (Seaton & Mew, 2006). The expression "*Marilah*" functions as an imperative marker, while *kita* ("we") identifies the speaker and audience as participants in the proposed action. The predicate "*bijak berplastik dengan mendaur ulang plastik*" ("be wise in using plastic by recycling it") specifies the action being encouraged.

Its primary **communicative function** is to **persuade or encourage action**. Rather than expressing a command, the speaker invites audiences to use plastic responsibly by recycling it. The inclusive pronoun *kita* ("we") creates a collaborative tone that encourages collective participation rather than imposing an obligation, making the environmental message more engaging and persuasive.

This communicative function contributes directly to the campaign's **persuasive objective** by encouraging audiences to translate environmental awareness into collective action. By addressing children, teenagers, and adults alike, the campaign emphasizes that responsible plastic use is a shared responsibility across all generations. As Sargeant (2007) argues, persuasive communication becomes more effective when audiences are encouraged to participate actively rather than merely receiving information. Thus, the imperative sentence not only **persuades and encourages action** but also reinforces the campaign's objective of promoting collective participation in responsible plastic use through recycling.

Data 13

Context

This utterance is delivered by Pak Sardiman, who reminds audiences of the importance of disposing of waste responsibly by explicitly prohibiting littering. (01:38–01:39)

Representative Utterance

Pak Sardiman states:

"Jangan membuang sampah sembarangan!"
("Do not litter!")

This utterance is classified as an **imperative sentence** because it uses the negative imperative marker "*jangan*" ("do not") to direct audiences to refrain from a specific action (Seaton & Mew, 2006). The marker *jangan* is followed by the verb *membuang* ("throw away"), while *sampah sembarangan* ("waste carelessly") specifies the action that audiences are instructed to avoid.

Its primary **communicative function** is to **express commands**. Rather than persuading audiences through an invitation or encouragement, the speaker gives a clear and direct prohibition by instructing them not to litter. The use of the negative imperative marker *jangan* ("do not") conveys an explicit command that clearly identifies the behaviour audiences should avoid.

This communicative function contributes directly to the campaign's persuasive objective by encouraging audiences to adopt responsible waste-disposal practices. Rather than merely raising awareness about environmental issues, the campaign translates that awareness into a clear behavioural expectation through a concise and memorable command. As Sargeant (2007) argues, persuasive communication becomes more effective when audiences receive clear guidance about the actions they are expected to perform or avoid. Thus, the imperative sentence not only expresses a command but also reinforces the campaign's objective of promoting environmentally responsible behaviour by discouraging littering.

Overall Discussion

Overall, the findings reveal a clear sequence of utterances in the campaign. It begins with declarative sentences that provide factual information, describe situations, and express opinions to build audience awareness, establish credibility, and promote environmental values. These are then followed by imperative sentences that express commands and

persuade or encourage action, guiding audiences to translate environmental awareness into responsible behaviour. This sequence demonstrates that the campaign moves systematically from informing audiences about environmental issues to encouraging behavioral change. Rather than relying on isolated persuasive statements, it develops a coherent message in which each stage prepares audiences for the next, allowing environmental awareness and behavioral encouragement to reinforce one another throughout the campaign.

The complementary use of declarative and imperative sentences reflects the campaign's overall persuasive strategy. Rather than relying on direct persuasion from the beginning, the campaign first establishes knowledge and credibility before encouraging audiences to take action. This pattern is consistent with Seaton and Mew's (2006) description of declarative sentences as a means of presenting information and imperative sentences as a means of directing or encouraging behaviour. It also supports Sargeant's (2007) view that persuasive communication is more effective when audiences first receive clear and credible information before being encouraged to change their behaviour.

No interrogative sentences were identified in the campaign. According to Seaton and Mew (2006) and Sargeant (2007), interrogative sentences typically function to seek information, request clarification, request confirmation, or invite audience reflection. These communicative functions do not correspond to the campaign's primary objective, which is to communicate environmental knowledge and encourage

responsible behaviour rather than to obtain responses or initiate dialogue with the audience. Consequently, interrogative sentences were unnecessary for achieving the campaign's persuasive purpose.

Similarly, no exclamatory sentences were found in the campaign. Exclamatory sentences are generally used to express strong emotions, such as excitement, surprise, or admiration, and to create emotional impact that attracts audience attention (Seaton & Mew, 2006; Sargeant, 2007). Instead of relying on emotionally expressive language, the campaign adopts a calm, informative, and educational tone that emphasizes credibility, environmental awareness, and collective responsibility. Consequently, exclamatory sentences were not required to achieve the campaign's communicative objectives.

CONCLUSION

This study sought to answer two research questions: (1) what sentence types are employed in AQUA's *#BijakBerplastik Hari Wayang Nasional* environmental video campaign, and (2) what communicative functions these sentence types perform in delivering persuasive environmental messages.

The findings identified fifteen spoken utterances consisting of eleven declarative sentences (73.3%) and four imperative sentences (26.7%), while no interrogative or exclamatory sentences were found. The declarative sentences performed three communicative functions—providing factual information, describing situations, and expressing opinions—whereas the imperative sentences performed two communicative functions—expressing commands and persuading or encouraging action. These findings answer the two research questions by identifying both the sentence types employed in the campaign and the communicative functions they perform.

The findings reinforce Seaton and Mew's (2006) description of sentence types as

grammatical forms serving distinct communicative functions. They also support Sargeant's (2007) view that persuasive communication becomes more effective when audiences first understand an issue before being encouraged to take action.

The predominance of declarative sentences, followed by a smaller number of imperative sentences, suggests that environmental campaigns may become more persuasive when they first establish audience understanding and credibility before encouraging behavioural change. This finding further indicates that effective environmental campaigns should not rely solely on direct appeals for action but should first provide audiences with sufficient knowledge and credible reasons to support the desired behavioral change. Overall, the study demonstrates that persuasive environmental communication is achieved not merely through the selection of sentence types but through their strategic sequencing. By predominantly employing declarative sentences to build awareness and credibility before using imperative sentences to encourage action, the campaign effectively integrates educational and persuasive functions in promoting environmentally responsible behaviour.

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