

CONTENTS

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE.....	iv
ACKNOWLEDGEMENTS.....	v
ABSTRACT	vi
ABSTRAK	vii
CONTENTS.....	viii
LIST OF TABLE	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Research	1
1.2 Research Questions	5
1.3 Research Objective.....	5
1.4 Research Significance	6
1.5 Definition of Key Terms	6
1.6 Organization of Writing	7
CHAPTER II THEORETICAL FRAMEWORK	9
2.1 Systemic Functional Linguistics (SFL)	9
2.2 Transitivity	10
2.2.1 Processes	13
2.2.1.1 Material Process	13
2.2.1.2 Mental Process	14
2.2.1.3 Relational Process	18
2.2.1.4 Behavioral Process	19
2.2.1.5 Verbal Process.....	20
2.2.1.6 Existential Process	21
2.2.1.7 Meteorological Process	22
2.2.2 Participants	22
2.2.3 Circumstances	23
2.2.3.1 Circumstantial Elements.....	24
2.3 Advertisement	29

CHAPTER III METHODOLOGY	32
3.1 Research Method	32
3.2 Data	33
3.3 Source of Data	33
3.4 Technique of Collecting Data	34
3.5 Technique of Analyzing Data	34
CHAPTER IV FINDINGS AND DISCUSSIONS.....	36
4.1 Process Types in the Electronic Brand Advertisements on Internet	36
4.2 Circumstantial Elements in the Electronic Brand Advertisements on Internet	76
CHAPTER V CONCLUSION AND SUGGESTION	96
5.1 Conclusion	96
5.2 Suggestion	98
REFERENCES.....	xiv
APPENDIX	



uin
 UNIVERSITAS ISLAM NEGERI
 SUNAN GUNUNG DJATI
 BANDUNG