

CHAPTER I

INTRODUCTION

The first chapter presents the general description of the research. It contains introduction which discusses background of the research, statement of problem, research objective, research significance, definition of key term and organization of writing.

1.1 Background of the Research

Nowadays, communication is not limited. There are many ways to communicate with other people. Communication is not only carried out through spoken or written language, but also through verbal texts. This kind of communication is used by companies to sell their products. The companies use verbal text to communicate and transfer their messages to the consumers. One of their communications is making advertisements. There are many advertisement nowadays. These can be seen or heard on the television, radio, the internet and print media. Advertisement is a public announcement offering or asking for goods or services (Hornby A. S., 1995).

Based on media used, the advertisement can be classified into two kinds: printed and electronic. The media used in printed advertisement are newspapers, magazines or brochures. Meanwhile, the electronic advertisement is the

advertisement which uses electronic media such as television, radio or internet. The development of technology is influence intensely toward the development electronic devices and the internet is the main role of that development. The main strength of internet as an advertisement medium is its ability to reach out to a vast audience at one goes. Internet advertising is not bound by limitation such as time and accessibility as one can surf the internet any time of the day making advertisement available 24/7 unlike television advertisements to which the viewers cannot go back or the newspaper advertisements that go in the waste once they are read in the morning.

The internet combines aspects of print, television, and radio advertising in an interactive environment. Goddard (2001, p. 109) states that “the purpose of advertisement is to get people’s attention in order to make them choose it.” The internet is one of the choices to deliver promotional marketing messages or to get attention customers. Thus, online advertisement is becoming one of the preferred medium of advertisement and one with extreme potential for growth. Electronic and printed advertisements have different ways in creating the message. Most of people do not know what the meaning of the advertising itself about message or information that delivered in it.

The information of it is delivered through a clause. One role of the clause is that clause can describe what happens in human and the environment within them. The theory used is based on Halliday’s Systemic Functional Grammar, this analysis is focused on ideational metafunction that is concerned with understanding the environment (2007, p. 24). The ideational metafunction is concerned with

things (real or imagined) in the world. The analysis focused on the text that delivery some messages or informations in advertisement. Halliday (2004, p. 3) states that “text can be explored from many different points of view but can distinguish two main angles of vision: one, focus on the text as an object in its own right; two focus on the text as an instrument for finding out about something else.” Two ways explore text above can accompanied with transitivity system and the researcher will explore the text by used two main angles as the explanation above.

There are three dimensions of meaning that go simultaneously in a text: ideational meaning, interpersonal and textual meaning. (Wignell L. G., 1994, p. 12). It is different aspects; it is concerned with a different mode of meanings of clauses. Every text has ideational meaning (experiential). Ideational meanings are meanings about phenomena – about things (living and non-living, abstract and concrete), about goings on (what the things are or do) and the circumstances surrounding these happenings and doings. (Wignell L. G., 1994, p. 12). To find the ideational meaning, transitivity system is explored.

Halliday (2007, p. 215) states “transitivity is usually understood as a sentence where a verb is directly connected to object.” Thus, transitivity system find others technical term that related to the transitivity in traditional grammar, but deals with it to some extent differently in a clause or a sentence. The system of transitivity focuses on the clause as its unit of analysis. Clauses represent meaning through ideational, interpersonal and textual functions together. The ideational function allows users of language to present their world experience through

lexicogrammatical choices they make, which are part of the transitivity system. Gerot and Wignell (1994, p. 52) state that “transitivity is analysed at clause level and it is essential to know where clause begin and end.” According to the transitivity system, the verbs can be classified in six processes: material, mental, verbal, relational, behavioural and existential. Halliday and Matthiessen (2004, p. 170) state that the “transitivity system contrues the world of experience into a manageable set of PROCESS TYPE.” One of the functions of a clause is to represent experience: to describe the events and states of the real (and unreal) world. In the Systemic Functional Linguistic model, a representation of experience consists of Processes, Participants, and Circumstances. Thus, the text analysis utilizes transitivity system of Halliday which focuses on investigating Processes, Participants and Circumstances of a clause.

There are several researchers conducting similar studies to support this paper. The first research has been done by Yusuf (2013). He analysed editorial of Jakarta post published on 15th – 20 th April 2013, he used transitivity analysis. He stated that transivity ia tool to analyze ideology reflected in language, he provides two statement problems in his research, those are what the dominant processes found in Jakarta post editorial and how transitivity reflects ideology of the editorial in Jakarta post editorial. The similarity his research with the researcher is the first statement problem of his research. The second researchhas been done by Salsabil (2014). She analysed process types, participant functions, circumstantial elements, the linguistic features revealed and competencies revealed that characterize in English texts of an English textbook entitled *Bahasa Inggris When*

English Rings Bell. The concern of her research is on the language used in that textbook, there are some issue to the language of teaching materials that can be observed such as the vocabulary issue, the sentence pattern issue, the related to culture issue and the last is the cohesion and coherence issue. The researcher has the similar concept with the second researcher that is the analysis is focused of transitivity but without cohension and coherence issue and different object of research and the researcher continued the suggests of her.

From the previous studies above, there is still rarely study on transitivity system of advertisement. Therefore, the researcher tries to conduct the research entitled “Transitivity Analysis of Electronics Devices Advertisements on Internet.”

1.2 Statement of Problem

The advertisement has the message, for discovering the meaning of it the researcher used transitivity system then for the respect of what has been mentioned in the preceding part, some problems can be formulated as follows:

1. What process and participant types are used in the electronic advertisements?
2. What circumstantial elements are found in the electronic advertisements?

1.3 Research Objective

Based on the formulation of the problems mentioned above, the objective of the study are:

1. To identify the Process and Participant Types in electronic advertisements.
2. To identify the Circumstantial Elements in electronic advertisements.

1.4 Research Significance

The significance of this research is to know the transitivity system of electronics devices advertisements. This research discusses the process types, participants and circumstances that found in those advertisements. The researcher hopes that the readers get additional knowledge about the transitivity system in advertisement. This research can enrich linguistic fields, especially about experiential meaning on transitivity system that consists of three components; the process, the participants and circumstances, to students who took linguistic concentration.

Practically, this research can enhance reader's understanding about transitivity system. Academically, this research contributes to the institutional significance. For the students of English Department of the Islamic University Sunan Gunung Djati of Bandung; and generally to anyone who studies English Linguistics. The researcher hopes that the result of this research can enhance our understanding about transitivity system. Moreover, it is also expected that this research is useful for the next who interested in doing similar research.

1.5 Definition of Key Terms

In order to clarify the key terms used in this research, some definitions are put forward.

1. Advertisement: a public announcement offering or asking for goods or services (Hornby A. S., 1995).
2. Transitivity: the grammatical system involves processes, participants and circumstances relates to the ideational metafunction. (Halliday, 2007, p. 206).
3. Processes: kind of event that is represented in a clause. Processes of transitivity can be classified into *material processes, mental processes, relational processes, verbal processes, behavioural processes, existential processes, and meteorogictal processes*. (Wignell L. G., 1994, p. 54)
4. Participants: the entities involved in the process, e.g., Actor, Sayer, Carrier, and other participants.
5. Circumstances: specifying the when, where, why, how, how many and as what of the process.

1.6 Organization of Writing

The writing process of the research is organized into five chapters. The first chapter is *Introduction*. The contain of this chapter consists of six points. They are background of the research, statement of the problem, research objective, research significance, the definition of key term, and organization of writing. The second chapter is *Theoretical Framework*. This chapter discusses transitivity, type of processes in transitivity, participants and circumstances, and

also presents other concept that support this research namely the definition and phenomenon of advertisements. The third chapter is *Research Method*. The researcher describes the method that used in conducting this research. It is consist of research design, sample of data, source of data, technique of collecting data and technique of analyzing data. The fourth chapter is *Finding and Discussion*. This chapter is presented the transitivity analysis of tagline or informations in electronic device advertisements. The last chapter describes *Conclusion and Suggestion*. This chapter concludes the whole analysis and gives suggestion to reader or the next writer.

