

**THE INTERPERSONAL MEANING USED IN THE ELECTRONICS AND MOBILE  
PHONES IN ADVERTISEMENTS AS THE CONTRIBUTION IN TEACHING  
SYSTEMIC FUNCTIONAL GRAMMAR**

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**Abstract**

*This study aims at describing the interpersonal meaning used in the advertisements in the electronics and mobile phones. The objectives of this research are To investigate how clauses and their constituents are structured in the English sentences used in the electronics and mobile phones advertisements, To map out how the interpersonal meanings are realized in the electronics, To map out what are the most dominant and less dominant mood are realized in the electronics and mobile phones advertisements.*

*The writer used a qualitative descriptive analysis to find out the interpersonal meanings used in the electronics and mobile phones advertisements. The object of the study was the sentences used. The unit analysis was a clause used in that products. The data were collected by the use of document. To analyze the data, Method of data analysis, the writer took some steps; there were identification of 5 products of the electronics and mobile phones advertisements, identification of the products, identification of the sentences used in the products, identification of the interpersonal meanings.*

*The result shows that, the 5 products have 35 clauses and each clause has different constituents there are two, three, four, five, six, seven, eight, nine, ten, and eleven constituents. The dominant constituent is three constituents. Based on the results analysis of the interpersonal meaning in the Electronics and Mobile Phones Advertisements, we know that those five electronics and mobile phone advertisements have mood and residue. It is realized in the wordings of those clauses if we analyze it based on the interpersonal meaning elements; Mood consists of Subject and Finite, Residue consists of Predicator, Complement, and Adjunct. From the analysis of the Mood Types above, we can see that the most dominant mood in the electronics and mobile phones advertisements is Declarative Mood and the less dominant in the electronics and mobile phones advertisements are Interrogative and Imperative Mood. It indicates that the writer of those advertisements wants to declare something or give information to the readers.*

*It is suggested that In teaching Systemic Functional Grammar (SFG), the lectures should choose an interesting media, such as electronics and mobile phones advertisements to make the students more interesting to study and easier to understand the materials.*

**Key words:** *Interpersonal Meaning, Electronics, Mobile Phones, Advertisements, Contribution, Systemic Functional Grammar.*

## **INTRODUCTION**

### **A. Background of the Study**

Since language is a means of communication, man uses it to enable him to communicate with others in society. In order to

understand the meaning each other-between the speaker and the addressee. In the process of using language in communication, both speaker and listener negotiate the meaning. Therefore, there is a relationship

between what is said by a speaker when he attempts to convey the message or information. He has a certain choice of words or constructions in order to know the effects on the listener. Furthermore, they have the same perception of what is being discussed or being talked about and the same understanding of the situational setting coloring the conversation. Sometimes, some people use the written form of language to convey their feeling, thought, or ideas.

In business, English is used as a means of producing goods and services for profit. In giving service to the customers to promote their products, there are many kinds of language that are used by the producers. The English used in drink labels represents a form of written communication which contains various kinds of sentences. Each sentence within the drink label implies the writer's purpose as to give information, to persuade, or to warn.

Then the word label itself is a piece of paper, cloth, etc fixed to something to describe what it is, who owns it. On the other hand it states that label is describing something in away that is too general or unfair stated by (Hornby, 2004: 238). Then the writer would like to describe many labels (fixed on the bottles of their products). They are, for example: Toshiba 'Leading Innovation', panasonic 'What's a new', Philips'Sense and Simplicity', LG 'Life's

Good', Sony 'It's a Sony', Canon 'Delighting you always', etc.

Based on the explanation above, the writer thinks it is important to carry out a research on the interpersonal meaning used in the advertisements of electronics and mobile phone.

### **B. Reasons for Choosing the Topic**

As we know, many English sentences are used in advertisements. It is expected to promote their product to the customers. Some people don't understand the meaning of English sentences used on drink labels so that they don't know the qualities, the function and the advantages of the drink.

Based on the phenomenon above the writer wants to analyze 'The Interpersonal meaning used in Electronics and Mobile Phones Advertisements as the contribution in teaching Systemic Functional Grammar' viewed from clauses, their constituents and meanings. By this research the writer hopes that it will help readers to understand English sentences more easily.

### **C. Problem Statements**

Based on the background of the study above, the writer formulates the statements of the problem as follows:

1. How are the clauses and their constituents structured in the English sentences used in the electronics and mobile phones advertisements?

2. How are the interpersonal meanings realized in the sentences used in the electronics and mobile phones advertisements?
3. What are the most dominants and less dominants mood realized?

#### D. Purposes of the Study

The objectives of the Thesis are:

1. To investigate how clauses and their constituents are structured in the English sentences used in the electronics and mobile phones advertisements.
2. To map out how the interpersonal meanings are realized in the electronics.
3. To map out what are the most dominant and less dominant mood are realized in the electronics and mobile phones advertisements.

## II. REVIEW OF RELATED LITERATURE

### A. Sentences

Sentences are group of words that express a statement, question etc. (Hornby, 2004: 375). The sentences used on the drink labels are interested to analyze because actually some of them are grammatically not well- arranged. We can find many sentences on the drink labels which might confuse people who read them. Here are some sentences which can be found on the drink labels. Here are some example; *PIXCOM-touch your heart*, *PANASONIC-ideas for*

*life*, *PHILLIPS-let's make thing better*, *HITACHI-I love hitachi*, *PLAYSTATION-live in your world*, *G.VON-enjoy your life*, *SAMSUNG-everyone's invited*, *SIEMENS-we make sure*, *TOSHIBA-take the world*, *APPLE MACINTOSH-it does more*, *PIXMA-fix your printer*, *ERICSON-taking you forward*, *NINTENDO-born to play*, *BLACKBERRY-learn more today*, *iMAC-small is huge small is beautiful*.

### B. Electronics and Mobile Phones

**Electronics deals** with electrical circuits that involve active electrical components such as vacuum tubes, transistors, diodes and integrated circuits, and associated passive interconnection technologies. The nonlinear behaviour of active components and their ability to control electron flows makes amplification of weak signals possible and electronics is widely used in information processing, telecommunications, and signal processing. The ability of electronic devices to act as switches makes digital information processing possible. Interconnection technologies such as circuit boards, electronics packaging technology, and other varied forms of communication infrastructure complete circuit functionality and transform the mixed components into a regular working system. Electronics is

distinct from electrical and electro-mechanical science and technology, which deals with the generation, distribution, switching, storage, and conversion of electrical energy to and from other energy forms using wires, motors, generators, batteries, switches, relays, transformers, resistors, and other passive components. This distinction started around 1906 with the invention by Lee De Forest of the triode, which made electrical amplification of weak radio signals and audio signals possible with a non-mechanical device. Until 1950 this field was called "radio technology" because its principal application was the design and theory of radio transmitters, receivers, and vacuum tubes. Today, most electronic devices use semiconductor components to perform electron control. The study of semiconductor devices and related technology is considered a branch of solid state physics, whereas the design and construction of electronic circuits to solve practical problems come under electronics engineering. This article focuses on engineering aspects of electronics.

### C. Mobile phones

A **mobile phone** (also known as a **cellular phone**, **cell phone**, and a **hand phone**) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by

connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station. In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming and photography. Mobile phones that offer these and more general computing capabilities are referred to as smartphones.

The first hand-held mobile phone was demonstrated by John F. Mitchell and Dr Martin Cooper of Motorola in 1973, using a handset weighing around 2.2 pounds (1 kg).<sup>[4]</sup> In 1983, the DynaTAC 8000x was the first to be commercially available. From 1990 to 2011, worldwide mobile phone subscriptions grew from 12.4 million to over 6 billion, penetrating about 87% of the global population and reaching the bottom of the economic pyramid. In the first quarter of 2012, Nokia, which had been the global market leader in mobile phones since 1998, slipped into second place with 22.5% market share behind Samsung with 25.4% with Apple Inc. trailing in third place with 9.5%.<sup>[9]</sup> In 2012, for the first time since 2009 mobile phone sales to end users declined by 1.7 percent to 1.75 billion units.

#### D. Advertisements

**Advertising** or **advertizing** is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. In Latin, *advertere* means "to turn the mind toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and

governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

#### E. Clauses and their Constituents

Butt, Fahey, Spinks and Yallop (1996:34) state that a clause is one of those words that play several different roles in our language. It is a technical term in the language of law and legal documents.

It is also a technical term in linguistics and it is this sense that concerns us here. Some of you will already have a fairly clear idea about what a clause is; others may have vague memories about adjectival clauses, noun clauses, and adverbial clauses – even perhaps finite clauses – from excursions into grammar in the past.

#### F. Interpersonal Meaning

According to Butt, Fahey, Spinks and Yallop (1996:64) one of the most basic interactive distinctions is between using it to exchange goods and services. A second distinction is between demanding and giving. We can therefore demand information or give information or demand or give goods and services.

In fact, interpersonal meanings cover two main areas. The first, concerns the type of interaction which is taking place – the kind of commodity which is being exchanged.

The second concerns the way speakers take a position in their messages.

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### 1. Metalanguage of interaction

#### a. The Finite

The Finite is that part of verbal group which encodes primary tense or the speaker's opinion.

#### b. The Subject-Finite relationship

The strong interaction between the Finite and the nominal group known as SUBJECT is a fundamental relationship in English grammar. The significance of Subject-Finite relation can sometimes be seen in the effect of the Subject on the Finite. When the nominal group in the Subject role changes, from singular to plural, or from first person (I, we) to third person (she, the team, they), the finite may reflect the change in its form.

#### c. Mood

The mood or mood block is the name given the Subject and finite plus the polarity

#### d. Predicator

The rest of the verbal group, including any other auxiliaries, is simply described as the

Predicator because it is the basis for the predication, or validation. Predicator of a simple declarative sentence is the word (sometimes a group of words) which does not belong to any of the referring expressions and which, of the remainder, makes the most specific contribution to the meaning of the sentence (James and Bregdan, 1983:44).

#### e. Modal Finite

Modal Finite is Finites which encode the speaker's opinion rather than tense.

#### f. Polarity

Polarity state of having two opposite qualities or tendency (Oxford Learner's Pocket Dictionary, 1991)

#### g. Adjunct

Adverbial groups, nominal groups and prepositional phrases which acted as circumstances for the experiential meaning of a clause are now simply known as Adjunct because they are added on to the Interpersonal meaning.

#### h. Complement

Other nominal groups may be regarded as Complements because they complete argument set up in the clause

#### i. Residue

The predicator, Complement (s) and Adjunct (s) make up the Residue of clause.

### 2. Metalanguage for the analysis and description of interaction.

According to Butt, et al. (1996:71) the description of interaction consists of:

a. Exchanging Information

1) Giving Information

In classing giving information, the Subject precedes the Finite and this configuration of the Mood block is known as **DECLARATIVE MOOD**.

Example: In the final scene Euripides displays this

Ad-junct	Subject	Finite (present)	Predicator	Complement
Residue	Mood: Declarative		Residue	

2) Demanding Information

In demanding information the configurations use **INTERROGATIVE MOOD**. Speaker demanding information normally asks questions. Sometimes they ask in **POLAR INTERROGATIVES**, which expect a yes/no response. Sometimes they want specific information and ask who, when, where, how, which, what, whom, whose or why?

Example: Does Penny play squash?

Finite	Subject	Predicator	Complement
Mood: interrogative		Residue	

Where has my little dog gone?

Adjunct	Finite	Subject	Predicator
Residue		Mood: interrogative	

b. Exchanging Goods and Services

1) Demanding goods and services

Speakers demanding goods or services may give order or commands. These configurations of the Mood block are known as **IMPERATIVE MOOD**.

Example: play squash!

	Predicator	Complement
Mood: imperative	Residue	

*There are no Subject and no Finite.*

Do play Squash!

	Finite	Predicator	Complement
Mood: Imperative	Residue		

*There is no Subject*

2) Giving goods and services

Speakers who are offering goods and services do not have recourse to any special configuration of the Subject- Finite relationship, so this type of exchange does not have a special mood but is identified through the context of the message (Butt, et al. 1996:73).

Example:

I'll play squash

Subject	Finite	Predicator	Complement
Mood: declarative (offer)		Residue	

### III. RESEARCH METHOD

#### A. Research Design

This is a descriptive qualitative research as the aim of the study is to describe the sentences used in the electronics and mobile phones advertisements and how the interpersonal meanings are realized in the sentences. Qualitative research methods were developed in social sciences to enable researchers to study social and cultural phenomena. Qualitative data sources include observation and participant observation (field work), documents and texts.

In this research, the focus was on the clauses and their constituents and how their interpersonal meanings are realized in the electronics and mobile phone advertisements. They can be seen through the functional grammar of the Interpersonal meaning.

Research constitutes a process of solving a problem, and the method is the way in which the problem is expressed and how the research is carried out. In qualitative research, the literature should be used in a manner consistent with the methodological assumptions; namely, it should be used in-

ductively so that it does not direct the question asked by the researcher. W. Creswell, (1994: 21). Winarno Surachmad (1994: 151) states that research method is the main way to reach a goal such as for trying a set of hypothesis by using a certain means and techniques. So research method is absolutely crucial to conduct a research.

#### B. Object of the Study

The object of this study was the sentences used in the electronics and mobile phones. So the data were collected through documents. The writer took this measure because there were many kinds of sentences used in the electronics and mobile phones advertisements. To identify the appropriate products of the drink advertisements, the writer read several magazines and newspaper in any media. Actually, there are many electronics and mobile phones adv that are displayed on the megazines and newspaper. They were written in English, Mandarin, and also in Indonesian. The writer intended to get the products the advertisements of which were written in English only. In this objects of the research, the writer took nineteen (20) products of

electronics and mobile phones with adv written in English. They were *the nokia lumia 920*, *Canon EOS 650D*, *the toshiba satellite L630-13M*, *ASUS inspiring innovation*, *The Galaxy tab 27.0*.

### C. Unit of Analysis

In this study the writer collected written data in the form of English sentences / clauses used the electronics and mobile phones advertisements. There were 20 advertisements. The unit of analysis was a clause.

### D. Technique of Collecting Data

According to Glanz (1998: 133), there are many methods of collecting data. They are; namely: observation, interview, questionnaire, experiment, test, focus group and documentation. From those methods, the writer chose documents in the form on advertisements texts. The documents were observed to find the clauses contained in the advertisements.

### E. Method of Data Analysis

After collecting the data, then the writer analyzed it. In analyzing data the writer took the following steps.

a) Identification of the advertisements used in the electronics and mobile phones.

b) Identification of the interpersonal meanings used in the electronics and mobile phones.

c) Identification of the most dominant and less dominant used in the electronics and mobile phones.

## IV. Research Findings

### A. Clauses and constituents realized in the Electronics and Mobile Phones Advertisements

In product no. 1, the product is Nokia mobile phone. It has eight clauses. Three of them have three constituents. Four of them have four constituents. And one of them has one constituent. Product no. 2 is Canon EOS 650D. It has seven clauses. Two of them have three constituents. Three of them have four constituents. And two of them have six constituents. Product no. 3 is Toshiba computer. It has five clauses. Three of them have three constituents. And the rest, two of them have five constituents. Product no. 4 is ASUS computer. It has seven clauses. Two of them have three constituents. Two of them have eight constituents. One of them has five constituents. One of them has ten

constituents. And the last one of them has eleven constituents. Product no. 5 is Samsung Galaxy tab 27.0. It has eight clauses. One of the clauses has four constituents. Two of them has six constituents. Two of them has eight constituents. In another clauses one of them has nine constituents. One of them has ten constituents. One of them even has eleven constituents.

### **B. Realization of the Interpersonal Meaning in the Electronics and Mobile Phones Advertisements**

Based on the results analysis of the interpersonal meaning in the Electronics and Mobile Phones Advertisements, we know that those five electronics and mobile phone advertisements have mood and residue. It is realized in the wordings of those clauses if we analyze it based on the interpersonal meaning elements; Mood consists of Subject and Finite, Residue consists of Predicator, Complement, and Adjunct.

### **C. The Most Dominant and the Less Dominant Mood in the Electronics and Mobile Phones Advertisements**

From the analysis of the Mood Types above, we can see that the most dominant mood in the electronics and mobile phones advertisements is Declarative Mood and the

less dominant in the electronics and mobile phones advertisements are Interrogative and Imperative Mood. It indicates that the writer of those advertisements wants to declare something or give information to the readers.

## **V. CONCLUSIONS AND SUGGESTIONS**

This chapter presents the conclusions and suggestions. The conclusions cover the result of the research, and the suggestions present some suggestions to the lecturers, students, and for the writers.

### **A. Conclusions**

Based on the results of the data analysis, that was mentioned in the Chapter IV, the writers made some conclusions as follows:

1. The interpersonal meaning in the electronics and mobile phones advertisements realized from the wordings of the clauses based on the Mood (subject, finite) and Residue (predicator, complement, adjunct) elements.
2. The most dominant mood in the electronics and mobile phones advertisements is Declarative Mood, while the less dominant are Interrogative and Imperative mood.

### **B. Suggestions**

After made some conclusions about this research, the writers want to give some suggestions to the lectures, students, and for the writers:

## 1. The lecturers

In teaching Systemic Functional Grammar (SFG), the lectures should choose an interesting media, such as electronics and mobile phones advertisements to make the students more interesting to study and easier to understand the materials.

## 2. The students

If the students want to start analyze the interpersonal meaning, they should read the clauses thoroughly, so that they can analyze the interpersonal meaning correctly.

## 3. The writers

The writers can improve their experiences in analyzing the interpersonal meaning in the electronics and mobile phones advertisements, and also increase their knowledge.

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