

OPEN ACCESS



Journal of Languages and Culture

April 2019
ISSN: 2141-6540
DOI: 10.5897/JLC
www.academicjournals.org



**ACADEMIC
JOURNALS**
expand your knowledge

ABOUT JLC

The **Journal of Languages and Culture (JLC)** will be published monthly (one volume per year) by Academic Journals.

Journal of Languages and Culture (JLC) is an open access journal that provides rapid publication (monthly) of articles in all areas of the subject such as Political Anthropology, Culture Change, Chinese Painting, Comparative Study of Race, Literary Criticism etc.

Contact Us

Editorial Office: jlc@academicjournals.org

Help Desk: helpdesk@academicjournals.org

Website: <http://www.academicjournals.org/journal/JLC>

Submit manuscript online <http://ms.academicjournals.me/>

Editors

Prof. Ahmed Awad Amin Mahmoud
Faculty of Education and Higher Education
An-Najah National University,
Nablus,
Palestine.

Dr. R. Joseph Ponniah
Department of Humanities (English)
National Institute of Technology
Trichirappalli, Tamil Nadu
India.

Dr. Kanwar Dinesh Singh
3, Cecil Quarters,
Chaura Maidan, Shimla:171004 HP
India.

Dr. S. D. Sindkhedkar
Head, Department of English,
PSGVP Mandal's Arts, Science & Commerce
College,
Shahada: 425409, (Dist. Nandurbar), (M.S.),
India.

Dr. Marta Manrique Gómez
Middlebury College
Department of Spanish and Portuguese
Warner Hall, H-15
Middlebury, VT 05753
USA.

Dr. Yanjiang Teng
801 Cherry Lane, APT201
East Lansing
Michigan State University
MI 48824
USA.

Prof. Radhakrishnan Nair
SCMS-COCHIN
Address Prathap Nagar, Muttom, Aluva-1
India.

Prof. Lianrui Yang
School of Foreign Languages, Ocean University
of China
Address 23 Hongkong East Road, Qingdao,
Shandong Province, 266071 P
China.

Editorial Board

Dr. Angeliki Koukoutsaki-Monnier
University of Haute Alsace
IUT de Mulhouse
dep. SRC
61 rue Albert Camus
F-68093 Mulhouse
France.

Dr. Martha Christopoulou
Greek Ministry of National
Education & Religious Affairs
Xanthoudidou 2-4
Athens,
Greece.

Dr. Zeynep Orhan
Fatih University Hadımköy 34500 Istanbul
Fatih University Computer Engineering
Department
Turkey.

Dr. Tahar Labassi
University of Tunis
94 Avenue 9 Avril, Tunis 1007
Tunisia.

Dr. Ahmad M. Atawneh
Hebron University
P.O.Box 40, Hebron
Palestine.

Benson Oduor Ojwang
Maseno University
P.O.BOX 333, MASENO 40105
Kenya.

Lydia Criss Mays
Georgia State University
30 Pryor Street, Suite 550
USA.

Dr. Daniel Huber
Universié de Rennes 2
63, rue des Vinaigriers, 75010 Paris
France.

Naomi Nkealah
University of the Witwatersrand, Johannesburg
English Academy of Southern Africa, P O Box
124, Wits 2050
South Africa.

Yah Awg Nik
Centre for Language Studies and Generic
Development,
Universiti Malaysia Kelantan,
Locked Bag 36, Taman Bendahara,
Pengkalan Chepa, 16100 Kota Bharu, Kelantan
Malaysia.

Table of Content

Verbal semiotics resources employed in advertising cigarette on TV in Indonesia	1
Bambang Nur Alamsyah Lubis, Busmin Gurning and Amrin Saragih	

Full Length Research Paper

Verbal semiotics resources employed in advertising cigarette on TV in Indonesia

Bambang Nur Alamsyah Lubis*, Busmin Gurning and Amrin Saragih

English Applied Linguistics Program, State University of Medan, Indonesia.

Received 10 December, 2018; Accepted 10 April, 2019.

This work analyzes the verbal semiotics resources used for advertising cigarette in Indonesia. Descriptive qualitative method was used in this study. The data of this study are verbal semiotics resources (oral and written) used for cigarette advertisement. From the result of this work, it is seen that in ideational function, material process was dominantly used in advertising cigarette on TV, and in interpersonal function, speech function was dominantly used in advertising cigarette on TV.

Key words: Verbal, semiotics, cigarette, advertisement, ideational, interpersonal, Indonesia.

INTRODUCTION

The basic theory used in investigating the content of a text can be seen in Systemic functional linguistics (SFL) (Halliday, 2014). It is actually used to see perspective content of the language of the text. Metafunction and multimodal analysis in a text advertisement presents two things; first, is the natural representation of empirical, factual and particular advert and secondly, the proper way it is used to understand or read such natural print adverts.

According to Halliday (2014), verbal interaction with another person is preferred to the network of meaning (collection of semiotic alternatives) which is realized through representation. It is known as system of choices. All the important principles are contained in the means-channel through which language is used by the user. Language is organized to meet people's desires. It focuses on the role of individual interactions. We can say that language exists because we change constantly based on desire and need when interacting. The function

and meaning of SFL approach in communication sees meaning as a relationship among ideational, interpersonal and textual function in verbal and written language. Based on multimodal perspective, this approach is involved in the relationship of the three meanings in which each means/channel of meaning used produces the complexity of meaning.

Saragih (2006) says that the text uses a language that is sourced from oral and written means of any size, which constitutes the whole unit, units of language use, ungrammatical units such as clauses and sentences and not defined according to its size. It has a unity or texture that distinguishes it from non-texts and involves semantic relationship referred to as cohesive and coherence in the meaning it expresses. Semantic does not only source from the content but the overall choice of language used. The text is limited to its functional meaning in the social affirming context that the text can be a text, a paragraph, a complex clause, a clause, a phrase, a group, or a

*Corresponding author. E-mail: bambangnuralamsyahlubis@unprimdn.ac.id.

sound. In addition, the texts studied under the SFL approach emphasize meaning. This confirms that no matter how small a unit of language is as long as the language unit has a meaning in the social context it is still called a text. Text is a unit of language. It has meaning in the social context that occurs due to interaction/communication. All these communication interactions are called multimodal (Sinar, 2012).

The ideational function or ideational meaning relates to the inner and outer worlds of reality. It is "language about something". According to Halliday (2014), whenever one reflects on the external world of phenomena or the internal world of one's consciousness, the representation of that reflection would take the form of 'content'. This form of content is called the experiential meaning. Within the notion of ideational meaning, there is the logical meaning, which stores information about the way in which one situation is related to the other. The interpersonal function is an interpretation of language in its function as an exchange, which is doing the function of language. It is concerned with language as action (Halliday, 2014). The meaning of that statement represents the speaker's meaning potential as an intruder that takes into account interactive nature of relations between the addresser (speaker/writer) and the addressee (listener/reader). The grammatical level of interpretation with respect to the clause function is interpreted that the clause is also organized as an interactive event that involves a speaker or a writer and an audience (listener or reader). Clause of interpersonal function is clause of exchange, which represents speech role relationship. Language functions to fulfill human needs in the exchange of experience, such as; Human beings need to exchange experience as humans are social beings, 'social products' and consequently cannot live in isolation, no one can completely fulfill one's needs, everyone needs other people and only human beings are destined with interpersonal function, human culture and civilization, history.

Based on the aforementioned, the objective of this research is to investigate the verbal semiotics resource employed in advertising cigarette in Indonesia.

MATERIALS AND METHODS

This research was conducted by applying qualitative research. Bogdan and Biklen (1992) stated that qualitative research has natural setting, as the direct source of data and the researcher is the key instrument. It was designed to reveal a target audience's range of behaviors and perceptions that drive it with references to specific topics or issues. There are fifteen cigarette advertisements investigated; U mild cigarette ad, theme: Sepanjang Jalan Kenangan (2017), A mild cigarette ad, theme: Nanti juga lo paham (2017), Sampoerna Hijau cigarette, theme: datang kondangan (2017), Gudang Garam Surya Pro cigarette ad, theme: Fighter Branding (2017), Lucky Strike cigarette ad, theme: seeing things (2017), Djarum 76 ad, theme: Pengen Kurus (2017), LA Light ad, theme: Take A leap (2017), Surya Pro Mild ad, theme: The Rush

(2017), LA Bold Ad, theme: Stronger Than Life (2017), LA Light ad, theme: Taklukkan Tantanganmu (2017), DUNHILL ad, theme: Make It Your Journey (2017), Gudang Garam Signature ad, theme: Darts (2017), Gudang Garam Merah ad, theme: Kualitas Merah (2017), GG Mild ad, theme: Style of New Generation (2017) and Gudang Garam Signature Mild ad, theme: Big Cameras (2017).

The technique of data analysis used is interactive analysis by Miles et al., (2014). In this research, it was used for the ongoing analysis and after collecting the research data. An analysis model consists of three concurrent steps:

- (i) Data condensation is the process of selecting, focusing, simplifying, abstracting and/or transforming the data that appear in the full corpus (body) of written up field notes, interview document, and other empirical material. The processes of selecting data are focusing, simplifying and resumming cigarette advertisement.
- (ii) Data display is the process of organizing the data. The researcher needed data to be displayed, because the whole ad content must be looked carefully.
- (iii) Drawing and verification conclusion were done through deciding what the data mean or finding after reading the result from resumming.

RESULTS

Ideational function

The analysis of ideational function is meant to show the purpose of advertisement in society and to see the effect of verbal text. The total number of verbal semiotics resources used in fifteen cigarette advertisement is 111 clauses. Table 1 explains that the dominant type of process used in the cigarette advertisement is material process, 47 clauses (52.17%). It means that cigarette advertisement demands consumers to act. Here, it shows the percentage of metafunction analysis used in cigarette advert.

Interpersonal function

The analysis of interpersonal function is meant to show the kinds of speech function used in advertising cigarette. There are four speech functions that humans use in verbal communication: offer, statement, command and question (Halliday, 2004). Table 2 explains that the dominant speech function used in advertising cigarette on TV in Indonesia is statement, 98 clauses (85.57%). To advertise cigarette means to give information about the product. Here, it shows the kinds of sentence used in cigarette advertisement (offer, statement, command, question). Table 2 shows the analysis of metafunction used in cigarette advertisements.

DISCUSSION

The finding of this research adds a new horizon to those interested in multimodal and critical discourse analysis study, especially in investigating advertisement. Many

Table 1. Percentage of ideational function in cigarette advertisement.

No.	Type of process	Number	Percentage (%)	
1	Material	44	52.17	
2	Mental	4	4.44	
3	Relational	Identification	11	12.21
		Attribution	15	16.65
		Possession	23	22.20
4	Behavioral	2	2.22	
5	Verbal	0	0	
6	Existential	12	13.32	
	Total	111	100	

As long as memorable way, we are always holding hand
(*sepanjang jalan kenangan, kita selalu bergandeng tangan*)

As long as memorable way,	We	Always	Hold	hands
Circumstance	Actor	Modality	Process: material	goal

This is running the dream (*menjalankan mimpi*)

This	is	running	The dream
-	Process: existensial	existent	circumstance
I feel all from different perspectives (<i>merasakan dari sudut pandang yang berbeda</i>)			
I	Feel	all from perspectives	different
senser	Process: mental	phenomenon	

Table 2. Speech function in cigarette advertisement.

Role in exchanged	Commodity exchanged	Goods and services	Information
	Giving		Offer: 4 clauses (4.44%)
Demanding		Command: 6 clauses (6.66%)	Question: 3 clauses (3.33%)

You have to run away.

You	have to	Do	Run away
Subject	Modality: modulation obligation: high	Finite	Predicator
Mood			Residue

You show yourself.

You	Show	Show	Yourself
Subject	Finite	Predicator	Adjunct
Mood		Residue	

You look at us.

You	Look at	Look at	Us
Subject	Finite	Predicator	Compliment
Mood		Residue	

Table 2 Contd. You broke the mind.

You	Broke		the mind
	Do	Break	
Subject	Finite	Predicator	Compliment
Mood		Residue	

You show yourself.

You	Show		Yourself
	Do	Show	
Subject	Finite	Predicator	Adjunct
Mood		Residue	

You look at us.

You	Look at		Us
	Do	Look at	
Subject	Finite	Predicator	Compliment
Mood		Residue	

You broke the mind.

You	Broke		the mind
	Do	Break	
Subject	Finite	Predicator	Compliment
Mood		Residue	

researchers have analyzed clauses from text. In this case, the researcher found a new model of analysis that still uses SFL as basic analysis. The researcher chose cigarette advertisement because it is always done on TV especially in Indonesia. This work has many weaknesses; hence in future it is recommended that more work should be done on the model of analysis in this field.

Conclusion

Indonesia is one of the biggest cigarette consumers in the world. Hence, the researcher investigated the verbal semiotics resources used in advertising cigarette on TV in Indonesia. From the result of the study, it is seen that material process is the dominant verbal semiotics resource used in advertising cigarette on TV. It aims to invite consumers that watch TV to act, that is, to buy the product and smoke it. And, speech function is used also for the advert on TV, to talk about the product in terms of its quality and quantity.

CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

REFERENCES

- Bogdan RC, Biklen SK (1992). *Qualitative Research for Education*. USA: Allyn and Bacon.
- Halliday MAK (2004). *An Introduction to Functional Grammar*. Amerika Serikat: Oxford University Press.
- Halliday MAK (2014). *An Introduction to Functional Grammar*. 4th Edition, USA & Canada: Routledge.
- Miles MB, Huberman AM, Saldana J (2014). *Qualitative Data Analysis: A Method s Source book*. 3rd Edition. America: Sage Publication.
- Saragih A (2006). *Bahasa Dalam Konteks Sosial*. Medan. PPs Unimed.
- Sinar TS (2012). *Teori & Analisis Wacana Pendekatan Linguistik Sistemik Fungsional*. Medan: Mitra.

Related Journals:

