

ANALYSIS OF EXPERIENTIAL FUNCTION IN INTERNET ADVERTISEMENTS

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Abstract

The research deals to experiential function. the problems of the study are What type of processes is dominantly used interned advertisement and Why are the dominant realities used. The objectives of the study are to investigate the dominant type of process used in advertisement and to describe causes of using the dominant types of processes in internet advertisements. the writer will collect the data qualitative research (qualitative data), and data will be get from some advertisements in Internet. From the data, the writer has found from the result of the research. it will be fact with the theory that advertising is an instance discourse.

Keywords : English, Experiential Function, Internet Advertisements

I INTRODUCTION

1.1 Background of the study

We are living in an era of information exploisom in which advertising seems to be an indispensable building block of the media. There are so many research about language and internet, from the language style, social media, title/ key word of the information in internet, the impact of internet education, and etc.

In this case, the writer has read about an analysis of Internet metaphors. The preview researcher had analyzed of internet metaphor. Had found there was a significant difference between the frequencies of the information technology students' use of the metaphor family with respect in the class.

Internet, Tv, Radio and the press are finacially motivated to present advertisement. From a linguistic point of view, advertisements seem, in effect, to constitute a genre with distinct features whose function is not only to inform but also to persuade and influence (swales,1990 : 54). Koll stobbe (1994:387) maintains that by using the linguistic system as a tool kit in a creative manner, advertising discourse has become a type of public and consistent communication, manifesting, and mediating a mass folk culture.

If advertisements were designed to publicize a product or service in order to sell it, the desired outcome an advertiser looks for would be the response "I'll buy that ". This function of persuasion in advertisements is realized through a text possible with certain linguistic, discorsual, and societal signals. In a word down a single fact. Writers of advertisements exploit all these devices, strategies, etc. not to engage in communication, but to promote products only.

Advertisements were be built by some clause, the clause in this case functions as a representation. They use the system of transitivity to represent the meaning in a clause. Through the

system of transitivity, we shall be exploring the clause in its function. There are some linguistic structure which can be represent: circumstances, processes, and participants.

Considering the importance of understanding transitivity system used in certain genre, especially in advertisement, then the researcher choose the title is an analyzing Circumstance in Internet advertisement.

1.2 The Research Problems

This study focuses on E in Heriana Experiential Process of internet advertisement. Based on the backkground above, the problems of the study are formulated as the following:

1. What type of processes is dominantly used interned advertisement ?
2. Why are the dominant realities used ?

1.3 The Objectives of the Study

Based on the problems mentioned above, the objectives of the study are :

1. To investigate the dominant type of process used in advertisement
2. To describe causes of using the dominant types of processes in internet advertisements.

1.4 The Scope of the Study

1. What type of process is dominantly used in internet advertisements?
2. Why are the dominant realities used?

1.5 Significance of the Study

1. Advertisers as contribution for them in producing better advertisements for their products
2. Those who want to conduct further in – depth researchers in linguistic functional analysis, especially in terms of advertisement analysis.

II THEORETICAL FRAMEWORK

2.1 The Experiential Metafunction

Experiential function concerns with clauses that have guises as the way of representing patterns of experience. Bell (1991 : 121) states “experiential function express cognitive meaning, the fundamental idea-conveying function of language. This draws on the systems and networks of transitivity to create proportions, which convey the user’s experience of the external world of the sense and inner world of the mind.

Grammatical, the clauses are means of expressing experience. They enable us to conceptualize and describe our experience, whether of the phenomenon of the external world or of the internal world our thoughts, feelings, and perception. Semantically, a clause represents a pattern of experience, conceptualize as a situation types or transitivity. The situation types or transitivity consists of process, participants and circumstances.

Richard, John and Heidi (1992 : 389) state that transitivity is the choice between the processes that can be represented in a sentence related to the processes is participant and circumstance. A participant is someone or something involved in the process. Circumstance is the ways the processes and participants are involved.

Types	Processing	Conditional
Mental	Sensing	Emotionally, intellectually, sensorily
Verbal	Saying	Lingually and signating
Relational	Being	Equal to or some attribute of
Existential	Existing	There exists

Processes are realized by verbs. Traditionally verbs have been defined as doing words. But as the above 1st indicates, some verbs are not doing word at all, but rather express states of being or having. Moreover, there are different orders of doings and beings. For example, to write a funny story, to tell a funny story and to hear a funny story are three different orders of meaning.

2.1.1. Material Process

Material Process are process of material doing. They express the notion that some entity physically does something – which may be done to some other entity. So clauses with a material process obligatorily have a doing (process), a doer (participant I) and the entity to which the process is extended or directed (participant II) for example :

Sila	Cooks	The noodle
Participant I	Process	Participant II

How do we recognize a material process ? we can use do probe. For example, what did x do? (to y) what happened to Y? We can use these probes to tell us that in the following nursery rhyme, all the processes are material.

2.1.2. Mental Process

Downing and Locke (2002:125) state that mental processes are ones of sensing feeling, thinking, and perceiving. There are three types of mental process affective or reactive (feeling), cognitive and perceptive (perceiving through the five senses).

The processes differ from material ones in as much as the latter are physical moving, overt doings. Mental processes are mental, covert kinds of goings – on. And the participant involved in mental processes is not so much acting upon in a doing sense, as sensing – having feelings, perceiving or thinking.

Udin	Is happy	For his clothes
Senser	Mental	Phenomenon

2.1.3. Relational Process

Gerot & Wignell (1994 : 90) state that relational processes involve state of being (including having). They can be classified according to whether are being used to identify something (Beckam is a football player) or to assign a quality to something (Beckam is the best football player).

Processes, which establish an identity, are called identifying process and processes which assign a quality are called attributive processes. Each has its own characteristic participant roles. In attributive these are carrier and attribute.

Rossa	Is	The famous singer
Carrier	Attributive	Attribute

In identifying processes, the participant roles are token and value

Rossa	Is	A singer
Carrier	Attributive	Value

It is sometimes difficult to tell whether a relational process is identifying or attributive. Perhaps, the easiest way to distinguish between them is that identifying processes are reversible.

That is, the clause can be reversed in order and the semantic relationship still holds. For example :

Rossa	Will be	The famous singer
Token	Identifying	Value

Listed here are some of the more common relational process:

Attributive			Identifying		
Be	Become	Go	Be	Become	Equal
Get	Turn	Grow	Add up	Play	Act as
Keep	Stay	Remain	Call	Mean	Define
Look	Appear	Seem	Represent	Spell	Express
Sound	Turn Up	Concern	Imply	Stand	Symbolize
Last	End	Belong to	Realize	For	Signify
Cost	Up		Betoken	Indicate	Span
Need	Weight		Resemble	Take up	Own
	Has		Include	Occupy	Contain
	Require			Involve	

2.1.4. Behavioral Process

Martin, Matthiessen & Painter (1995:11) state that behavioral processes are processes of physiological and psychological behaviour, like breathing, dreaming, snoring, smiling, hiccupping, and looking, watching, listening, and pondering.

We can have the enacted behaviour mentioned.

She	Is Smiling	To the man
Behavior	Behavioral	Range

Range specifies the range or scope of the process, defining its coordinates or domain. Range appears in several guises, so we shall return to it below. But in behavioral processes, range names the behavioral enacted.

2.1.5. Verbal Process

Verbal process of saying, or more accurately, of symbolically signaling very often these are realized by two distinct clauses : the projecting clause encodes a signal source (sayer) and signaling (verbal process) and the other realizes what was said.

She	Said	To	She	is	Happy
Sayer	Verbal	Senser	Phenomenon	Mental	Phenomenon

Verbal Process

Reporting	Quoting
Insinuate, imply, remind, hypothesize, deny, make out, claim, pretend, maintain	Say, tell, remark, observe, continue, point out, report, announce, shout cry, ask, demand, inquire, query, interrupt, reply, explain, protest, warn, and insists.

2.1.6. Existential Process

Existential processes are processes of existence. For example :

It	Is	A cat
	Existential	Existent

There has no representational function, it is required because of the need for a subject in English.

2.2. Circumstances

Berry (1975:34) states that circumstances answer such questions as when, where, why, how many and as what.

2.3. Advertisements

Gein (1982:191) states that advertisement is a product promotion. The advertisement has some text, which provides information about the product, and more importantly, provides anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the reader's attention, as well as (typically) short phrases that act as a kind of slogan, and finally the name of the company and / or the name of the product.

Sperber and Deirdre (1995:89) state that the English language has evolved to have many different kinds of functionally, each of which correspond to different situations and styles of use. From an analytic point of view, it seems to make most sense to understand "normal language" to include the variety of styles of English that native speakers and readers control.

We can collect some text from advertisements that we have found. Can we find any examples of words, phrases or constructions that are truly different from the various varieties that we encounter on a regular basis ? These varieties may include informal spoken language between close friends to technical and scientific descriptions. It may be that we will learn more about creative possibilities our language allows rather than how much advertising goes beyond the boundaries of that language.

I. RESEARCH METHOD

In this study the writer will use the qualitative approach to motivation which on social context and social identity. Norton Peirce (1995) introduced the conception of investment, building on Bourdieu's notion of "cultural capital." She argues that the instrumental and integrative distinction does not capture the complex relationship among power, identity, and language learning.

1.1. Method

In this study the writer will collect the data qualitative research (qualitative data), and data will be get from some advertisements in Internet. And the data will analyze through experiential functional system. In seeking to explore the natural scene, the qualitative researcher aims to be as nobtrusive as possible, so that neither research presence nor methods distrub the situation. The researcher adopts a recognised role within the instuition or group.

1.2. Subject of Research

The subject of this study is the advertisement in Internet. The subject will be observing (survey) and analyzed the experiential functional system from the advertisement.

1.3. Procedures and Data Collection

In this research, the reseach will analyzed, the pattern, and the design of experiential functional system. Then, it will percentage them and describe them into a table.

1.4. Technique of Data Analysis

The analysis of qualitative research involves aiming to uncover and / or understand the big picture - by using the data to describe the phenomenon and what this means.

This study was applied qualitative. Wallace (1998:38) states that qualitative data is used to describe data that are not able to be counted or measured in an objective way, and therefore it is subjective. The qualitative data would be taken from analyze of Advertisement in Internet. The analyzed was provided by the writer.

The writer percentaged all theme and rheme with the formula:

$$x^- = \frac{\sum x}{N} \times 100\%$$

Where: x^- = the mean of the Process

$\sum x$ = the total of score

N = the number of the sentences

Next, to categories the number of theme or rheme who has high percentage, the following formula applied:

$$p = \frac{f}{N} \times 100\%$$

where: p = the percentage of those experiential Process

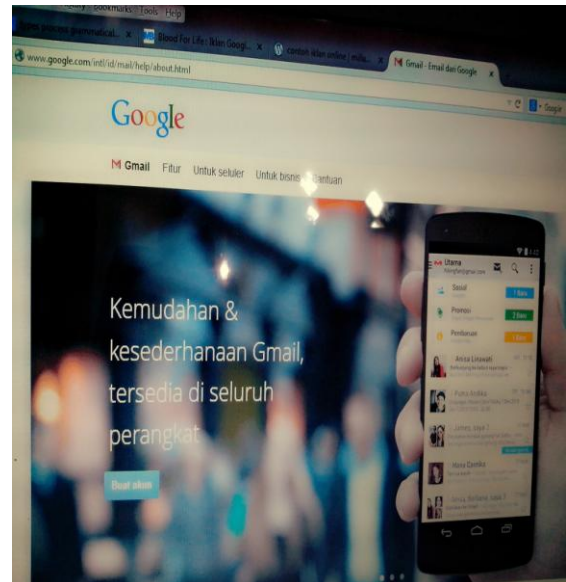
f = the number of those types of Experiential process

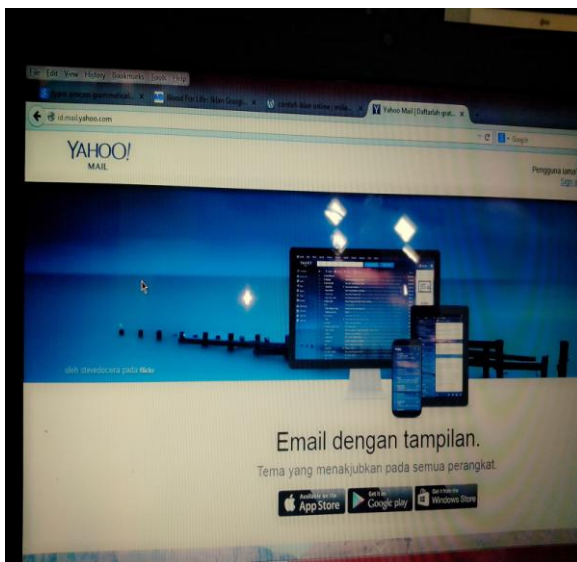
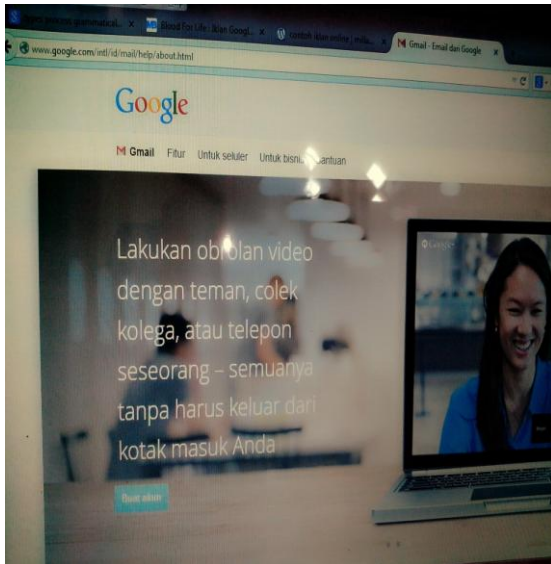
N = the total number of sentences

II. DISCUSSION AND DATA ANALYSIS

2.1. Data

The data compare is from the advertisement in internet. The data in this study was taken from the Internet.





2.2. The Data Analysis

Data analysis from the text is show through some formula.

1. Kemudahan & kesederhanaan Gmail tersedia di seluruh perangkat
Carrier
relation Attribute
2. Kotak masuk Gmail membantu anda tetap teratur dengan menyortir Email anda
Actor Material
Goal circumstance
menurut Jenisnya
3. Lakukan obrolan video dengan teman, colek kolega, atau telepon seseorang.
Material Goal
Material Goal Material Goal
Semuanya tanpa harus keluar dari kotak masuk anda.
Carrier Relational Attribute
Circumstance

4. Email dengan tampilan tema yang menakutkan pada semua perangkat

Carrier

Relational Value Circumstance

The Result:

percentaged all Process (Experiential Function)

1. Material : 50 %
2. Mental : -
3. Relational : 75 %
4. Verbal : -
5. Behavioral : -
6. Existential : -

categorization the number of theme or rheme who has high percentage

1. Material : 50 %
2. Mental : -
3. Relational : 75 %
4. Verbal : -
5. Behavioral : -
6. Existential : -

The higher percentage in this advertisement is Relational Process. It can see from the percentage. Relational gets the higher percentage than the other.

4.3. Discussion

From the data, the writer has found the number percentage of Process. This research conducted to determine the internet related experiential process. From the data the writer has found from the result of the research. it will be fact with the theory that advertising is an instance discourse. Following habermas (1984) Fairclough (1989:198) is of the same opinion that advertising is an instance of strategic discourse oriented towards instrumental goals, to get results, etc.

III. CONCLUSION AND SUGESSTION

3.1. Conclusion

After analyzing the data, the findings of this research are concluded as the following

1. The dominant type pf process used in Internet advertisements is Relational process. There are 3 clauses.
2. There are two possible explanation for the dominants elements of experientialfunctions. The first explanation is that by using relational process, the product can show the value for the customers. And the second explanation is that by using relational process, the advertisement can show the identity and quality of the product. It assigns with the attributive process.

3.2. Suggestion

In relation to the conclusion, suggestions are staged as the following

1. It is suggested that the advertisers should use clearly describe how their products are beneficial to the customers by applying relational process.
2. The advertisers are also suggested to specify in using circumstances of location.
3. It is suggested that to the potential consumer and their products gain more purchases.

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