



## Understanding the Meaning of an Advertisement Text through Interpersonal Function Analysis

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### Abstract

This research presents an interpersonal function analysis the writing in the advertisement. The researcher uses qualitative techniques and selects document studies because the researcher analyzes the data based on the context, namely writing and reading material. Beverage advertisements were chosen and analyzed through structural elements in interpersonal functions to determine the subject, finite, predicator, complement, and adjunct. In this study, researchers used advertisements for a drink taken from internet. The findings from this analysis are that there are several clauses that contain declarative negative moods and there are clauses that contain multiple declarative positive moods. The results of the data analysis ultimately show that the ad is declarative in nature, which is it provides information to the reader. The subject found 5(20,83%), finite found 7 (29,17%), predicator found 3 (12,5%), complement found 4 (16,67%), adjunct found 5 (20,83%). It can be concluded that the writing in the advertisement are giving information declarative with related in the function of interpersonal. Through this analysis the research team has shown how the interpersonal function analyzes the meaning of an advertisement, it is very important for us to know the meaning of a text to understand the content and purpose of the text so that readers do not experience misunderstandings in absorbing a text

**Keywords:** Advertisement, Interpersonal Function, Meaning Text, Systemic Functional Linguistics

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## INTRODUCTION

In our life the utilization of language is extremely vital to express something what people need to convey in sociality. Language is an instrument to convey directly or in a roundabout way with the type of words or images that have meaning. Language is the method for conveying that comprises sentence structure and jargon. Vyvyan (2014) as cited in Pasaribu, Herman & Hutahean (2020) stated that language is central to our lives, the cultural tool that arguably sets us apart from other species, central in our life is communication with other people, to socialization with society, and culture. The researcher concluded language is the most necessary thing in human life, every human being has their way of communicating and that is their language. Every language has an implied or explicit meaning, for the reason of this research was conducted to avoid ambiguity in the meaning of language in an advertisement. Advertisements can be oral or

written (Coleman et al., 2022; Pournaghi Azar et al., 2018; Simon & Dejica-Cartis, 2015). Examples of oral advertisements can be seen or heard through radio, cellphones and television (Gatou et al., 2016; Pan & Tay, 2023; Venkat & Janakiram, 2021). Examples of written advertisements can be in the form of photographs, leaflets, posters and billboards.

Advertising itself is a way of persuading or attracting someone's attention to buy a product. The characteristics of the language used in making an advertisement are usually made briefly clear and concise and not wordy which makes someone interested in reading an advertisement for a product (Chou & Yeh, 2018; Delmelle & Nilsson, 2021; John, 2015; Su et al., 2021), in making an advertisement it also requires "language features" used in an advertisement such as connotation (Ao et al., 2023), compound words (Dorney et al., 2024), positive words (Labrador et al., 2014), and some words or sentences that are persuasive or inviting (Jiang et al., 2023; Yin et al., 2024). There is a lot of ambiguity that people often experience when interpreting language in an advertisement, some do not understand the contents of the advertisement and some even exaggerate the meaning of the language in an advertisement. Mirabela and Ariana (2010) proposed a number of language styles of advertising with the intention of making ease of the interpretation of advertisement.

Based on Halliday's theory, the advertisement employs a systemic functional grammar analysis. Foundational Utilitarian Punctuation has three language implications known as metafunctions, in particular ideational capabilities, relational capabilities and literary capabilities. Analysts will zero in on the relational capability. According to Halliday (2002), interpersonal function comprehends text and includes the speaker/writer, social distance, and relative social status as its three components.

The interpersonal meaning function represents social roles, speech roles and social interaction (establishing, changing, and maintaining interpersonal relationships), Matthiessen & Halliday (1994). Furthermore, with regard to the meaning of interpersonal meaning, Halliday (2004) states that in interactional activities that occur between speakers and listeners causes the occurrence of speech roles. The role of speech are giving (giving information) and demanding (asking for information)

Through this research, the research team took a sample of an advertisement from the internet and analyzed the language in the advertisement using interpersonal meaning to avoid ambiguity in the information contained in the advertisement.

## **METHOD**

The research design is a strategy used by research teams to discuss, research, and achieve what goals are the focus of the research. In this study, the research team used qualitative research. According to Moleong (2017), qualitative research aims to comprehend phenomena about things experienced by the subject of the study, such as behaviorism, perception, motivation, action, and others. Subjective exploration is typically carried out comprehensively and depicted as words, in an exceptional logical setting and by using different logical strategies.

In this study, researchers will describe fill in an advertisement reading to find out the part of the mood and the residue. Research will describe what is contained in beverage advertisements through structural elements in interpersonal functions to determine subject, finite, predicator, complement, and adjunct. In this study, researchers used advertisements for a drink taken from internet :

<https://www.sekolahbahasainggris.co.id/wp-content/uploads/2016/11/ik-1.jpg>.

The researchers will analyze some of the clauses in the advertisement to find out the function of the reading as an interpersonal function.

Researchers will analyze several clauses contained in an advertisement to find out the meaning of these clauses in interpersonal functions. Researchers take data from an

advertisement and determine whether the data is appropriate for analysis. In collecting data, the researcher took the following steps:

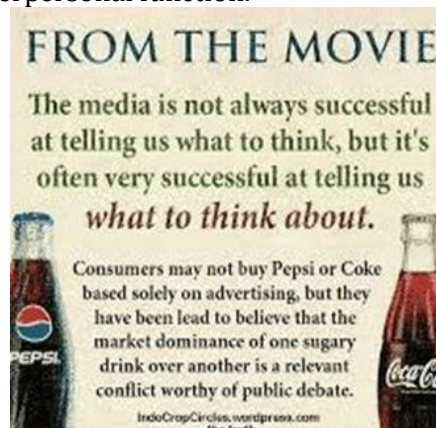
1. Searching for an advertising poster on the internet
2. Determine the poster to be analyzed
3. Write some clauses found in the advertising poster.

In this study, researchers took ad samples from the internet. Then, the researchers checked the web sources that contained the ad in it. The ad contains the promotion of a beverage brand. The following are the steps in analyzing this research:

1. Write every data/clause contained in the ad
2. Classify each clause
3. Analyze clauses using interpersonal functions with elements such as subject, finite, predicator, complement, and adjunct. And also with the classification of mood and residue in a table.
4. Identify amount
5. Draw conclusion

## RESULT AND DISCUSSION

In this section is presented the finding of this research. The data is taken from the internet about beverage advertisements. Each text clause is analyzed into a structural interpersonal function. They are subject, finite, predicator, complement and adjunct. So, it can be classified into mood and residue. Then the following are the results of researchers in analyzing the structure and elements as well as the classification of the ad which has 5 clauses. The following below is a picture of an ad where the content and text inside we try to analyze by looking at the interpersonal function.



Picture 1. <https://www.sekolahbahasainggris.co.id/wp-content/uploads/2016/11/ik-1.jpg>

### Data Analysis

#### Data 1

**Clause 1:** The media is not always successful at telling us what to think

The Media	is not	always successful	At	Telling	Us what to think
	Is		Be	Tell	
Subject	Finite	Adjunct	Finite	Predicator	Complement
MO		RE-	OD	SIDUE	

#### Data 2

**Clause 2:** But it's often very successful at telling us what to think about

But	It's		Often very successful	At	Telling	Us what to think about
	It	Is		Be	Tell	

Conj	Subject	Finite	Adjunct	Finite	Predicator	Complement
	MO		RE-	OD		SIDUE

**Data 3**

**Clause 3:** Consumer may not buy Pepsi or coke based solely on advertising

Consumer	May not	Buy	Pepsi or coke based solely	On advertising
	May	Buy		
Subject	Finite	Predicator	Complement	Adjunct
MO	OD	RESIDUE		

**Data 4**

**Clause 4:** But they have been lead to believe

But	They	Have been	Lead	To believe
Conj	Subject	Finite	Predicator	Complements
	MOODS		RESIDUE	

**Data 5**

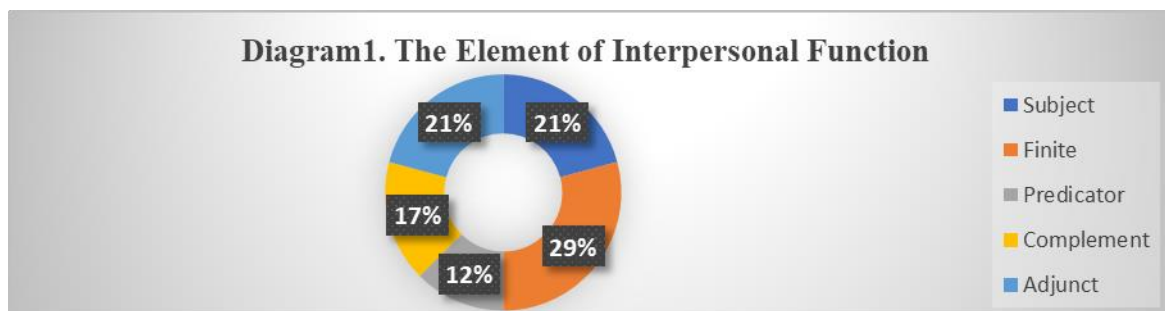
**Clause 5:** That the market dominance of one public debate another is a relevant conflict of public debate

That	the market dominance of one public debate another	Is	a relevant conflict of public debate
Conj.	Subject	Finite	Complement
	MOOD		RESIDUE

After we have finished analyzing some of the clauses above, it can be discussed that the data analysis presents that the mood of the clauses reflects their functional meaning. It examines the findings regarding mood types. Clauses are typically used to express mood choices (Eggins, 2004, Halliday, 1994; 2014, Halliday and Matthiesen; Thompson and others, 2019). The clausal moods have been found during analysis on the advertisement most are three positive declarative moods and two negative declarative moods and with five residues. Clause is declarative which mood shows that the information communicated is very strong and factual based. This type of mood strengthens the appeal of the text reader/listener. In the structure analysis from the advertisement. There exist 5 clauses analyzed in this research and in each element of interpersonal function such as mood (subject, finite), and residue (predicator, complement and adjunct).

Table 6. The element of Interpersonal function

Element	Frequency	Percentage (%)
Subject	5	20,83%
Finite	7	29,17%
Predicator	3	12,5%
Complement	4	16,67%
Adjunct	5	20,83%
Total	24	100%



From the table or diagram above, it can be seen that there are 5 data from the advertisements. There are five clauses found in the interpersonal function element, namely subject found 5(20,83%), finite found 7 (29,17%), predicator found 3 (12,5%), complement found 4 (16,67%), adjunct found 5 (20,83%).

The results it was found that there were 5 clauses in which there were elements of mood and residue. The mood element is a declarative mood because there are clauses that show opinions, provide information and so on. While the declarative mood elements are divided into two, namely negative declarative mood and positive declarative mood. The declarative negative mood is found in data/clauses 1 and 3 while the declarative positive mood is found in 2, 4 and 5. In this ad, there is no imperative or interrogative mood because after analysis, all are included in the declarative mood. Furthermore, in the function element in the mood there is a subject and finite. Subjects that have a function as a person or thing which argues about it. In the analysis of this study there were 5 subjects (20.83%). Then finites element is part of the verbal group and there were found 7 finites (29, 17%). And then the residue which means that consist of predicator, complement, and adjunct. So the element of residue is the predicator which means the verb that action and process found 3 (12,5%), while complement found 4 (16,67%) is an element of clause which is potential to become a subject, and adjunct is an element of the clause which is contribute some additional information to the clause and here was found 5 (20,83%).

### DISCUSSION

The results show that a lot of personal resources are used in this advertisement to try and convince readers to believe what is being offered. It displays the opinions of advertisers, which directly affects the attitudes and actions of readers. In the end, the data analysis's findings demonstrate that the advertisement is declarative in nature—that is, it gives the reader information. adjunct was 20,83%, complement was 16,67%, predicator was 12,5%, subject was 20,83%, and finite was 29,17%. This indicates that the advertising used indicative, declarative clauses. Advertisers use this mood type to convey information to consumers and bolster the attraction of the product or service being promoted. The clauses' declarative mood also demonstrates an informational statement supported by factual data.

Based on the results, the researchers would like to present a previous study related to the interpersonal meaning analysis on an advertisement. The research taken was from Ajepe (2021) with the title: An Interpersonal Metafunctional Analysis of Television Advertisements of Selected Banks In Nigeria. The study looked at how certain Nigerian banks' television advertisements conveyed interpersonal metafunctional meanings. In order to identify the type of social relationship and the participants' roles in the ads of particular banks, the study used Halliday's (2004) three meta functions. Nine carefully chosen bank advertisements from three well-known banks that are used by both young and old made up the data. The chosen banks are Fidelity Bank, Ecobank, and Diamond Bank. The study found that while the themes served to organize and focus the advertising messages being communicated to the viewers, they were primarily "marked" themes. The indicative mood indicated that the subjects in the advertisements were

primarily topical. Because advertisements use language intended to persuade and declare, it is not surprising that the results also showed that there was little imperative mood in the ads. The study found that there is a strong indicative-declarative mood in the advertisements, which is to be expected given that the purpose of the language in advertisements is to present to the target audience or potential customers what is currently available.

From the research presented, the researchers would like to present the contrast and similarities from this research. First, the objective of this research is to present an interpersonal function analysis the writing in the advertisement, while the objective from the previous study was to analyze how certain Nigerian banks' television advertisements conveyed interpersonal meta functional meanings. Second, the previous research used the data from advertisements of selected banks in Nigeria, while this research data was taken from advertisements for a drink. Besides the contrast obtained, there were some similarities depicted from both researches. First, both researches used qualitative approach in completing this research. Second, both researches used the same theory, interpersonal function by Halliday (2004) for the grand theory in the research. Last, both researches used advertisement as the data in this research. Based on the discussion discussed, the researchers concluded that interpersonal function is effective to be used in analyzing the meaning of printed advertisement.

## **CONCLUSION**

The conclusion in this study is that the subjects found in this study are 20.83%, Finite 29.17%, Predicator 12.5%, Complement 16.7%, and Adjunct 20.83%. The speech function in mood that dominates the text in the advertisement is the declarative mood, namely providing information/statements. From the previous explanation we already understand that to avoid ambiguity in a text, we must first understand what speech function is used in the text. We can see the speech function used in the text by looking at the mood (subject and finite). Through this analysis we know that the ad contains brief, concise and clear information. Through this analysis the research team has shown how the interpersonal function analyzes the meaning of an advertisement, it is very important for us to know the meaning of a text to understand the content and purpose of the text so that readers do not experience misunderstandings in absorbing a text

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