

**A COMPARATIVE STUDY OF MODE IN CAR RENTAL
ADVERTISEMENT TEXTS: *CHEAPA ISLAND CAR
RENTAL AND KING ISLAND CAR RENTAL*
PUBLISHED IN TRAVELPOINT BOOKLET
(Based on Systemic Functional Linguistics)**



THESIS

**Submitted as Partial Fulfillment of Requirements
for Sarjana Sastra Degree of English Department
Faculty of Letters and Fine Arts**

Done By:

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
2006**

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MOTTO

*PRAY, BE PATIENT AND ENTRUSTING EVERYTHING
TO ALLOH*

*“dan mintalah pertolongan (kepada Alloh) dengan sabar dan sholat”
(QS. Al-baqarah(2):45)*

DEDICATION

This thesis is wholeheartedly dedicated to:

My beloved mother and father

My brother and my sisters

My dearest nephew "Eric"

ACKNOWLEDGMENT

Bismillahirrohmannirrohiim

First of all I would like to say alhamdulillahirobbil`alamin, as my grateful thanks to Alloh. Alloh the great, there is no God except Alloh. I realized very much without Alloh`s help, I could not finish this thesis. Alloh gives me the patience, strangeness and guidance so that I can pass the hardest thing to face, after long and hard times, finally this thesis comes to its end.

In this very special moment, I would like to express my deepest gratitude to people who have given me aids, prays, supports and encouragement to complete this thesis. I hope Alloh will reply their goodness. Those people who deserve to be attributed by such an appreciation are:

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8. My friends in Extension 2004: Rosa, festi, lita, sari, juki, cecil, hasto (you are a good friend), supiani, ani, eka, teti, mimin, reni, utut, evi, putu, ria, mbak tuti (do not forget me), yuda (we have faced and shared the difficulties together, I am so

glad to have a friend like you) agus and the rest of extension 2004 students that I can not mention one by one (thank you for the nice friendship in extension class).

9. My old friends in Jogjakarta: desi (how are you?), dedek, casmad (the funny boy, I miss u) aad, bustan (you are a kind boy. I am so glad to know you in my life), tina (you are the best friend that I ever had), echi, titik, sigit, anto, andez (he a loyal husband), haris (do not be arrogant)
10. My new friends: indah mulya, bella (I am sorry if I often complaint to you) ummi, mbak nawang, indah, mbak ira, body, yuli (I am happy to know all of you guys)
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12. My other friends who give me help and support in finishing this thesis (thanks for all).

I deeply realize that this thesis is far from satisfying and has so many weaknesses. Thus, I would be very grateful for all suggestion and supportive criticisms to make the thesis better.

Surakarta, November 2006

Budi Tri Prasetyaningsih



PRONOUNCEMENT

Name: Budi Tri Prasetyaningsih

NIM : C1304010

I pronounce that the thesis entitled “A Comparative Study of Mode in Car Rental Advertisement Texts: *Cheapa Island Car Rental* and *King Island Car Rental* Published in TravelPoint Booklet is original. It is neither a plagiarism, nor made by others. The things related to other people’ work are written in quotation and included within bibliography.

If the thesis is proved as a plagiarism work later, I am ready to take the responsibility, including the withdrawal of my academic degree.

Surakarta, November 2006

The researcher,

Budi Tri Prasetyaningsih

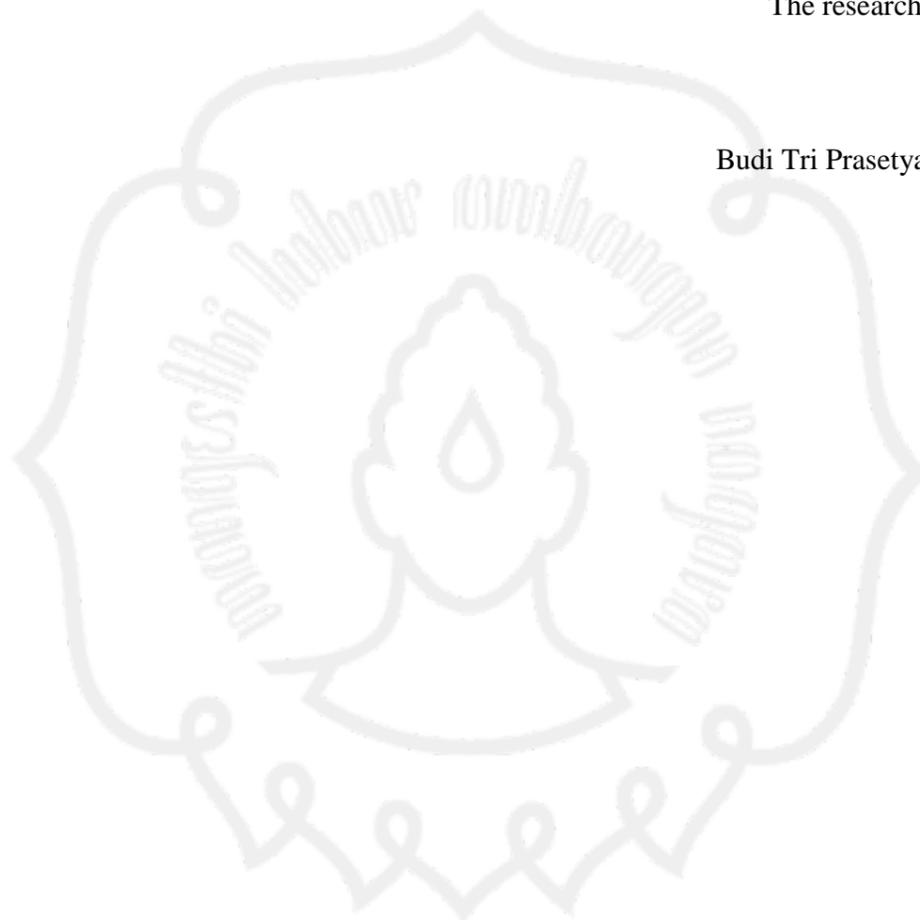


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ABSTRACT**A COMPARATIVE STUDY OF MODE IN CAR RENTAL ADVERTISEMENT
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By:

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This research is based on Systemic Functional Linguistics. It is a comparative study that focuses the analysis on finding out the mode by describing the lexicogrammar, cohesion and text structure of the texts

The purposes of the research are to explore and compare the mode consisting of channel and medium of two car rental advertisement texts, namely Cheapa Island Car Rental and King Island Car Rental so that the similarities and differences between them can be identified.

This research belongs to a qualitative research employing a descriptive comparative method. Meanwhile the source of data is the advertisement texts taken from TravelPoint booklet on April 2005. In addition, the data analyzed in this research is in form of lexicogrammar, cohesion and text structure.

From the analysis, it can be concluded that both texts employ the same channel, i.e. written spoken channel. Both texts show the equal proportion between the written channel characteristics and the spoken channel ones. This can be seen from the analysis of lexicogrammar, cohesion and text structure of the texts. The employment of between written and spoken channel, which makes the texts, not too liquid or solid, implying that both advertisers want to give clear information so that the readers can easily catch the message of the texts. In addition, the medium analysis of the texts shows that both Cheapa Island Car Rental and King Island Car Rental advertisement texts are effective. The choice of between written and spoken channel and the use of vivid text structure in both texts are appropriate for both of them in presenting their product. Moreover, the use of booklet medium is effective since the target readers are those who belong to well educated and middle to high class society people, especially travelers both local and international.

Both texts have the similarities in lexicogrammar, cohesion, text structure, channel and medium. In channel both texts employ the same channel that is between spoken and written channel. Besides, the medium analysis shows that both texts are effective with its medium and the readers of TravelPoint booklet. Meanwhile, the differences of both texts can also be seen from lexicogrammar. In lexicogrammar term, both texts have the differences in type of clauses and interdependency system.

CHAPTER I

INTRODUCTION

A. Research Background

Advertising is defined as any paid form of personal communication about an organization, product, service, or an identified sponsor (Belch and Belch 1999,p.14). Basically advertising is one means used by manufacturing and service industries to ensure the distribution of commodities to people in society at large and is designed to create demands for such good and services (Dyer 1982,p.5).

For gaining the good sale, the advertiser should be able to maintain the good relationship between the producer and the consumer. In other words, the failure and the success of an advertisement in drawing customer's attention to consume the product advertised depend on the way an advertiser creates and maintains interpersonal relationship between the producer and consumer of the advertised product or service through the use of language in advertisement.

Basically, language has a social function that is called metafunction. Metafunction of language is related to the component of situational context realized by register that consists of three variables, namely field, tenor and mode.

Martin (1992,p.536) defines field as a set of activity sequences oriented to some global institutional purposes Tenor refers to the negotiation of social relationships among participants (Martin 1992,p.523). Meanwhile mode refers to

what part of language is playing, what the participants expect by using the language in that situation (Santosa 2003, p.52).

Mode itself consists of channel and medium. Channel refers to the choice of language whether it is spoken or written language or the combination of the two. Medium refers the effectiveness of language in the medium such as newspaper, magazine, radio, television and internet where the text exists.

Mode in advertisement text is interesting to explore since it shows the way advertiser composes the language in advertisement text. With the exploration of the mode, we can see whether the language is efficient as advertisement language or not. Besides, mode identifies the use of language style, whether the language style used is effective with its target reader and its medium or not.

Based on the background above, I was interested in conducting a comparative research about the mode in car rental advertisement texts published in a booklet. The research was based on Systemic Functional Linguistics (SFL), particularly through the analysis of channel and medium. I used SFL approach because this theory provides a comprehensive set of how language is used (Halliday 1985a:xiii)

B. Problem Statement

Based on the research background above, I formulated the problem of the research: "how is the mode realized in advertisement texts". The study was then guided by the following question:

1. How are the lexicogrammar, cohesion system, and text structure realized in both texts?
2. How do those systems realize channel in both texts?
3. How those systems realize medium in both texts?
4. What are the similarities and differences of both texts?

C. Research scope

The research is limited to analyze the car rental advertisements: Cheapa Island Car Rental advertisement and King Island Car Rental advertisement. The data to be analyzed was taken from the TravelPoint booklet.

The research was focused on the mode of both advertisement texts. Mode itself consists of channel and medium. Those aspects can be found by looking at the lexicogrammar description, cohesion system and text structure realized in both texts. The research also compared both texts. Then by looking at the comparison of the texts; the similarities and the differences of the mode in both texts will be identified.

D. Research Objectives

This research aimed at analyzing the mode in car rental advertisement texts: Cheapa Island and King Island in the TravelPoint booklet. In further details, this research aim at:

1. Describing how the lexicogrammar, cohesion system and text structure are realized in both texts.
2. Describing the channel of both texts
3. Describing the medium of both texts
4. Discovering the similarities and differences of the mode in both texts.

E. Research Significance

It is expected that this research will be beneficial for:

1. Readers

The researcher hopes that the result of this research can increase the reader's knowledge and understanding in learning Systemic Functional Linguistics, mainly in understanding how the writer describes his idea in advertisement.

2. Other researcher

The thesis can be taken as references by other researchers who take the research by using Systemic Functional Linguistics approach.

F. Research Methodology

In this research, I used a qualitative approach employing a descriptive comparative method. Qualitative research is a type of research, which doesn't include

any calculation or enumeration (Sutopo 2002,p.35). Meanwhile descriptive method is a research by ways of collecting data, arranging or classifying the data, analyzing the data and interpreting them (Surakhmad 1989,p.139). In doing this research, I collected the data, analyzed them and drew a conclusion based on the data only.

Comparative method is a descriptive research that attempts to seek the solution through the analysis of causality by observing certain factor related to the situation or phenomena and comparing one another (Surakhmad 1989,p.143). It is a comparative since I made the comparison between one data to the other to know the similarities and differences of the mode provided by the texts.

G. Thesis Organization

Chapter I: Introduction. It consists of Research Background, Problem Statement, Research Limitation, Research Objectives, Research Significance, and Research Methodology and Thesis Organization

Chapter II: Literature Review. It consists of Advertisement, Booklet, TravelPoint Booklet, Profile of the Two of Car Rental, Systemic Functional Linguistic, Text and Context, Register, Mode, Channel, Text Structure, Lexicogrammar, Cohesion and Review on Related Research.

Chapter III: Research Methodology. It consists of Type of Research, Source of Data, Research Procedure, Technique of Collecting Data and Technique of Analyzing Data.

Chapter IV: Analysis. It consists of Data Description and Data Interpretation and Discussion.

Chapter V: Conclusion and Recommendation

Chapter II

LITERATURE REVIEW

A. Advertisement

1. Definition of Advertisement

Advertisement is a media used by a company or producer to inform the products and services and to persuade the people to buy the products or services advertised. Besides, the producers use these media to communicate with their consumers.

There are some definitions of advertisement. One of the definitions says that advertisement is one form of communication consisting of information and idea about the product directed to the public at simultaneously in order to get a good response (Dendi Sudiana 1986,p.1). Arens (1999,p.7) states that advertisement is a structured and composed non-personal communication of information usually paid for and usually persuasive in nature about product (goods, services, and ideas) by identified sponsors through various media. Meanwhile, Evans and Berman (1995,p.426) state that advertisement is a paid, non-personal communication regarding goods, services, organization, people, places, and ideas; it may be used by businesses, government and other non profit organizations and individual.

In informing the product, the advertiser should use a persuasion technique to convince the readers or listeners. Rossiter & Percy (1998,p5) state that advertisement is a form of persuasion, based on information or emotional appeal about product benefits, designed to create favorable mental impressions that turn the mind toward purchase. By using this way, it is expected that the target readers will be attracted and finally buy the product.

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From explanation above, it can be concluded that advertisement is a media to inform and to persuade the consumers for buying the product. In persuading people, the advertiser should use persuasion technique. Besides, the advertisement also needs the various kinds of media to deliver their message.

2. The Purpose of Advertisement

Generally, the aim of advertisement is to help the producers in selling their products or services by achieving a good response from the public toward the advertised products or services, which then leads to the next step that is the action to purchase the products or services. In other words, the aim of advertisement is to remind consumers to buy a product and service offered. It is often used to increase sales of products or the use of service of a company. In addition, advertisement is also used to stimulate and motivate people to find out more about a product or service advertised. Besides, it tries to manipulate the people for buying the product or services offered.

Meanwhile, Dendi Sudiana (1986,p.6) classifies the purposes of advertisement into long-term goal and short-term goal. In the long-term goal, the advertisements are

designed to motivate the public to buy the products or services and to form a brand image in the public's mind so that the product or service will have a patent value in the society. The short-term goal is functioning to support the long-term goal's success, which aims at attracting people's attention to read the advertisement. Therefore, it is very important for advertiser to know why the people read advertisement and how to create an attractive advertisement.

From many goals of advertisement stated above, it can be concluded that the aims of advertisement are to create a communication between producers and target readers and to increase the number of sale the advertised products.

3. The Classification of Advertisement

Arens (1999,p.14) classifies the types of advertisements based on the target markets that the advertisements want to reach, localities where the advertisements are aimed, the media that are used and the purposes that the advertisements want to achieve.

a. By target audience

1. Consumer advertisement

It is aimed at people who buy the product for their own or someone else's use.

2. Business advertisement

It is aimed at people who buy or specify products and services for use in business. For instance: the advertisement of *FedEx*. This advertisement offers delivery service to be used in business.

b. By geographic area

1. Local advertisement

It is an advertisement placed by business in a particular city or a country and aimed at customers living at the same area.

2. Regional advertisement

It is an advertisement for products sold in one area or region, but not the entire country.

3. National advertisement

It is an advertisement that is aimed at customers in several region of the country.

4. International advertisement

It is an advertisement that is directed at foreign markets.

- c. By medium

1. Print advertisement

It is an advertisement that uses printed medium like newspaper and magazine

2. Broadcast advertisement

It is an advertisement that uses electronic medium such as a radio and TV.

3. Out-of-home advertisement

It is an advertisement that uses outdoor medium including posters, billboards, flying banners and lights, etc.

4. Direct mail advertisement

It is an advertisement sent through mail. The advertisement can be a simple sales letter, or complex package with coupons, brochures, samples or other devices designed to stimulate response.

d. By purposes

1. Product advertisement

It is an advertisement that promotes the sale of products and services

2. Non-product advertisement

It promotes the organization's mission or philosophy rather than a specific product.

3. Non- commercial advertisement

It is an advertisement that is sponsored by charitable or nonprofit institution, religious or political organization to seek donations or volunteer support.

4. Action advertisement

It is an advertisement that attempts to stimulate immediate action from the readers such as a request for information, a store visit, or an actual purchase.

5. Awareness advertisement

It is an advertisement that attempts to build the interest and image of a product of familiarity with the product's name and package (brand awareness)

4. Techniques of Persuasion in Advertisement.

To achieve the aim of advertisement, an advertiser should understand techniques of persuasion approach in many ways. In relation with persuasion techniques to persuade the customers, (Packard in Susanto 1977,p.235-250) states ways of persuasion approach, one is selling technique approach and the other is marketing technique approach.

Selling technique approach is divided into nine techniques. They are:

1. Emotional security selling technique

It is used to give good perception to the consumers that the advertised product will help them to solve their problem. Beside, it will give safety to use it.

Example: the advertisement of “*Insurance Bumi Putra*”

2. Reassurance of worth selling technique

It is used to give self-confidence to the consumers. Example, the advertisement “*Putri*” and “*She*” splash cologne.

3. Self-ego gratification selling technique

It is aimed for giving impression that how busy people especially woman are, they still can do a something. Example: the advertisement of instant product such as “*Energen cereal*”.

4. Creative outlet selling technique

It is similar to self-ego gratification, however this technique emphasizes on the creative of products. A consumer is given an alternative of two kinds of cooking spices, so that she can make more kinds of meal. Example: the advertisement of *bumbu masak inti A* and *bumbu masak inti B* from *indofood*.

4. Love object selling technique

It emphasizes on the appeals of human nature to love objects. Example: the advertisement of “*Kiss*” and “*Relaxa*” candy.

5. Sense of power selling techniques

It is usually directed to men as they have power. Example: the advertisement of “*M150*” Energy drink

6. Roots selling technique

It is used to convince consumers that the products are traditionally used and still good for people. It is also used to remind of consumers childhood when they have been introduced by certain product for the first time. Example: the advertisement of "*Jamu Buyung Upik*"

8. Immortality selling technique

It is used to attract old people that their products have the ability to prevent them from unpleasant condition. For example; the advertisement of "*Anlene Gold*"

9. Status symbol selling technique

It is used to convince the consumers that many famous people also use the products so that the consumers will feel exclusive too. Example: the advertisement of "*Top One*" oil.

Meanwhile in terms of marketing technique approach, advertisement is classified into three stages, namely pioneering, competitive and retentive approach which each stage of them has its specific and social function.

1. Pioneering Stage

This stage is used to introduce a new kind of products when it is launched for the first time. The advertisement form usually provides information in detail about the product advertised. The typical feature of this stage is that people still need to know the use of the product.

2. Competitive Stage.

This stage starts when the product becomes familiar to consumers and another familiar product appears to compete. Here, the advertisement must be able to convince that the advertised product is better than any other similar products

3. Retentive stage

In this stage, the advertiser is responsible to remind people of existence of the product to keep it in the highest sale. In this stage, it is not necessary to write down the advertisement in long sentences, since some words on an illustration will help consumers remember a certain product.

5. Components of Advertisement

The advertiser should understand well the objectives and format components good design in order that he can create an interesting and effective advertisement. An interesting advertisement can attract the target reader's curiosity to the product. An advertisement consists of five components. They are title (headline), text (body copy), illustration, logo (brand name) and slogan and color (Dendi Sudiana 1986,p.35-41).

a. Title (headline)

The title is the most important part in competition to attract the target readers. The title will be read first and are situated to draw the most attention. The title is usually written in larger font than other parts of the advertisement. Basically, the title has two functions. They are to suggest the message to the readers briefly and directly and to stimulate interest of the readers toward the advertisement as a whole.

b. Text (body copy)

Text is one of advertisement components, which has certain role in this appearance. Text consists of words carrying the message of the advertisement, which covers the features, benefits and utility of the product or services and explaining how the product or services satisfies the customer's needs. The function of the text is to give information about the advertised product in detail and lead the readers to think and act as the advertiser's expectation in his advertisement.

c. Illustration (picture)

Illustration is often regarded as "a universal language" which helps the readers who have different language to understand the message of the advertisement. It includes photographs, diagrams, graphics, and signs, which carry the message of the text. In expressing the message, illustration is more useful and quicker than the text.

(Dendi Sudiana 1986, p.37) states that illustration has some functions. They are to attract the readers, to stimulate them to read the advertisement as a whole, to exhibit the excellences of the product, to clarify the statements in the text, to win the competition in getting the attention of the readers in media, to dramatize the message, to feature the brand or slogan and to support the title of advertisement

d. Logo (brand name) and slogan

The consumers usually buy the product based on its brand name toward the goods that can increase their status in the society. That is way, brand name is the important part in advertisement components. Brand name or logo is a created design or symbol used to identify a product belonging to a certain company or organization.

e. Color

Color increases the effectiveness of advertisement in both print media and electric. Color can add the attractiveness of advertisement and gives the product advertised an atmosphere of quality and refinement or it can cheapen it. Beside, color can be used to accomplish anyone or combination of purposes.

B. Booklet

Booklet is one of print media that is often used by a company or an organization to promote their products or services. Booklet and brochure has the same function and purposes. The differences are in its shape and its size. Brochure is folded into panel and uses the tree-panel, 8 1/2"X11", or the four-panel, 8 1/2"X14" whereas booklet is in form of little book and commonly uses 11"X17" folded one. Adkin (1994,p.3) states that" a booklet serves the same purposes as a brochure, but is, as the name suggests, a little book". Rather that being folded, it often is bound in one fashion or another.

Booklet is informational and has almost endless possibility for usage. Both profit oriented companies and non-profit ones use this kind of promotional material to promote and emerge their positive image as well as their products and services. The example of booklet is Newsletter. Adkin (1994,p.5) states that Newsletters came in booklet form. The Newsletter, a periodically like a magazine, is produced on a regular basis and fits into category of editorial design. Newsletter is a way to reach and to inform a specific audience with common interest (Toor 1994,p.125).

Booklet is usually freely distributed to its target audiences. In accordance with this, the information should be organized in a hierarchy order of importance and presented in a simple and clear way. Moreover, the design must suit both message and the audience.

From explanation above, it can be concluded that booklet is one of print media that is used by a company or an organization to promote their products or services. Booklet has the same purposes with the brochure. The differences are in its shape and its size. Besides, booklet is free too.

C. TravelPoint Booklet

TravelPoint booklet is owned by the wholesale division of the AOT Group Pty Ltd ABN 23 106 495 498. T/A License No. Vic 32587 NSW 2TA5561. This booklet is published periodically and informs to the specific audience. It informs

about the tourism and many things connecting with the tourism such as hotel, spa, tourism object, car rental, apartment, airline information, touring, cruising and etc.

Besides, TravelPoint offers Self-Drivers Programs and SuperDeals. Self-Driver Programs provide the consumers with the freedom to discover Australia and the security of following a carefully planned itinerary. These programs include a comprehensive co-pilot, containing detailed maps, driving instructions and a lot of handy information. Meanwhile, SuperDeals is a range of discount accommodation and touring options, which are available throughout the year.

D. Profile of the Two Car Rentals

1. Cheapa Island Car Rental

Cheapa Island Car Rental is owned by Tourism Council Tasmania Accredited Tourism Business and located in Currie, Tasmania, Australia. Cheapa Island is one of car hire companies in Tasmania that offers many facilities and convenience. Cheapa Island Car Rental provides many types of vehicle such as Mitsubishi magna sedans, Mitsubishi magna wagon and 8 Seater Van. The Prices in Cheapa Island include good & service tax, comp insurance, unlimited kms and touring information. Besides, child seats are available free of charge. For the convenience of the consumers, vehicles are available for pick-up and drop off at the airport to arrival and departure flights.

2. King Island Car Rental

King Island Car Rental is owned by King Island Motor Pty Ltd and located on I Netherby Rd, Currie, and Tasmania, Australia. This car rental also offers many facilities and convenience, for special requests call toll free 1800 777 282, from \$63.00 per day (earlier model corolla). Friendly personalized services are from Hank and Nadine. Vehicles can be collected at the airport or delivered free to your accommodation in Currie. Aussie Host, TCT accredited business, Maps and additional information are provided in each vehicle.

E. Systemic Functional Linguistics

Halliday (1985a,p.xiv) states, “In a functional grammar, a language is interpreted as a system of meanings, accompanied by forms through which the meaning can be realized”. It views language primarily as a resource for exploring and understanding the meaning in a discourse. Bloor and Bloor (2004,p.2) state that for SFL, a language is a “system of meaning”. That is to say that, when people use language, their language acts produce or, or more technically, construct meaning.

Halliday (1985a,p.xiii) characterizes SFL into two: functional and systemic. It is functional in the sense that it is designed to account for how the language is used. It is functional in three distinct although closely related senses: in its interpretation of texts, in its interpretation of the system and in its interpretation of the element of linguistic structures. Besides, this theory is also known as “systemic” theory. Systemic theory is a theory of meaning as choice, by which a language, or any other semiotic system, is interpreted as networks of interlocking options:”either this,

or that, or the other”, “either more like the one or more like the other”, and so on (ibid, p.xiv)

Eggins (1994,p.22-23) states that systemic linguistics has been described as functional-semantic approach to language, which explores both how people use language in different contexts, and how language is structured for use as a semiotic system. In more details, Eggins explains that as an approach to language, SFL tries to develop a theory about language as a social process and analytical methodology that allows the more detailed and systemic description of language pattern.

In Systemic Functional Linguistics, the ways in which human being use language are classified into three broad categories known as metafunction. They are ideational, interpersonal and textual metafunction. Ideational metafunction is a language used to organize, understand and express our perceptions of the world and of our own consciousness. The ideational metafunction is classified into two subfunctions. They are the experiential and logical. The experiential is largely concerned with content or ideas. The logical is concerned with the relationship between ideas. Meanwhile, a language used to enable us to participate in communicative acts with other people, to take on roles and to express and understand feeling, attitude and judgments known as the interpersonal metafunction. The last is textual metafunction. It is a language used to relate what is said (or written) to the rest of the text and to other linguistic events. This involves the use of language to organize the text itself (Bloor and Bloor 2004,p.10-11)

F. Text and Context

“Text is any passage, spoken or written, of whatever length, that does form a unified whole” (Halliday and Hasan 1976,p.1). In another book, they define text as a language that is functional. Functional means language that is doing some job in some context (Halliday and Hasan 1985,p.10). Meanwhile, Bloor and Bloor (2004,p.5) define text as any stretch of language regardless of length that is spoken or written for the purposes of communication by real people in actual circumstance. It means that the text cannot be determined from the length or the short of word number, sentence or paragraph. The text can be only one word, one sentence or one paragraph. The important thing is that the unit of the language occurs in the context and brings a certain social function. Text can be seen from two sides, text as a product and text as a process. The text is a product in sense that it is an output, something that can be recorded and studied, having a certain construction that can be represented in systematic terms whereas it is a process in the sense of a continuous process of semantic choice, a movement through the network of meaning potential, with each set of choices constituting the environment for a further set (Halliday and Hasan 1985,p.10)

A text cannot be separated from the context. In other words, it can be said that the text is always in its context. Furthermore, Santosa (2003,p.16) states that text is always covered by its environment, whether physically or non-physic which directly supports the existence of a text. The meaning of context itself can be known from the explanation below. There is a text and there is other text that accompanies it: text that

is “with”, namely the context. This notion of what is “with the text”, however, goes beyond what is said and written: it includes other non-verbal goings-on-the total environment in which a text unfolds (Halliday and Hasan 1985,p.6).

There are two kinds of contexts, the contexts of culture and the context of situation. Malinowski in Martin (1992,p.497) argued that texts have to be understood in relation to their context of situation and context of culture. Context of situation is the immediate environment in which a text is actually functioning and it is realized in register (Halliday and Hasan1985, p.46). Meanwhile, the context of culture is the institutional and ideological background that gives value to the text and constrains its interpretation and it is realized in genre (ibid, p.49).

Therefore, it can be concluded that the text, whether it is spoken or written cannot be separated from its context. It always relates with the context of situation and the context of culture. Both context of situation and culture are very crucial to explore the meaning or function of language used in text.

G. Register

Martin (1992,p.5002) states that register refers to the semiotic system constituted by the contextual variables of field, tenor and mode. A register is a semantic concept. It can be defined as a configuration of meaning that are typically associated with a particular situational configuration of field, mode and tenor (Halliday and Hasan 1985, p.38-39). Meanwhile, Santosa (2003,p.47) simply defines register as a variation of language based on the use. In this case, register is not limited

on the choice of word but also the choices of text structure, texture; cohesion and lexicogrammar, phonology and graphology. The variation of language choice on register depends on the context of situation, covering three variable; field, tenor and mode. They work simultaneously to form contextual and meaning configuration.

Field is the projection of ideational meaning. Field refers to what is happening, covering when, where and how the social activities taking place. In a text, field can be seen through text structure, cohesion system, transitivity, clause system, group system (nominal, verbal and adjunct) and lexical system: abstraction and technicality (Santosa 2003,p.50)

Tenor is the projection of interpersonal meaning. Eggins (1994, p.52) states that tenor is the role relationship between the interactants. It refers to who are the participants involved in the text, including their characters, statuses and roles; what kinds of role relationship are obtained among the participants, including permanent or temporary relationships. Besides, it refers to the role of language used to express the role and social status inside.

Tenor mediates the relationships among three aspects, namely affect, status and contact. Affect refers to the assessment, evaluation and judgment among the participants in the text. Commonly, the assessment is categorized into two, positive and negative assessment. Status describes the inter-relationship among participants whether they are equal or unequal, horizontal or vertical. Contact evaluates the use of language that is used in the text. It deals with the familiarity of language among the users whether the language used is understandable for the readers or not (Santosa 2003, p.51-52).

Mode is the projection of textual meaning. Mode refers to the role language is playing in realizing social action (Martin 1992,p.508). In other words, mode refers to what part the language is playing, what the participants expect by using the language in a certain context, the symbolic organization of the text, the status that it has, and its function in the context, including the channel (is it spoken or written or the combination of the two?) and also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, etc. Mode consists of channel and medium. Channel discusses the language used whether it is spoken, written or the combination of the two. Meanwhile, medium is used to express the language whether its medium has the nature of spoken with one-way or two-way communication: audio, audio-visual and visual such as tutorial, speech, seminar, dialogue, radio and TV broadcast, etc or it has the nature of written with one-way or two-way communication such as magazine, newspaper, tabloid, etc (Santosa 2003, p.52).

H. Mode

According to Martin (1992,p.508) mode refers to the role language is playing in realizing social action. In register, mode is the projection of textual meaning, and so is realized primarily through the textual metafunction in language. As with textual meaning in general, mode is concerned with the symbolic reality-with texture. Since symbolic reality (i.e. text/process) has the function of constructing social reality. Mode is oriented to both interpersonal and experiential meaning. It thus mediates the

role played by language long two dimensions. Interpersonally, mode mediates the semiotic space between monologue and dialogue. Meanwhile, experientially, mode mediates the semiotic space between action and reflection (ibid, p.509).

Eggins (1994,p.52) states that mode is the role language is playing in the interaction. In other words, mode refers to what part the language is playing, what the participants expect by using the language in a certain context, the symbolic organization of the text, the status that it has, and its function in the context, including the channel (is it spoken or written or the combination of the two?) and also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, etc.

Mode comprises of channel and medium. Channel discusses whether a text is employing spoken or written language or combination of the two. This can be identified through nominal and verb group, cohesion, nominalization and technicality, clause system and lexical density. Meanwhile, medium is used to express the language whether its medium has the nature of spoken with one-way or two-way communication: audio, audio-visual and visual such as tutorial, speech, seminar, dialogue, radio and TV broadcast or it has the nature of written with one-way or two-way communication such as magazine, newspaper, tabloid, etc (Santosa 2003,p.52).

I. Channel

Channel or language style is divided into two, written and spoken style. Written and spoken styles are not related whether the language is really spoken or written, but it can be seen from the nature of language used. Actually, the division of spoken and written does not classify that there are only two types of language style. The division of language style above is a continuum. It means that the daily language used can fall into a continuum line whether the language has the nature of spoken, tends to spoken, between spoken and written, tends to written or has the nature of written.

Meanwhile, the characteristics of written and spoken language style are differed based on the abstraction and the density of the language used. Overall spoken language is more concrete and weak, whereas written language is more abstract and dense. The abstraction and the density of language system can be seen from its lexis: congruent or incongruent, its lexical density: the comparative between grammatical lexis and content lexis, its clauses system: simplex or complex, its group system (nominal, verbal and adjunct): simplex or complex, its grammatical system: refers to one way or two ways communication and the use of certain cohesion aspect (Santosa 2003 p.53-54).

The further explanation about the differences of spoken and written language styles can be seen in the table below.

Table 2.1: The differences of spoken and written language style

Spoken language	Written language
<ul style="list-style-type: none"> • Its lexis is more congruent and liquid because it is less abstraction and technicality. The ratio between content lexis and grammatical lexis is more than 0,5. • The use of grammatical system more refers to two-ways communication such as the use of vocative (John, Sir, Dear) and second personal pronoun (your, yours, you) • Its clause system is more complex because clause complex shows the logical relation in one occurrence among the others clearly. The conjunction used is external conjunctions such as <i>but, and, or, although, because, so, etc.</i> • Its group system (nominal, verbal and adjunct) is more simplex because simplex group is clear its entity (nominal), its process (verbal) and its 	<ul style="list-style-type: none"> • Its lexis is more incongruent and dense because it contains many abstractions and technicalities. The ratio between content lexis and grammatical lexis is less than 0,5. • Its grammatical system more refers to one-way communication. There is not vocative and second personal pronoun. • Its clause system is more simplex because the use of simplex clause more covers up the logical relation in one occurrence among the others. The conjunction used is internal conjunctions such as <i>furthermore, in addition, besides, meanwhile, etc</i> • Its group system is more complex. There are pre and post modifiers embedded in its nominal group. There are double verb and its modifier in

<p>circumstance (adjunct).</p> <ul style="list-style-type: none"> • Cohesion system employs repetition because it shows its reference clearer, and there is ellipsis. 	<p>verbal group, and there is embedded noun phrase in adjunct group.</p> <ul style="list-style-type: none"> • Its cohesion system seldom uses repetition and there is no ellipsis.
--	---

(Santosa

2003,p.54-55)

Meanwhile, Halliday (1985b,p.61-62) states that the difference between written and spoken language is one of DENSITY: the density with which the information is presented. Written language is dense because it displays a much higher ratio of lexical items to total running, while spoken language is sparse. A typical average lexical density for spoken English is between 1,5 and 2 whereas the figure for written English is between 3 and 6.

In other words, it can be said that the difference between spoken and written language is one of intricacy in which the information is organized. Spoken language is more intricate than written. If written language is complex lexically, the spoken tends to be intricate grammatically. It can be seen from the use of clause complex in giving information. In short the complexity of written language is lexical and the complexity of spoken language is grammatical.

J. Text Structure

Text structure refers to schematic structure, with genre defined as a staged, goal oriented social process realized through register (Martin 1992,p.505). Meanwhile, Santosa (2003, p.60) defines text structure as the unity of symbol and meaning in a text, which refers to an organism consisting three structures namely opening, body and closing. The three structures form an organism of meaning, which is aimed for achieving social function of a text. The difference staging between generic structure of genre and text structure is that all staging on the genre is obligatory elements whereas the staging on the text structure for a certain situation context enables them to have the optional or additional structure, which does not change the social function of the text.

K. Lexicogrammar

Egins (1994,p.114) states that “ the experiential, interpersonal and textual meaning choices which express context in the text are in turn realized through **lexico-grammatical** patterns: through the words and structures that speakers use”

Bloor and Bloor (2004,p.2) define lexicogrammar as a term that embraces the idea that vocabulary (lexis) is inextricably linked to grammatical choices. Meanwhile, Santosa (2003,p.77) defines lexicogrammar as the use of word in morphology, group or clause to express the language metafunction and the social function of the text.

Lexicogrammar includes clause system, mood system and mood structure, theme system, groups, nominalization and technicality, and lexical density, etc.

1. Clause System

According to Halliday (1985b,p.66) "Clause is the grammatical unit in which semantic constructs of different kinds are brought together and integrated into a whole". It has a meaning that a clause is the grammatical unit consisting of words, arranged into forms of a larger structure. Santosa (2003,p.3) states that the clause can be differed based on the complete of constituents. They are minor and major clauses.

A. Minor Clause

Minor clause is a clause that has incomplete constituents. It does not have mood or transitivity structure typically functioning as calls, greetings and exclamations like *Marry!*, *good night!*, *well done!*. Besides, it does not have thematic structure either (Halliday 1985a,p.63).

B. Major Clause

Major clause is a clause that has complete constituent. It has mood, transitivity and thematic structure. Meanwhile, this clause is divided into two, simplex and complex.

a. Simplex Clause

Simplex clause is a clause, which only performs one activity. It is a single clause without any elaborated meaning. E.g.: *Tuti does her job well.*

b. Clause Complex

Clause complex is a clause, which expresses more than one activity. In other words, it is constructed from more than one clause. E.g.: *He is not stingy although he is poor.* In a complex clause, the relation between clauses can be interpreted into two dimensions: types of interdependency and logico-semantic (Santosa 2003,p.94)

1. Interdependency Relation

It is divided into two: paratactic and hypotactic

a. Paratactic

It is the relation between two like elements of equal status, one initiating and the other continuing. The paratactic structures use a numerical notation (1,2,3...) (Halliday 1985a,p.218). Example:

Joko is a clever, but he is a bit selfish

1 2

b. Hypotactic

It is the relation between a dependent element and its dominant, the element on which it is dependent. Hypotactic structures will be represented by the Greek letter notation already used for modification in the structure of the group ($\alpha, \beta, \chi \dots$) (Halliday 2003,p.218). Example:

She said that it was true.

α β

2. Logico- Semantic Relation

According to Halliday (1985a,p.219) there is a wide range of difference logico-semantic relations any of which may hold between a primary and a secondary member of a clause complex. This type is divided into two: expansion and projection.

a. Expansion

Expansion is the relation between one clause to the other in which the primary clause is developed by the secondary one by ways of elaboration (=), extension (+) and enhancement (x) (Halliday 1985a,p.219).

1. Elaboration

Elaboration is an expression of a clause in which one clause expands another by elaborating it, restating in another words, specifying in greater detail, commenting or exemplifying. It is symbolized with the sign “equal”(=). Example:

Rani is smart, she always gets a good mark.

1 = 2

2. Extension

Extension is an expansion of one clause by adding some new elements, giving an exception to it or offering an alternative. It involves “and”, “but” and “or”. It is symbolized with the sign (+). E.g.:

John is very rich but he is stingy

1 +2

3. Enhancement

Enhancement is an expression of a clause in which one clause enhances the meaning of another by qualifying it with reference to the time, place, manner, cause or condition. It is symbolized with the sign (X). E.g.:

John ran away because he was scared

α $x\beta$

b. Projection

Projection is the logico-semantic relationship in which the secondary clause is projected through the primary clause. It is divided into two: idea and locution (Halliday 1985a,p.219).

1. Locution

It is one clause that is projected through another, which presents it as a locution, a construction of wording. It is usually shown by the presence of verbs like *say, tell, ask, report*, etc. It is symbolized by double quotes (“”). E.g.:

they said, "we will visit him soon"

1 “2

2. Idea

In idea, one clause that is projected through another, which presents it as an idea, a construction of meaning. It is usually shown by the presence of verbs like *think, believe, realize*, etc. It is symbolized by single quotes (‘). E.g.:

They think that it was a complicated case

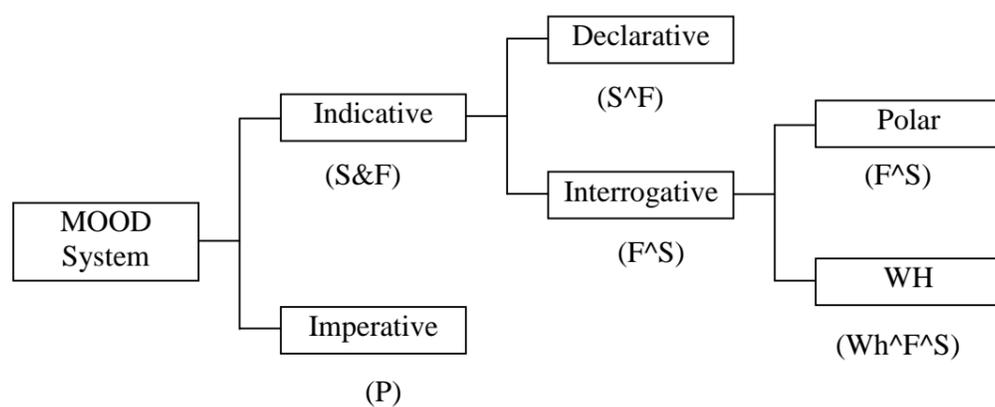
α ‘ β

2. Mood System and Mood Structure

Mood system is a system used in analyzing a clause whether it belongs to indicative: declarative and interrogative or imperative. Mood consists of two parts:

the subject, which is a nominal group and the finite operator, which is part of a verbal group (Halliday 1985a,p.72)

Mood System



(Adapted from Santosa

2003,p.109)

The further explanation about the figure above is as follows:

a. Indicative Declarative Clause

It is usually used to give information. The order of the mood is that subject comes before finite. E.g.:

My brother and I	met	the boss	yesterday
S	F/P	C	Adjunct
MOOD	RESIDUE		

b. Indicative Interrogative Clause

1. Polar Interrogative (Yes/No Question)

It has the order that the finite comes before subject. E.g.:

Did	you	see	it?
F	S	P	C
Mood		Residue	

2. WH-Interrogative Clause

It refers to the order in which the subject appears before finite if the WH-element is the subject. E.g.:

Who	washed	my clothes?
S	F/P	C
Mood	Residue	

Meanwhile, if the WH-element is other than subject, this element is part of the residue. The position of the mood then becomes finite preceding subject. E.g.:

Where	did	mother	put	my shoes
WH- adjunct	F	S	P	C
Re-	Mood		-sidue	

c. Imperative clause

This clause may have a mood element consisting of subject and finite, finite only, subject only, or may be no mood element. E.g.:

Be	Patient!
P	C
Residue	

Meanwhile, the residue consists of three functional elements: predicator, complement and adjunct. The predicator is presented in all major clauses, except those where it is displaced through ellipsis. It is realized by a verbal group minus the temporal or modal operator, which as we have seen functions as finite in the mood element, for example in the verbal groups *was shining*, *have been working*, *may be going to be replaced* the parts functioning as predicator are *shining*, *been working*, *be going to be replaced*.

Complement is an element within the residue that has the potential of being subject but it is not. A nominal group typically realizes it. Example: *Ani gave my brother that flower*. There are two complements: *my brother* and *that flower*.

Meanwhile, an adjunct is an element that has not got the potential of being subject. An adverbial group or prepositional phrase typically realizes it. Example: *My brother was given that flower yesterday by Ani*. There are two adjuncts: the adverbial group *yesterday* and the prepositional phrase *by Ani* (Halliday 1985a,p.78-79).

Mood and residue are the elements of mood structure. Mood structure is a clause structure realizing the interpersonal meaning, which is related to the interaction between participants. The interaction between participants is classified into two, i.e.

giving and demanding. The thing, which is given or demanded here, can be in form of information, or good and services (Santosa 2003, p.108). "The semantic function of a clause in the exchange of information is a proposition; the semantic function of a clause in the exchange of goods & services is a proposal"(Halliday 1985a,p.71).

Commodity exchange Role in exchange	(a) Goods & Services	(b) Information
(') Giving	'Offer' Would you like this teapot?	'Statement' He is giving her the teapot
(') Demanding	'Command' Give me that teapot!	'Question' What is he giving her?

Proposal Proposition

(Halliday 1985a,p.69)

3. Thematic Structure

Thematic structure gives the clause its character as a message. In English, the clause is organized as a message by having a special status assigned to one part of it.

One element in the clause is enunciated as the theme; this then combines with the remainder (Rheme) so that the two parts together constitute a message.

The theme itself is the element which serves as the point of departure of the message: it is that with which the clause is concerned. Meanwhile, rheme is the remainder of the message, the part in which the theme is developed. Therefore, as a message structure, a clause consists of a theme accompanied by a rheme and the structure is expressed by the order, theme is put first (Halliday 1985a,p.37). There are three types of theme namely, topical, interpersonal and textual theme.

1. Topical Theme

It is the first element in the clause that has function in the ideational structure. Topical theme identifies the idea of topic. It is divided into two: unmarked and marked topical theme.

a. Topical Unmarked Theme

It is theme in the subject such as personal pronoun (*she, he, it, they, we, I and you*), impersonal pronoun (*it, there*), nominal group and nominalization. E.g.:

My uncle	visited me last week
Topical unmarked theme	Rheme

b. Marked Topical Theme

Marked topical theme is something other than subject: object adjunct, predicator. The most usual form of marked theme is an adverbial group (*today, suddenly, etc*) or prepositional phrase (*at night, in the corner, etc*). E.g.:

Last week	my friend visited me
Topical marked theme	Rheme

2. Interpersonal Theme

It is the theme, which shows the social relationship of participants. Interpersonal theme is any combination of vocative, modal and mood marking. A vocative is any item, typically a personal name used to address, a modal theme is any of the modal adjuncts whenever it occurs preceding the topical theme and mood-marking theme is a finite verbal operator, if preceding the topical theme or WH-interrogative (Halliday 1985a,p.53-54). Example:

a. Vocative as Interpersonal Theme

John,	will	you	be the chairman
Interpersonal Theme	Interpersonal Theme	Topical Unmarked Theme	Rheme

b. Modal Adjunct as Interpersonal Theme

Usually	they	like it
---------	------	---------

Interpersonal Theme	Topical Theme	Unmarked	Rheme
------------------------	------------------	----------	-------

c. Finite (operator) as Interpersonal Theme

Did	you	see it?
Interpersonal	Topical Unmarked Theme	Rheme

d. WH- (Interrogative) as Interpersonal Theme

Why	you laugh?
Interpersonal / top marked theme	Rheme

3. Textual Theme

It shows logical relation between the clause to the following or the previous. The textual theme is any combination of continuative, structural and conjunctive. Continuative is one of a small set of discourse signalers, *yes, no, well oh, now*, which signal that a new move is beginning: a response in dialogue or a move to the next point if the same speaker is continuing. A structural is any of the obligatorily thematic elements: conjunction (*and, or, not, but, so, then*) and WH-relation (*which, whatever, whenever, etc*). The last is conjunctive. It is one of the conjunctive adjuncts such as *moreover, finally, in other words, in addition, etc*. example:

a. Continuative as Textual Theme

Well,	it	is	your
-------	----	----	------

			turn to have speech
Textual Theme	Topical Unmarked Theme	Rheme	

b. Structural as Textual Theme

1. Conjunction

But,	it	is true
Textual Theme	Topical Unmarked Theme	Rheme

2. WH-relative

Whatever the reason,	I do not care
Theme	Rheme
Textual / Topical Marked Theme	

c. A Conjunctive Adjunct as Textual Theme

Finally,	She	can finish her job
Textual Theme	Topical Unmarked Theme	Rheme

4. Group

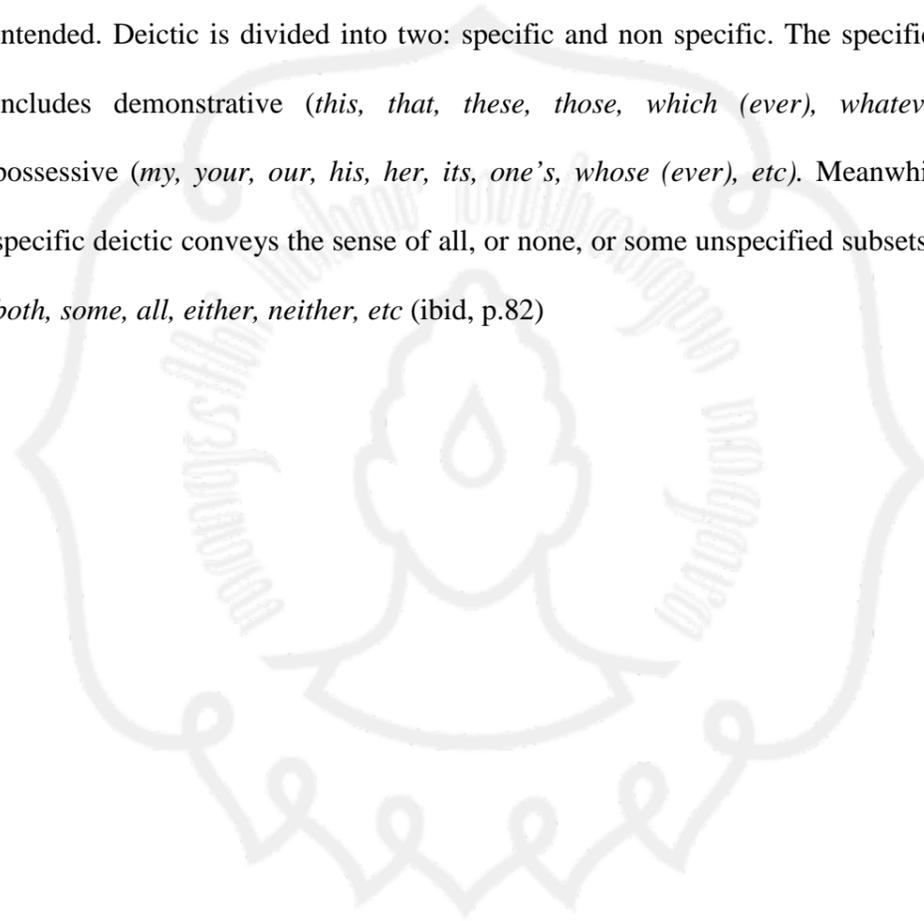
According to Halliday (1985a,p.180) group is an expansion of word. There are three main clauses of groups: nominal, verbal and adverbial group.

a. Nominal Group

Nominal group is an experiential structure which, taken as a whole, has the function of specifying a class of things and some categories of membership within this class. Categorization within the class is typically expressed by one or more of the functional elements deictic, numerative, epithet and classifier (ibid, p.81)

1. Deictic

The deictic element indicates whether or not some specific subset of the thing is intended. Deictic is divided into two: specific and non specific. The specific deictic includes demonstrative (*this, that, these, those, which (ever), whatever*) and possessive (*my, your, our, his, her, its, one's, whose (ever), etc*). Meanwhile, non-specific deictic conveys the sense of all, or none, or some unspecified subsets such as *both, some, all, either, neither, etc* (ibid, p.82)



2. Numerative

The numerative element indicates some numerical feature of the subsets: either quantity or order, either exact or inexact. It is classified into quantifying and ordering numeratives (Halliday 1985a,p.83).

a. The Quantifying Numerative

It is specified either an exact number (cardinal number, e.g. *one, two, three, etc*) or inexact number (*many, few, lots, etc*).

b. The Ordering Numerative

It specifies either an exact place in order (ordinal numerals, e.g. *first, second, third, etc*) or inexact place e.g. *a subsequent, next, etc*)

3. Epithet

Epithet indicates some quality of the subset. It is classified into two, the experiential and attitudinal epithet. The experiential epithet means an objective property of the thing itself such as *old, long, blue*. Meanwhile, the attitudinal epithet means an expression of the speaker's subjective attitude towards it such as *splendid, silly, fantastic* (Halliday 1985a,p.84).

4. Classifier

The classifier indicates a particular subclass of the thing in question. E.g.: *electric trains, passenger trains, wooded trains, toy trains*. Classifier has specific characteristic. It can not accept degrees of comparison or intensity such as a more electric train or a very electric train and it tends to be organized in mutually exclusive and exhaustive sets such as a train is either electric, steam or diesel. The range of semantic relations that may be embodied in asset of items functioning as classifier is

very broad: it includes material, scale and scope, purpose and function, status and rank, origin, mode of operation-more or less any feature that may serve to classify a set of things into a system of smaller sets (Halliday 1985a,p.85). In English, classifier is realized into noun, adjective and gerund.

5. Qualifier

Qualifier is the element following the thing either a phrase or a clause. It is identified as post-modifier adding information to the thing except deictic, numeric, epithet and classifier. All qualifiers are embedded and it is realized is an adjective clause, present participle phrase, past participle phrase, infinite phrase, preposition phrase, adjective phrase, ordinal and cardinal number (Santosa 2003,p.103). E.g.:

- Adjective Clause

I saw a man (who stole his radio)

- Present Participle Phrase

I saw a man (stealing his radio)

- Past Participle Phrase

I saw the radio (stolen last night)

- Infinitive Phrase

This is the car (to sell tomorrow)

- Preposition Phrase

I saw a man (with a black jacket)

- Adjective Phrase

They have a problem (urgent to discuss)

- Ordinal and Cardinal Number

You have to enter Gate (2)

6. Thing

Thing is the semantic core of the nominal group. It may be a common noun, proper noun or personal pronoun.

a. Common Noun

Common noun is precisely what their name implies common to a class of referents: hence they are typically accompanied by deictic and often other elements as well. E.g.: *table, tourism, beach, etc.*

b. Proper Noun

Proper nouns are names of particular persons, individually or as a group: institutions of all kinds and places. Such as *Polly Perkins, Ayers Rock or Cathay Pacific Airlines*

c. The Personal Pronoun

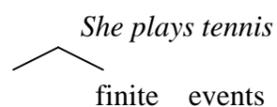
It represents the world according to the speaker in the context of a speech exchange such as *he, she, him, them*, etc (Halliday 1985a,p.189)

b. Verbal Group

“ Verbal group is the constituent that functions as finite plus predicator (or as predicator alone if there is no finite element) in the mood structure (clause as exchange) and as process in the transitivity structure” (Halliday 1985a,p.196). A verbal group is the expansion of a verb and it consists of a sequence of words of the primary class of verb. Verbal group can be expressed as an experiential and as logical structure.

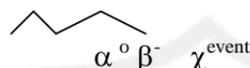
1. Experiential Structure

The experiential structure of the finite verbal group is finite plus event, with optional auxiliary (one or more). Example:



2. Logical Structure

The logical structure of the verbal group realizes the system of tense (primary and secondary tense). The primary tense is that functioning as head, shown as α . The modifying elements, at β, χ and beyond; they are the secondary tenses which express past (-), presents (o) or future (+) to the time selected in the previous tense (Halliday 1985a,p.198). E.g.: *they have done the homework*



c. Adverbial Group

The adverbial group has an adverb as head, which may or may not be accompanied by modifying elements. There are two types of modification, pre-modifiers and post-modifiers. Pre-modifiers are grammatical items like *not*, *rather* and *so*. This modifier precedes the adverb. Meanwhile, post-modifiers is of one type only, namely comparison and this modifier follows the adverb. Post modifiers can be embedded clause or embedded prepositional clause

- Pre-modifier

It is so slowly

Modifier head

- Post-modifier

Much more easily [[than you would have expected]]

Too quickly [[for us to see what was happening]]

5. Nominalization and Technicality

The realization of process, participants and circumstances in a text can be applied into ways: congruent and incongruent expression. Congruent expression is an expression in which the system has direct relation with the reality (Santosa 2003,p.122). It is indicated by the use of nominal group for participant, verbal group for the process and adverbial group for the circumstance. Example:

Andi is playing tennis with his friends.

Physical Reality

Andi, tennis (noun)

is, playing (Process, activity)

with his friends (Cir. Accompaniment)

Symbolic Reality

Nominal group

Verbal group

Adverbial group

Meanwhile, incongruent expression is an expression in which symbol has indirect relation with the reality (Santosa 2003,p.123). It is realized by changing a group into other grammatical system. The incongruent expression is also called grammatical metaphor including nominalization. Abstraction or Nominalization is a process of changing verb and adjective into nouns (Santosa in Winarsih, 2000). This nominalization is used for neutralizing some ideas as well as attitude or thoughts and

it is used to make brief definition of something so that it is effective enough in scientific written text.

Metaphor is usually described as variation in the use of words: a word is said to be used with a transferred meaning. The metaphor concerns how the meaning is expressed, not only how the word is used. In other words, metaphor can be said as variation in the expression of meaning (Halliday 1985a,p.341)

There are two types of metaphor, namely ideational and interpersonal metaphor. The ideational metaphor is recognized when non-living things do some activities, which are usually done by animate being. E.g.: *The moon is smiling in the night.* Meanwhile, interpersonal metaphor is metaphor in the expression of modality and mood (Halliday 1985a,p.354). In modality type, the speaker's opinion regarding the probability that his observation is valid is not coded as a modal element within the clause, but as a separate, projecting clause in a hypotactic clause complex. To the congruent form it *probably* is so corresponds the metaphorical variant *I think it is so*, with *I think* as the primary or 'alpha' clause. This is shown clearly by the tag:

"I think it's going to rain, isn't it?"

Not *"I think it's going to rain, don't I?"*

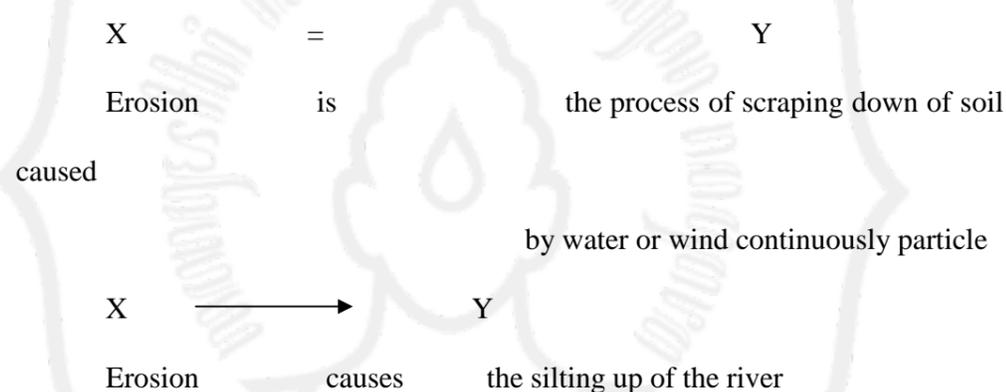
The other main type of interpersonal metaphor is the metaphor associated with mood. Mood expresses the speech functions, i.e. statement, question, offer and command. E.g.:

I'll shoot the pianist

Reported as *He threatened to shoot the pianist.*

The clause *I'll shoot the pianist!* could represent any one of these (*He threatened/promised/vowed/undertook to shoot the pianist*). These speech functions all contain the feature combination 'give + good-&-services', i.e. 'offer', and the wording of the clause specifies no more than that (Halliday 1985a,p363).

The other case that is made by means of nominalization is technicality. It is a nominalization of process that produces the specific terms of certain field. Martin (1992,p.328) states, "One of the main functions of nominalization is a fact to build up technical taxonomies of processes in specialized field". Meanwhile, Santosa (2003,p.124) defines technicality as a process of naming of physical or social reality through nominalization. It refers to technical word or item used in the text. This process is used to see the nature or social indication that is relatively consistent, through the scientific paradigm, namely comprehension, identification and classification, which is different from what common people think. Technicality process can help the scientist to think mathematically by using the transitivity: attributive relational process or identification (ibid, p.125). Example:



6. Lexical Density

Lexical density refers to the density in which the information is presented and the complexity or number of occurrence in a text. It is used as a measurement whether the text is spoken or written language. Lexical density can be seen from the number of lexical items and grammatical items in a clause. Lexical items (content words) are words convey information. They are words such as nouns, verbs, adjectives and adverbs. These words carry much of the experiential content of the clause and come from open sets of options. Meanwhile, grammatical items (function words) are those that function in closed system in the language. These are words such as determiners, pronouns, prepositions, conjunctions, some classes of adverb and finite verbs (Halliday 1985b,p.61). E.g.:

“The only real accident that I’ve ever had was in fog and ice”

The underlined words are the example of lexical items while the rests are called grammatical items.

There are two ways of measuring the lexical density. The first is by taking the distinction between lexical and grammatical items and counting the ration of lexical to grammatical words. E.g.: the sentence consists of 12 lexical and 8 grammatical items. This gives the proposition of lexical items to the total as 12 out of 20, so the lexical density is 60% or 0,6 (Halliday 1985b,p.64). The second way of measuring the lexical density can be calculated by dividing the number of clause. E.g.:

You can control the trains this way and if you do that you can be quite sure that they’ll be able to run more safely and more quickly than they would otherwise no matter how bad the weather gets.

This sentence consists of 10 lexical items and 5 clauses so the lexical density is 2.

L. Cohesion

According to Halliday and Hasan (1976,p.4) cohesion is a semantic relation. The concept of cohesion is a semantic one. It refers to the relation of meaning that exists within the text, and that defines it as a text. It occurs where the interpretation of some elements in the discourse is dependent on that of another. There are two types of cohesion: grammatical and lexical cohesion.

1. Grammatical Cohesion

The grammatical cohesion is divided into four: reference, substitution, ellipsis and conjunction

a. Reference

It is the specific nature of the information that is signaled for retrieval. In English these items are personals, demonstratives and comparatives. E.g.: *Hendra lived in this city 5 years ago, he worked as a teacher*

b. Substitution

It is a replacement of one item by another (Halliday and Hasan 1976,p.88). Meanwhile, Santosa (2003,p.66) defines substitution as a replacement of some items in a clause into a grammatical form. Grammatically, the constituents' substituted are predicator and complement. There are three types of substitution: nominal, verbal and clause.

i. Nominal Substitution

The substitute one/ones always functions as head of nominal group and can substitute only for items, which is itself head of a nominal group. E.g.: *I shot him, with bullets made of platinum, not leaden ones*. Here bullet is the head of the nominal group bullets made of platinum and ones is head of the nominal group leaden ones (Halliday and Hasan 1976,p.91).

ii. Verbal Substitution

The verbal substitution in English is *do*. This operates as head of a verbal group, in the place that is occupied by the lexical verbs and its position is always final in the group (Halliday and Hasan 1976,p.112). E.g.:

I do not know the meaning of this sentences and I do not believe you do either!

iii. Clausal Substitution

It is one types of substitutions in which what is presupposed is not an element within the clause but an entire clause. The words used as substitution are *so* and *not* (Halliday and Hasan 1976,p.130). E.g.:

Is there going to be an earthquake? It says so.

c. Ellipsis

Ellipsis is the omission of an item (Halliday and Hasan 1976,p.88). It is divided into nominal, verbal and clausal ellipsis

i. Nominal Ellipsis

It means ellipsis within the nominal group. E.g.: *you have some pens, could you lend me yours?*

ii. Verbal Ellipsis

It means ellipsis within the verbal group. E.g.: *what have you been doing?*

Swimming

iii. Clausal Ellipsis

It occurs when there is an omission of some elements in a sentence. This usually occurs in an answer of question either yes/no question or WH-question. Example: *do you teach in Sebelas Maret University? Yes, I do*

d. Conjunction

Conjunction is a word that joins words, phrases or sentences. It is divided into two: external and internal conjunction. External conjunction is used to relate two ideas of two clauses within a sentence such as *and, because, since, when, if, etc.* internal conjunction is used to relate ideas of two clauses in two different sentences such as *furthermore, besides, therefore meanwhile, etc.* e.g.:

Peni is very smart but she is arrogant (external conjunction)

Her boyfriend leaved her. Therefore, she was very sad (internal conjunction).

Logico-semantically, (Halliday in Eggin 1994,p.105) divides conjunction into three types: elaboration, extension and enhancement

2. Lexical Cohesion

“Lexical cohesion is the cohesive function of the class of GENERAL NOUN”, (Halliday in Eggin 1994,p.274). In other words, the cohesive resource of lexical relations refers to show the writer/speaker uses lexical items (nouns, adjective and adverbs) and event sequences (chains of clauses and sentences) to relate the text

consistently to its area of focus. The relation is divided into two types, namely taxonomic and non-taxonomic lexical relations.

a. Taxonomic Lexical Relation

Taxonomic lexical relation is a relation where one lexical item relates to another through either class/sub class or part/whole relations. It is classified into two: superordination and composition

1. Superordination

It is based on principle of sub classification. There are two types of superordination: inclusion and similarity.

a. Inclusion

It consists of hyponymy and co-hyponymy. **Hyponymy** refers to two or more lexical items used in a text related through sub-classification. E.g.: *flower-jasmine*. **Co-hyponymy** is when two or more lexical items used in a text are both member of a super ordinate class. E.g.: *orchid-jasmine*

b. Similarity

It refers to or more lexical items expressing similar or different meanings. It is divided into three types: repetition, synonymy and antonymy. **Repetition** is when a lexical item is repeated. E.g.: *shoes-shoes*. **Synonymy** is when two words essentially restate each other. E.g.: *fast- quick*. **Antonymy** is when two or more lexical items encode a contrast relationship. E.g.: *dark-light*

2. Composition

It is the part/whole relationship between lexical items. The types are collocation, meronymy or co-meronymy. **Collocation** is the cohesive force that is achieved

through the association of lexical items that regularly co-occurs. E.g.: *flock-geese*.

Meronymy is when two lexical items are related as a whole part. E.g.: *house-window*. **Co-meronymy** is when two lexical items are related by both being parts of common whole. E.g.: *window-door*.

b. Non-Taxonomic Lexical Relation

It is focused on the thing-oriented to interpret the experiential meaning that cannot be manifested through the single item. There are two types of non-taxonomic relations: experientially nuclear and expectancy activity relation.

1. Nuclear Relations

It reflects the ways in which action, people, places things and qualities configure as activities in activity sequences (Martin 1992,p.309)

2. Expectancy Activity

It is a relation of activity sequence in a certain event, which is done by the participants. It shows the relation among the activities in the text. The activity sequence can be used to construct the text structure (Santosa 2003,p.75).

M. Review on Related Research

The additional references of sources taken by the researcher are conducted by Asmara Linda (2004) and Rita Hindrawati (2005).

Asmara Linda with her thesis "Mode Comparison in the Car Advertisements: Hyundai and Daihatsu Published in Time Magazine" tries to describe the mode by analyzing channel and medium. From the analysis of

lexicogrammar, cohesion, text structure and genre, it can be known that those aspects make both texts tend to use more spoken channel in presenting the information about the product. This can be seen from the use of simplex nominal and verbal group, less of metaphors, the common use of technicality and less nominalization, the use of marked and unmarked theme, many repetitions, and synonymies, the occurrence of personal pronouns “we” and “you”, low lexical density, and genre of both text.

In medium, it can be known that the two car advertisement texts: Hyundai and Daihatsu, which use more spoken channel are effective to be published in Time magazine in order to give information about the product as well as to promote the products to the readers. By doing so, the writer has a purpose to attract the reader’s attention about the products being offered by using more liquid language. The choice of spoken is appropriate since the readers of Time magazine are people who belong to well-educated and high-class society.

Meanwhile, Rita Hindrawati in her thesis” A Comparative Study of Textual Meaning in School Advertisements: The British International School Jakarta and Jakarta International School Published in the Jakarta Post, January 26th, 2005`s Edition” tries to analyze textual meaning through the realization of mode. Based on the data analysis, both advertisement texts tend to use between spoken and written channel. It can be seen from the employment of more simplex clauses and few complex clauses in paratactic and hypotactic of interdependency system, material, attributive relational, mental behavior process, simplex nominal and verb groups, many technicalities and nominalizations, low lexical density, the dominant of repetitions in lexical cohesion and external conjunction in grammatical cohesion.

In medium, both texts use Jakarta Post newspaper. The use of newspaper medium in promoting both schools is effective as their target readers are also the same namely those who belong to expatriates and middle to high-class society.

Based on the systemic functional linguistics theory, this research tries to analyze how the advertisers of both advertisement texts express their idea in promoting the services and facilities offered by both schools.



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CHAPTER III RESEARCH METHODOLOGY

A. Type of Research

The research belongs to qualitative approach employing descriptive comparative method. It is called qualitative since the data were in the form of sentences, which did not include any calculation or enumeration. Sutopo (2002,p.35) states that qualitative research is a type of research, which does not include any calculation or enumeration. Meanwhile, Miles and Huberman (1992,p.15) also state

that qualitative data are usually in the form of words rather than number. Surakhmad (1989,p.139) states that descriptive method is a research by ways of collecting data, arranging or classifying the data, analyzing the data and interpreting them. This research is called descriptive since its purpose is to describe phenomena from which a research conclusion will be drawn. In doing the research, the researcher collected, analyzed, and made an interpretation before drawing the conclusion.

In addition, this research also employs a comparative method. It is comparative since the researcher made the comparison between one data to the other to know the similarities and differences of the objects, which are analyzed. In this research, I compared the mode realized in the advertisement texts of the Cheapa Island and King Island Car Rental. Surakhmad (1989,p.143) states that comparative method is a descriptive research that attempts to seek the solution through the analysis of causality by observing certain factor related to the situation or phenomena and comparing one another.

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B. The Source of Data

Arikunto (1998,p.114) states that the source of data is the subject from which the data are obtained. Meanwhile, data are the materials used in the research that may be in form of words, sentences or discourse available in the newspaper, magazine, etc.

The source of data for this study is the advertisement of the Car Rental in TravelPoint booklet published on April 2005. There are two advertisement texts

selected, namely Cheapa Island and King Island Car Rental. The reason is because their function is the same, while both of them are produced by two different companies. Besides, the facilities and the services of both companies are more superior than other companies. They offer many types of vehicles, the cheaper prices, the friendly personalized services, etc. Meanwhile, the data analyzed in this research were in the form of lexicogrammar, cohesion and text structure.

C. Technique of Collecting Data

The data in this research were collected by employing "Teknik Pustaka". This means that it uses written source to find out the data (Subroto 1992,p.42). In collecting the data, I observed two advertisement texts of the Cheapa Island and King Island Car Rental in TravelPoint booklet. Then, I took some notes on the advertisement texts of the Cheapa Island and King Island Car Rental. The notes included into clause complex, nominal and verb group, cohesion and text structure.

D. Research Procedure

Research procedure is used to get a clear description about anything that must be prepared in conducting a research. Meanwhile, the procedures of this research are as follows:

1. Collecting the advertisement texts of Cheapa Island Car Rental and King Island Car Rental on the TravelPoint booklet.

2. Reading and taking all clauses of advertisements texts.
3. Describing the data consisting of description of advertisement, lexicogrammar, cohesion and text structure.
4. Making the interpretation and discussion of the data analyzed.
5. Making the comparison of the data analyzed to find out the similarities and differences of the mode in both texts.
6. Drawing the conclusion



E. Technique of Analyzing Data

The data of the two advertisement texts were analyzed by the following techniques:

1. Describing the clauses system to differentiate the type of clause
2. Classifying the interdependency relation of each complex clause.
3. Describing the mood system to classify the types of mood: indicative-declarative, indicative-interrogative, or imperative.
4. Describing the mood structure whether proposition or proposal
5. Describing the theme-rheme structure according to each type: topical marked, topical unmarked, interpersonal or textual.
6. Describing the nominal, verbal and adjunct group.
7. Describing the abstraction and technicality
8. Describing the lexical density.
9. Describing the cohesion: grammatical and lexical
10. Describing the text structure of the text and their genre
11. Interpreting the channel and medium of the texts
12. Comparing the mode of both texts

CHAPTER IV

DATA ANALYSIS

This chapter is interpretation of the analysis of the data. It covers three subchapters. They are data description, data interpretation and discussion.

Data description describes the description of each text in the form of description of advertisement, lexicogrammar description, cohesion and text structure. Meanwhile, data interpretation interprets the dimension of mode, namely channel and medium of each text and the discussion describes the general view of interpretation of texts to answer the problem statement.

A. Data Description

1. Text 1 (Cheapa Island Car Rental)

a. Description of Advertisement

The text is an advertisement text of Cheapa Island Car Rental taken from the TravelPoint booklet on April 2005. This advertisement consists of title, illustration (picture) and text. The title of this text is written in large front and in one color, blue. This advertisement uses car illustration, the blue sedan car located close to the beach. The text of this advertisement is put on the right side of the photograph and it is written in black. Besides, the text is also written in the table and it has blue color.

b. Lexicogrammar Description

1) Type of clause

Table 4.1.1: Type of Clause in Text I

Type of clause	Clause number	Number	%
Minor	1	1	7,6
Ellipsis	7,8,11,13	4	30,8
Major:			
-Simplex	2,6,9,10	4	30,8
-Complex	3.4.5.12	4	30,8
	Total	13	100

Table 4.1.1 shows that the text has simplex clauses (30,8%), complex clauses (30,8%), ellipsis clauses (30,8%) and minor clause (7,6%).

2) Type of Interdependency and Logico Semantic Relation

Table 4.1.2: Type of Interdependency and Logico Semantic Relation in Text I

Type of Logico Semantic Relation	Type of interdependency	
	Hypotactic	Paratactic
Expansion		
Elaboration (=)		
Extension (+)	(3b-3c)=1(4c-4d)=1 (12a-12b)=1	(3a-3b)=1 5(a,b,c,d)=1
Enhancement (x)	(4a-4b)= 1 (4b-4c)=1	

Table 4.1.2 shows that the text has 2 paratactic extensions, 3 hypotactic extensions and 2 hypotactic enhancements.

3) Mood System

Table 4.1.3: Mood System in Text I

Mood System	Clause Number	Number	%
Indicative: declarative; proposition	2.3a.3b.3c.4a.4b.4c, 4d, 9.10	10	58,8
Indicative: declarative; proposal			
Imperative proposal	5a, 5b, 5c, 5d.6.12a, 12b	7	41,2
	Total	17	100

Table 4.1.3 describe that the text employs indicative: declarative; proposition 58,8% and imperative proposal 41,2 %.

4) Thematic Structure

Table 4. 1.4: Thematic Structure in Text I

Type of thematic structure	Clause number	Number	%
Topical unmarked	2,3a, 4a, 5a, 5b, 5c, 5d 9,10,12a, 12b	11	55
Topical marked	3b, 6	2	10
Textual	3b, 3c, 4d, 5b, 5c, 5d	6	30
Interpersonal	5d	1	5
	Total	20	100

Table 4.1.5 describes that the text employs topical unmarked theme 55% and it is followed by textual theme 30%, topical marked theme 10% and interpersonal theme 5%.

5) Nominal Group

Table 4.1.5: Nominal Group in Text I

Nominal	Clause Number	Number	%
Simplex	1(i), 2(i), 3a(i) (ii), 3b(i), 3c(i), 4a(i)(ii), 4b(i), 5b(i), 6(i), (i)(ii)(iii)(iv)(v)(vii)(viii)(ix), 9(i)(ii)(iii),10(i),11(i),12a(i), 12b(i), 13(i)(ii)	26	70,3
Complex	2(ii), 3b(ii), 4d(i), 5a(i), 5c(i), 5d(i), 6(ii), 7(vi), 8(i), 9(ii), 10(ii)	11	29,7
	Total	37	100

Table 4.1.5 shows that the text employs simplex nominal groups 70,3% and complex nominal groups 29,7%

6) Verbal Group

Table 4.1.6: Verbal Group in Text I

Verbal Group	Clause Number	Number	%
Simplex	2,3a, 3b, 3c, 4a, 4b, 4c, 4d, 5a, 5b, 5c,d, 6, 7, 8, 9, 10, 12a, 12b	19	100
Complex	-	-	-
	Total	19	100

Table 4.1.6 shows that the text employs simplex verbal group 100% and complex verbal groups 0%.

7) Technicality and Nominalization

Technicality:

- a) Cheapa Island Car Rental (cl.1)
- b) Self-drivers hire car (cl.2)

Nominalization:

- a) Convenience (cl.3b)
- b) Arrival (cl.3b)
- c) Departure (cl.3c)
- d) Information (cl.4a and cl.7)
- e) Activities (cl.4d)
- f) Localities (cl.4d)
- g) Insurance (cl.7 and 8)
- h) Pick up (cl.7)
- i) Delivery (cl.7)
- j) Accommodation (cl.7)
- k) Reduction (cl.8)
- l) Offer (cl.11)

8) Metaphor

The text does not employ ideational metaphor and interpersonal metaphor.

9) Lexical Density

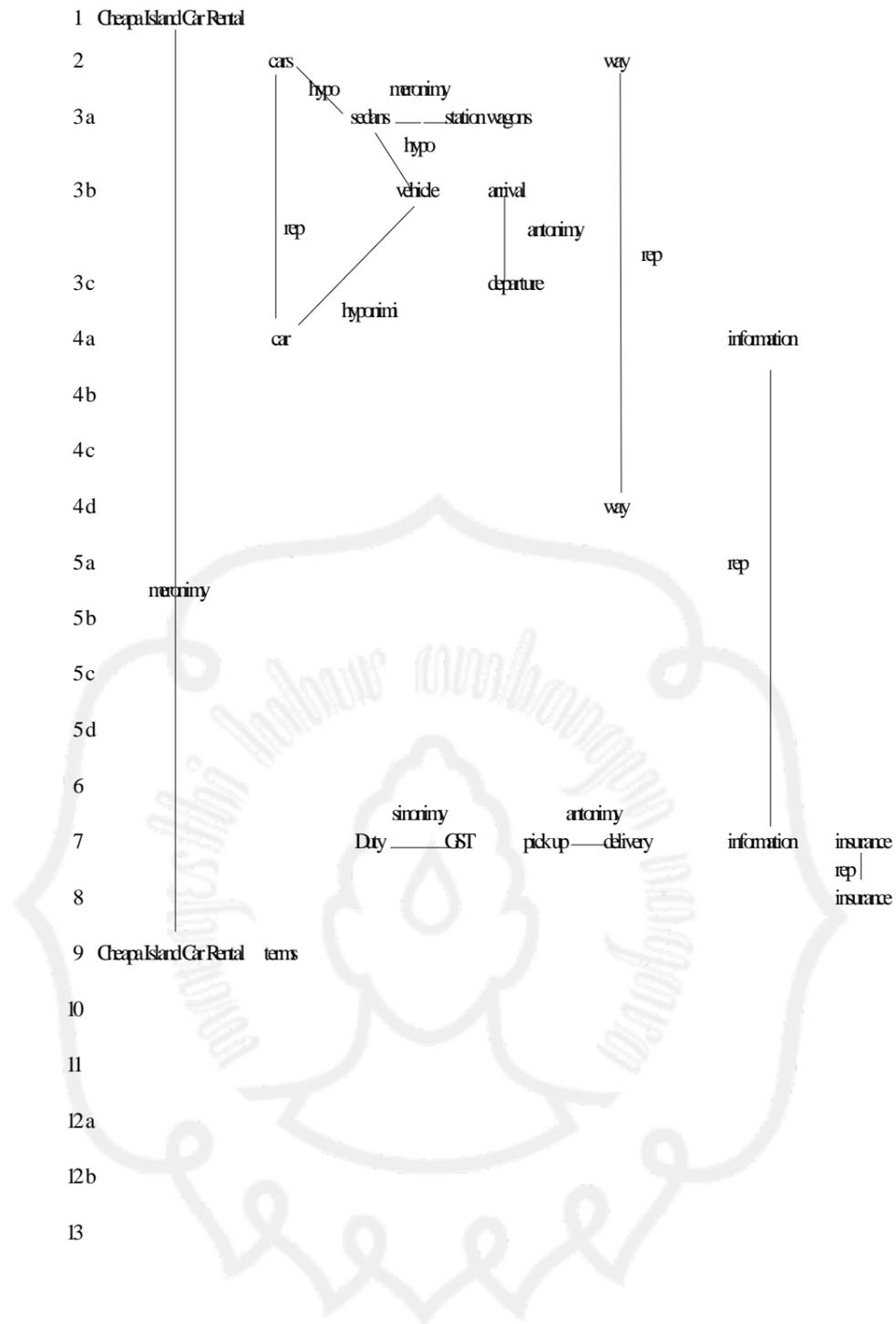
From the total running words in the text I, it is found that the number of lexical word is 120, whereas the grammatical one is 60. Meanwhile, this text consists of 22 clauses. So, the lexical density of the text is 5.5.



c. Cohesion

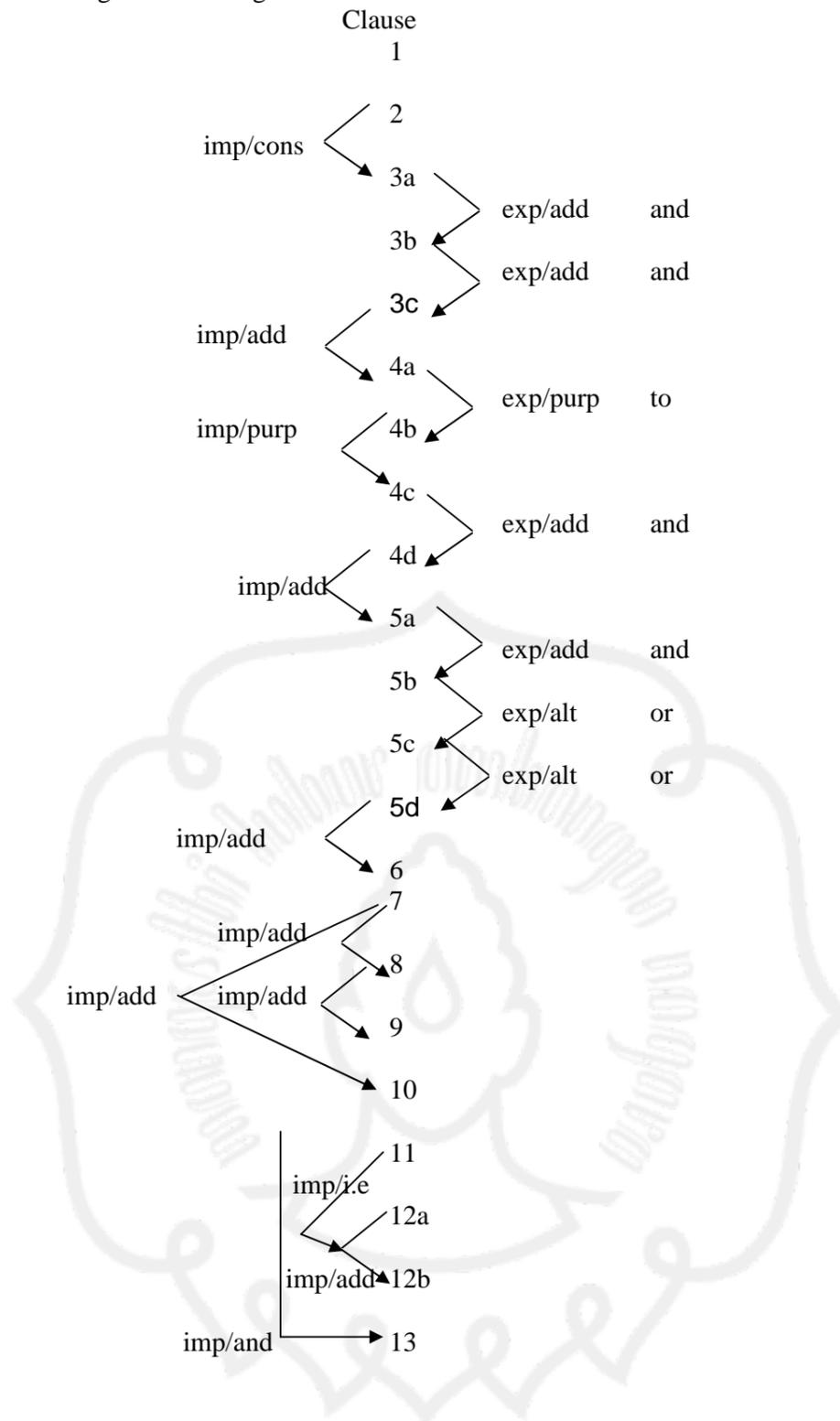
1) Lexical String

Figure 4.1.7: Lexical String



2) Logical Relation

Figure 4.1.8: Logical Relation



d. Text Structure

Table 4.1.9: Text Structure of Text I

Clause	Activity Sequence	Rhetorical Function	Text Structure
1	Informing Cheapa Island Car Rental to the readers	Introducing what text is about	Thesis
2	Stating that self- driver hire cars are an ideal way to travel King Island's road and to see the sight	Giving the statement that self-driver hire cars are an ideal way to travel King Island's road and to see the sight.	Argument
3-4	Stating that Cheapa Island Car Rental provides things that will be the reason for the readers to choose the Cheapa Island Car Rental such as automatic or manual sedan, the convenience and the information that is included with each car to help the reader plan and explore their own way to various	Giving the reasons dealing with the advantages offered by Cheapa Island Car Rental in order to attract the reader	Argument

	localities and activities		
5-6	Asking the reader to use Cheapa Island Car Rental's services for traveling such as cross the island to Narocoopa, enjoy a beach walk or cast a lure for Australian Salmon and etc	Persuading the reader to do sight seeing by using the Cheapa Island Car Rental's services implicitly.	Suggestion
7-10	Stating the prices in Cheapa Island car Rental that the prices includes unlimited kilometers, CDW insurance, duty, GST, pick up, delivery to King Island Airport or Currie accommodation and etc. Besides, it excludes excess reduction insurance of \$6 per day to lower insurance excess from\$800 to\$330. The prices are also subject to change	Giving the information about the prices in Cheapa Island Car Rental	Argument
11-13	Persuading the readers to	Persuading the readers to	Suggestion

	use the service of Cheapa Island Car rental by giving the information about bonus offer.	use Cheapa island car Rental's services implicitly.	
--	--	---	--

From the text structure above, it can be seen that the text begins from thesis in which the writer wants to introduce Cheapa Island Car Rental to the readers (cl.1). Then, it is followed by argument, which argues that self-driver hire cars are an ideal to travel King Island's road (cl.2), an argument dealing with the facilities of car rental (cl.4-7), suggestion that suggests the readers to use the services of car rental implicitly (cl.5-6), an argument about the prices in car rental and the last staging is also suggestion that suggests the readers to use Cheapa Island Car Rental implicitly. That is way, it can be known that the text uses exposition genre, since the obligatory elements of the text are thesis, one-sided arguments. Then, it is closed by suggestion, which restates the thesis.

2. Text II (King Island Car Rental)

a. Description of Advertisement

The text is an advertisement text of King Island Car Rental taken from the TravelPoint booklet on April 2005. This advertisement consists of some elements, namely, title, illustration (picture) and text. The title of this text is King Island Car Rental. It is written in large front and in blue color. The illustration of this advertisement shows the picnic situation by showing the savannah, carpet, plate, pet, basket, champagne, jam, bread and fruits. The carpet is rolled out on the

ground. On the carpet, there is a basket, which is full of strawberry and apple fruits, champagne and jam. In the right side of the basket, there is a yellow pet and in other side, there are strawberry and grape fruits, bread and jam spread out on the carpet. Besides, there is a plate with bread, grape and strawberry fruits on it. The text of this advertisement is put on the right side of the photograph and it is written in black. In addition, the text is also written in the table and it has blue color.

b. Lexicogrammar Description

1) Type of clause

Table 4.2.1: Type of Clause in Text II

Type of clause	Clause number	Number	%
Minor	1	1	7,1
Ellipsis	8,9	2	14,3
Major:			
-Simplex	5,10,11,12,13,14	6	42,9
-Complex	2,3,4,6,7	5	35,7
	Total	14	100

Table 4.2.1 shows that the text has simplex clauses (42,9%), complex clauses (35,7%), ellipsis clauses (14,3%) and minor clause (7,1%).

2) Type of Interdependency and Logico Semantic Relation

Table 4.2.2: Type of Interdependency and Logico Semantic Relation in Text II

Type of Logico Semantic Relation	Type of interdependency	
	Hypotactic	Paratactic
Expansion		
Elaboration (=)	(4a-4b)=1 (7a-7b)=1	
Extension (+)	(2a-2b)=1 (7a-7c)=1	(2a-2c)= 1 3(a, b, c, d, e) =1
Enhancement (x)	(6a-6b)=1 (6b-6c)=1	

Table 4.2.2 shows that the text has 2 paratactic extensions, 2 hypotactic extension and 2 hypotactic enhancement and 2 hypotactic elaboration.

3) Mood System

Table 4.2.3: Mood System in Text II

Mood System	Clause Number	Number	%
Indicative: declarative; proposition	2a, 2b, 2c, 4a, 4b, 5, 6a, 6b, 6c, 7a, 7b, 7c, 10, 11, 12, 13, 14	17	77,3
Indicative: declarative; proposal			
Imperative proposal	3a, 3b, 3c, 3d, 3e	5	22,7
	Total	22	100

Table 4.2.3 describe that the text employs indicative: declarative; proposition 77,3% and imperative proposal 22,7 %.

4) Thematic Structure

Table 4.2.4: Thematic Structure in Text II

Type of thematic structure	Clause number	Number	%
Topical unmarked	2a, 2c, 3a, 3b, 3c, 3d, 3e 4a, 5, 6a, 6b, 6c, 7a, 7c, 10, 11, 12, 13, 14	19	70,4
Topical marked			
Textual	2b, 2c, 3d, 4b, 6a, 6c, 7a, 7b	8	29,6
Interpersonal			
	Total	26	100

Table 4.2.4 describes that the text employs topical unmarked theme 70,4% and it is followed by textual theme 29,6%.

5) Nominal Group

Table 4.2.5: Nominal Group in Text II

Nominal	Clause Number	Number	%
Simplex	1(i), 2a(i)(ii), 2b(i)(ii), 2c(i), 3a(i)(ii)(iii), 3b(i), 3c(i), 3d(i), 4a(i)(ii), 5(i)(ii)(iii), 6a(i)(ii), 6b(i)(ii), 6c(i)(ii)(iii), 7a(i)(ii), 7b(i), 8 (i)(ii)(v)(vi), 9(i)(ii), 10(ii), 12(i), 13(i)(ii)(iii),14(i)	39	76,5
Complex	2b(iii), 2c(i)(ii), 3e(i), 4b(i), 7c(i), 8(iii)(iv), 10(i), 11(i)(ii), 12(ii)	12	23,5
	Total	51	100

Table 4.2.5 shows that the text employs simplex nominal groups 76,5% and complex nominal groups 23,5%

6) Verbal Group

Table 4.2.6: Verbal Group in Text II

Verbal Group	Clause Number	Number	%
Simplex	2a, 2b, 3a, 3b, 3c, 3d, 3e, 4a, 4b, 5, 6a, 6b, 6c, 7a, 7b, 7c, 8, 9, 10, 11, 12, 13, 14	23	95,8
Complex	1	1	4,2
	Total	24	100

Table 4.2.6 shows that the text employs simplex verbal group 95,8% and complex verbal groups 4,2%.

7) Technicality and Nominalization

Technicality:

King Island Car Rental (cl.1)

Nominalizations:

- a) Information (cl.5)
- b) Arrival (cl.6b)
- c) Departure (cl.6c)
- d) Accommodation (cl.7a)
- e) Delivery (cl.7c)
- f) Pick up (cl.8)
- g) Drop off (cl.8)
- h) Reduction (cl.9)
- i) Insurance (cl.9)

8) Metaphor

The text does not employ ideational metaphor and interpersonal metaphor.

9) Lexical Density

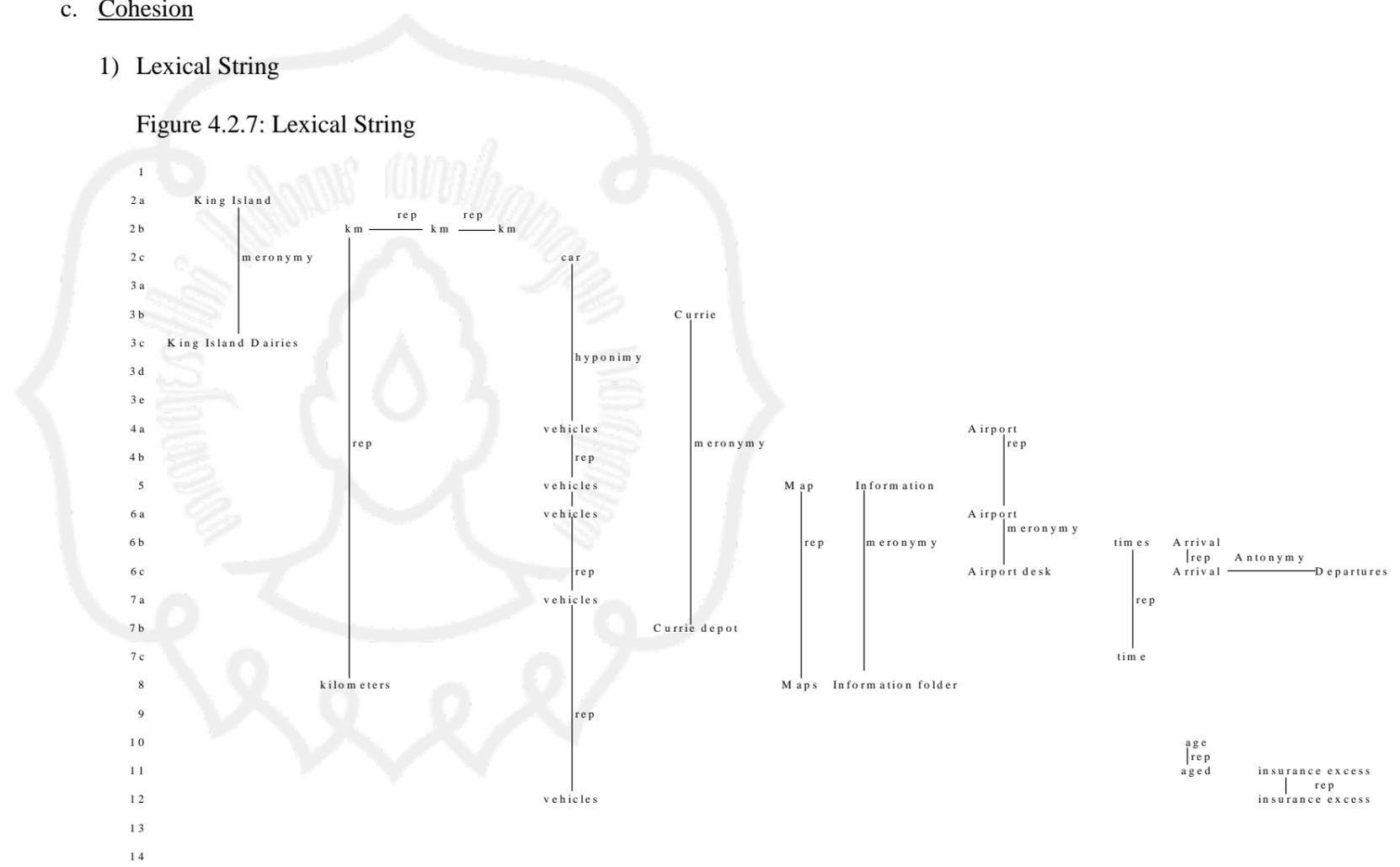
From the total running words in the text it is found that the number of lexical word is 128, whereas the grammatical one is 84. Meanwhile, this text consists of 25 clauses. So, the lexical density of the text is 5,1.

c. Cohesion

1) Lexical String

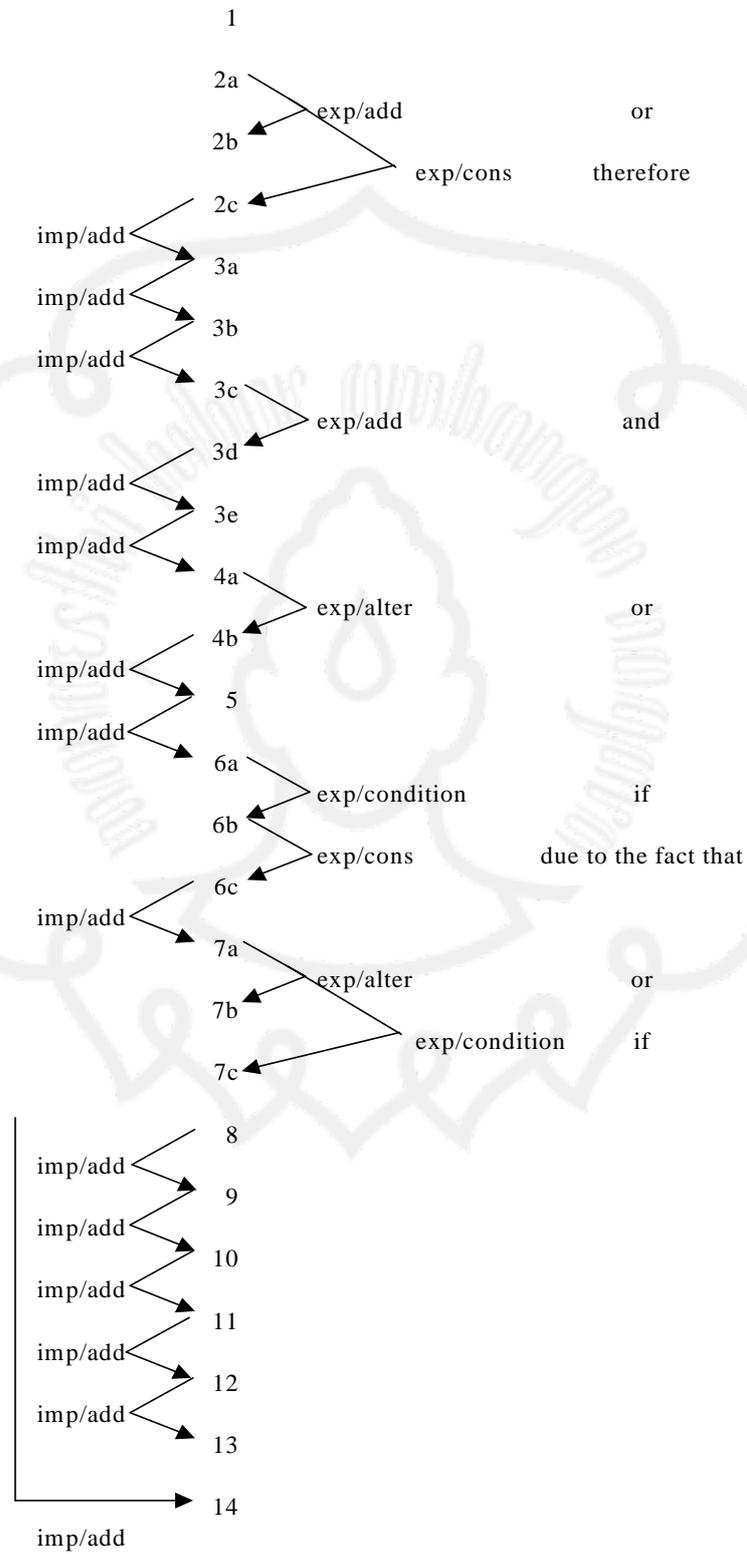
Figure 4.2.7: Lexical String

1
2a
2b
2c
3a
3b
3c
3d
3e
4a
4b
5
6a
6b
6c
7a
7b
7c
8
9
10
11
12
13
14



2) Logical Relation

Figure 4.1.8: Logical Relation



d. Text Structure

Table 4.2.9: Text Structure of Text II

Clause	<u>Activity Sequence</u>	Rhetorical Function	Text Structure
1	Informing King Island Car Rental to the readers	Introducing what text is about	Thesis
2-3	Stating that king island has no public transport, therefore hiring a car on King Island is the best way to explore the readers` pace such as discover wonderful beaches, lighthouses and shipwrecks, explore Currie, visit the King Island Dairies, tastes the famous cheeses and drive to a 6,800-hectare nature reserve in north-east	Persuading the readers to travel by using the King Island Car Rental`s services	Suggestion
4-7	Stating that King Island Car Rental provides many things that will be the reason for the readers to	Giving the reason dealing with the advantages that are offered by	Argument

	choose the Car Rental such as collecting the vehicle at King Island airport, delivering the vehicle to accommodation in Currie free of charge, maps and additional information provided in each vehicle, etc	King Island Car Rental in order to attract the readers.	
8-14	Stating the prices in King Island Car Rental i.e., the prices include unlimited kilometers, pick up and drop off at King Island airport, delivery to Curry accommodation, maps and information folder. Besides, it excludes fuel and excess reduction insurance and etc	Giving the information about the prices in King Island Car Rental	Argument

The text structure above shows that the text begins from thesis in which the writer wants to Introduce King Island Car Rental to the readers (cl.1). Then, it is followed by suggestion that asking the readers to use King

Island Car rental services` (cl.2-3). The next staging is argumentation that gives the reason why King Island Car rental is better than the others. The reason is that King Island Car Rental provides many facilities. The last staging is argumentation about the prices in King Island Car Rental. That is way, it can be known that the text uses exposition genre since the obligatory elements of the text are the thesis, one-sided argument and suggestion, which restates the thesis.

B. Data Interpretation

1. Text I (Cheapa Island Car Rental)

From data description of lexicogrammar, cohesion and text structure realized in this text, the interpretation of mode can be seen in terms of channel and medium below:

a. Channel

Channel shows the tendency of language used being more spoken or written. Spoken and written languages have their own intricacy. The intricacy of spoken language is in terms of grammar, while the written ones is in terms of lexis. This can be determined from lexicogrammar and cohesion of the text.

Meanwhile, in the lexicogrammar description, channel can be identified through clause system, nominal and verbal group, theme system, technicalities and nominalizations, metaphor and lexical density.

Text I employs the same percentage between simplex, complex and ellipsis clauses, i.e.30,8%, whereas minor clause is 7,6%. The same

percentages between simplex and complex clauses above make it hard to determine whether the text tends to be more spoken or written. The simplex clauses used are very long with embedded information. It shows that the text is difficult to understand. In addition, there are also some embedded phrases found in the complex clauses, such as in clauses *4d*, *5a*, *5c*, *5d*. The employment of some embedded clauses in simplex clause and embedded phrase in complex ones indicates that the text tends to use written language as the advertiser tries to make the text dense and full of information. Nonetheless, the presence of ellipsis, which amounts to 30,8% has made the text looks more spoken. The complex clauses varying in their interdependency system i.e. paratactic and hypotactic constitute the grammatical intricacy of movement. Besides, in the logicosemantic system, the complex clauses are related through the two basic of expansions, namely extension and enhancement. The extension (cl.3a-3b, 3b-3c, 4c-4d, 12a-12b) shows how the new point is added, while the enhancement (cl.4a-4b, 4b-4c) shows how the previous process is exemplified or restated.

In nominal group, it is clear to be seen that the text employs dominant simplex nominal group than the complex ones. The percentage of simplex nominal group is 70,3%, whereas the complex ones is 29,7%. The employment of dominant simplex nominal group shows that the text is more spoken.

The tendency of being more spoken is also supported by the employment of dominant simplex verbal group. The text employs simplex

verbal group 100%, while the complex ones is 0%. The use of simplex nominal and verbal groups is intended to make the information simpler and easily understood, while the complex ones can make the text solid and difficult to understand.

Theme is the point of departure of the message or what the clause is going to be about. In this text, the most dominant theme is topical unmarked theme (55%) followed by textual theme (30%), topical marked theme (10%) and interpersonal theme (5%). The employment of dominant unmarked topical theme shows that this text tends to be more written. Mostly, topical unmarked themes here are those of non-human thing and it is aimed to emphasize the information on the product advertised. However, the presence of textual theme and topical marked theme reduce the indication of being more written. The textual theme describes the complexity of the clause. It shows how one clause depends on another in the complex clause. Meanwhile, the topical marked themes are intended to reduce unmonotonous movement of the text and make it more dynamic.

In term of technicality and nominalization, the text applies two technicalities. Technicalities being used in this text are related with the field of car rental i.e. *Cheapa Island Car Rental* and *self-drivers hire car*. The target readers will not find the difficulties in comprehending the two words above since they are well-educated people and from middle to high-class society. The employment of small number technicalities indicates that the text tends to be more spoken. On the contrary in nominalization, this text tends to be more

written. It is proved by the employment of many nominalizations such as *convenience* (cl.3b), *arrival* (cl.3c), *information* (cl.4 and cl.7), *activities* (cl.4d), *localities* (cl.4d), etc. The use of many nominalizations in the text makes the information more condensed and more tightly packed.

Meanwhile, in term of metaphor, it can be known that the text tends to be more spoken. It is proved by the absence of metaphor. The text does not use ideational metaphor or interpersonal metaphor. Therefore, the readers can understand the text easily.

From the total running words in the text, it is found that the number of lexical words is 120, whereas the grammatical one is 60. Meanwhile, this text consists of 22 clauses. So, the lexical density of the text is 5,5. It shows that the text tends to be more written. The presence of bigger number lexical items than grammatical ones indicates that the text is complex lexically, which is one of the characteristics of written language.

By seeing the description of cohesion of the text deriving from lexical cohesion and grammatical ones, it shows two different indications, i.e. being more spoken and more written.

From the lexical cohesion analysis, it is found that the text uses many repetitions and hyponymy. The employment of repetitions in this text can be seen from the repeated words such as *cars* (cl.2-4a), *way* (cl.2-4d), *information* (cl.4a-7), etc. Meanwhile, the use of hyponymy can be seen from the words, *cars-vehicle* (cl.2-3b), *car-sedan* (cl.2-3a) and *sedan-vehicle* (cl.3a-3b). This indicates that the language is performed as if it is spoken. Besides,

this text uses two meronymies, two antonymies and synonymy. The use of meronymy is intended to explain the part whole relation in the product, antonymy is intended to explain two or more lexical items encode a contrast relationship and synonymy is aimed to clarify the information. In contrast, the grammatical cohesion shows that the text tends to use more written language. It can be seen from the employment of many internal conjunction connecting two ideas of two different simplex clauses. Besides, the absence of item references as grammatical cohesion also supports the determination of the text being more written.

From the evidence above, it is finally concluded that the text employs between spoken and written channel since each of their characteristic found are balance.

b. Medium

Medium discusses the appropriateness of the language being used in the medium of the text. As stated before, this text is car rental advertisement text, namely Cheapa Island Car Rental. It is written for the aim of informing and promoting the product to the target readers of the booklet. The use of booklet as a medium of the text is very appropriate considering that their target readers are those who are well-educated and middle to high-class society people, especially travelers both local and international. Besides, this booklet gives the detail information about the product and is distributed in larger area both domestic and overseas.

The interpretation of channel has determined that the text is between spoken and written channel. The choice of spoken and written channel in this text is appropriate for its medium and the readers. This can be seen that the text limits the use of lexicogrammar in conveying the information to the readers. Therefore, this text is performed effectively by using the same number between simplex, complex and ellipsis clauses, simplex nominal and verbal group, familiar technicality and some nominalizations, the absence of metaphor and high lexical density. By employing this kind of language, the process of transferring information about Cheapa Island Car Rental can be easily achieved.

In term of cohesion, the use of more repetitions, which shows tight relations between clauses and some hyponymy add the cohesiveness of information in the text. In this case, the writer tries to emphasize the information on the product while relating his idea or message through repeated words. Thus, it will give the contribution to the readers in comprehending the content of the message. Meanwhile, the employment of dominant implicit conjunctions in the text will not complicate the readers' understanding since they are well-educated people. So, it is obvious that the choice of written spoken channel is effective to be used in this text.

By seeing the staging of the text, it can be seen that the text employs exposition genre. The text consists of thesis, one-sided argument and suggestion. The first staging is thesis stating the introduction of the Cheapa Island Car Rental to the readers. It is followed by argument, which argues that

self-driver hire cars are an ideal way to travel King Island's road and to see the sight, an argument dealing with the facilities of car rental, suggestion that suggests the reader to use the services in Cheapa Island Car Rental implicitly, an argument about the prices in car rental and the last staging is also an argument that suggests the readers to use the services of car rental by giving them the information about bonus offer.

In connection with the persuasion approach, which is divided into selling technique and marketing technique approach, the text employs love object selling technique and pioneering stage marketing technique approach.

Love object selling technique emphasizes on the appeals of human nature to love objects. It can be seen since the information of the text is more emphasized on the facilities and the superiority of the product. In this text, clauses 3,4,7,10,11,13 give the explanation of the facilities offered by Cheapa Island Car Rental. The facilities and the prices those are competitive with other car rentals.

Meanwhile in term of marketing technique approach, this text use pioneering stage. It is needed because the target readers do not know the product well. Besides, the detail information given, which is more emphasized on informing the existence of the product also supports the indication that this text employs pioneering stage.

From explanation above, it can be said that the text is effective for making the readers well informed about the car rental. Moreover, the language

used in this text is appropriate with the language of the booklet that it should be presented in simple and clear way.

2. Text II (King Island Car Rental)

a. Channel

Channel shows the tendency of language used being more spoken or written. Spoken and written languages have their own intricacy. The intricacy of spoken language is in terms of grammar, while the written ones is in terms of lexis. This can be determined from lexicogrammar and cohesion of the text.

Meanwhile, in the lexicogrammar description, channel can be identified through clause system, nominal and verbal group, theme system, technicalities and nominalizations, metaphors and lexical density.

The text employs simplex clauses (42,9%), while the complex one is (35,7%). Besides, this text employs elliptical clauses (14,3%) and 1 minor clause (7,1%). The bigger percentage of simplex clauses than complex clauses shows that the text tends to be more written. Moreover, the simplex clauses used are very long with embedded clauses. It makes the text dense and full of information. Nevertheless, the employment of simplex clauses (35,7%) and elliptical (14,3%) implies that the text tends to be more spoken. It is supported by the logicosemantic system showing how one clause depends on another in the complex clauses. The three basic of expansions packed hypotactically and paratactically shows how the process going together in a sequence are related each other. This complexity of clause constitutes the grammatical intricacy of

the text indicating the intricacy of movement. Therefore, the text tends to be more spoken.

In nominal group, it is clear that the text employs dominant simplex nominal group than the complex ones. The percentage of simplex nominal group is 76,5%, whereas the complex one is 23,5%. The employment of dominant simplex nominal group shows that the text is more spoken.

The tendency of being more spoken is also supported by the employment of dominant simplex verbal group. The text employs simplex verbal group 95,8%, while the complex one is 4,2%. The use of simplex nominal and verbal groups is intended to make the information simpler and easily understood, while the complex ones can make the text solid and difficult to understand.

In thematic structure, the presence of biggest percentage of topical unmarked theme (70,4%) indicates that the text tends to be more written. Mostly, topical unmarked themes here are those of non-human thing and it is aimed to emphasize the information on the product advertised. The indication of being more written is supported by the absence of interpersonal theme. However, the existence of textual theme (29,6%) reduces the indication of being more written. The occurrence of textual theme in this text is aimed to create the cohesive relation among complex clauses.

The employment of technicality in this text shows that the text tends to be more spoken. This text has one technicality, i.e. *King Island Car Rental*. The target readers will not find any difficulties in comprehending this word

since they are well-educated people and from middle to high-class society. Besides, this technicality is frequently appeared and have been defined or clarified so that the readers know what it is. On the other hand, the employment of many nominalizations here is reduced the tendency of being more spoken. This text uses 9 nominalizations, i.e. *arrival (cl.6b)*, *departure (cl.6c)*, *information (cl.5)*, *accommodation (cl.7a)*, *delivery (cl.7c)*, etc. The use of many nominalizations here adds the complexity of information of the text. So, the text is more difficult to understand.

Meanwhile, in term of metaphor, it can be known that the text tends to be more spoken. It is proved by the absence of metaphor. The text does not use ideational metaphor or interpersonal metaphor. Therefore, the readers can understand the text easily.

From the total running words in the text, it is found that the number of lexical words is 128, whereas the grammatical one is 84. Meanwhile, the text consists of 25 clauses. So, the lexical density of the text is 5,1. It shows that the text tends to be more written. The presence of bigger number lexical items than grammatical ones indicates that the text is complex lexically, which is one of the characteristics of written language.

Meanwhile, the cohesion analysis of the text covering lexical cohesion and grammatical ones shows the indication of being more spoken and more written. It is proved by the lexical cohesion analysis, which is dominated by repetitions and meronymies. The employment of repetitions in this text can be seen from the repeated words such as *km (cl.2b-8)*, *vehicles (cl.4a-5-6a-7a-*

12), *maps* (cl.5-8), *airport* (cl.4a-6a), etc. The use of meronymy can be seen from the words *King Island and King Island Dairies* (cl.2a-3c), *Currie and Currie depot* (cl.3b-7b), *airport and airport desk* (cl.6a-6c), etc. This indicates that the language is performed as if it is spoken. In addition, the text also employs one hyponymy and one antonymy. The use of hyponymy refers to two or more lexical items used in a text related through sub-classification, while antonymy is intended to explain two or more lexical items encode a contrast relationship. On the contrary, the grammatical cohesion analysis shows that the text tends to use more written. It can be seen from the employment of many internal conjunctions connecting two ideas of two different simplex clauses.

From the description of the text above, it is clear that the tendency of being more written and spoken is balance. Therefore, it is concluded that this text employs written spoken channel.

b. Medium

Medium discusses the effectiveness of the language being used in the medium of the text. The text analyzed here are Car Rental advertisement text, namely King Island Car Rental.

In term of medium being used, the advertisement text above is contained in the booklet, TravelPoint booklet. The use of booklet medium in promoting the product is very effective since their target readers belong to well educated and middle to high-class society people, especially travelers

both local and international. Besides the booklet gives the detail information about the product and covers larger area. It is not only distributed in domestic but also in a broad.

The text is Car Rental advertisement text, which describes about King Island Car Rental. The interpretation of channel has determined that the text tends to use between spoken and written channel. The choice of spoken and written channel in this text is appropriate with its medium and the readers. The text uses the language, which is not too solid or liquid. So, it makes the information will be easily understand. Besides, the description of lexicogrammar shows that the text is performed effectively by using more simplex clauses with dominant simplex nominal and verbal group, which make the information is more complete and easy to understand. The employment of one technicality and many nominalizations will not confuse the readers` understanding for they are high-educated people. Besides, the use of high lexical density and the absence of metaphor support the effectiveness of the language.

The effectiveness of the language in conveying the information to the readers can also be seen from the cohesion of the text. Cohesion system has tight relations through lexical string and logical relation. Lexical string itself uses dominant repetition and meronymy. The use of dominant repetition, which shows tight relation between clauses and some meronymy adds the cohesiveness of the information in the text. Therefore, the readers will understand the content of the message easily. Besides, the use of many

implicit conjunctions in logical relation that usually complicates the readers' comprehending will not influence much the readers since they are well-educated people.

Text structure of the text also shows the effectiveness of the language being used. The employment of exposition genre, which is intended to give clear information and emphasizes it on the certain thing, is properly used in the text in order to inform new product to the target readers. By seeing the staging of the text, it can be seen that the text consists of thesis, one-sided argument and suggestion. The first staging is thesis in which the writer wants to introduce King Island Car Rental to the readers. Then, it is followed by suggestion that asking the readers to use King Island Car Rental's services. The next staging is argumentation that gives the reason why King Island Car Rental is better than the others. The reason is King Island Car Rental provides many facilities. The last staging is argumentation about the prices in King Island Car Rental.

In connection with the persuasion approach to persuade the consumers, which is divided into selling technique and marketing technique approach, the text employs love object selling technique and pioneering stage marketing technique approach.

Love object selling technique emphasizes on the appeals of human nature to love objects. It can be seen since the information of the text is more emphasized on the facilities and the superiority of the product. In this text, clauses 4,5,6,7,8,9 give the explanation of the facilities offered by king

Island Car Rental. The facilities and the prices those are competitive with other car rentals.

The appearance of some excellences on this product aim to attract the target readers especially who read TravelPoint booklet. By showing those excellences hopefully that the readers will love the product then finally use the services of this product.

Meanwhile in term of marketing technique approach, the text seems to employ pioneering stage since it is used to introduce a new product, namely the King Island Car Rental. Besides, the detail information given, which is more emphasized on informing the existence of the product also supports the indication that this text employs pioneering stage.

Finally, the effectiveness of this text toward the medium is important in achieving the purpose of writing. The use of written spoken channel in this text, namely King Island Car Rental seems to be appropriate and hence makes the text effective.

C. Discussion

This subchapter concerns about the general interpretation of both texts, namely Cheapa Island Car Rental and King Island Car Rental purposing to answer the problem statement of the analysis that related to the channel and medium.

Besides, it also discusses the similarities and differences of both texts.

1. Channel of Both Texts

From the analysis of lexicogrammar and cohesion of the texts, it can be seen that both texts use between spoken and written channel. The employment of such kind of channel shows that the language used in both texts is not too dense and not too liquid. Therefore, the target readers are easier to understand.

As stated before, channel is influenced by lexicogrammar and cohesion. Meanwhile in the lexicogrammar description, channel can be identified through clause system, nominal and verbal group, thematic system, technicality and nominalization, metaphor and lexical density.

Spoken and written language styles have their own characteristics. In clause system, the characteristic of spoken language can be seen from the use of many complex clauses, while written one is in simplex clause. Text I employs the same number of simplex, complex and elliptical clauses, i.e. 30,8%, whereas the minor clauses is 7,6%. The same number of simplex and complex clauses above makes it hard to determine whether the text tends to be more spoken or written. The simplex clauses used are very long with embedded information. It shows that the text is difficult to understand. In addition, there are also some embedded phrases found in the complex clauses such as clauses *4d, 5a, 5c, 5d*. The employment of some embedded clauses in simplex clauses and embedded phrases in complex ones indicates that the text tends to use written. Nonetheless, the presence of ellipsis, which amounts to 30,8% has made the text look more spoken. Meanwhile, in text II the employment of more simplex clauses (42,9%)

shows that the text tends to be more written. Nevertheless, the presence of complex clauses (35,7%) and elliptical clauses (14,3%) reduces the indication of being more written.

In nominal group, the characteristic of spoken language style can be seen from the use of many simplex nominal groups, while the written one is in complex nominal group. Text I uses simplex nominal group (70,3%), while the complex one is 29,7%. Text II employs simplex nominal group (76,5%) and complex ones (23,5%). It can be seen that both texts employ dominantly simplex nominal group, which is one of the characteristic of spoken language.

In verbal group, both texts use dominantly simplex verbal group. Text I employs 100% and text II uses 95,8%. It indicates that both texts employ spoken channel since the characteristic of spoken channel is in the simplicity of verbal group, while the written one is in the complexity of verbal group. Besides, the use of simplex nominal and verbal groups is intended to make the information easily understood, whereas the complex ones can make the text solid and difficult to understand.

By seeing the analysis of thematic system, it can be seen that text I tends to be more written. It is proved by the employment of dominantly topical unmarked theme. However, the presence of textual theme (30%) and topical marked theme (10%) reduce the indication of being more written. The occurrence of textual theme in this text is aimed to create the cohesive relation among complex clauses, whereas the topical marked theme creates the dynamic movement of the text and makes the text unmonotonous. Meanwhile,

text II employs dominantly topical unmarked theme. It shows that the text tends to be more written. However, the existence of textual theme (29,6%) reduces the indication of being more written. The external conjunctions, which describe the complexity of the clause, it shows how one clause depends on another in the complex clause.

From technicality and nominalization analysis, it can be seen that both texts almost have the same number of technicalities. The first text employs 2 technicalities and the second text employs one technicality. These technicalities that relate to the car rental are considered to be familiar enough since the readers are belong to high-educated people. It implies that both texts use spoken language. Meanwhile, in nominalization, both texts employ many nominalizations, which show the packed of information given by the writer. As a consequence, the texts become more difficult to understand. It indicates that both texts tend to be more written.

In metaphor analysis shows that both texts do not use ideational metaphor and interpersonal metaphor. It implies that the texts tend to be more spoken.

A typical average lexical density for spoken English is between 1,5 and 2, whereas the figure for written English is between 3 and 6. Based on this theory, it can be known that both texts tend to be more written. It is proved by the high of lexical density. The lexical density measurement of the texts shows that lexical density of text I is 5,5 and text II is 5,1. These numbers show that the average amount of lexical items in each clause of the texts is bigger than

the grammatical ones. It makes the texts complex lexically, which is one of characteristic of written language.

Meanwhile in cohesion, the characteristic of spoken language can be seen from the use of many repetitions, while the written ones seldom uses repetition. Based on this explanation, it can be said that the texts tend to be more spoken. It is proved by the employment of many repetitions. In text I, the repetition is shown by the repeated words such as *cars* (cl.2-4a), *way* (cl.2-4d), *information* (cl.4a-7), *etc*, whereas in text II, the repetition can be seen from the lexical words such as *km* (cl.2b-8), *vehicles* (cl.4a-5-6a-7a-12), *maps* (cl.5-8), *airport* (cl.4a-6a), *etc*. In contrast, the grammatical cohesion of both texts shows that both texts tend to use more written language. It can be seen from the employment of many implicit conjunctions in logical relation. Besides, the absence of item references as grammatical cohesion also supports the determination of the texts being more written.

From evidences above, it is hard to say that the texts are included spoken or written language styles since some elements tend to be more spoken and the other elements tend to be more written. Therefore, I concluded that both texts use between spoken and written channel.

2. Medium of Both Texts

Both texts are car rental advertisement texts namely, Cheapa Island Car Rental and King Island Car Rental. The texts are written for the aim of informing and promoting the product to the target readers.

In term of medium used, both texts are contained in the booklet, TravelPoint booklet. The use of booklet medium in promoting the product is effective since the target readers are those who belong to well educated and middle to high-class society people, especially traveler both local and international. Besides, it gives the details information about the product and is distributed in larger area both domestic and overseas.

The use of between spoken and written channel in both texts is appropriate with the aim of the booklet itself that should be presented in a simple, clear way and attention getting. This can be seen that the texts limit the use of lexicogrammar in conveying the information to the readers.

In cohesion term, the use of more repetitions, which shows tight relation between clauses, adds the cohesiveness of information in the text. In this case, the writer tries to emphasize the information on the product while relating his idea or message through repeated words. Thus, it will give the contribution to the readers in comprehending the content of the message. Meanwhile, the employment of dominant implicit conjunction in both texts will not complicate the readers' understanding since they are well-educated people.

In addition, text structure of both texts also shows the effectiveness of the language, which is used. Both texts used the vivid structure, which started by the thesis in which the writer wants to introduce car rental followed by one-sided argument and suggestion. Besides, it is also supported by the genre of the texts, which give the clear information about the product in details. By doing so, the writer can easily draw the reader's attention by giving the detailed description about the product being promoted.

In connection with persuasion approach, which is divided into selling technique and marketing technique approach. Both texts are appropriate in using love object selling technique and pioneering stage marketing technique approach. Love object selling technique is aimed to attract people especially who read TravelPoint booklet, whereas pioneering stage marketing technique approach is used to introduce a new product.

3. Similarities and differences of both texts

Table 4.11: Similarities and differences of both texts

No		Text I	Text II
1.	Lexicogrammar		
	a. Type of clause	The same number of simplex, complex and elliptical clauses (30,8) and minor clauses	Many simplex clauses (42,9%), followed by complex clauses (35,7%) and elliptical clauses

		(7,6%)	(14,3%)
b. Type of interdependency and logico-semantic relation	Hypotactic enhancement Hypotactic extension Paratactic extension	Hypotactic enhancement Hypotactic extension Paratactic extension	Hypotactic enhancement Hypotactic extension Hypotactic elaboration Paratactic extension
c. Thematic system	Many unmarked topical themes	Many unmarked topical themes	Many unmarked topical themes
d. Nominal and verbal group	Mostly simplex nominal and verbal group Few complex nominal and verbal group	Mostly simplex nominal and verbal group Few complex nominal and verbal group	Mostly simplex nominal and verbal group Few complex nominal and the absence of verbal group
e. Technicality and nominalization	Two technicalities and many nominalizations	Two technicalities and many nominalizations	One technicality and many nominalizations
f. Metaphor	The absence of metaphor	The absence of metaphor	The absence of metaphor
g. Lexical density	High lexical density (5.5)	High lexical density (5.5)	High lexical density (5.1)

2	Cohesion a. Lexical cohesion	Many repetitions and hyponimies, and followed by meronomies, antonimies and synonymy	Many repetitions and meronimies, and followed by hyponymy and antonimy.
	b. Grammatical cohesion	Many implicit conjunction	Many implicit conjunction
3	Text structure	Vivid structure, starting from general description and followed by some description and recommendation	Vivid structure, starting from general description and followed by some description and recommendation
4	Genre	Exposition	Exposition
5	Mode a. Channel	Between spoken and written	Between spoken and written
	b. Medium	TravelPoint booklet	TravelPoint booklet
	c. Selling technique approach	Love object	Love object

	d. Marketing technique approach	Pioneering	Pioneering
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From table above, it can be concluded that both texts have both similarities and differences. The similarities can be seen from lexicogrammar, cohesion, text structure, channel and medium.

In lexicogrammar, the texts have the similarities in nominal and verbal groups, thematic system, technicality and nominalization, metaphor and lexical density.

Both texts mostly employ simplex nominal and verbal groups. Besides, both advertisement texts also apply some complex nominal groups. The use of dominant simplex nominal and verbal groups in both texts is intended to make the text easy to understand.

In thematic system, both texts use dominantly unmarked topical theme.

In term of technicality and nominalization, both texts use less technicality and many nominalizations. Text I uses 2 technicalities and 12 nominalizations, while text II employs 1 technicality and 9 nominalizations. The use of few technicalities in both texts makes the texts liquid and easy to understand. Meanwhile, many nominalizations in both texts make the information more condensed and tightly packed.

The similarities of both texts can also be seen from metaphor and lexical density. In metaphor term, the texts do not use any metaphor. It makes

the readers understand both texts easily. Meanwhile in lexical density, both texts employ high lexical density. Text one uses 5.5 and text II employs 5.1. It implies that the information of the texts is dense and full of information.

In term of their cohesion deriving from lexical cohesion and grammatical ones, it is found that the texts have the similarities both in lexical cohesion and grammatical ones. In lexical cohesion, both texts use dominantly repetitions. Besides, both texts also use meronymy, hyponymy and antonymy. It indicates that both advertiser of these two texts want to create the tight relation between clauses, so that the information given will be more cohesive and hence make the readers easier to understand the message of the texts. Meanwhile in grammatical ones, both texts use dominantly implicit conjunctions, the implicit idea of which make the information is difficult to understand. It indicates that both texts are directed to high-educated people.

In term of text structure, both texts apply the some genre, i.e. exposition genre. This genre functions to describe and emphasizes the information about the car rental clearly.

In connection with channel, both advertisement texts tend to use between spoken and written channel.

In term of medium, both texts use the same medium in promoting their product, i.e. TravelPoint booklet. The use of booklet medium in promoting both products is effective since their target readers are those who belong to well educated and middle to high-class society people, especially traveler both

local and international. Besides the booklet gives the details information about the products and is distributed in larger area, both domestic and overseas.

In connection with persuasion approach, the texts employ the same approach both in selling technique and marketing technique approaches. In selling technique, both texts belong to love object-selling technique, which emphasizes on the appeal of human nature to love objects. Meanwhile, in marketing technique, both texts use pioneering stage. It indicates that the texts provide the detail information about each car rental to introduce the car rentals to the readers.

Meanwhile, the differences of both texts can also be seen from lexicogrammar. The differences of lexicogrammar in both texts are in type of clauses and interdependency system. In type of clauses and interdependency system, text I has the same number of simplex, complex and elliptical clauses, while text II uses more simplex clauses. Moreover, the complex clauses in text I are varied in hypotactic enhancement, hypotactic extension and paratactic extension, while text II uses hypotactic enhancement, hypotactic extension, hypotactic elaboration and paratactic extension. From the description above, it is obvious that texts I tends to give a simple and clear information to the readers and hence they will understand the text easily. Meanwhile, text II is more difficult than text I. It can be seen from the use of many simplex clauses. It indicates that the text closes the logical relation among the clauses in the text. Therefore, it is difficult to understand.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. CONCLUSION

This chapter presents the conclusion of this research. The conclusion based on the data analysis in the previous chapter. It includes the channel, medium and similarities and differences of both texts.

1. Channel

From the analysis of lexicogrammar and cohesion of the texts, it can be seen that some elements of them show that the texts tend to be more spoken and some other elements show that the texts tend to be more written.

In clause system, the texts tend to use between spoken and written channel. In text I, it is proved by the employment of the same number of simplex, complex and elliptical clauses. The same number of simplex and complex clauses above makes it hard to determine whether the text tends to be more spoken or more written. The simplex clauses used are very long with embedded information. In addition, there are also some embedded phrases found in the complex clauses. The employment of some embedded clauses in simplex clauses and embedded phrases in complex ones indicates that the text tends to use written. Nonetheless, the presence of big amount of ellipsis shows that the text looks more spoken.

Meanwhile in text II, the employment of more simplex clauses shows that the text tends to be more written. In contrast, the presence of complex clauses and elliptical ones reduces the indication of being more written.

In nominal and verbal groups, it can be seen that both texts tend to be more spoken. Both texts use dominantly simplex nominal and verbal group, which is one of the characteristic of spoken channel. Besides, the use of simplex nominal and verbal groups is intended to make the information easily understand.

By seeing the analysis of thematic system, it can be seen that both texts use unmarked topical theme. It implies that the texts tend to be more written. Besides, the texts also use textual theme, the external conjunctions of which describe the complexity of the clauses. The presence of textual theme in both texts shows that the texts tend to be more spoken.

From the analysis of technicality and nominalization, it can be known that both texts use between spoken and written channel. Text I employs two technicalities and text II employs one technicality. These technicalities that relate to the car rental are considered to be familiar enough since the readers are belong to high-educated people. It implies that the texts use spoken language. Meanwhile, in nominalization, the texts employ many nominalizations. It indicates that the texts tend to be more written.

Viewed from metaphor analysis, both texts do not use ideational metaphor and interpersonal ones. It implies that the texts tend to be more spoken.

From the number of lexical density measurement, both texts employ high lexical density. Text I uses 5.5 and text II uses 5.1. These number shows that both texts use written channel.

By seeing the cohesion analysis, which consists of lexical cohesion and grammatical ones, it is found that both texts use between spoken and written channel. In lexical cohesion, both texts use dominantly repetitions. It indicates that both texts tend to be more spoken. Nevertheless, the grammatical cohesion of both texts shows that both texts tend to use more written language. It can be seen from the employment of many implicit conjunctions in logical relation. Besides, the absence of items references as grammatical cohesion also supports the determination of the texts being more written.

From evidences above, it can be concluded that both texts employ between spoken and written channel since the analysis of clause complex, nominal and verbal groups, technicality and nominalization, metaphor, lexical density and cohesion support to use between spoken and written channel.

2. Medium

Both car rental advertisement texts: Cheapa Island Car Rental and King Island Car Rental use TravelPoint booklet in presenting the information of their products. The use of booklet as a medium of the texts is very appropriate since the target readers are those who belong to well educated and middle to high-class society people, especially traveler both local and international. Besides. It gives the detailed information about the product and is distributed in larger area both domestic and overseas.

The employment of between spoken and written channel in both texts is appropriate with the aim of the booklet itself that should be presented in a simple,

clear way and attention getting. Meanwhile, the use of more repetitions, which shows tight relation between clauses, adds the cohesiveness of information.

Besides, text structure of both texts shows the effectiveness of the language used. Both texts use Exposition genre, which give the information about the products as well as to promote the products to the readers. By doing so, the writer of both texts have a purpose to attract the readers` attention about the products being offered by using such kind language.

In connection with persuasion approach, which is divided into selling technique and marketing technique approach, both texts are appropriate in using love object selling technique and pioneering stage marketing technique approach. Love object selling technique is aimed to attract people especially who read TravelPoint booklet, whereas pioneering stage marketing technique approach is used to introduce a new product.

3. Similarities and differences of both texts.

From the analysis of lexicogrammar, cohesion and text structure, it can be seen that the texts have both similarities and differences. The similarities can be seen in nominal and verbal groups, thematic system, metaphor, lexical density, cohesion, text structure, channel and medium.

Both texts mostly employ simplex nominal and verbal groups. Besides, both advertisement texts also apply some complex nominal groups. The use of dominant simplex nominal and verbal groups in both texts is intended to make the text easy to understand.

In thematic system, both text use dominantly unmarked topical theme.

In term of technicality and nominalization, both texts use less technicality and many nominalizations. Text I uses 2 technicalities and 12 nominalizations, while text II employs 1 technicality and 9 nominalizations.

The similarities of both texts can also be seen the lexical density in the text. Both texts employ high lexical density. Text one uses 5.5 and text II employs 5.1. It implies that the information of the texts is dense.

In term of their cohesion, the texts have the similarities both in lexical cohesion and grammatical ones. In lexical cohesion, both texts dominantly use repetitions. In grammatical cohesion, both texts use dominantly implicit conjunction.

In term of text structure, both texts apply the same genre, i.e. exposition genre. This genre functions to describe and emphasizes the information about the car rental clearly.

In connection with channel, both advertisement texts tend to use between spoken and written channel.

Both texts use the same medium in promoting their product, i.e. TravelPoint booklet. The use of booklet medium in promoting both products is effective since their target readers are those who belong to well educated and middle to high-class society people, especially traveler both local and international. Besides the booklet gives the details information about the products and is distributed in larger area, both domestic and overseas.

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Meanwhile, the differences of both texts can also be seen from lexicogrammar. The differences of lexicogrammar in both texts are in type of clauses and interdependency system. Text I has the same number of simplex, complex and elliptical clauses, while text II uses more simplex clauses. Moreover, the complex clauses in text I are varied in hypotactic enhancement, hypotactic extension and paratactic extension, while text II uses hypotactic enhancement, hypotactic extension, hypotactic elaboration and paratactic extension

B. RECOMMENDATION

Based on the analysis and conclusion of the research, I would like to give a suggestion about the analysis of advertisement text using SFL approach. The effectiveness of advertisement is not only determined by language's role used in the advertisement but also by how the producer maintains the interpersonal relationship to the customer. Therefore, it is recommended that other researchers analyze the advertisement texts from a different point of view of SFL such as tenor.

Besides, it is expected that the advertiser also pay attention to the mode aspect in creating the advertisement. He/she must pay attention to the target

readers and the medium being used so that he/she will employ the language which is appropriate with them.

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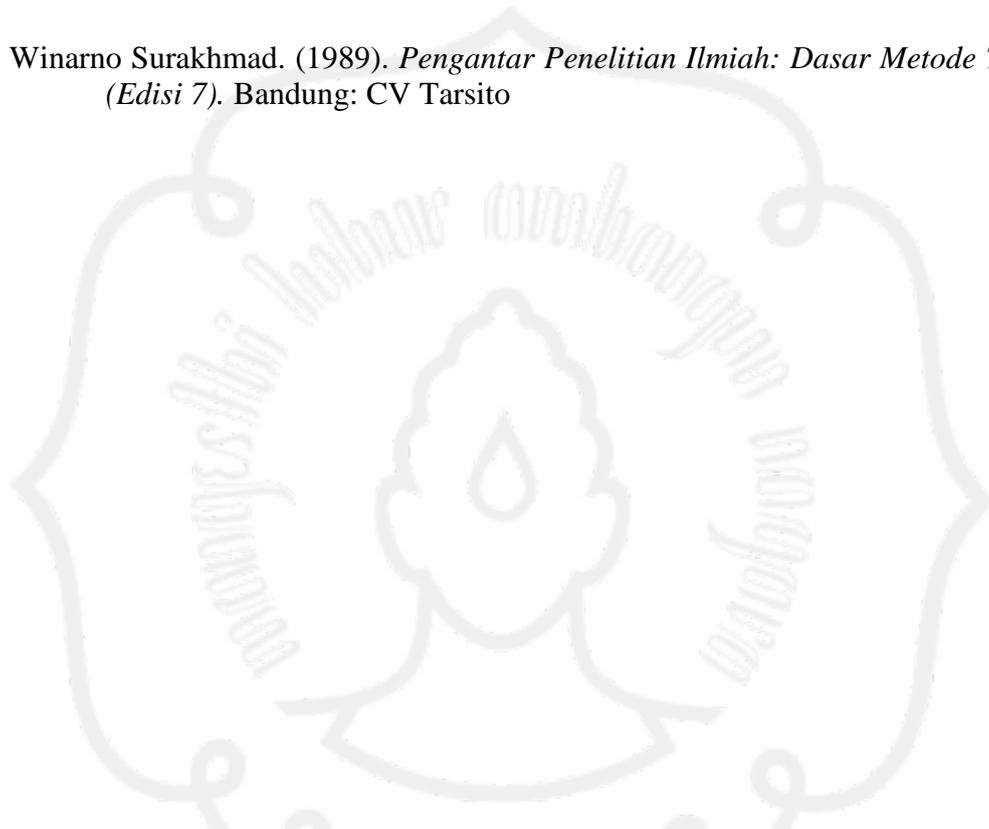
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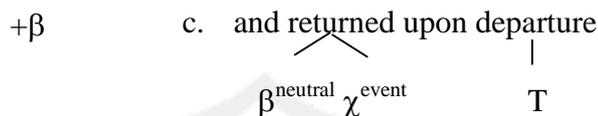
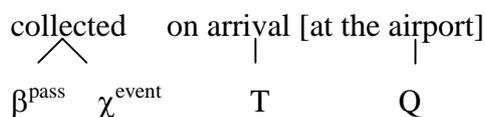
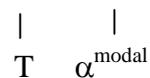
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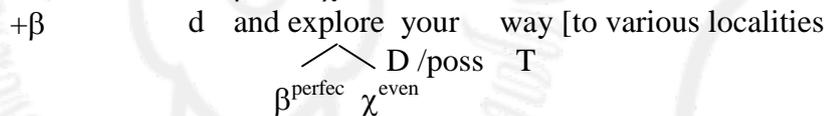
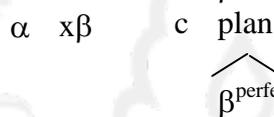
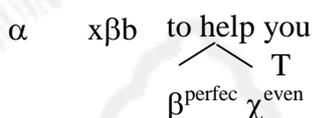
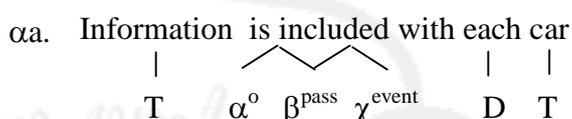
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APPENDICES



4. Complex



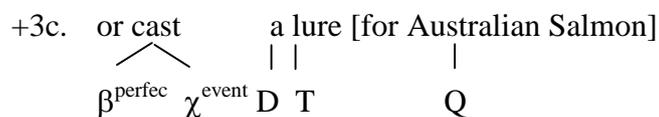
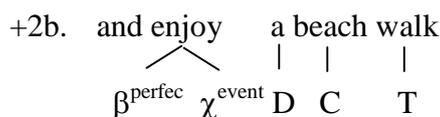
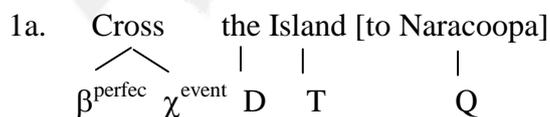
. and activities[including beaches, fishing, golf links, fairy penguins, wildlife,

bird watching, lighthouses, museum, local

Q

art and craft, galleries and the King Island Dairy]]

5. Complex



+4d. Or perhaps drive south [to Grassy [through
 β^{perfec} χ^{event} T Q
 rich dairy lands and beef country]]

6. Simplex In the evening, see fairy penguins [returning
 D T α° β^{event} E T
 from their day at sea]

7. ELLIPSIS Includes: unlimited kilometers, CDW
 α° β^{event} E T C

Insurance, Duty, GST, pick up and delivery
 T T T T T
 [to King Island Airport] or Curry
 Q C
 accommodation, maps and information.

8. ELLIPSIS Excludes: Excess Reduction insurance [of \$ 6
 α° β^{event} E C T
 per day to lower insurance excess from \$ 800
 Q
 to \$ 330]

9. Simplex All hires are subject to Cheapa Island Car
 D T α° β^{even} C C C
 Rental terms and conditions

C T T

10. Simplex a. Prices are subject to change
 T α° β^{event} C

11. ELLIPSIS . Bonus offer:
 | |

b. Indicative: declarative: proposition

And	for convenience	vehicles	can	be collected	on arrival at the airport
Conj	Adjunct	S	F	P	Adjunct
		Mood		Residue	
Tex theme	Topical Marked Theme	Rheme			

c. Indicative: declarative: proposition

and	returned	upon departure
Conj	P	Adj
	Residue	
Tex Theme	Rheme	

4. Complex

a. Indicative: declarative: proposition

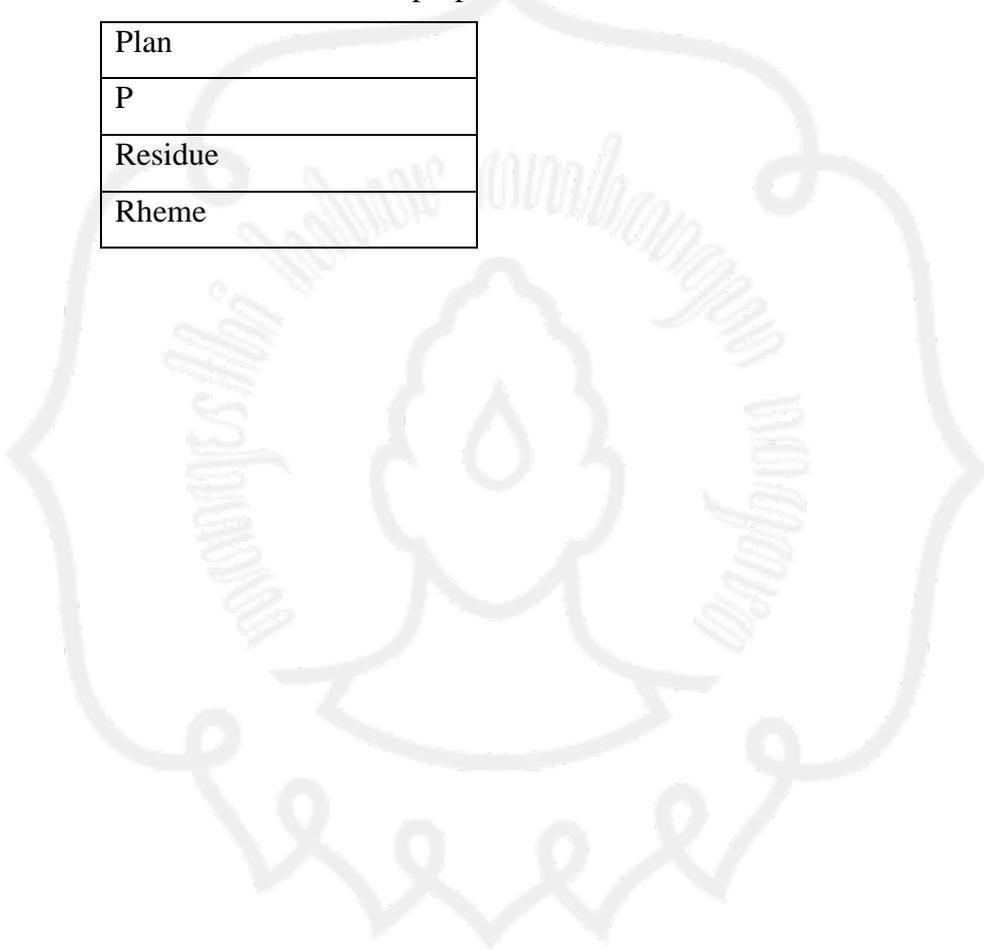
Information	is	included	with each car
S	F	P	C
Mood		Residue	
Topical Unmarked Theme	Rheme		

b. Indicative: declarative: proposition

to help	you
P	C
Residue	
Rheme	

c. Indicative: declarative: proposition

Plan
P
Residue
Rheme



d. Indicative: declarative: proposition

and	explore	your way [to various localities and activities [including beaches, fishing, golf links, fairy penguins, wildlife, bird watching, lighthouses, museum, local art, and craft, galleries and the King Island Dairy]]
conj	P	C
	Residue	
Textual Theme	Rheme	

5. Complex

a. Imperative: proposal

Cross	the island [to Naracoopa]
P	C
Residue	
Top Unmarked Theme	Rheme

b. Imperative: proposal

and	enjoy	a beach walk
Conj	P	C
Residue		
Tex Theme	Top Unmarked Theme	Rheme

c. Imperative: proposal

or	cast	A lure [for Australia Salmon]
conj	P	C
Residue		
Tex Theme	Top Unmarked Theme	Rheme

d. Imperative: proposal

or	Perhaps	drive	south [to Grassy [through rich dairy lands and beef country]]
Conj	Mood Adjunct	P	Adj
Residue			
Tex Theme	Interpersonal Theme	Topical Unmarked Theme	Rheme

6. Simplex

Imperative: proposal

In the evening,	see	fairy penguins [returning for their day at sea]
Adj	P	C
Residue		
Topical marked theme	Rheme	

7. Ellipsis

8. Ellipsis

9. Simplex

Indicative: declarative: proposition

All hires	are	subject to Cheapa Island Car Rental terms and conditions
S	F	C
Mood		Residue
Topical Unmarked Theme	Rheme	

10. Simplex

Indicative: declarative: proposition

Prices	are	subject to change
S	F	C
Mood		Residue
Top Unmarked Theme	Rheme	

11. Ellipsis

12. Complex

a. Imperative: proposal

Book	7 days
P	C
Residue	
Top Unmarked Theme	Rheme

b. Imperative: proposal

Pay	6
P	C
Residue	
Top Unmarked Theme	Rheme

13. Ellipsis



TEXT 2 (KING ISLAND CAR RENTAL)

LEXICOGRAMMAR

A. Type Of Clause, Nominal and Verbal Group

1. Minor

King Island Car Rental
 | | |
 C C T

2. Complex

1 αa. King Island has no public transport
 | / \ | |
 T α^θ β^{event} C T

+βb. and is approximately 58 km long and
 / \ | | |
 α^θ β^{event} Num T E
 21 km wide, with over 480 km
 | | | | |
 Num T E Num T
 [of road ways],
 |
 Q

x2 c. therefore hiring a car [on King Island]
 / \ | | |
 β^{imp} χ^{event} D T Q
 | | |
 Is the best way
 / \ | | |
 α^θ β^{event} D E T
 [to explore your own pace]
 |
 Q

3. Complex

1a. Discover wonderful beaches, lighthouses
 / \ | | |
 β^{perfect} χ^{event} E T T

and shipwrecks,
 |
 T

+2b. explore Currie,
 / \ |
 β^{perfect} χ^{event} T

+3c. Visit the King Island Dairies,
 $\beta^{\text{perfect}} \chi^{\text{event}}$ D C T

+4d. and taste the famous cheeses,
 $\beta^{\text{perfect}} \chi^{\text{event}}$ D E T

+5e. drive to a 6,800 – hectare nature
 $\beta^{\text{perfect}} \chi^{\text{event}}$ D Num C C

reserve [in the north-east]
 T Q

4. Complex

αa. Vehicles can be collected at
 T α^{modal} $\beta^{\text{pass}} \chi^{\text{event}}$

King Island airport

C T

=βb. or delivered free of charge

$\beta^{\text{neutral}} \chi^{\text{event}}$ T

[to accommodation in Currie]

Q

5. Simplex

Maps and additional information

T C T

are provided in each vehicle

$\alpha^{\theta} \beta^{\text{pass}} \chi^{\text{event}}$ D T

6. Complex

xβa.

If the vehicle is to be collected from the

D T $\alpha^{\theta} \beta^{\text{pass}} \chi^{\text{event}}$ D

airport,

T

7. Complex

α $\alpha b.$ exact schedule arrival and departure times
 | | | | |
 E C T C T
 are required,
 α^θ β^{pass} χ^{event}

$x\beta$ $c.$ due to the fact that the King Island Rental
 | | |
 D C C
 airport desk is only manned to meet
 | | | | | |
 C T α^θ β^{pass} χ^{event} β^{perf} χ^{event}

pre-booked arrivals and departures
 | | |
 C T T

$x\beta$ αa If the vehicle is to be delivered to
 | | | | |
 D T α^θ β^{pass} χ^{event}
 your accommodation
 | |
 D/Poss T

= $\beta b.$ or collected from Currie depot,
 | | | |
 $\beta^{neutral}$ χ^{event} C T

α $c.$ a time [for collection / delivery]
 | | |
 D T Q
 is required
 α^θ β^{pass} χ^{event}

8. Ellipsis

Includes: unlimited kilometers pick up
 α^θ β^{event} E T T
 and drop off [at King Island Airport],
 | |
 T Q
 delivery [to Currie accommodation], maps
 | | |
 T Q T

9. Ellipsis
- and information folder
 | C | T
 Excludes : Fuel, Excess Reduction
 / \ | | |
 α^o β^{event} T E C
 Insurance
 |
 T
10. Simplex
- Minimum age [for rental] is 25
 | | | | |
 E T Q α^o β^{event} Num
 years
 |
 T
11. Simplex
- Renters aged [21-24 years] carry an
 | | | | |
 C T Q α^o β^{event} D
 insurance excess [of \$ 2000 [[which is
 | | |
 C T
 non-reducible]]
 |
 Q
12. Simplex
- All other vehicles carry an insurance
 | | | | |
 D T α^o β^{event} D C
 Excess[of \$ 1100 [[which can be reduced
 | |
 T Q
 to \$ 330 [by paying \$ 8.80 per day]]]
13. Simplex
- All hires are subject to King Island
 | | | | |
 D T α^o β^{event} C C
 Car Rental terms and conditions
 | | | |
 C C T T
14. Simplex
- Prices are subject to change
 | | |
 T α^o β^{event} C

TEXT 2 (KING ISLAND CAR RENTAL)**B. Mood System, Mood Structure and Theme**

1. Minor

2. Complex

a. Indicative: declarative: proposition

King Island	has no	public transport
S	F / P	C
Mood		Residue
Topical unmarked theme		Rheme

b. Indicative: declarative: proposition

and	is	approximately	58 km long and 21 km wide with over 48 km [of road ways]
Conj	F	Mood Adjunct	C
	Residue		
Tex Theme	Rheme		

c. Indicative: declarative: proposition

therefore	hiring a car [on King Island]	is	the best way [to explore at your own pace]
Conj	S	F	C
	Mood		Residue
Textual	Topical Unmarked Theme		Rheme

3. Complex

a. Imperative: Proposal

Discover	wonderful beaches, lighthouses and shipwrecks
P	C
Residue	
Topical Unmarked Theme	Rheme

b. Imperative: Proposal

explore	Currie
P	C
Residue	
Topical Unmarked Theme	Rheme

c. Imperative: Proposal

visit	the King Island Dairies
P	C
Residue	
Topical Unmarked Theme	Rheme

d. Imperative: Proposal

and	taste	the famous cheese
conj	P	C
Residue		
Tex Theme	Topical Unmarked Theme	Rheme

e. Imperative: Proposal

drive	to a 6,800 – hectare nature reserve in north east
P	Adj
Residue	
Topical Unmarked Theme	Rheme

4. Complex

a. Indicative: declarative: proposition

Vehicles	can	be collected	at King Island airport
S	F	P	Adj
Mood		Residue	
Top Unmarked Theme	Rheme		

b. Indicative: declarative: proposition

or	delivered	free of charge	to accommodation in Currie
Conj	P	C	Adj
Residue			
Tex Theme	Rheme		

5. Simplex

Indicative: declarative: proposition

Maps and additional information	are	provided	in each vehicle
S	F	P	Adj
Mood		Residue	
Topical Unmarked Theme		Rheme	

6. Complex

a. Indicative: declarative: proposition

If	the vehicle	is	to be collected	from the airport
Conj	S	F	P	Adj
	Mood		Residue	
Tex	Top Unmarked Theme	Rheme		

b. Indicative: declarative: proposition

exact schedule arrival and departure times	are	required
S	F	P
Mood		Residue
Topical Unmarked theme		Rheme

c. Indicative: declarative: proposition

due to the fact that	the King Island Rental airport desk	is	only	manned to meet	pre-book arrival and departures
Conj	S	F		P	C
	Mood		Residue		
textual Theme	Topical Unmarked theme	Rheme			

7. Complex

a. Indicative: declarative: proposition

If	the vehicle	is	to be delivered	to your accommodation
Conj	S	F	P	adj
	Mood		Residue	
Textual	Topical Unmarked Theme	Rheme		

b. Indicative: declarative: proposition

or	collected	from Curry depot
Conj	P	Adj
	Residue	
Textual Theme	Rheme	

c. Indicative: declarative: propositio

A time [for collection / delivery]	is	required
S	F	P
Mood		Residue
Topical Unmarked Theme		Rheme

8. Ellipsis

9. Ellipsis

10. Simplex

Indicative: declarative: proposition

Minimum age [for rental]	is	25 years
S	F	C
Mood		Residue
Topical Unmarked theme	Rheme	

11. Simplex

Indicative: declarative: proposition

Renter aged [21 – 24 years]	carry	an insurance excess [of \$ 2000 [[which is non-reducable]]]
S	F / P	C
Mood		Residue
Topical Unmarked theme	Rheme	

12. Simplex

Indicative: declarative: proposition

All other vehicles	carry	an insurance excess [of \$ 1100 [[which can be reduce to \$ 330 [by paying \$ 8.80 day]]]]
S	F / P	C
Mood		Residue
Topical Unmarked Theme	Rheme	

13. Simplex

Indicative: declarative: proposition

All hires	are	subject to King Island Car Rental term and condition
S	F	C
Mood		Residue
Topical Unmarked Theme	Rheme	

14. Simplex

Indicative: declarative: proposition

Prices	are	subject to change
S	F	C
Mood		Residue
Topical Unmarked Theme	Rheme	