

**MOOD SYSTEM OF THE ADVERTISEMENT SLOGANS
(A COMPARISON OF FOOD AND CIGARETTE SLOGANS)**

SKRIPSI

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ABSTRACT

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This study described the mood system applied in food and cigarette slogan advertisement. The objectives of the study were (1) to describe the types of mood system applied in food and cigarette slogan, (2) to describe the use of slogans in food and cigarette advertisement. The design of the research was qualitative approach. The data of this research were consist of ten food and cigarette slogans advertisement which were written in English and published in television in year 2016 up to 2017. The analysis of the data used the following steps: firstly, watched advertisement from television, selected the slogan of food and cigarette advertisement which were published in English only then transcribing them on the paper, analyzed each slogan based on the Mood and Residue Element, described the function of slogan. The last, researcher drew the conclusion of this study. The result of data analysis show that there are four types of mood system found in food and cigarette slogans advertisement namely declarative, interrogative, imperative and exclamative mood. Declarative mood found in food and cigarette slogan functions to give brief information about the product offered Imperative mood found in cigarette slogan functions to ask the customer trying the product or ask the customer in this case is the man to act like how the man should be while imperative in food slogan functions to ask the customer to buy and try the product offered. Interrogative mood just found in food slogan and functions to challenge the customer whether or not they want to taste the product. Exclamative mood just found in cigarette slogan and functions to express emotion of launching new product.

Keywords: *mood types, food, cigarette, slogan, advertisement*

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Hopefully the findings of this research are expected to be useful for those who read this study and interested to the topics.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Communication represents an essential and very important human need as the foundation of all human relationship. It is nearly impossible to go through a day without the use of communication. The significance of communication is like the importance of breathing, without communication, no individual, group, community, or any other institution will be able to exist. As stated by Hamad (2014), “Communication is not only as media for supporting the life, but more crucial it is the basic of life as well as plant and animal. The significance of communication is like the importance of oxygen and food, without oxygen and food, they will die. If you are not believe, try yourself, someone will die if there is no one communicates with him/her”.

The main function of communication is to inform, to educate, to entertain, and to influence (Effendy, 2011). It means communication facilitates the spread of knowledge and develops relationships between people. So that why sharing knowledge and information cannot function without communication. It also helps people to express their ideas and feelings, to understand emotions and thoughts of the others, and enabling individual or group to persuade and to seek information.

One unique kind of communication is in advertisement. In this day and age, advertising has probably become one of the most powerful communication tools used by marketers to communicate their message to the target customer. Being a part of consumer society, people are exposed to advertising everyday, for

instance, they see it in newspapers, magazines, streets, television, public transport, hear it on the radio, etc. As stated by (Baack, 2012), “Nowadays, it is almost impossible to imagine our world without advertising as people are exposed to hundreds of advertising messages on the daily basis and usually tend to ignore them”.

As a persuasive media communication closely linked with the world of commerce and marketing, it is necessary to know that marketing without advertising is like blind flirting somebody else in the dark (Noor, 2009). It is required for delivering information about the product offered to the audience or customer.

To be successful in advertising, we have to concern on how the message can attract the customer and ensure it reflects what you want the public to think your brand is about. To achieve this awareness, slogan is primarily used by many companies. Slogan is used to convey a message about the product include information about the quality. In a creative way, slogan is always short and catchy, consist of only three to five words long. It helps to make the advertisement more impressive and memorable. Therefore, a slogan should be effective for creating a good sense. In order to have a good sense requires many things. All slogans should be simple. It should convey a simple message that is easy to remember. Any unique catchphrase that is developed should compliment and strengthen the product. The effectiveness of slogan can be analyzed by using interpersonal metafunction approach with the mood system. Here, language is considered as a way of reflecting. Meaning is considered from the point of view of its function in the process of social interaction. For instance, cigarette slogan of

LA ICE “KING OF ICE” is one of declarative form of mood system which speech function used in the text is statement and indicates functions to give information. It is not a smoker can become a king of ice, but this means that, if people buy and smoke cigarette with LA ICE, they can feel the cool and cold when taking them. They will feel the cold in their throat, and when breathing, sometimes people have more confidence as a cold smoke.

However, in the other hand, a slogan has been created arbitrarily without considering the main function of slogan itself for persuading and giving information about the product offered. They can not notice the negative impact for society. For example, the slogan used by KFC “it is finger licking good” shows how people will lick their finger after eating KFC because of its deliciousness, but what happens with children who have just learned to read be scared of the translation which means we will eat over your finger.

In the line of such phenomenon, the researcher is interested to analyze slogan of food and cigarette advertisement. As we know both of food and cigarette are two opposite sides. As a descriptive analysis, this study tries to investigate: Mood System of the Advertisement Slogans; A Comparison of Food and Cigarette Slogans”.

B. The Identification of the Problem

The problem of this research is identified as follows:

1. A slogan is created arbitrarily not for persuading people to buy the product
2. A slogan is not giving information about the product offered.
3. People can not notice the negative impact of ineffective slogan in society.

C. The Scope and Limitation

The scope of this study is focused on slogan in advertisement and limited on food and cigarette slogan. There are four basic types of mood system will be used: declarative, interrogative, (Wh-type or Yes/No-type), imperative, and exclamative.

D. Formulation of the Problem

The problem of this study is formulated as the following:

1. What types of mood system are applied in food and cigarette slogans?
2. How are the slogans used in food and cigarette advertisement?

E. The Objective of the Study

1. To describe the types of mood system applied in food and cigarette slogan
2. To describe the use of slogans in food and cigarette advertisement

F. The Significance of the Study

The results of this study are expected will give both theoretical and practical benefit as follows:

1. Theoretically, this study will improve the understanding about Systemic Functional Grammar especially interpersonal metafunction in food and cigarette slogan advertisement that describe about the mood system.
2. Practically, the findings in this analysis are expected to:
 - a. Students of English Department

This study can be used for students who want to improve their understanding in interpersonal metafunction and the outcome of the study might be useful in minimizing the difficulties.

b. Lecturers of English Department

This study will be useful as a material for the lecturers who teach Functional Grammar and they can improve their techniques in teaching about interpersonal metafunction.

c. Further Researchers

This study can be used as a reference in doing another field research on further study about interpersonal metafunction.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. The Nature of Interpersonal Metafunction

Systemic Functional Grammar is a study which is used in the approach of discourse analysis. It was initially introduced and pioneered by M.A.K. Halliday in his book, *An Introduction to Functional Grammar* in 1985. It is seen to be helpful in identifying the identity constructed by individual. It is one of the significant theories in linguistics which has been the center of attention from various scholars and researchers working in the realm of natural language processing.

This theory is based on the function of language rather than the form. It is essentially a natural grammar, in the sense that everything in it can be explained by reference to how language is used. The grammar is based on systemic theory which is the theory of meaning as choice. As stated by Buhassan (2013), "Systemic Functional Grammar examines the way texts and utterances are produced with specific meaning. It explains the situational and functional organization of a language in a social context". It means that SFG views language as a resource for making meaning. These grammars attempt to describe language in actual use and focus on text and the context. They are concerned not only with the structures but also with how those structures construct the meaning.

Systemic Functional Grammar attributes three metafunctions to language; interpersonal, ideational and textual reflected in a vast network of system of potential meanings such as transitivity and quality with specific set of semantic

features for production of utterances. As stated by Yuliati (2013), “Language has four different metafunction of meanings. It can be called simply as functions”. They are shown up in the clause column except the last metafunction because it is not embodied in the clause but in the clause complex-clauses linked together by logico semantic relations to form sequences. Those four metafunctions are as follow:

Table 2.1
Metafunctions and their Reflexes in the Grammar

Metafunction (Technical name)	Definition (Kind of meaning)	Corresponding status of clause	Favored type of structure
Experiential	Construing a model of experience	Clause as representation	Segmental (based on constituency)
Interpersonal	Enacting social relationship	Clause as exchange	Prosodic
Textual	Creating relevance to context	Clause as message	Culminative
Logical	Construing logical relations	-	Iterative

In other words, all languages have three broad metafunctions; the function for construing human experience which reflects which reflects the experiences of the participants (the ideational function), the function for enacting humans' diverse and complex social relations which relates to a text's aspects of tenor or interactivity (the interpersonal component), and the function for cohering the internal organisation and communicative nature which reflects the mode of a text (the textual function). Each of the grammatical systems proposed by Halliday is related to these metafunctions.

The interpersonal metafunction is commonly found in informal language. It involves designing your sentences as to shape how your hearers or readers can interact with you over meaning. The speaker uses language as the means of his own intrusion into the speech: the expression of his comments, his attitudes, and evaluations, and also of the relationship that he sets up with the listeners. In particular, the communication role that speaker adopts of informing, questioning, greeting, and persuading. As stated by Yeibo (2011), it concerns the relation between language and its users, communicates the speaker's attitudes and influences the behaviour and attitudes of the hearer.

Mood system is one of the propositions of Systemic Functional Grammar (interpersonal metafunction of language). It is the main system of analysis for the interpersonal metafunction which people have adopted for the present study. It facilitates ability to account for the various options that are available to the speaker in the use of language. The mood system is used to understand these features and how they are different from one another. Within this system, each part of the clause is broken down in category, and each category serves a different purpose within the clause. Matthiessen (2014) divides the categories into Subject, Finite, Predicate, Complement, and Adjunct.

Relating to interpersonal metafunction, Araghi (2011) states that using language is one of processes occur in conversation is creating communication among people speaking or may speak in the next turn-taking. It means that speaker may give something or ask something during conversation. Subsequently, he introduces two speech acts of giving and demanding. Noticing nature of transferred material related to two mentioned speech acts, he introduces four speech

functions called offer, demand, information and question. Those functions shown in table below.

Table 2.2
Speech Functions

Function in Exchange	Type of Exchange	
	Services and Objects	Information
Giving	Would you like this teapot? (Offer)	He is giving her the teapot (Information)
Demanding	Give me that teapot (Demand)	What is he giving her? (Question)

2. Mood Element

Fauzi (2013) states the mood element consists two parts, they are subject, which is realized by a nominal group and finite element which is part of the verbal group. The rest of the verbal group is the predicator, which forms part of the residue. A clause thus consists of Mood + Residue.

In another word, the mood element consists of three parts: (a) The subject, which is realized by a nominal group, it realized the thing by reference to which the proposition can be affirmed or denied, (b) The finite element, which is part of verbal group, and (c) element of residue, the remainder of each clause, which can be left out or ellipsed.

2.1. Subject

According to Firdiana (2013), "The subject supplies the rest of what it takes to form a proposition, namely, something by reference to which the proposition can be affirmed or denied". This indicates that the subject is the element in which the clause can be negotiated. It realizes the thing by reference to which the proposition can be

affirmed or denied. The subject is the item that is being held responsible for the validity of the argument and is identifiable by the tag question.

For example: **She** is a student

Subject	Finite	Residue
Mood		

2.2. Finite

The second essential constituent of the mood is finite. Finite is generally a verbal element by which it is realized through a verbal group. Finite can change depending on its subject or time/tense while modal such as *can*, *will*, *must* and etc can be included as finite as well. Finite expresses the process part of clause that makes it possible to argue about the subject participant (Emilia, 2014). It means that the finite element is one of a small number verbal operators expressing tense (is, has) or modality (can, must). This is the list of finite verbal operators.

Table 2.3
Finite Verbal Operators

Temporal Operators			
	Past	Present	Future
Positive	did, was, had, used to	does, is, have	will, shall, would, should
Negative	didn't, wasn't, hadn't, didn't + used to	doesn't, isn't, hasn't	won't, shan't, wouldn't, shouldn't

Modal Operators			
	Low	Median	High
Positive	can, may, could, might	will, would, should, is/was to	must, ought to, need, has/had to
Negative	needn't, doesn't/didn't, need to, have to	won't, wouldn't, shouldn't, isn't, wasn't to	mustn't, oughtn't to, can't, couldn't, mayn't, mightn't, hasn't/hadn't to

3. Residue Element

In talking about clauses as exchange, the researcher will continue by turning the notion of the residue. The residue elements consist of:

3.1. Predicator

Predicator is realized by verbal group minus the temporal and modal operator. It has four functions which are to specify time reference in secondary tense, various other aspects and phases such as in a mental process, the voice (active or passive), and the processes.

For example: She **reads** a novel

Subject	Finite	Predicator	Complement
Mood		Residue	

3.2. Complement

It is defined as a non-essential participant in the clause, a participant somehow affected by the main argument of the preposition. It is also defined as an element within the residue that has the potential of being subject but is not. Complement is a participant which is somehow implicated in the proposition. The complement answers the questions is/had what, to whom, did to what.

For example: The man was **innocent**

Subject	Finite	Complement
Mood		Residue

3.3. Adjunct

The final constituents that people need to describe are the adjunct. It can be defined as clause elements which contribute some additional information to the clause. They can be identified as elements which do not have the potential to become subject. As stated by (Emilia 2014) that adjunct is additional element. It functions as the extra information about events expressed in the core of the proposition. Adjunct is realized commonly by an adverbial group or prepositional phrase. There are three types of adjunct, they are the circumstantial adjunct, conjunctive adjunct, comment adjunct, and mood adjunct.

3.3.1. Circumstantial Adjunct

These are adverbs or prepositional phrases which express meanings about when, where, how, why, or with the proposition occurred.

Example: Henry reads a book **in the library**

Subject	Finite	Predicator	Complement	Circ. Adjunct
Mood		Residue		

3.3.2. Conjunctive Adjunct

Conjunctive Adjuncts include items, such as: for instance, anyway, moreover, meanwhile, therefore, nevertheless. Conjunctive Adjuncts (sometimes called discourse markers) have the function of signaling how the clause as a whole fits in with the preceding text. The meanings that they express are textual meanings.

Example: **Meanwhile,** written language is more complex

Conj Adjunct	Subject	Finite	Predicator	Complement
	Mood	Residue		

3.3.3. Comment Adjunct

Comment Adjuncts express the speakers comment on what he or she is saying. Comment Adjuncts include such items as rankly, apparently, hopefully, broadly speaking, understandably, to my surprise. They express interpersonal rather than textual meanings, but fall outside of Mood-Residue structure.

Example: **Unfortunately** however they were too late

Comment Adjunct	Conj Adjunct	Subject	Finite	Complement
		Mood		Residue

3.3.4. Mood Adjuncts

Mood adjuncts relate specifically to the meaning of the finite verbal operators, expressing probability, usuality, obligation, inclination or time.

Example: **Surely** he wasn't being serious

Mood Adjunct	Subject	Finite	Predicator	Complement
	Mood		Residue	

Table 2.4
List of Mood Adjunct Types

Type	Meaning	Example
Polarity		not, yes, no
Probability	How likely?	probably, possibly, certainly, perhaps, maybe
Usuality	How often?	usually, sometimes, always, never, ever, seldom, rarely
Readiness	I want to	willingly, readily, gladly, certainly, easily
Obligation	You must	definitely, absolutely, possibly, at all cost, by all means
Time		yet, still, already, once, soon, just
Typicality	How typical?	occasionally, generally, regularly, mainly
Obviousness	How obvious?	of course, surely, obviously, clearly
Intensity		just, simply, merely, only, even, actually, really
Degree		quiet, almost, nearly, scarcely, hardly, absolutely, totally, utterly, entirely, completely

4. Mood Types

According to Hamoy (2014), interpersonal metafunction builds up into a rich array of speech functions, modalities, personal forms, keys, and various dimensions of force and attitude by which the speaker enacts immediate social relationships and more broadly, the whole pattern of the social system with its complexity of roles, statuses, voices, and the like. It means that the interpersonal metafunction allows people to understand the relationships that speakers or writers have with the listeners/readers and what the speakers/writers hope to give or get from their language choice.

Furthermore, Meiristiani (2011) says “Mood is realized by the position in the clause of the Subject and Finite. Types of Mood are Indicative and Imperative.

Indicative Mood includes Declarative, Interrogative, Wh- Querying Residue, and Exclamative”. It can be said that there are four forms of mood system. It divides into declarative mood, interrogative mood, imperative mood and exclamative mood.

Table 2.5
Types of the Mood System

Mood		Examples
Declarative		I took five courses last semester.
Interrogative	Wh-type	How many courses did you take last semester?
	Yes/No-type	Did you take five courses last semester?
Imperative		Let's take one more courses
Exclamative		What a busy day
		How complicated it is

Based on the structure, those four moods are different in their structure. The declarative mood and the interrogative mood must have subject and finite in their structure. However, the imperative mood is realized by predicator without explicit subject and finite. The exclamative mood, on the other hand, may have subject and finite or may not have subject, finite and even predicator.

4.1. Declarative Mood

Declarative Mood has structure can be described as subject followed by finite. It functions as to make a statement or give information. As stated by Istiningsdias (2014) that The Subject and the Finite can be identified through the Mood tag, for statements, the relationship is Subject + Finite. This is called Declarative Mood. Below is example of declarative mood.

The Duke	Has	Given that teapot away
Subject	Finite	Residue
Mood		

4.2. Interrogative Mood

Interrogative mood are divided into polar interrogative (Yes/No Interrogative) and WH-interrogative. According to Matthiessen (2014), the WH-element is a distinct element in the interpersonal structure of the clause. Its function is to specify the entity that the questioner wishes to have supplied. The WH- element is always conflated with one or another of the three functions Subject, Complement or Adjunct. If it is conflated with the Subject, it is part of the Mood element, and the order within the Mood element must therefore be Subject + Finite. If, on the other hand, the WH- element is conflated with a Complement or Adjunct, it is part of the Residue, and in that case the typicalinterrogative ordering within the Mood element reasserts itself. Below are examples of interrogative mood.

has	John	given that teapot away
Finite	Subject	Residue
Mood		

WH-element conflated with Yes/No

Who	killed		Cock Robin
Subject/WH-	Past finite	Kill predicator	Complement
Mood		Residue	

WH-element conflated with Subject

Whose little boy	are	you
Compliment/WH-	Finite	Subject
Residue	Mood	

WH-element conflated with Subject

Where	have	all theflowers	gone
Adjunct /WH-	Finite	Subject	Predicator
	Mood		
Residue			

WH-element conflated with Subject

Halliday (2004) states exclamative clause has WH-element such as what or how in nominal or adverbial group. What conflates with complement, as in what tremendously easy riddles you ask. How conflates with an adjunct, as in how beautifully you make love. It means that it is used to express emotions such as surprise, disgust, worry, etc. It is a blend of interrogative and declarative pattern. Below is example of exclamative clause.

What a disagreeable old man	I	have	become
Complement/WH-	Subject	Finite	Predicator
	Mood		
Residue			

WH-conflated with Complement (Exclamative Clause)

4.3. Imperative Mood

According to Adejare (2013) says that verbal groups marked for imperative mood are finite, base form verbs, they do not mark modality, occur with an auxiliary (except in negation), or make tense, person and number contrasts. Imperative is typically used in command, request and directive, and do not occur in subordinate clause or question because they are performative. It means that in imperative, the Mood element may consist of Subject + Finite, Subject only, Finite only, or it may have no Mood element. There will always be a Predicator. Imperative functions as command, or it can be negative, leaving the hearer to take any decision desired. Below is example of imperative mood.

Don't	You	Believe	It
Finite	Subject	Predicator	Complement
Mood		Residue	

5. Advertising

The market today is characterized as being over competitive, therefore, companies need to ensure that their advertising messages differ from others and highlight the advertised brand. The purpose of any advertising campaign is to make the target audience remember the transmitted message, which will eventually change the consumer's buying habits due to the impact the advertisement has on their thinking, feelings and behaviour. Baack (2012) points out the following functions of advertising; to promote the awareness of the brand, to inform, persuade and promote other marketing attempts, as well as inspire to act. It means that first, the main purpose of any organization is to make its brand and corporate image strong and known. The development of brand image starts from brand awareness, therefore, it is important inform people about the brand and company before they choose what to buy. Second, advertising provides information to both consumers and business clients, which facilitates the purchasing process. Third, function is to persuade people that one brand is better than another.

The main function of advertising is informational/communicative function, as advertising has always been used primarily as a means of communication between the advertiser and the target audience. Typical information conveyed to the consumer is the working hours and location of a company, sometimes details

about a product or service. The communicative function is also typical of social advertising, which does not inform the audience about a particular brand, but accentuates certain social issues, causes, or the necessity to donate and participate in charities (Baack, 2012). It means that advertising has a meaning of communication that informs the prospective customer about products or services in a visually or verbally attractive way and helps them to make the informed decision. Advertising uses persuasive to explain potential customers what is the best for them.

As the advertising message is usually limited by space and time, it is very important to advertisers to use effective language to attract their target audiences and make them react to the advertisement in a positive way, as “Language has a powerful influence over people and their behaviour” (Kannan, 2013).

6. Slogan

The Oxford Dictionary of English defines a slogan as (1) a phrase used to express and make public a particular view, position or aim. (2) a brief catchy, short and striking or memorable phrase used in advertising or promotion. (3) a war cry or rallying cry formerly used by a Scottish clan (from Scottish Gaelic *sluagh-ghairm*). In this definition we can identify some of the main characteristics of slogans are brief and catchy and its main function is to convey a message about the product, service, or cause that is presenting.

The same idea stated by (Stevenson, 2009), ‘A slogan usually has the attributes of being memorable, very concise and appealing to the audience’. It

means that a slogan is only a short phrase, therefore, it is necessary for slogan to be memorable, as well as concise in what the organisation or brand is trying to say and appealing to who organisation or brand is trying to reach.

Slogan should catch the audience's attention and influence the consumer's thoughts on what to purchase. The slogan is used by companies to affect the way consumers view their products compared to others. Slogan can also provide information about the product, service, or cause it is advertised. The language used in the slogans is essential to the message it wants to convey. Current words used can influence that way consumers behave when choosing what product to buy.

7. Types of Slogan

Janich (2005) explains that slogan can remains people of one product because it always be repeated and can be found in almost advertisement. Further, he divides slogan based on the content characteristic indeed, they are brand-recognizable slogans; persuasive slogans; and descriptive slogan.

7.1. Brand-Recognizable Slogan

Brand-recognizable slogans link slogan to the business or brand in some way. It describes the image. So that it is clear that slogan belongs to the business, and not to a competitor's.

For example: Grant's Handyman Business (Business name), "Granting handyman wishes since 2004" (Slogan).

7.2. Persuasive Slogan

A persuasive slogan includes a benefit, which is the positive outcome that comes from using the products or services. It tells the world, 'This is why you should care about what I offer'. This is what's in it for you'.

For example: "Eat Well Live Well" (Ajinomoto).

7.3. Descriptive Slogan

A descriptive slogan describes exactly what the product is. It sells the facts about the product, or in other words, the features.

For example: "Real pulpy Deal' is slogan of minute pulpy, one kind of orange drinking.

CHAPTER III

METHOD OF RESEARCH

A. The Research Design

Descriptive qualitative design will be applied in conducting this research. It applies documentary technique which the data found from reading, studying or analyzing the references related to the study and documenting it. It means, in doing this technique, the researcher will analyze the content of slogan advertisement and write it down as documentation.

B. Source of the Data

The data of this research are slogans of food and cigarette advertisement which are written in English and published in television in year 2016 - 2017.

C. The Technique of Data Collection

The data will be collected through the following steps; watching advertisement from television, select the slogan of food and cigarette advertisement which are published in English only then transcribing them to become the material will be analyzed.

D. The Technique of Data Analysis

To analyze the data that already collected, the researcher will use the following steps, they are data reduction, data display, and data verification or conclusion.

1. Data Reduction

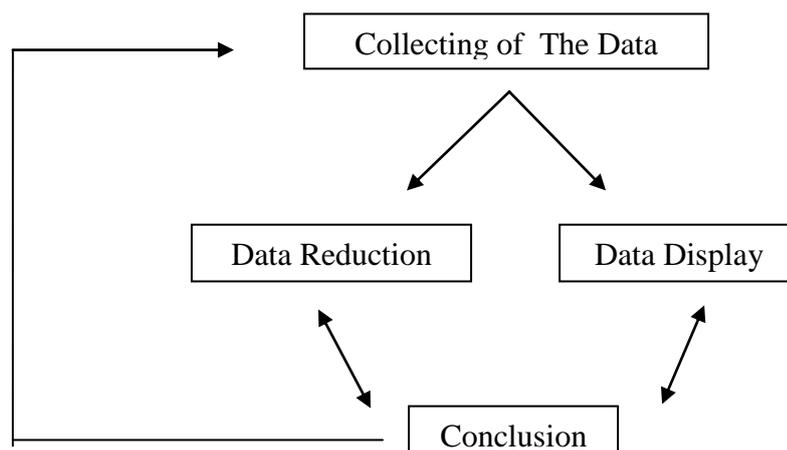
In this step, the researcher will select and summarize the data considered important from food and cigarette slogan has been collected. It is the material to be analyzed then.

2. Data Display

After reduction the data, next step is classifying the data in types of mood system by tabulating into table. The data should be organized in such way that is easy to look at and that allows the researcher to go through each topic to pick out concepts and themes.

3. Conclusion Drawing/Verification

The next step after displaying data is giving conclusion/verification. The researcher will conclude the types of mood system used in food and cigarette slogans advertisement. It can be able to describe all of the data and answer the research problem.



CHAPTER IV

DATA AND DATA ANALYSIS

A. DATA

The data of this research were consisted of ten food and cigarette slogans advertisement which were written in English and published in television in year 2016 up to 2017.

B. DATA ANALYSIS

In analyzing the data, the first step was to present each data, analyzed the mood structure, then classified based on the types of mood system and determined the meaning of each slogans. The data was displayed as follows:

1. Cigarette Slogan Advertisement

1.1. Declarative Mood

The declarative mood has the elements subject + finite which the finite as the part of verbal group can be followed by predicator while the residue is a complement as described the following analysis.

The first category was found in cigarette Gudang Garam

Precision Makes Great Sensation (D1) (Appendix 1.9)

The slogan is categorized into declarative mood since the mood elements are subject (precision) followed by finite is fused with predicator. In *makes*, the finite appears to be missing, but is in fact, fused with predicator *makes* (makes = finite: does + predicator: make), while the residue (great sensation) is complement. The

speech function is statement. The slogan wants to inform the reader that the cigarette is made with full accuracy, so the smoker will get satisfaction. As shown by the advertisement, there are men playing billiard and one of them luckily with high precision shoot the target ball into the pocket. It causes every people around cheers happily.

The construction of declarative mood does not only consist of a subject and finite but it can also consist of a finite or residue only as found in cigarette slogan of Djarum Super Mild.

Pleasure, Style, Confident (D2) (Appendix 1.3)

The mood elements are subject (it) followed by finite (is) of the clause is ellipted, and *Pleasure, Style, Confident* as the residue. The speech function is statement. This advertisement looks so appealing, showing masculine and fun activities. By displaying some people who do flyboarding with freestyle. The words in this slogan suggest that smoking can make a person looks more stylish, confident and spirit.

This second category also found in cigarette slogan of GG MILD.

Style of New Generation (D3) (Appendix 1.8)

The mood elements are subject (it) followed by finite (is) of the clause is ellipted, and *style of new generation* as the residue. The speech function is statement. "Style of New Generation", with a hand drawing-based design approach and base of red, white and gray. GG Mild want to reformulate the form of communication with the hope of selling these cigarettes could rise significantly, especially for a

market share of 18-30 year olds that its main target with a youthful spirit and dynamic and stylish.

Both of those declarative moods are residue, there is no mood (subject and finite) difference from cigarette slogan of Marlboro Filter Black which declarative mood shown by the finite.

Unleash The Performance (D4) (Appendix 1.4)

The mood elements are subject (it) is ellipted and finite (unleash) is fused with predicator, and *the performance* as the residue. The speech function is statement giving the reader information about its new performance such as touching the texture of Marlboro at the package that awaken the sense. Pro seal automatically protects the quality of taste and aroma, and air flow filter for having an optimal flavor filter experience.

1.2. Imperative Mood

Besides the declarative mood, there are four slogans in cigarette advertisement found as imperative mood. The data illustrate they only have finite and residue without subject, as seen in the following data.

It was found in cigarette slogan of Magnum Blue.

Taste the Difference (I1) (Appendix 1.7)

The mood element only consist of predicate (taste) as the finite while the residue (the difference) is complement. The speech function is a command persuading. This slogan simply want to ask the smokers can feel something different. Describes the taste of cigarette smoke with the other. Differences of

cigarettes when smoked. When he smoked and it felt easier and enjoy it. The advertisement in quite affects the smoker while reading this slogan.

Imperative mood also found in cigarette slogan of Dunhill.

Taste the Power (I2) (Appendix 1.5)

The mood elements only consist of predicate (taste) as the finite while the residue (the power) is complement. The speech function is a command persuading. Filter Dunhill with the slogan "a sense of strength" has brevity expression, but created a very broad sense. This Filter Dunhill uses high quality tobacco, cloves high quality and aromatic taste. There is a kind of unique taste of this cigarettes were never found in other brands of cigarette filters. It does not seem too heavy and very stylish look and a striking aroma. Dunhill offers an alternative way of smoking clove cigarette filter with a filter that looks like in general. Flavored cigarettes, fine, do not interfere with the throat, but still attract the typical full flavor cigarettes. The aroma is not too flashy, good enough for metropolitan.

It also could be seen in cigarette slogan of Clas Mild.

Talk Less Do More (I3) (Appendix 1.10)

The mood element only consist of predicate (talk, do) as the finite while the residue (less, more) is complement. The speech function is a command persuading. This slogan implies moral meaning for society. From a moral message that contains a broader sense. We are invited to be always priority to action rather than just saying sweet to face the job does not take much to talk is not important, but doing something is more meaningful for others.

It also found imperative mood in cigarette slogan of LA LIGHTS.

Lets Do It (I4) (Appendix 1.6)

The mood elements are subject (lets) followed by predicate (do) as the finite while the residue (it) is complement. The speech function is a command persuading. From this slogan contains a moral meaning to anyone. This advertisement invites us to act quickly, do not put off a job. Be quick to give up to do something. Let us not delay the work to do good to themselves and the environment.

Imperative mood also found in cigarette slogan of A MILD.

Go Ahead (I5) (Appendix 1.1)

The mood elements only consist of predicate (go) as the finite while the residue (ahead) is complement. The speech function is a command. This advertisement with the slogan “Go Ahead” we would feel that the word is an inspiration, or give the impression of encouragement. The word “Go Ahead” that there are no rules that can prevent us from doing anything we want and for customer is to portray as individuals who are eager to move forward to face all challenges and goals. This slogan has brevity of expression, and becomes a leading feature.

1.3. Exclamative Mood

The rest of mood system in cigarette slogan advertisement is exclamative mood which found in cigarette slogan of LA BOLD.

Welcome To The Bold New World (E1) (Appendix 1.2)

The whole of such expression become the element of exclamative mood. It is used to express surprise emotion. LA Bold introduced to the world, this is LA

has a new advertisement. And to demonstrate the features of the “bold”. This advertisement is able to demonstrate to customers LA Bold introduce this advertisement has distinctive properties. With the word “bold” and a more attractive appearance. This slogan also has persuasion meaning.

2. Food Slogan Advertisement

The mood system in food slogans are categorized into three mood systems: declarative, imperative and interrogative mood. They are five declarative mood systems, four imperative mood systems, and one interrogative mood system.

1.1. Declarative Mood

The first category was found in slogan of Chitato

Life is Never Flat (D1) (Appendix 1.6)

The slogan is categorized into declarative mood since the mood elements are subject (life) followed by the finite (is) while the residue (never flat) is complement. The speech function is statement. “Life is Never Flat” is a slogan of Chitato describing a bumpy potato slices with seductive herbs. Expected consumer who takes Chitato not experience a flat and monotonous life, always be creative such as visual advertising played by Agnes Monica who has the character of an intelligent and energetic, always can anticipate bad mood with dancing.

The construction of declarative mood in food slogan does not only consist of a subject and finite but it can also consist of a finite or residue only as found in food slogan of Mi Urai.

International Taste (D2) (Appendix 1.3)

The mood elements are subject (it) followed by the finite (has) is ellipted while the residue (international taste) is complement. The speech function is statement. This slogan informs that we no need to go far to enjoy international dishes. We can immediately try in our kitchen with Mi Urai. Mi Urai is soft and elastic makes it easily blends with herbs and special sauce Indian culinary.

It also found declarative mood in food slogan of Magnum.

For Pleasure Seeker (D3) (Appendix 1.9)

The mood elements are subject (it) followed by the finite (made) is ellipted while the residue (for pleasure seeker) is complement. The speech function is statement. This slogan gives information that magnum is a perfect blending between thick Belgian chocolate and soft ice cream appropriately made for pleasure seeker.

It also found declarative mood in food slogan of Pro Chiz.

Taste Better (D4) (Appendix 1.2)

The mood elements are subject (taste) followed by ellipted finite (is) while the residue (better) is complement. The speech function is statement. Pro Chiz derived from the word process of cheddar cheese. This slogan gives information that the taste will be better by using such cheese as topping on sweet bread, pastry and donut.

Declarative mood also found in food slogan of Fitbar.

Snacking With No Worry (D5) (Appendix 1.1)

The mood element only consist of subject (snacking) while the residue (with no worry) is complement. The speech function is statement. This kind of slogan aims

to inform the viewers that Fitbar exist for them who want to keep snacking without worry about the calorie because it offers chocolate less calorie 90% appropriately consumed for joy and stay healthy.

1.2. Imperative Mood

It was found imperative mood in food slogan of Indomie Real Meat.

Meet the Real Meat (I1) (Appendix 1.4)

The mood element only consist of predicate (meet) as finite while the residue (the real meat) is complement. The speech functions is command. This slogan simply wants to ask the viewer to find out some pieces of meat inside the package. This kind of noodle offers the real meat inside different with other else which does not have meat indeed.

It was also found imperative mood in food slogan of Cadbury Dairy Milk

Say It With Cadbury (I2) (Appendix 1.7)

The mood element only consist of predicate (meet) as finite while the residue consist of complement (it) and adjunct (with Cadbury). The speech function is command persuading. This slogan is explored particularly for welcoming valentine day at 14 February. This slogan simply wants to ask the customer telling their thought and feeling to someone special by special way in this special day. We can find space available on the package of this chocolate for us to write some messages on it.

Another imperative mood also found in slogan of Mie Sedaap Cup.

Cupdate Your Taste (I3) (Appendix 1.5)

The mood element only consist of predicate (cupdate) as finite while the residue (your taste) is complement. The speech function is command. Word cupdate is derived from two words, cup and update. This slogan aims to ask viewers switching Mie Sedaap packaging type to Mie Sedap Cup type to update new taste of Mie Sedaap and update their way in consuming Mie Sedaap easily just by pouring hot water into the cup.

Slogan of L-Men also presented imperative mood

Trust Me, It Works (I4) (Appendix 1.8)

This slogan applies two different kinds of mood. First clause is imperative mood which the mood element only consist of predicate (trust) as finite while the residue (me) is complement and the rest is declarative mood which the mood elements are subject (it) followed by predicate (works) as residue. Based on the speech function of the clause, this slogan firstly aims to ask the viewer believe on what the actor said while showing his athletic body as the symbol of masculine that L-Men can gain mass with whey protein.

1.3. Interrogative Mood

The rest of mood system in food slogan advertisement is interrogative mood which found in slogan of Slai Olai Twice.

Dare To Twice? (IN1) (Appendix 1.10)

The mood elements are finite (are) and subject (you) are ellipted followed by residue (dare to twice?) as complement. The speech function is question. This

slogan aims to test the reader whether they want to taste slai olai with two sensations in one bite, creamy vanilla and strawberry jam.

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

After analyzing the data, conclusion could be derive as the following:

1. There are four types of mood system found in food and cigarette slogans advertisement namely declarative, interrogative, imperative and exclamative mood.
2. Declarative mood found in food and cigarette slogan functions to give brief information about the product offered.
3. Imperative mood found in cigarette slogan functions to ask the customer trying the product or ask the customer in this case is the man to act like how the man should be while imperative in food slogan functions to ask the customer to buy and try the product offered.
4. Interrogative mood just found in food slogan and functions to challenge the customer whether or not they want to taste the product.
5. Exclamative mood just found in cigarette slogan and functions to express emotion of launching new product.

B. SUGGESTION

In relation to the conclusion, there are some suggestions for the readers:

1. It is suggested for other researcher to make a detail analysis of mood system in other advertisement or another field such as dialogue in television, radio, and

newspaper.

2. For customer, it is necessary to know what the aims and the function of slogan advertisement exactly is as a brief consideration before buying the product offered.
3. For students, it is not recommended to smoke whatever the slogan said about the cigarette because of its dangerous for healthy.
4. And also the researcher realized that this study is still far from being of perfection, that's why the researcher accept all constructive criticism and suggestion from readers in other to make a better research study becomes better

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APPENDIX 1

SLOGAN OF CIGARETTE ADVERTISEMENT



Appendix 1.1



Appendix 1.2



Appendix 1.3



Appendix 1.4



Appendix 1.5



Appendix 1.6



Appendix 1.7



Appendix 1.8



Appendix 1.9



Appendix 1.10

APPENDIX II
SLOGAN OF FOOD ADVERTISEMENT



Appendix 2.1



Appendix 2.2



Appendix 2.3



Appendix 2.4

Mie Sedaap
Instant Cup

CUPDATE YOUR TASTE!
MIE CUP YANG SEDAAPNYA UP TO DATE

BARU

Mie Gorengnya
dengan Kriuk Renyah!

Ada Bal-Bal Nyess
di Rasa Soto & Baksonya

WINGSFOOD

Raditya Dika
Penulis

Enjoy Mie Cup dengan Bal-Bal Nyess

facebook.com/MieSedaapCup @MieSedaapCup

Appendix 2.5



Appendix 2.6



Appendix 2.7



Appendix 2.8



Appendix 2.9



Appendix 2.10

APPENDIX III

Table 4.1
Mood System Analysis of Cigarette Slogans

No	Data Description	Code	Reflection	Conclusion	Types of mood
1.	Precision Makes Great Sensation	D1	The cigarette is made with full accuracy, so the smoker will get satisfaction. As shown by the advertisement, there are men playing billiard and one of them luckily with high precision shoot the target ball into the pocket. It causes every people around cheers happily.	Showing quality of cigarette	Declarative
2	Pleasure, Style, Confident	D2	Smoking can make a person looks more stylish, confident and spirit.	It informs the advantages of cigarette	
3	Style of New Generation	D3	GG Mild reformulates the form of communication especially for a market share of 18-30 year olds that its main target with a youthful spirit and dynamic and stylish	Showing the class of smoker	
4	Unleash the Performance	D4	Giving the reader information about its new performance such as Pro seal and air flow filter.	It indicates the features of the cigarette	
5.	Taste the Difference	I1	Asking the smoker to feel something different. Describing the taste of cigarette with the other.	Persuading the smoker to try the cigarette	Imperative

6.	Taste The Power	I2	There is a kind of unique taste of this cigarettes are never found in other brands of cigarette filters.	Persuading the smoker to try the cigarette	
7.	Talk Less Do More	I3	We are invited to be always priority to action rather than just saying sweet to face the job does not take much to talk is not important, but doing something is more meaningful for others.	It implies moral meaning for society functions to affect the smoker	
8.	Lets Do It	I4	Be quick to give up to do something. Let us not delay the work to do good to themselves and the environment.	Inviting to act quickly, do not put off a job	
9.	Go Ahead	I5	The word "Go Ahead" that there are no rules that can prevent us from doing anything we want and for customer is to portray as individuals who are eager to move forward to face all challenges and goals.	Giving the impression of encouragement to become a leading feature	
10.	Welcome To The Bold New World	E1	LA Bold is introduced to the world with a new advertisement demonstrates the features of the "bold"	Expression of launching new product.	Exclamative

Table 4.2
Mood System Analysis of Food Slogans

No	Data Description	Code	Reflection	Conclusion	Types of mood
1.	Life is Never Flat	D1	Describing a bumpy potato slices. Expected consumer who takes Chitato not experience a flat and monotonous life as visual advertising played by Agnes Monica who has the character of an intelligent and energetic, always can anticipate bad mood with dancing.	Statement indicates comparison both of life and the product offered	Declarative
2.	International Taste	D2	Mi Urai is soft and elastic makes it easily blends with herbs and special sauce Indian culinary.	It is a brief information about the product	
3.	For Pleasure Seeker	D3	Magnum is a perfect blending between thick Belgian chocolate and soft ice cream appropriately made for pleasure seeker	It simply informs that the product is delicious	Declarative
4.	Taste Better	D4	The Taste will be better by using such cheese as topping on sweet bread, pastry and donut	It informs the advantages of product	
5.	Snacking With No Worry	D5	Fitbar exist for them who want to keep snacking without worry about the calorie because it offers chocolate less calorie 90%	It informs the advantages of product	
6.	Meet the Real Meat	I1	Asking the viewer to find out some pieces of meat inside the package. This kind of noodle offers the real meat inside different with other else which does	Asking the customer to prove the advertisement	Imperative

			not have meat indeed.		
7.	Say It With Cadbury	I2	Asking the customer telling their thought and feeling to someone special by special way in this special day. We can find space available on the package of this chocolate for us to write some messages on it.	Asking the customer to try the product	Imperative
8.	Cupdate Your Taste	I3	Asking viewers switching Mie Sedaap packaging type to Mie Sedap Cup type to update new taste of Mie Sedaap and update their way in consuming Mie Sedaap easily just by pouring hot water into the cup.	Persuading the customer to be more update	
9.	Trust Me, It Works	I4	Asking the viewer believe on what the actor said that L-Men can gain mass with whey protein.	It aims to convince the customer	
10.	Dare To Twice?	IN1	Asking the customer wether they want to taste slai olai with two sensations in one bite, creamy vanilla and strawberry jam.	It is a question functions to challenge the customer	Interrogative

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