

SPEECH FUNCTION IN SHAMPOO'S ADVERTISEMENT

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For the Degree of Sarjana Pendidikan (S.Pd)

English Education Program

By

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UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA**

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ABSTRACT

Munawarah : 1402050285 “SPEECH FUNCTION IN SHAMPOO’S ADVERTISEMENT”. Skripsi :English Education Program. Faculty of Teaching Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2018.

This study deals with analysis of speech function in shampoo’s advertisement. The objective of the study were to find the types of speech function by using qualitative descriptive design, to determine out the types of speech functions used in shampoo’s slogan of online advertisement, to derive out the realization of speech function used in shampoo’s slogan online advertisement, to explain reason for the used of the dominant speech function. The data were collected by using content analysis technique. The data were shampoo’s slogan wich were taken from advertising media like television, internet, the data were analysed based on the theory of speech functions proposed by, saragih (2000:9). There were found 37 slogans which consist of speech function. The finding of data analysis showed that the total members of speech function from 37 slogans in shampoo’s advertisement: statement/declarative 62.16%, question/interrogative 5.40%, offer/interrogative 21.62%, command/imperative 10.82%. It means that the representative form is the most dominat the types of speech function used in statement/delarative it is 62.16% this is also implies that language of ideas use in shampoo’s advertisement mostly specify giving information in their ideas.

Keywords: speech function, advertisement.

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Medan, March 2018
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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is the basic need of human being to carry out their activities in every aspect of life. One of the function of language in human life as a member of the society is to exchange experience. This is systematically termed as speech functions (Halliday:2004)

Language is primarily spoken, although it can be transferred to another way, such as written. In other words, language is a communication system; therefore it is a means of communication play important roles in human's life.

In communication process, there is a transfer of information from the writer (speaker) to the reader (listener). In doing spoken or written communication human, as a socialized individuals, spend much of their live interactingto other people to make communication. According to Homby, communication itself is the activity or process of expressing ideas or feeling or of giving information (2000:25). This information was described by applying the grammatical features such as speech function.

Halliday (1985) has tought to create an approach to linguistics that treats language as foundational for the building of human experience. The work of Halliday is concerned with the meaning. A language can not be disassociated from the meaning. His insights and publications from an approach called Systemic Functional Linguistics (SFL). SFL is an approach to linguistics developed by

Halliday which sees language in social context. This approach is based on the theory of grammar which considers language as a resources used for communication and not a set rules.

In the theory of speech function, Saragih (2000:9) defined the interpersonal meaning is to realized at two level namely at the level of semantics (discourse) and lexicogrammar which is termed mood. At the level of semantics human beings perform two roles namely the acts of giving and asking or demanding in interactions. The commodity involved in the act of giving and demanding classified into two, they are information and goods and or services. These brought us to the four speech functions, statement, question, offer, and command.

Hornby (2000:17) defines advertisement as notice, pictures or firm telling people about the products, jobs or services. Advertisement is the product of advertising which one party used to tell public about products or services in order to encourage people to buy or to use the product being advertised. Advertisement which functions to tell the public about products or services called by commercial advertisement. Basically, the function of commercial advertisement is to give information of the products or services being advertised. The information conveyed can be viewed through the whole copy which is constructed by slogan. slogan is a brief message crystallizing an important idea about the product or the reason why someone should buy the product. Slogan is mostly used in television advertisement rather than in print media, because in television advertisement the copy of advertisement is dominated by illustrations. The viewers may be only

interested of the demonstrations performed by the actors or the actresses or things in the demonstrations. This is the reason why, they sometimes do not pay much attention on what information actually delivered in the whole copy. To avoid this, the copywriters the create slogan in order to make the viewers remember the brand of the products along with the information delivered in the products advertised.

From linguistics point of view, advertisement seems, in effect to constitute a genre with distinct features which function is not only to inform but also persuade and influence by using the linguistics system as a toolkit in a creative manner. The previous statement suggests that advertisement has its own typical linguistics pattern. It is due to the fact that one of the elements of the advertisement; slogan should be constructed in clear, brief and in practical form of language.

This research study is planned to analyze speech function used in slogan of advertisement. The writer will try to investigate the speech function used in slogan language, deriving the dominant used of speech function and will try to draw the cause of the dominant used.

B. The Identification of Problem

The problem of study are formulated as the following.

1. The kinds of speech function are used in shampoo's advertisement,
2. The realization of speech fuction in shampoo's advertisement and,
3. The reason for the used of speech function in the ways they are.

C. The Scope of the Study

The subject matter of the study is focused on the types of speech function in Shampoo's Advertisement. There are four primary speech function; statement, question, command, and offer which are realized in mood, declarative, interrogative and imperative. This study was analyzed the speech functions that are found in Shampoo's Advertisement.

D. The Formulation of the Problem

With reference to the background of the study, the problem are formulated as the following

1. What kinds of speech functions are used in shampoo's advertisement?
2. How are the speech fuctions realized in shampoo's advertisement?
3. Why are the speech function used in the ways they are?

E. The Objective of the Study

In line with the problem, the objectives of the study are

1. to derive the types of speech function in shampoo's advertisement,
2. to determine the most dominant type of speech function used in shampo's advertisemen, and
3. to reason for the dominant type of speech function (findings) used in shampoo's advertisement.

F. The Significance of the Study

1. Theoretically, the findings are expected to

- (a). To add up new horizons in linguistic theories can enrich the analysis of interpersonal meaning in discourse. Especially about speech function and the linguistic can also contribute on the method of analyzing data using theory SFL (Systemic Functional Linguistic)
- (b). Can give more information for the readers to add knowledge about speech function. The readers are allowed to know the definition of kinds the types of speech function theory and the readers to know the application of speech function and the result the readers can understand how to use the speech function.

2. Practically, the findings can be useful for

- (a). Students of the English Department particularly to improve their knowledge and develop their understanding of how speech function works in texts or online texts,
- (b). To help people to understand the theory of speech function easier, so that readers can have deeper understanding about speech function, and
- (c). Other researchers who want to make further research of speech function on more types, especially in texts or online text

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

This research focus of Speech Function in Shampoo's Advertisement. The following discussion will explain the Speech Function in Shampoo's Advertisement. Analyzing the data is the way researcher does to find out result in the language interaction, there are speech function namely: statement, question, offer, and command.

a) Functional Grammar

Functional grammar is views language as source for making meaning. Halliday (in Bloor and Bloor, 1995:1) stated that language is a system of meaning. When people used language, their language act contains the expression of meaning. Functional grammar is in application of functional approach that showed language first and the system of communication also sees how the grammar itself is organized to allow the speakers or the writers to exchange meaning.

b) Systemic Functional Linguistic (SFL)

SFL is a theory of language centered on a notion of language function. It considers function and semantics as the basis of human language and communicative activity. While SFL accounts for the syntactic structure of language, it places the function of language as central, in preference to more

structural approaches which place the element of language and their combination as central. SFL starts at social context and looks on how language acts upon and is constrained by this social context.

Based on the explanation above, it can be concluded that Systemic Functional Linguistic (SFL) is a study of language grammar which is focus on the realization between text and context which expresses meanings in system of communication.

Halliday (2002:38) states that SFL is a functional theory. It relates to the fact that language has evolved to serves human needs, as such to focus on how people use language in order to understand it easily. SFL identifies that language, used by human to represent, exchange and organize their experience, it has three functional components known as language metafunction.

c) Metafunction

Metafunction are the function approach maintains a concept that human being use language in order to fulfill three in their lives, namely to represent, to exchange, and to organize experience. According to Halliday (1994:35). Metafunction is one of te basic concept around which the theory in constructed. He also state that human being (1) to represent (2) to organize (3) to exchange this experience as members of the society.

Halliday (1994) developed a theory of fundamental function of language, in which he analyzed lexicogrammar into three broad metafunction: ideational, interpersonal and textual. Each of the three metafunction is about a different

aspect of the world, and is concerned with a different mode of meaning of clause. Halliday (1994) states that (1) the fundamental component of meaning in language are function component; (2) all languages are based on two meaning components, the ideational or reflective and interpersonal or active; (3) the two meaning components are related to the third meaning component, that is textual meaning component.

Technically the three function are referred to as metafunctions of language and they are respectively termed as the ideational, interpersonal and textualfunction.

d) The Ideational Function

The ideational function is the content function of language (Halliday,2007:183). It is realized in transitivity and serves to represent situations and events in the world and the entities, action processes involved. It is in the ideational function that the text procedure embodies in language their experience the phenomena of the real word (Halliday,1973:106). The ideational metafunction is about the natural world in the broadest sense, including our consciousness, and is concerned with clauses as representation.

e) The Interpersonal Function

The interpersonal function is the participatory function of the real word (Halliday, 2007:108). It allows for the expression of attitudes and evaluation and is realized by mood and modality. The interpersonal metafunction is about the

social word, especially the relationship between speaker and hearer, and is concerned with clause as exchanges. The interpersonal metafunction is the metafunction that expresses a speaker's attitude and judgements. In the analysis of interpersonal metafunction, we look at mood and modality. Mood in English is about the two elements (subject and

finite) of a clause determines the form of cause; whether it is an imperative, declarative, or interrogative.

f) The Textual Function

The textual function is about the verbal world, especially the flow of information in the text, and is concerned with the clause as *message*. Textual function refers to the way the text is organized to make meaning. It is concerned with the creation of text – with the presentation of ideational and interpersonal meaning as information that can be shared by speaker and listener in the text unfolding in context. Textual function has close relation to the thematic structure. According to Halliday (1994:37), thematic structure is one of the various structures which when mapped to each other make up a clause and will be considered first the one which gives the clause its character as a message. It means that the element of the clause indicated from which the clause is developed.

Related to the subject of the study, it will be focused on speech function as one of the levels of interpersonal function.

g) The Interpersonal Meaning

As has been stated above, interpersonal meaning is an interpretation of language in its function as an exchange. Bloor and Bloor (1995:9) states that interpersonal meaning is language that is used to enable us to participate in communicative acts with other people, to make one's role and to express and

understand feeling, attitudes and judgements. This meaning represent the speaker's meaning potential that takes into

account the interactive nature of relations between the addresser (speaker/writer) and the addressee (listener/reader).

Gee (1999:153) states that interpersonal meaning involves designing speaker's sentences so as to shape how the listeners or readers can interact and negotiate with speaker over meaning. Interpersonal meaning is evidenced into two main ways through verbal interaction and exchanges with others and through personal mediation of the main idea/content (Morley, 2000:12). As realized in the clause function, it is interpreted that the clause is also organized as an interactive event that involves speaker/writer and audience (listener/reader). Clauses of the interpersonal meaning function as clauses as exchange, which represent speech role relationship. In doing the interaction, people use language as a mean of communication, and one of the things they do with it is establishing a relationship between them. In this, two most fundamental types of speech role or function; giving and demanding. The speaker is either giving or demanding something and the listener is giving responses (something in responses). The speaker may be giving information, asking a question, making a request and command.

h) Speech Function

Speech function is the speaker's role of communicative exchange realized in interpersonal meaning which is related to Systematic Functional Linguistic.

Whenever two or more people use language to interact, one of the things they are doing is establishing a relationship between them; the person is speaking now (speaker) and the person who will speak next (listener). This interaction forms a

functional semantics perspective. To establish the relationship between them, they take turn at speaking on different speech role in the exchange.

Speech function has been stratified with respect to MOOD (lexicogrammar) on the content. This immediately raises two questions: (i) the determination of speech function in the absence of a one to one correlation between general speech function categories and those of mood, and (ii) the nature of the units to which speech function is assigned.

Halliday states that cutting across this basic distinction between giving and demanding is another distinction, equally fundamental, that relates to the nature of the commodity being exchanged. This may be either (a) goods and services or (b) information. If you say something to me with the aim of getting me to do something for you (kiss me!), or to give you some objects (pass the salt!), the exchange commodity is strictly nonverbal what is being demanded is an object or an action, and language is brought in to help the process along. This is an exchange of goods and services. If you say something to me with the aim of getting me to tell you something (is it Tuesday?) what is being demanded is information: language is the end as well as the means, and the only answer expected is a verbal one. This is an exchange of information.

The most fundamental types of speech role which lie behind all the more specific types are just two; giving and demanding (Halliday, 1994:8). The speaker may be giving something to addressee or demanding, by the same token he assigns a complementary role to the listener. Giving means inviting to receive that implies receiving, and demanding means inviting to give that implies giving something in response. The “something” here, the commodity being traded, may be either

information or goods and services. It can be seen in the diagram as follows (Gerot & Wignell, 1994:23)

Table 1. Speech Functions

	COMMODITY	COMMODITY
ROLES	INFORMATION	GOODS&SERVICES
GIVES	Statement	Offer
DEMANDING	Question	Command

Source : (Saragih:2009)

Based on the table above, the four speech function can be rawn as follows:

- (a) [Giving/information] = Statement
 Giving information = Giving statement
- (b) [Demanding/information] =Question
 Demanding information = Asking question
- (c) [Giving/goods/services] = Offer
 Giving goods = Offering
 Giving services = Offering
- (d) [Demanding/ goods/ services] = Command
 Demanding goods = Commanding
 Demanding services = Commanding

1. types of speech function

a. Statement

Statement is a declarative or an assertive statement which is used to give the information (either positive or negative) and usually ended with a period. Subject is placed in front of a verb or auxiliary verb/modal.

Formula: subject + verb/aux verb

Example: the rector gives speech in anniversary in Indonesia ceremony.

b. Question

Question is an interrogative statement used to seek confirmation or to demand for information or to ask for something by using question words and auxiliary verbs and usually ended with question mark (?). The subject is placed after auxiliary verb or wh-question and followed by verb.

Formula: aux, verb or wh-question + subject + verb.

Tag question can be answered with a yes or no. Question word are who, what, when, where, why, how. And auxiliary verbs are: to do, to be, to have, modal which are used in question form.

c. Offer

Offer is used to give goods and services to someone by using modal and always ended with a question mark (?). Being started by one of the modals, and then followed by a subject and verb

Example: can I get your drink?

Would you like this teapot?

d. Command

Command is an imperative statement used to demand goods and service or to make a request for something to someone. There is no subject in the imperative statement (command) but only the predicate expressed. The subject “you” is the understood subject. A command is usually ended with a exclamation mark (!). the subject is ommited and the basic form of the verb is used.

Example: Open the door!

Keep out!

The realization of the speech function can be shown in table as follows

Table 2 speech function choice & mood realization

	Good & service	information
Giving	Offer – (various)	Statement - declarative
Demanding	Command – imperative	Question – interrogative

i) Mood

To keep communicating going, a component is indispensable or carrying out the interpersonal function of the clause as exchange in English. This component called mood and is made up of subject and finite (Thompson 2000:41). Mood is an aspect of interpersonal meaning of the clause as exchange in English. Interpersonal meaning of roles and relationship is realized through mood. Mood can be defined as the grammatical expression of the speaker’s intended attitude what he is saying.

The mood system concerns on two elements, subject (S) and finite (F). Subject is something (person or thing) which argued about. Subject function as the resting pin of

argument. To quote Halliday (1994:76), “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”. The finite refers to first functional element of the verbal group. Finite is a part of the verbal group. Finite is a part of the verbal group which express tense, modality and polarity. It has the function of locating and exchange with reference to the speaker as subject and making a proposition something that can be argued through primary tense, modality and polarity (Saragih 2010:22) .

The primary tense that means present, past or future at the moment of interaction between people. Modality indicate the speaker’s judgement of the probabilities or the obligation involved in what he is saying. The subject and finite are the essential constituent of a clause in exchange. Thus, mood element carries the burden of the clause as interactive event.

At the level of lexicogrammar, interpersonal meaning is realized by mood. Mood plays a special role in carrying out the interpersonal meaning of the clause as exchange in English. Mood can be defined as the grammatical expression of the speaker intend toward what he is saying.

The mood system of English grammar express declarative, interrogative, and imperative. The exchange of information typically occurs through the grammatically system of an indicative mood type. Within this system, a statement is usually realized by an interrogative which may be of a polar (yes/no) type or content (wh) type. The exchange of goods and services typically occurs through the grammatical system of an imperative mood type. Within this system, an offer is usually realized by positive imperative type but it could also be realized by some other mood type.

j) Realization of Speech Function in Mood

As stated earlier, in the theory of speech function, Martin (1992) defines speech function as a semantic aspect of meaning which is realized by mood at level of lexicogrammar. The mood in English is realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely declarative, interrogative, and imperative.

As semantic aspect of meaning, the four speech function find their realization in mood which is an aspect of interpersonal meaning at the level of lexicogrammar.

Saragih (2013) states that with reference to the semiotic system the speech functions are analogous to meaning and the mood is to expression. Thus, in their unmarked representations the basic or proto speech functions of statement, question and command are respectively realized by declarative, interrogative and imperative moods, while offer does not have unmarked representation of mood. Offer is potentially coded by anyone of the three moods. This means that it can be realized either by the declarative, interrogative, or imperative mood. Realization of speech function in moods is summarized as follow.



Figure 2.1 Realization of Speech Function in Mood

Source : (Saragih, 2013:21)

k) Advertising

one definition of advertising is: “advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.” (Bovee:1992).

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to derive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text message.

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or service, demonstrate new uses for established product, announce new product and programs, reinforce the sales people's individual messages, draw customers to the business, and the hold existing customers.

1. Types of Advertising

Virtually any medium can be used for advertising. There are advertisements on radio, television, billboards, newspapers, magazines, the Internet, matchbook covers,

gas pump, shopping carts, clothing, and on and on (Wimmer: 2000). It is probably safe to assume that those who create, sponsor, and use the messages would analyze such a pervasive medium. It is also probably safe to assume that because of the numerous types of advertising approaches there are numerous research methods to analyze the messages or information. In this case, the researcher figures out the speech function. Bittlingmayer (2008) divides television in some types. They are described as follows.

1) Advertisement

Advertisement becomes a great phenomenon in this era regarding their roles as tools in sharing information of what they are advertised. Hornby (2000:17) defines advertisement as notice, pictures or film telling people about the products, jobs or services. Commercial advertisements are advertisements used to sell products. Commercial advertisement should offer information, stress buyer's benefit and build a good brand reputation. Commercial advertisement published on TV try to intrigue the viewers to see the entire commercial. To achieve this goal, the copywriters have to create advertisement in such a creative way so that the viewers feel that they need to see the advertisement.

Advertisement motivates people by appealing to their problem, problems and goals by offering a means of solving their problem, satisfying their desires and achieving their goals. To the individual consumers, a product is not so much physical object as a bundle of satisfaction.

In addition, Gein (1982) states that the advertisement is a product promotion. The advertisement has some texts, which provides information about the product, and

more important provide anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the readers' (viewers') attention, as well as short phrases that act as a kind of slogan, and finally the name of company and/or the name of the product.

Basically, advertisement whether it is published on TV or the other media is constructed by two elements, namely Headline and Slogan. Headline is one of the elements of advertisement which functions to arouse the interest of the consumers so that the person wants to know more about the product being advertised, while slogan is a brief message crystallizing an important idea about the product or the reason why someone should buy the product.

1. The structure of advertisements

Basically, advertisement whether is published on television or in other media is constructed by two elements, namely tagline and slogan. These two elements play the same important role in conveying information of product being advertised. Marketing is about building a brand and ensuring customers think about your business to fulfill their needs or desire. Words are powerful marketing tools. Taglines are the long-term words that are tied to business, and help customers know what it is. A slogan is a short-term, trendier set of words that advertise a specific product or an aspect of your business.

a. Tagline

A tagline is short-term, to the point phrase that combined with the company name, provides the public with a feeling about the business. The tagline is often part of your company's graphics, such as a logo and letterheads.

Taglines are repeated messages that identify a product or a company. Each tagline is a brief phrase that is used in marketing and advertising to aid in the promotion of the company name and its product.

Taglines are used in print and media advertising to build a brand for the company and set a part from competitors. It should represent the tone and feeling want for the products or services

b. Slogan

Slogan is the brief message, crystallizing and important idea about the product or reasons for buying the product which is expressed in the copy. According to Barnhart (1979), slogan is a word or phrase used by business, club, political party or the like the advertised its purpose. Slogans are mostly used in television advertisements rather than in print media. Slogan is social expressions with a single objective: to inform and draw the attention of consumers to what the product is all about. It is changing to adapt to current trends. They can be any expression, saying, idiom, phrase, or trademark that can distinguish a product and make it notable. A slogan differs from most other form of writing because it is designed to be remembered and repeated word for word to impress a brand and its message on the customers. Ideally, the slogan should be short, clear and easy to remember. Some criteria of a good slogan are:

1. Boldness Helps:

AT & T - The right choice (AT & T)

2. Parallelism Helps:

Close to Boston Close to Perfect (The Charles Hotel)

3. Aptness Helps:

More people Take our Word for it (Webster's Dictionary)

4. The name of the product in a slogan is a great advantage:

Delta gets you there with care (Delta Airlines)

So Klin is the best (So Klin Detergent)

Slogans are not easy to create. Sometimes the slogans pop out of a piece of copy or a television commercials. Most often, they are the result of hard work and days and months of thinking and discussion by creative and marketing people.

B. Relevant Studies

The first study is conducted by Windu Setiawan (2015) when he studies an analysis of speech function on *Monsters University* movie script by Dan Scanlon, Daniel Gerson and Robert L. Baird. The objectives of this research are to find out the mood types and speech functions realized by mood types in the dialog used by the main character Mike in *Monsters University* movie script by Dan Scanlon, Daniel Gerson, and Robert L. Baird. This research belongs to descriptive qualitative. The data of this research are mood types and speech functions realized by mood types that are taken from the script of *Monsters University* movie script written by Dan Scanlon, Daniel Gerson, and Robert L. Baird as the data source.

The results of this research are; there are 5 kinds mood types realized by mood types found in the dialog used by the main character "Mike" in *Monsters University* movie Script, they are: 224 (61,9%) Declarative moods, 59 (16,3%) Elliptical clause, 51 (14%) Imperative moods, 14 (3,9%) Polar Interrogative moods, 14 (3,9%) Wh-interrogative moods. And speech function realized by mood types there are 337 expressed in the

Mike's dialog. They are: command (45 clauses), statement (174), question (24), compliance (2), acknowledgement (29), answer (15), refusal (4), contradiction (37), and disclaimer (7).

Based on the result of this research, I suggest the lecturers of English Education Department could use this research as an example when they teach about both of grammar and functional grammar, especially in teaching about mood type and speech function realized by mood types. The students of English Education Department especially the students who study about Functional Grammar can learn more about the mood types and speech function through my research. I suggest the other researchers to analyze the whole utterances in movie script in order to check the validity of the research result.

the second related is conducted by Teguh K.I Tarigan when he studies. Speech Function in Jokowi's Speeches. This study deals with Speech Function in Jokowi's Speeches. The objectives of the study to find out the types of Speech Function, the most dominant type of Speech Function used, and the meaning of the dominantly used. The research on this thesis was carried by using descriptive qualitative. The data were taken from 4 speeches of Jokowi in English. The data were analyzed and classified into four types of speech functions in the procedures namely Statement, Question, Offer, and Command. There are 116 speech functions from 4 speeches of Jokowi. The findings indicated that there are Statement 88 (75,86%), Question 11 (9,48%), Command 17 (14,66%), and there is no Offer in Jokowi's Speeches (0%). Statement as the most dominant type of speech function is used in Jokowi's speeches it's mean give or state information, the way of the speaker to deliver the information about the Jakarta city's

problem and how to solve it, the speaker's planning for Jakarta, and give thanks for the audience in Jakarta Anniversary to the audience by using statement.

The third related is conducted by Arina Azkia (2013) when she studies speech function analysis of teacher-student interaction in an immersion class at Virginia Tech Language and Culture Institute. This research is aimed to find out the mood types and speech functions found in an immersion class activity at Virginia Tech Language and Culture Institute which was held on November 2011. Using systematic-Functional Grammar, it was analyzed through identification of clause Mood structures then being classified into four kinds of speech function; Statement, Question, Command and Offer. This is a qualitative research. The data source in this research is an audio recording of an immersion whereas clause becomes the data of analysis. To analyze data I did some steps. They are: (i) Recording the class, (ii) Transcribe the data source gotten, (iii) Analyzing Mood elements, (iv) Analyzing kinds of speech function, (v) Counting the percentages each Mood types and speech functions. The research finding shows that this analysis has found 701 clauses which had been categorized into Mood types that consist of 520 declarative clauses (74%), 46 polar interrogative clauses (7%), 42 Wh-Question clauses (6%), 93 imperative clauses (13%) and none of exclamative clause at all (0%). The same data analyzed also indicates kinds of speech function which are divided into four specifications. They are 520 statements (74%), 88 questions (13%) and 93 commands (13%), whereas there is no offer being used during teaching and learning process in the class (0%). The percentage demonstrates that three fourth of total clause appears as statement where it is proved that declaratives is dominant. Both teacher and student mostly shared information. Demanding information appeared in the form of

question activity which is used as many as commanding to demand goods and service. There is no offer expressed by both who did interaction. By understanding this research, hopefully readers can improve attitude of interactionn better by implementing the knowledge inside this research.

C. Conceptual Framework

Speech function is the study of discourse analysisin special role in carrying out the interpersonal of the clause as exchange in English. and their arrangement in interaction in our daily life. Every people who always do communicative with others. Which centrally with the study of speech function. Speech function there are four types, namely statement, question, offer and command. In communication human being have the different variety of language, this variety can make the different speech fuction. Especially in conversation to interesting someone for like our product.

In this analysis the reseacher concentrates on the speech function in shampoo's advertisement which concern in statement, question, offer, and command. In this research the researcher will know what types speech function more used in shampoo advertisement.

Text of advertisement

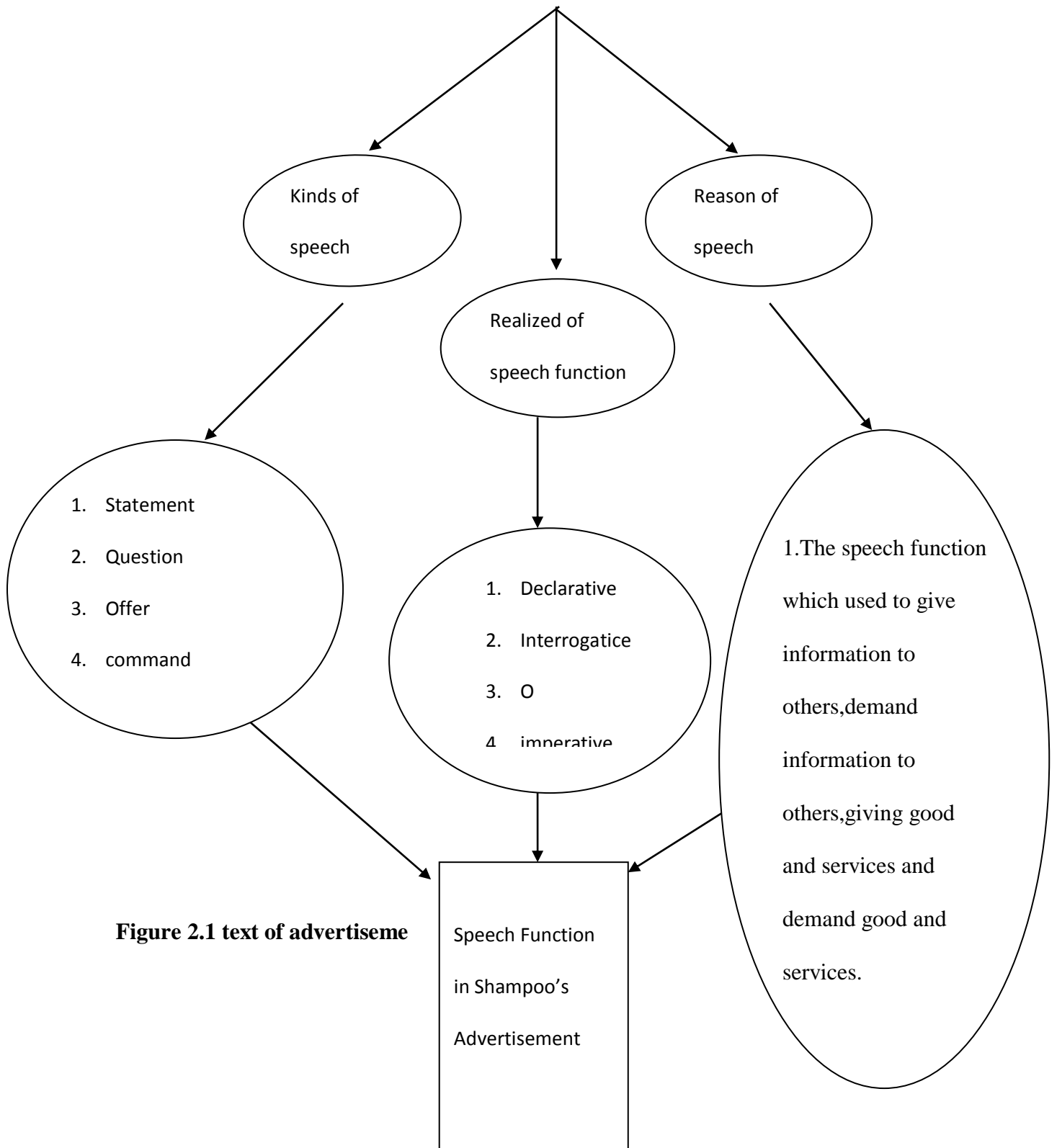


Figure 2.1 text of advertiseme

CHAPTER III

RESEARCH METHOD

A. Research Design

The study was conducted by using descriptive qualitative design. Descriptive qualitative method is one which uses to make descriptive of situation, event or occurrence in accumulating the data. Descriptive qualitative design simply describes what is going on and what the data shows. It means that this research does not intended to find a new theory, but to found new evidences to prove the truth of theory. The data are described based on the facts of observation. It is not suggested that numerical measures are never used but rather means of description are emphasized. By using this method, the research analyzed the types of speech function found in “Shampo’s Avertisement” in television.

The researcher described realization of speech function and mood in shampoo’s advertisement and identified the dominant type of speech function and mood realized based on the data which had been collected

B. The Source of Data

The data of this research were taken from Shampoo’s Advertisement published on advertising media like television, internet. Then the researcher used the language in the slogans to be analyzed based on the speech function and the realization in mood.

C. The Technique of Collecting Data

As stated before, researcher only focused on shampoo's advertisement and used the language in the online advertising to be analyzed.

The procedures of collecting data are described as follow:

1. Searching for the data in advertising media like television, internet and focus on the shampoo's advertisement.
2. Transcribing the language used in the slogan, and
3. Using the language in the slogans as the data

D. The Technique of Analyzing Data

There are some technique in analyzing the data:

1. Identifying the types of speech function in the text
2. Classifying the types of speech function
3. Calculating the types of speech function in 'shampoo's advertisement' by applying the following formula:

$$x = \frac{F}{N} \times 100\%$$

where:

X = The percentage of the items

F = Frequency

N = The total number of items

4. To find the realized of speech function in mood
5. To find the reason for the occurrence of the type speech function.

CHAPTER IV
DATA AND DATA ANALYSIS

Table 4.1 proportion of Speech Function

No	Types of Speech Function	Number	Percentage
1.	Statement	23	62.16%
2.	Question	2	5.40%
3.	Offer	8	21.62%
4.	Command	4	10.82%
	Total	37	100%

A. Data

The data in this study were taken from shampoo's advertisement and limited in the slogans used in them. The data were analyzed through indirect observation method and based on Systemic Functional Linguistics (SFL) theory to find out the speech functions (statements, question, offer and command) and the realization of moods (declarative, interrogative, and imperative).

B. Data Analysis

After all the data were collected, the researcher analyzed the speech functions (statements, question, offer and command) and their realization in mood (declarative, interrogative, imperative) which exist in slogan. There were found 37 advertising which consist of speech function. Based on the analysis,

there were four speech functions in online advertising. They are statement, question, offer, and command. it can be seen in the appendices clearly.

1. Statement

Of 37 slogan which consist of speech functions, 23 advertising are statement. Statement is a way of giving information. They can be seen as follow:

1. *Rambut lebih kuat dari dalam dan tampak lebih berkilau*

New Pantine

(Giving/information = Statement)

2. *Merawat kekuatan akar rambut*

Natur (Natural extract sampoo)

(Giving/information = Statement)

3. *Rambut lebih cepat kering, lembut sepanjang hari*

Rejoice Hijab

(Giving/information = Statement)

4. *Rambut selembut sutra dan seringan kapas sampai keujung*

Rejoice

(Giving/information = Statement)

5. *Naturally Different*

Emeron Nutritive Shampoo

(Giving/information = Statement)

6. *A trully get hair day starts at the scalp*

7. *Head & Shoulder*

(Giving/information = Statement)

8. *Perlinungan alami sehingga ketombe tak kembali*

Clear Herbal Fusions

(Giving/information = Statement)

9. *Perlindungan terus menerus ketombe tidak balik lagi*

Clear Man

(Giving/information = Statement)

10. *Untuk rambut hitam berkilau yang sesungguhnya*

Sunsilk Black Shine

(Giving/information = Statement)

11. *Perawatan rambut wanita berhijab*

Sariayu Marta Tilaar Hijab Hair Care

(Giving/information = Statement)

12. *Rambut bersih dari ketombe wangi segar sakura sepanjang hari*

Clear Sakura Fresh

(Giving/information = Statement)

13. *Shine with nature, shine with life*

Natura Hair Care

(Giving/information = Statement)

14. *Bangga tetap menjadi yang terbaik untuk keindahan mahkota wanita*

indonesia

Sunsilk Creation

(Giving/information = Statement)

15. *Rambut hitam berkilau kebanggaanku*

Sunsilk

(Giving/information = Statement)

16. *Lebih lembut tampak lebih hitam berkilau*

Rejoice Hitam

(Giving/information = Statement)

17. *Rambut fit luar dalam*

Wardah shampoo

(Giving/information = Statement)

18. *Perawatan rambut kelas dunia kini milik kita*

Loreal Smooth Intense

(Giving/information = Statement)

19. *Rambut kuat dari akar kini milik kita*

Dove (aksi rambut kuat)

(Giving/information = Statement)

20. *Rambut sehat kinclong!*

Lifeboy

(Giving/information = Statement)

21. *Rule your hair*

Tresemme

(Giving/information = Statement)

22. *Let your hair sway with Vitaly with Palmolive Naturals Aroma-Vitaly*

Shampoo

Palmolive Naturals

(Giving/information = Statement)

23. *Ungkap kecantikan rambut hitam yang mempesona*

HairX black shine shampo

(Giving/information = Statement)

24. *Karena rambut yang lebat, indah dan lembut selalu menjadi tren*

HairX volume boost shampoo

(Giving/information = Statement)

All slogan above are taken from the cigarette advertisement. They are “statement” because the function of those examples are giving information. In this case, the slogan makers tend to give the people information about the product. The realizations of them in Moods are declarative. It is indicated by the pattern of subject followed by finite.

For examples:

1). Natural Hair Care

Shine with nature

Shine (do)with nature

Subject finite predicator complement

In some slogans, ellipses are often used to either save time or use it as a stylistic element by allowing the readers or listeners to fill in the gaps by using their imagination. The part omitted is usually refers to the name of the product. For example:

1). A truly great hair day starts at the scalp Head & Shoulders

(Head & Shoulders) a truly great hair day starts at the scalp

Head & Shoulders is truly great hair day starts at the scalp

Subject finite

2. Question

There is only 2speech function of question of 37 slogan taken. Question is a way of demanding information in the form of interrogative statement, it can be seen as follow:

1). *Shampoo Biasa? Next*

Serasoft

(Demand/Information = Question)

2). *Aku sudah upgrade shampoo, kamu?*

Clear

(Demand/Information = Question)

The online advertising above is taken from Serasoft advertisement. It is “question” because the function of it is demanding information. The realization

in moods is interrogative. It is indicated by the finite whis is followed by the subject. It can be seen as follow

Shampoo Biasa? Next Serasoft

Is itOrdinary Shampoo? Next

Finite subject

3. Offer

There are 8 Speech Function of offer of 37 slogans taken. Offer is giving goods an services. They can be seen a follow:

1). *Get free sample + win up to RM10,000 worth of prizes*

Sunsilk Beautifully Straight

(Giving/Goods & Services)

2). *Free sunsilk foldable floral umbrella*

Sunsilk Perfect Straight

(Giving/Goods & Services)

3). *Free ThermoCafe Tumbler*

Sunsilk Smooth and Manageable

(Giving/Goods & Services)

4). *Rasakan rambut lembut ternutrisi dan tidak lepek*

Dove Volume Nourishment

(Giving/Goods & Services)

5). *Tiap beli 1 botol lifeboy shampoo 340ml all variant gratis 1 tpk ultra*

milk susu UHT 250ml all variant

Lifeboy

(Giving/Goods & Services)

6). *Setiap beli 1 shampoo tresemme 340ml gratis 1 conditioner 170ml*

Tresemme

(Giving/Goods & Services)

7). *Beli 12 sachet gratis 1 sachet*

Lifeboy

(Giving/Goods & Services)

8). *Discount 35% semua clear shampoo dan conditioner*

Clear

(Giving/Goods & Services)

The slogan above are taken from the shampoo advertisements. They are “offer” because the functions of them are giving goods and services. Their realization in moods are interrogative. The implicit subject is followed by the finite. For example:

1. Get free sample + win up to RM10,000 worth of prizes

Sunsilk Beautifully Straight

Wehave Get free sample + win up to RM10,000 worth of prizes

Subject Finite

4. Command

There are 4 Speech Function of Command of 37 slogans taken.

Command is used to get things done or to obtain goods and services. They can be seen a follow:

1). *jadilah terkenal dengan rambut kuat dan indahmu!*

Clear

(Demand/Goods & Services)

2). *Share your hair tips and have fun!*

Dove HairDo & Tell

(Demand/Goods & Services)

3). *Beli dan bawa 2 botol sunsilk 270ml*

Sunsilk

(Demand/Goods & Services)

4). *Pilih shampoo anti ketombe yang memberikan lebih*

New Zink

(Demand/Goods & Services)

The slogan above are taken from the shampoo advertisements. They are “command” because the functions of them are demanding goods and services. Their realization in moods are imperative. The implicit subject is followed by the finite. For example:

1). Share your hair tips and have fun!

Dove HairDo & Tell

Share your hair tips and have fun!

Finite

C. Research Findings

1. Research Finding on Speech Function

After identifying the four of speech function namely: 1) statement, 2) question, 3) offer, 4) command, the researcher finds out the result as presented in the table below:

Table4.1 Research Findings on Speech Function

No	Types of Speech Function	Number	Percentage
1.	Statement	23	62.16%
2.	Question	2	5.40%
3.	Offer	8	21.62%
4.	Command	4	10.82%
	Total	37	100%

The table above presents the number and percentage of type of Speech Function which is found from the shampoo advertisement . it means that there are three Speech Function exist in advertisement. It shows the most dominant it means that the precentage of statement of the advertisement is 62.16%. Then, there are 7 offers found from the total advertisment. It means that the percentage of offer is 21.62%. Furthermore, there are 4 commands found from the total advertisement. Its means that the percentage of offer is 10.82%. Finally, there is only 2 question found from the total clauses. It means that the percentage of question is 5.40%.

2. Research Findings on the Realization of Speech Function in Mood

The speech function namely: statement, question, offer and command are realized by moods namely: declarative, interrogative and imperative. The realization of speech function in moods in shampoo advertisement is shown as the following.

Table 4.2 The Realization of Speech Function in Mood

No	Types of Speech Function	Types of Mood		
		Declarative	Interrogative	Imperative
1	Statement	23	0	0
2	Question	0	2	0
3	Offer	0	8	0
4	Command	0	0	4
	Total	23	10	4

Based on the table analysis above, it can be concluded that there are three types of mood which exist in the slogan. Statement is realized by declarative with the number 23 of 37 total advertising, offer is realized by interrogative with the number 8, command is realized by imperative with the number 4. Finally there is 2 speech function of question which is realized by interrogative mood.

In another word the number of declarative mood is 23, interrogative mood is 10, imperative mood is 4. The percentage result is obtained as the following table:

4.3 The Percentage of Types of Mood

No	Types of Moods	Number	Percentage
1.	Declarative	23	62.16%
2.	Interrogative	10	27.02%
3.	Imperative	4	10.82%
	Total	37	100%

It is shown above, the percentage of types of mood which found from the advertisement. The most dominant types is declarative, it is 62.16%, interrogative with 27.01%, and finally, imperative with 10.82%

After all the data were analyzed and found the result, the writer interpreted the findings as following:

1. The most dominant type of speech function of the slogan is statement. Therefore, it can be interpreted that slogan makers tend to give information in their advertisement. As the nature of advertisements which are made to inform people about the products, the speech function of statement is the most suitable to be used
2. The type of speech function that occupies second position after statement is offer. it means that besides giving information, slogan are also made to capture people's attention and result in their willingness to buy or use the

3. product. In this case, offer is also good to be realized in the online advertising.
4. The type of speech function that occupies the third position is command. It means that slogan are also rich of function, command is also good to be realized in the online advertising.
5. The type of speech function that occupies the last position is question. It means that slogan are also rich of function, although the existence of speech function of question is only one.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the speech function of the shampoo's advertisement, conclusion are drawn as the following.

- (1). There were four types of speech function which exist in the slogan of shampoo in the internet (online) advertisement, namely statement, question and command.
- (2). There were speech function namely; statement, question, offer and command are realized by moods namely; declarative, interrogative and imperative. In this speech function statement is realized by declarative, command realized by imperative, offer realized by O and question realized by interrogative .
- (3). The possible cause of the dominant speech function used statement are:
 - a. The speech function which used to give information to others is statement. It can be interpreted that slogan makers tend to give information in their advertisement. As the nature of advertisements which are made to informed people about the product, the speech function of statement was the most suitable to be used.
 - b. The function of slogan which sums up theme for product benefits to deliver an easily remembered message in a few words.

B. Suggestion

With reference to the conclusion, suggestion are staged as the following.

- (1). It is suggested that the product advertised especially the slogan of the product should use the speech function; statement when they want to be an effective source of information of the product they advertised.
- (2). It is advised to the all advertising agency to use the speech function; statement in delivering their message of the products to the customers.
- (3). (a). It is recommended to the consumers to be careful in purchasing the product of their choices if they are much influenced by slogan. They must be aware of misleading slogan (slogans which do not delivery any information or any message from the product they advertised).
- (b). It is expected to other studies related to use speech function as the researcher has done.

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APPENDIX A

LIST OF SLOGANS

NO	SLOGANS	PRODUCT
1.	Rambut lebih kuat dari dalam dan tampak lebih berkilau	New pantine
2.	Rasakan rambut lembut ternutrisi dan tidak lepek	Dove Volume Nourishment
3.	Membuat kekuatan akar rambut	Natur (natural Extract Shampoo)
4.	Rambut lebih cepat kering, lembut sepanjang hari	Rejoice hijab
5.	Rule your hair	Tresemme
6.	Rambut selembut sutera dan seringan kapas sampai keujung	Rejoice
7.	Rambut sehat kinclong!	Lifeboy
8.	Naturally Different	Emeron Nutritive
9.	Pilih shampoo anti ketombe yang memberikan lebih!	New Zink
10.	A truly great hair day starts at the scalp	Head & Shoulders
11.	Perlindungan alami sehingga ketombe tak kembali	Clear Herbal Fussions
12.	Perlindungan terus menerus ketombe tidak balik lagi	Clear Man

13.	Untuk rambut hitam berkilau yang sesungguhnya	Sunsilk Black shine
14.	Perawatan rambut wanita berhijab	Sariayu Marta Tilaar Hijab Hair Care
15.	Rambut bersih dari ketombe wangi segar sakura sepanjang hari	Clear Sakura Fresh
16.	Perawatan rambut kelas dunia kini milik kita	Loreal Smooth-Intense
17.	Shine with nature, shine with life	Natural Hair Care
18.	Bangga tetap menjadi yang terbaik untuk keindahan mahkota wanita indonesia	Sunsilk Creation
19.	Rambut hitam berkilau kebanggaanku	Sunsilk
20.	Lebih lembut tampak lebih hitam berkilau	Rejoice Black
21.	Rambut fit luar dalam	Wardah Shampoo
22.	Rambut kuat dari akar kini milik kita	Dove (aksi rambut kuat)
23.	Shampoo biasa? Next	Serasoft
24.	Let your hair sway with vitality with palmolive naturals Aroma-Vitaly Shampoo	Palmolive Naturals
25.	Aku sudah upgrade shampoo, kamu?	Clear
26.	Get free sample + win up to RM10,000 worth of prizes	Sunsilk Beautifully Straight

27	Free sunsilk foldable floral umbrella	Sunsilk Perfect Straight
28.	Free thermocafe tumbler	Sunsilk Smooth and manageable
29.	Jadilah terkenal dengan rambut kuat dan indahmu!	Clear
30.	Share your hair tips and have fun!	Dove HairDo & Tell
31.	Beli dan bawa 1 botol sunsilk 270ml	Sunsilk
32.	Tiap beli 1 botol lifeboy shampoo 340ml all variant gratis 1tpk ultra milk susu UHT 250ml all variant	Lifeboy
33.	Setiap beli 1 shampoo tresemme 340ml gratis 1 conditioner 170ml	Tresemme
34.	Beli 12 sachet gratis 1 sachet	Lifeboy
35.	Discount 35% semua clear shampoo dan conditioner	Clear
36.	Ungkap kecantikan alami rambut hitam yg mempesona	Hairx Black Shine Shampoo
37.	Karena rambut yg lebat, indah & lembut selalu menjadi tren	Hairx Volume Boost Shampoo

APPENDIX B**SPEECH FUNCTION AND MOOD**

NO	SLOGAN					MOOD		
		S	Q	O	C	D	IN	IM
1	Rambut lebih kuat dari dalam dan tampak lebih berkilau	√				√		
2	Rasakan rambut lembut ternutrisi dan tidak lepek			√			√	
3	Merawat kekuatan akar rambut	√				√		
4	Rambut lebih cepat kering , lembut sepanjang hari	√				√		
5	Rule your hair	√				√		
6	Rambut selembut sutera dan seringan kapas sampai keujung	√				√		
7	Rambut sehat kinclong!	√				√		
8	Naturally different	√				√		
9	Pilih shampoo anti ketombe yang memberikan lebih!				√			√
10	A truly great hair day starts at the scalp	√				√		
11	Perlindungan alami sehingga ketombe tak kembali	√				√		

12	Perlindungan terus menerus ketombe tidak balik lagi	√				√		
13	Untuk rambut hitam berkilau yang sesungguhnya	√				√		
14	Perawatan rambut wanita berhijab	√				√		
15	Rambut bersih dari ketombe wangi segar sakura sepanjang hari	√				√		
16	Perawatan rambut kelas dunia kini milik kita	√				√		
17	Shine with nature, shine with life	√				√		
18	Bangga tetap menjadi yang terbaik untuk keindahan mahkota wanita indonesia	√				√		
19	Rambut hitam berkilau kebanggaanku	√				√		
20	Lebih lembut tampak lebih hitam berkilau	√				√		
21	Rambut fit luar dalam	√				√		
22	Rambut kuat dari akar kini milik kita	√				√		
23	Shampoo biasa? Next		√				√	
24	Let your hair sway with vitality	√				√		

	with palmolive naturals Aroma-Vitaly Shampoo						
25	Aku sudah upgrade shampoo, kamu?		√				√
26	Get free sample + win up to RM10,000 worth of prizes			√			√
27	Free sunsilk foldable floral umbrella			√			√
28	Free thermocafe tumbler			√			√
29	Jadilah terkenal dengan rambut kuat dan indahmu!				√		√
30	Share your hair tips and have fun!				√		√
31	Beli dan bawa 1 botol sunsilk 270ml				√		√
32	Tiap beli 1 botol lifeboy shampoo 340ml all variant gratis 1tpk ultra milk susu UHT 250ml all variant			√			√
33	Setiap beli 1 shampoo tresemme 340ml gratis 1 conditioner 170ml			√			√
34	Beli 12 sachet gratis 1 sachet			√			√

35	Discount 35% semua clear shampoo dan conditioner			√			√	
36	Ungkap kecantikan alami rambut hitam yg mempesona			√			√	
37	Karena rambut yg lebat, indah & lembut selalu menjadi tren			√			√	

Note:

S : Statement

D : Declarative

Q : Question

IN : Interrogative



O : Offer



IM : Imperative

C : Command

APPENDIX C




ADVERTISEMENT

<p>1.</p>	<p>New Pantine</p>	
	<p>Dove Volume Nourishment</p>	




<p>3. Natur (Natural Extract Shampoo)</p>	 <p>The image shows two products from the Natur brand. On the left is a clear plastic bottle of 'IMPERIAL LEATHER BODY MIST' with a yellow pump dispenser. The label also says 'SOFTLY SOFTLY'. On the right is a black box of 'NATUR NATURAL EXTRACT SHAMPOO'. The box features the text 'MERAWAT KEKUATAN AKAR RAMBUT ANTI HAIR FALL' and 'GINSENG EXTRACT'. Below that, it says 'Untuk Rambut Bersih, Tetap Sehat & Kuat / Hair Becomes Clean, Stay Healthy & Strong'. At the bottom, it reads 'Alami Lebih Baik!' and 'Netto 140 ml'.</p>
<p>4. Rejoice Hijab</p>	 <p>The image is an advertisement for Rejoice Hijab. It features a woman wearing a white hijab with a vibrant green scarf that is blowing in the wind. The Rejoice logo is in the top right corner. At the bottom, the text reads 'RAMBUT LEBIH CEPAT KERING, LEMBUT SEPANJANG HARI.'</p>
<p>5. Tresemme</p>	 <p>The image is an advertisement for Tresemme. It shows a woman with long, dark, wavy hair. The Tresemme logo is in the top left corner, with the tagline 'professional affordable'. On the right, the text says 'CONTROL FRIZZ FOR UP TO 48 HOURS*'. At the bottom, there is a 'BEFORE' and 'AFTER' comparison with a ruler-like scale, and the text 'RULE YOUR HAIR'.</p>




<p>6.</p>	<p>Rejoice</p>	 <p>Rambut Selembut Sutera & Seringan Kapas sampai Ke Ujung</p> <p>Rejoice</p>
<p>7.</p>	<p>Lifeboy</p>	 <p>Lifeboy Shampoo</p> <p>RAMBUT SEHAT, KINCLONG!</p>
<p>8.</p>	<p>Emeron Nutritive Shampoo</p>	 <p>LION</p> <p>Emeron Nutritive Shampoo "Naturally Different"</p> <p>Natural dan Pasti Berbeda</p>




<p>9.</p>	<p>New Zink</p>	
<p>10.</p>	<p>Hea & Shoulder</p>	
<p>11.</p>	<p>Clear Herbal Fusions</p>	

<p>12.</p>	<p>Clear Man</p>	 <p>FORMULA YANG DISEMPURNAKAN</p> <p>CLEAR</p> <p>SHAMPOO ANTI KETOMBE 100% DI INDONESIA</p> <p>PERLINDUNGAN TERUS MENERUS* KETOMBE TIDAK BALIK LAGI*</p> <p>www.clear.co.id *Tidak ada ketombe yang balik dengan pemakaian teratur. *Setelah penggunaan teratur.</p> <p>CEMILINKS</p>
<p>13.</p>	<p>Sunsilk Black Shine</p>	 <p>SUNSIK BLACK SHINE</p> <p>UNTUK RAMBUT HITAM BERKILAU YANG SESUNGGUHNYA</p>
<p>14.</p>	<p>Sariayu Martha Tilaar Hijab</p> <p>Hair Care</p>	 <p>SARIAYU MARTHA TILAAH hijab Hair Care</p> <p>Rasul Maryam Selamat</p> <p>BARU</p> <p>PERAWATAN RAMBUT WANITA BERTILAK</p> <p>Sariayu mengoptimalkan dengan hidrasi perawatan rambut dari kulit kepala wanita berhijab.</p> <p>Produk baru yang menggunakan bahan alami seperti minyak atsiri, ekstrak tumbuhan, dan kandungan vitamin C yang dapat meningkatkan kesehatan rambut.</p> <p>Sariayu Hijab Hair Care adalah rangkaian perawatan rambut untuk wanita berhijab yang dapat membantu meningkatkan kesehatan rambut dengan cara yang lembut dan alami.</p> <p>SARIAYU Martha Tilaar www.marthatilaar.com</p>

<p>15.</p>	<p>Clear Sakura Fresh</p>	
<p>16.</p>	<p>Loreal Smooth Intense</p>	
<p>17.</p>	<p>Natural Hair Care</p>	

<p>18.</p>	<p>Sunsilk CO-Creations</p>	 <p>The banner features the text: "SUNSIK CO-CREATIONS INDONESIA", "BANGGA TETAP MENJADI YANG TERBAIK UNTUK KEINDAHAN MAHKOTA WANITA INDONESIA", and "Indonesia Best Brand Award". It includes a woman with long dark hair and several product bottles.</p>
<p>19.</p>	<p>Sunsilk</p>	 <p>The advertisement shows a woman with long, flowing black hair. Text includes "RAMBUT HITAM BERKILAUKU, KEBANGGAANKU" and the "sunsilk" logo.</p>
<p>20</p>	<p>Rejoice Hitam</p>	 <p>The advertisement features a woman with long black hair and a Rejoice product bottle. Text includes "LEBIH LEMBUT, TAMPAK LEBIH HITAM BERKILAU**", "Rejoice", and "CUMA Rp. 1000".</p>

<p>21.</p>	<p>New Wardah</p>	
<p>22.</p>	<p>Dove Aksi Rambut Kuat</p>	
<p>23.</p>	<p>Serasoft</p>	

<p>24.</p>	<p>Palmolive Naturals</p>	 <p>Palmolive NATURALS</p> <p>AROMA-VITALITY Hair that's full of Vitality</p> <p>Let your hair sway with vitality with Palmolive® Naturals Aroma-Vitality Shampoo. Experience the rich and creamy formula with the essential oils of Rose Petals and Bamboo extracts that helps bring back hair's vitality by smoothening hair's surface, so it moves and sways with life. Its fragrance sensation lingers on your hair all day.</p> <ul style="list-style-type: none"> o Palmolive Naturals is specially formulated for dry hair. Enriched with key ingredient extracts for their enriching properties. It leaves your hair manageable and soft. <p>SHAMPOO CONDITIONER</p>
<p>25.</p>	<p>Clear</p>	 <p>SARU CLEAR NATURAL BLADE</p> <p>AKU SUDAH UPGRADE SHAMPOKU, KAMU?</p>
<p>26.</p>	<p>Sunsilk Beautifully Straight</p>	 <p>BEAUTIFULLY STRAIGHT GET FREE SAMPLE + WIN UP TO RM10,000 WORTH OF PRIZES!</p> <p>sunsilk COCONUT OIL EXTRACT</p>

<p>27.</p>	<p>Sunsilk Perfect Straight</p>	 <p>LOCK IT STRAIGHT ROCK THE WORLD</p> <p>guardian</p> <p>sunsilk PERFECT STRAIGHT</p> <p>KEEP YOUR HAIR PERFECTLY ALIGNED AS IT DRIES*</p> <p><small>*Only on straight hair, based on lab tests, when used with Sunsilk Perfect Straight shampoo and conditioner.</small></p> <p><i>Yoko</i></p> <p>Sunsilk Shampoo/Conditioner 320ml/340ml Range</p> <p>FREE SUNSILK FOLDABLE FLORAL UMBRELLA (off pack)</p> <p>with purchase of RM30 and above from Sunsilks range in a single receipt. *limited to 1 unit per receipt, per customer. While stocks last.</p> <p>EXCLUSIVE</p>
<p>28.</p>	<p>Sunsilk Smooth and manageable</p>	 <p>watsons SHOP ONLINE OPEN 24/7 watsons.com.my</p> <p>FREE Home Delivery* <small>* Terms & conditions apply</small></p> <p>Only for online shoppers</p> <p>SELFIE READY HAIR IN JUST A FLICK</p> <p>SUNSILK SMOOTH AND MANAGEABLE</p> <p>FREE THERMOCARE Tumbler*</p> <p>worth RM79 with purchase of Sunsilks products worth RM30 and above</p> <p>Redeem your member points with any purchase* * Watsons Store / Online</p>
<p>29.</p>	<p>Clear</p>	 <p>CLEAR</p> <p>Hair Model 2012</p> <p><i>Jadilah terkenal dengan rambut kuat dan indahmu!</i></p> <p>Periode Registrasi: 6 Juni - 18 Juli 2012</p>

<p>30.</p>	<p>Dove HairDo & Tell</p>	<p>Dove HairDo & Tell Share your hair tips and have fun!</p> <p>Ayo upload video hair tips terbaik kamu bersama Dove sekarang juga dan menangkan 1 buah iPad serta hadiah menarik lain di akhir periodenya.</p> 
<p>31.</p>	<p>Sunsilk</p>	 <p>sunsilk <i>Indonesian Idol</i> 2014</p> <p>SIAP BERKILAU DI PANGGUNG INDONESIA IDOL?</p> <p>Beli & bawa 2 botol Sunsilk 170ml varian apa saja dan dapatkan ANTRIAN KHUSUS SUNSILK DI AUDISI INDONESIA IDOL!</p> <p>Daftar Sekarang ></p>
<p>32.</p>	<p>Lifeboy</p>	 <p>SUPER HEMAT Periode 16-30 Juni 2015</p> <p>Clean & Fresh</p> <p>Tiap beli 1 btl LIFEBUOY Shampoo 340 ml all variant GRATIS 1 tpk ULTRA MILK Susu UHT 250 ml ALL VARIANT</p> <p>Indomaret</p> <p>www.serbapromosi.co fb.com/serbapromo @serbapromosi</p>

<p>33.</p>	<p>Tresemme</p>	<p>U Unilever</p> <p>GRATIS ANTING/CERMIN CANTIK Setiap Pembelian Produk Perawatan Rambut Unilever (Termasuk Tresemme) Sembil Rp. 50.000*</p> <p>TRESemmé USED BY PROFESSIONALS</p> <p>SETIAP BELI 1 GRATIS 1 Shampoo Tresemme 340ml Conditioner 170ml</p> <p>detik.com</p>
<p>34.</p>	<p>Lifeboy</p>	<p>Lifebuoy</p> <p>BELI 12 sachet GRATIS 1 sachet</p>
<p>35.</p>	<p>Clear</p>	<p>DISKON 35%</p> <p>SEMUA CLEAR SHAMPOO & CONDITIONER kec. men 70 ml & Sachet</p> <p>CLEAR Shampoo 170 ml</p> <p>Rp 14.590</p>

36. HairX Black Shine Shampoo

"UNGKAP KECANTIKAN ALAMI RAMBUT HITAM YANG MEMESONA"

UNTUK RAMBUT KUSAM - SHIKAKAI EXTRACT -

7CARABES
02941212180
<http://redborneoteam.blogspot.co.id>
Red Borneo

83% LEBIH BERKILAU*

*Ya, sesuai dari Volume Boost shampoo vs shampoo standar.

① HairX Black Shine Shampoo
Diformulasikan secara khusus untuk rambut kusam dan leleh. Shampoo yang kaya isi membranihkan tanpa menghilangkan kelembapan, sekaligus meningkatkan kilau hitam alami. Dengan infusi ekstrak Shikakai yang sejuk, membantu untuk mennggi rambut tetap terasa lembut, kuat dan tampak sehat. 250 ml.
31827 ~~Rp 99.000,-~~
Rp 79.000,-

② HairX Black Shine Conditioner
Conditioner reseptil diformulasikan secara khusus untuk membangun kembali kilau hitam alami rambut Anda. Dengan infusi ekstrak Shikakai untuk merawat rambut kusam dan rusak dari akar mulai aplikasi pertama. 200 ml.
31828 ~~Rp 99.000,-~~
Rp 79.000,-

PERSONAL CARE
idofilame.com
79

37. Hairx Volume Boost Shampoo

Karena Rambut yang Lebat, Indah & Lembut Selalu Menjadi Tren

Rambut indah berasal dari kulit kepala sehat.

HANYA **Rp 69.000,-** PER PRODUK.

① HairX Volume Boost Shampoo
Shampoo yang ringan dengan Camomile Complex untuk memantulkah dan memberikan kesan lebih bersih kepada rambut. 250 ml.
32470 ~~Rp 99.000,-~~

② HairX Volume Boost Leave-in Conditioner
Leave-in conditioner ringan dengan Camomile Complex yang membantu menjaga rambut dan memantulkah kesan berkilau. 150 ml.
32471 ~~Rp 99.000,-~~

PERSONAL CARE
<http://idofilame.com/>

SURAT PERNYATAAN



Saya yang bertandatangan dibawah ini :

Nama Lengkap : Munawarah
N.P.M : 1402050285
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Speech Function in Shampoo's Advertisement

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong **Plagiat**.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Februari 2018
Hormat saya
Yang membuat pernyataan,



Munawarah

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum