

MOOD IN BODYTEXT OF SHAMPOO ADVERTISEMENT

Sri Nurbani¹, Asep Kadarisman²

¹*Faculty of Creative Industries, Telkom University, bani@tcis.telkomuniversity.ac.id,*

²*Faculty of Creative Industries, Telkom University, asep@tcis.telkomuniversity.ac.id,*

Abstract: There are four types of mood using by the copywriter in bodytext of shampoo advertisement to convey the message in order to persuade the reader: declarative, interrogative, imperative, and exclamative. Based on this phenomenon, it leads to two problem statements that writer needs to be rised, those are what mood types are in bodytext of shampoo advertisments and what mood type is the dominance in bodytext of Shampoo advertisement. The grand theory used to investigate this problem is theory of systemic Functional Grammar proposed by Halliday. The qualitative descriptive method is presented to analyze this reserach. The findings show that the mood type existed in bodytext of shampoo Advertisment are declarative mood, imperative mood, and Interrogative mood. The most frequently appear is declarative mood. The findings are useful for the copywriter in copywriting subject to consider that declarative mood, Imperative and Interrogative mood are as a way to deliver the message, and declarative mood can be the popular way to persuade the reader compared to engage directly with speech solicitation (Imperative).

Keywords: *Mood, Shampoo Advertisement, SFG.*

1. INTRODUCTION

Currently advertisements are very easy to influence event persuade people to buy the product advertised. In delivering the message it can be through images, texts or both. Through text, it can be found the speech act with the aim to demonstrate or provide information from the product advertised because advertising is one of ways to promote the product. Therefore the advertising company will make advertising as attractive as possible. Hence, the researchers are stimulated to do research deal with advertising. Since the formulation of the text deals with the structure, here called mood, it will determines the type of how the writer deliver the message (declarative, imperative, interrogative, exclamative) through the order of subject and finite. In other words, by chosing the order of subject and finite (mood), it determines the way (stragtegy) used by copywriter in rendering the massage with the aims that the reader can be persuaded. For further, it can change the attitude the reader/consumer.

Based on the theory of Systemic Functional Grammar (SFG) proposed by M.A.K. Halliday as the initiator in this field with the well known book *Introduction to Functional Grammar* (1985), language is a system of meanings, in other word, language is a meaning potential. Systemic Functional grammars, some linguists call it as systemic functional approach (SFA) or systemic linguistics (SL), it views language as a resource for making meaning. There are three functions of meaning based on Halliday & Mathiessen (2004), those are clause as message that deals with theme and *rheme*. Second is clause as exchange related with mood and *residue*. Then the last is clause as representation realized by transitivity. Theme and *rheme* form textual meaning, then mood and residue organise interpersonal meaning, and the transitivity deals with ideational meaning.

Mood is a very inportant part in the realtionship between speaker and hearer, reader and writer, or producer and consumer. Talking about relationship between producer and consumer, it is interesting to analyse the realtionship between producer and customer. Bodytext is one of the elements of advertisement that has a role as a tool to deliver the producer's message. Hence, it is interesting to make research dealing with the relathionship between customer and producer (copywriter) in bodytext of shampoo advertisements. Therefore the formulations of this study are

to find out the mood type conveyed in boodytext of Shampoo advertisement and what are the dominance of mood type in bodytext of shampoo advertisements.

2. THEORETICAL BACKGROUND

The relationship between writer and reader is the domain of interpersonal metafunction. Talking about interpersonal metafunction it talks about mood and residue. Halliday and Mattiessen (2004) argue that grammar of language is a source not only for talking about our inner or outer experiences of the world but also for communicating our attitudes toward and expectation to those with whom we interact. Interpersonal meaning clarifies the position of the speaker/writer and or listener/reader. The ways are: interactive, offering information in declarative sentence, demanding information in question, demanding goods&service in imperative sentence, presenting goods &services (offer). Mean while, other expert says that “the interpersonal metafunction uses language to encode interaction and to show how defensible or binding, we find our proposition or proposal” Butt, et al,(1995:13).

To analyse the mood there are two elements: subject (realized by nominal group) and finite (realized by primery verb or modal operator). Mean while residue consists of predicator (realized by verbal group), complement (realized by nominal group) and adjunct (realized by adverbial group, prepositional phrase).

There are two types of mood: Indicative and imperative. Indicative consist of two moods: declarative and interrogative, while the exclamative is part of interrogative according to experts: Sujatna (2013), Halliday&Mathiessen (2004), Deterding and Poedjosoedarmo (2001). The elements of mood mentioned above are as bellow:

(1)	You	'll	fell	the absorption	almost immediately
	Subj.	Fint.	Pred.	Compl.	Adjnc.
	Mood		Residue		

In data (1) *you* is subject (nominal group) and the finite is 'll (modal operator). Then *fell* is predicator, *the absorption* is complement and *almost immediately* is the adjunct.

In interrogative mood the order of mood element is different with declarative mood, see example bellow:

(2)	What	Did	You	do yesterday
	Wh-	Finite	Subject	
		Mood		
	Residue			

It is clear that the order of subject and finite is different with the declarative. In interrogative mood the finite exceeds the subject.

(3)	What	a beautiful day today	Is
	Wh-	Subject	Finite
	Residue	Mood	

(Sujatna, 2013:55)

This type of mood (3) is part of interrogative named exclamative mood. The order is wh-followed by subject and finite.

(4)	Put it there
	Residue

This mood type is named imperative, the order of the elements are subject followed by finite, or finite followed by predicator, or only predicator. Most of this type is residue only, like in example (4).

Advertisement or usually called advertising is a spectacle product that packaged in a series which contains various signs, illusion, manipulation, image, and meaning. Information through advertising is assessed directly or indirectly influencing the perception, understanding, and behavior of the people.

The term *advertising* defined in the Dictionary of Indonesian is as news order to encourage, persuade the general public that is interested in the goods and services offered.

Durianto (2003:1) states that Advertisement is all kinds of forms of activity which are all forms of communication to present and produce ideas, goods or services paid for by sponsor non personal. Purpose of advertising is to persuade or lead people to take action which beneficial for the advertiser. It is inline with previous experts Roderick (1980:4), Vestergard and Shredder:1985.

3. THE RESEARCH METHOD

The descriptive research method is chosen to run this research. The approach applied is Qualitative. According to Miles and Huberman (1992:16), the language analysis by using the qualitative approach includes several activities: collecting, reduction, analysis activity and take the result as the final.

The data used for this research is taken from from magazine namely *Cosmopolitan*, *Marie Clair*, and *Australian Women's Weekly* published from 2004 to 2008. The data also was downloaded from two websites on <http://images.search.yahoo.com> and <http://images.google.com>, the previous researcher downloaded the data September 2009.

Based on the theory, the first step in processing the data is collecting all shampoo advertisements and selects the shampoo advertisement with different brand, because it is possible that one brand has various versions of advertisements. After that, all the data are separated into groups of headline, subhead and bodytext. The last is analyzing the text on bodytext based on the types of mood, then determines which one is the dominance.

4. RESULT AND DISCUSSION

4.1 Mood in Bodytext of Shampoo Advertisement

Interpersonal metafunction is dealing with clause as exchange. Type of mood indicates the exchange itself. When people is delivering something, he must exchange something, it could be demanding something as exchange or giving something. This is can be relized by mood choices.

From the analysis of mood to the 25 paragraph of bodytext in shampoo advertisement, it shows that copywriter in making their speech through clause he/she uses three mood types, those are declarative, imperative and interrogative.

4.1.1 Declarative mood



Figure 1. Print ad of Lustre-Crème Shampoo.
 (Source: <https://www.google.com/search?q=lustre+creme+shampoo&lien>)

According to the theory, the order of subject and finite is indicating types of mood. In declarative mood the order of finite and subject is subject followed by finite. The data note that the declarative mood has 97 items from 124 items. The declarative mood is as bellow:

1a	(We)	(Are)	Introduce (-ing)	the newest form of Lustree-Crème Shampoo-rich, lanolin-blessed Liquid Lustree-Crème
	Subj.	'Pres.' finite	Introduce Pred.	Compl.
Mood			Residue	

From the data above, the subject *we* (Ellipsis) is followed by finite *are* (Ellipsis), it indicates that the mood type of clause (1a) is declarative mood. It means that the mood choice conveyed by the advertiser/copywriter in delivering their message in order persuading the reader is through declarative mood. It can be inferred that the advertiser/copywriter is giving the information through statement dealing with the advantage of the product or selling point of the product. By giving the information the advertiser/copywriter hopes that customer can be influenced.

4.1.2. Imperative Mood

In imperative mood, the theory said that the order of mood elements is various, it could be subject followed by finite, or finite followed by residue or residue only. But in general, people prefer ellipsis the subject, so it will be only the residue, it happens to this research, most of the data shows that case.

26	Try	it	now-during this Special Introductory Offer!	
	Pred.	Compl.	Adjnc.	
	Residue			

Advertiser/copywriter ellipses the subject and finite, therefore, it remains the predicator, complement and adjunct as the elements of residue. This pattern is imperative mood. It builds demanding the goods & services which is realized by the command. The form of speech function is command or demanding the consumer to do something for the advertiser, since the genre of the text is advertisement which has the aim to persuade the consumer. Therefore, the speech tends to suggestion or instruction, in other words, command in the smooth way. Hence, it can be inferred that the advertiser/copywriter suggests the consumer to try the shampoo during the special offer.

4.1.3 Interrogative Mood



Figure 2. Print ad of VIVE Shampoo
(Source: <https://www.google.com/search?q=vive+pro+shampoo&client>)

The order of subject and finite in this mood type is finite followed by subject (for polar interrogative), in addition just add wh-, for wh-question. The finding is bellow:

42	Have	you	discovered	the newest, most magical ingredient	for your hair
	Fint.	Subj.	Pred.	Compl.	Adjnc.
	Mood		Residue		

The data shows that finite is followed subject, it indicates the interrogative mood. *Have* is finite, while *you* is subject as elements of mood. The speech above indicates demanding the information from the consumer. Since the genre is advertisement, then the speech function of this sentence is question with the aim to trigger the consumer dealing the information of the benefit or advantage the product. By giving the trigger, advertiser/copywriter hopes that consumer can be influence by the information and can be persuaded to buy the product as the result.

4.2 The Dominant Mood Type

From the data, declarative mood is dominating the choice of mood. The result notes that the declarative mood reaches 97 clauses from 124, followed by imperative mood and the last is interrogative. The chart is as below:

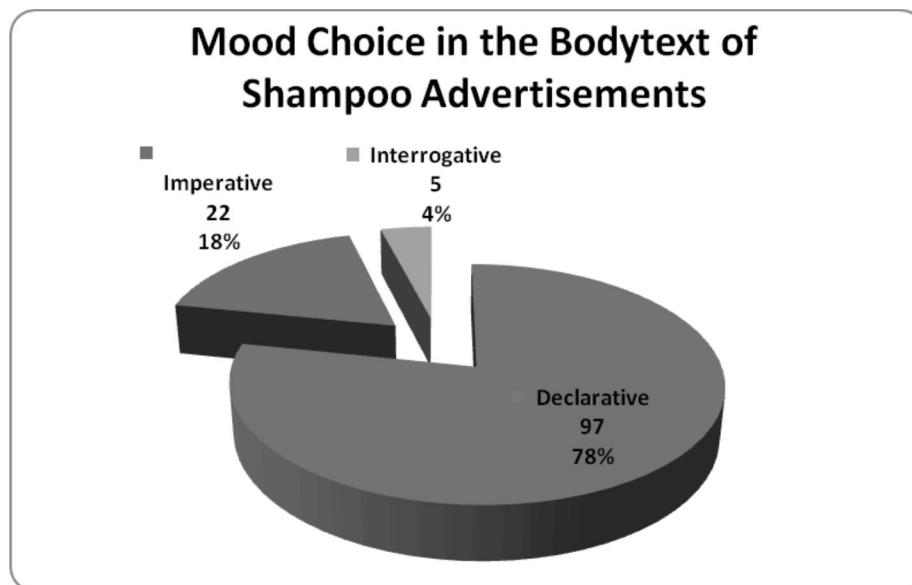


Figure 3: The distribution of mood types in bodytext of shampoo Advetisement

The data shows 78% or equal with 97 items of declarative mood, followed by imperative about 22 items equal with 18%, and the last is interrogative with 4% equal with 4%. It means that declarative is the most used by advertiser/copywriter of bodytext shampoo in rendering their message.

5. CONCLUSION

There are three types of mood used by the advertiser/copywriters of shampoos advertisement in rendering their message to influence or even persuade the reader through bodytext. Those are declarative, imperative and interrogative. Declarative mood is the most dominant used by advertiser/copywriter in forming the bodytext of shampoo advertisement. By giving the information about the advantages of the product and consumer insight through declaration, advertiser/copywriter hopes that reader could be easier to be influenced, then the reader can change their attitude, as the aim of the advertisement compared by giving command directly to the reader or consumer.

REFERENCES

- Butt, Detal. 1995. *Using Functional Grammar: An Explorers' Guide*. Sydney: NECTAR.
- Deterding, D. & Poedjosudarmo, G. 2001. *The Grammar of English*. Singapore: Prentice Hall.
- Gerrot, L. & Wignell, P. 1995. *Making Sense of Functional Grammar*. Sydney: Gerd Stabler.
- Goddard, Angela. 1998. *The Language of Advertising*. London: Routhledge.
- Lutz , William. 1989. *Double Speak*. New York: Blonde Berar, Inc.
- Halliday, M.A.K. 1985. *An Introduction to Functional Grammar*. London: Edward Arnold.
- Halliday, M.A.K. 1994. *An Introduction to Functional Grammar: Second Edition*. New York: Edward Arnold.
- Halliday, M.A.K. & Matthiessen, Christian M.I.M 2004. *An Introduction to Functional Grammar, 3rd Edition*. London, Arnold.
- Jeffkins, Frank. 1997. *Periklanan*. Jakarta: Penerbit Erlangga.
- Kasali, Reynald. 1992. *Manajemen periklanan konsep dan aplikasi di Indonesia*. Jakarta.: Grafiti Medika Pers.
- Krugman D.M. 1994. *ADVERTISING ITS ROLE IN MODERN*. United States of America. The Dryden Press.
- Miles, Matthew B. and A. M. Huberman. 1992. *Analisa Data Kualitatif*. Jakarta: UI Press.
- Roderick, W. (1980) *Advertising: what is and how to do it*. Surrey: Routledge
- Sujatna, E.T. 20013. *Understanding Systemic Functional Linguistics*. Bandung: Unpad Press.
- Sujatna, E.T. 20013. *Mood System and Transitivity of Airlines Slogan, a comparison of national and regional Airlines*. International Journal of English Linguistics. Vol.3. No.3 (2013).
- Vestergard and shredder (1985). *The language of dvertising* . Oxford University Press