SYSTEMIC FUNCTIONAL APPROACH IN THEMATIC STRUCTURE OF ONLINE ADVERTISEMENT TEXTS

Windy Wahju Purnomo*
English Department, Universitas Gajayana, Malang
*Corresponding Author: windywahyupurnomo@unigamalang.ac.id

ABSTRACT

Research on advertisement text has been conducted by many researchers. However, analysing unit of information in the advertisement text is still rare. This study is still interesting because it analyses the language used in online advertisement text using textual meaning of systemic functional approach. This research is qualitative descriptive research where the researcher's main purpose is describing the phenomena without any manipulation of data. The data of this research are taken from online advertisement text taken from Sheraton hotels published on internet. This is to find out the level of grammatical structure of information unit in online advertisement and the thematic structure of the unit of information on online advertisement. It is found out that the information unit of the online advertisement is mostly realized in the independent clause. Word and dependent clause are the least frequently used. Clause theme system which is appropriate for this stage is topical unmarked themes. They are used to focus the audiences' attention to the part of the services which are necessary to be presented to the audiences. Another form of theme which fulfils the appropriate system is topical marked themes which refer to the advertised products or services. The result of the theme system analysis shows that all the unit of information in the advertisement text contains some topical marked theme and unmarked theme. Finally, this study is useful for the advertisers to help them constructing language of advertisement.

Key words*: Online Advertisement texts; Information Unit; Theme: Structure of Information*

Introduction

Advertisement is a form of public announcement expected to promote the sale of commodity or service to present ideas or to bring about some other effects desired by the advertisers. In the era of information and globalization, nearly all human activities are done based on the information they got through visually and graphically. Sudiana (1986, p.1) mentioned that the scientists concluded that 80 percents of the human activities in accessing information is caught in visual and graphic. Therefore, advertisement will take an important role in spreading information and ideas to the public since advertisements are made to produce awareness and knowledge, to create liking and preferences and to stimulate thought and action.

To spread out the information of the ideas, and information of products and services, some media are required. The media are like newspaper, television, direct mail, magazine, radio, and word for word communication as the tradition means of communication. Besides those conventional media of advertising, online media of advertisement is becoming more popular. Online advertising which is also recognized as online marketing, Internet advertising, digital advertising or web advertising, defines as a form of advertising that uses internet to promote products and services to audiences and platform users (Wikipedia).Based on the social function

of media above, the texts of advertisement written in media must be legible and easy to read and the message can be caught easily and may stay longer in the brain of the readers. Therefore, advertisement text must give attractive impression to the readers. As consequence the advertisers are trying hard to present the message of the information or message as informative as possible.

The configuration of theme development will help the readers in understanding the message of advertisement. The message which is realized or written in the form of writing can be indicated by the types of their themes. Such kind of theme is recognized as clause themes. A clause consists of themes and rhemes. Basically theme is known as the starting point of information while rheme is the information situated after themes. As stated by Halliday (1985a, p. 38) in English as the other languages, the clauses are organized as a message by having special status assigned to one part of it. One element in clauses is enunciated as the theme.

In functional concept, language relates to the three aspects of meaning of the clause. These are the three kinds of meaning that are embodied in human language as a whole, forming the basis of semantic organization of all natural languages. These refer to the metafunction and they are used in the terms of ideational, interpersonal and textual (Halliday, 1985a, p.53).

In connection with the research background above, the researcher formulated the research objectives as follows: the grammatical structures are used in the online advertisement text, the types of thematic realization of the online advertisement text.

Research Methodology

This research is descriptive qualitative. It is qualitative research because the researcher does not include any calculation or enumeration. It is as stated by Moleon that qualitative research is a type of research which does not include calculation or enumeration (1990, p.2). it is also descriptive because the researcher describing the data in details.

The data of this research are the parts of advertisement text written in online advertisement of Sheraton Hotels. They are in the form of words, phrase and clauses within the text of advertisement. 3.4 Data analysis

The collected data are analysed on the types of grammatical structure such as phrase, clause or sentence. The clause themes are analysed using the textual meaning approach of SFG. The advertisement texts clause themes are categorized. The data are interpreted. Finally, conclusion is taken.

Finding and Discussion

Finding
The advertisement text is full page seven slides of online advertisement. The advertisement which contains text, illustration, slogan, and logogram. The illustration shows the picture in each slide. The picture of illustration illustrated the great building of the hotel, the food preparation indicated by a chef who does cooking under the umbrella with the background of beach scenery of beach, the beautiful illustration of the lobbies which imitates the inspiration from public

square to invite guests and locals to come together and connect., the map which showed the history of the hotel, the refreshed best public rooms or spaces for having meeting, discussion and gathering, various activities and facilities which can be done in the hotel, person viewing the scenery of the city with some high scraper buildings, and some social media that can be used to do reservation and names logo and marks of hotels identification.

The slogan is used as an identification device with the major function to be one of the keynoting campaigns. The tagline slogan of the Sheraton is "Sheraton. Where the world comes together". This text presents information to persuade the readers by means of emphasising on the advantages of the Sheraton. Therefore, this type of advertisement is classified as the competitive advertisement.

Table 4.1 The grammatical structure of unit of Information

No	Text	Grammatical Structure	Explanation of the text
1.	Sheraton	Word	Sheraton (The heading of the Advertisement)
2.	Where the world comes together	Dependent clause (Adjective Clause modify Sheraton)	Sheraton where the world come together reflects the Sheraton's *commitment to creating places where guests from around the world can come together*.
3.	Explore the world (Sheraton explore the world)	Elliptic clause of independent clause with subject elision.	Sheraton explores the worlds means that there are currently 446 Sheraton hotels in 74 countries and territories around the world.
4.	Sheraton Hotels	Noun phrase	The Sub heading
5.	At the heart of communities for over 80 years	Preposition phrase	Sub-sub heading
6.	Bringing people together is what we've done since opening our first Sheraton in 1937.	Independent clause (simple clause)	Body text. It describes the aims if Sheraton first built.
7.	Now we're deeply rooted in over 400 communities across the globe.	Independent Clause (simple clause)	Body text. It explains that Sheraton has been in many countries all over the world.
8.	We are proud to act as a point of connection for	Independent Clause (simple clause)	The management of the hotel proud …

	millions of travelers, many just like you.		
9.	Welcome.	Independent Clause (simple clause) Imperative Clause	Invitation to come to hotel
10.	See the world	Independent Clause (simple clause) Imperative Clause	Invite and want the readers to see.
11.	Find us at the hearts of hundreds in communities in 70+countries worldwide.	Independent Clause (simple clause) Imperative Clause	Invite and want the readers to find.
12.	Stay with us	Independent Clause (simple clause) Imperative Clause	Invite and want the readers to stay in the hotel.
13.	Sheraton is everywhere you want to be	Independent clause (complex Clause with adjective clause)	Printed bigger to indicate the sub heading
14.	New gathering spaces await; discover our hotels	Independent Clause (simple clause) Imperative Clause	Invite and want the readers to discover the new gathering space of the hotel.
15.	Sheraton reston hotel	Noun phrase	Introducing Sheraton reston hotel
16.	Visit hotel	Independent Clause (simple clause) Imperative Clause	Invite and want the readers to visit
17.	History In The Making	Noun phrase	Sub heading
18.	Our past, present, and exciting travel future	Noun phrase	Telling about what happens in the past, now and in the future.
19.	1937. 1947. 1958. 1960. 1985. 2013. TODAY	Noun phrase	Providing detail information of the year from the past to the present.
20.	1937 Humble beginning	Noun phrase	Telling the year of the beginning of the hotel.
21.	Sheraton founders Ernest Henderson and Robert Moore acquire their first hotel in Springfield, Massachusetts.	Independent clause (declarative clause)	Describing the fouders of the hotel.

22.	The best work is done together	Independent clause (declarative clause)	Sub heading
23.	We are your connection pints.	Independent clause (declarative clause)	Describing the positive side of the hotel.
24.	With varieties of venues and flexible meetings spaces in a multitude of destinations, we will help you make the most of your time together	Independent clause (declarative clause)	Explaining varieties of venues and flexible meetings spaces in a multitude of destinations
25.	Join our community	Independent Clause (simple clause) Imperative Clause	Invite the readers to join the community.
26.	Discover your world	Independent Clause (simple clause) Imperative Clause	Sub heading
27.	Marriott Bonvoy gives you access to world-class benefits, free nights, exclusive experiences and so much more.	Independent clause (declarative clause)	Explain the Marriot Bonvoy.

Table 4.2 The frequency of clause as unit of information

No	Unit of information	Frequency	Percentage
1	Word	1	3.7%
2	Phrase	7	26%
3	Clause (dependent clause)	1	3.7%
4	Clause (Independent clause)	18	67%
5	Total	27	100%

From the all the level of unit of information it is found out that the independent clause including declarative and imperative clause appears the most frequently unit of information that is 67%. Meanwhile word and dependent clause only appear 1 or 3.7 % which is the least type of grammatical level.

Table 4.3 The themes in each clause are realized as below:

No	Text	Textual theme	Interpersonal theme	Marked theme	Unmarked theme
1.	Sheraton	-	-	-	-
2	Where the world comes together	+	-	-	+
3	Explore the worlds			+	
4	Sheraton Hotels	-	-	-	-
5	At the heart of communities for over 80 years	--	-	-	-
6	Bringing people together is what we've done since opening our first Sheraton in 1937.	-	-	-	+
7	Now we're deeply rooted in over 400 communities across the globe.			+	
8	We are proud to act as a point of connection for millions of travelers, many just like you.				+
9	Welcome.			+	
10	See the world			+	
11	Find us at the hearts of hundreds in communities in 70+countries worldwide.			+	
12	Stay with us			+	
13	Sheraton is everywhere you want to be				+
14	New gathering spaces await; discover our hotels				+
15	Sheraton reston hotel	-	-	-	-
16	Visit hotel			+	
17	History In The Making	-	-	-	-
18	Our past, present, and exciting travel future	-	-	-	-
19	1937. 1947. 1958. 1960. 1985. 2013. Today	-	-	-	-
20	1937 Humble beginning	-	-	-	-
21	Sheraton founders Ernest Henderson and Robert Moore acquire their first hotel in Springfield, Massachusetts.				+
22	The best work is done together				+
23	We are your connection pints.				+
24	With varieties of venues and flexible meetings spaces in a multitude of destinations, we will help you make the most of your time together	+			+
25	Join our community				+
26	Discover your world				+
27	Marriott Bonvoy gives you access to world-class benefits, free nights,				+

	exclusive experiences and so much more.				

Table 4.4 The frequency of structure of theme type

No	Type of theme Rheme	Frequency	Percentage
1	Textual	3	10%
2	Interpersonal	0	0%
3	Marked	7	23.3%
4	Unmarked	9	30%
5	Rheme	11	36.7%
6	Total	30	100%

According to table of thematic structure above, it reveals that the most frequently type of theme is unmarked. It reaches 30%. However, the unit information as rheme is 36.7%.

Discussion
Grammatical structure which is most appears in the information unit of the advertisement is independent clause (simple sentence with declarative and imperative mood). One word and one dependent clause are also found out as the least frequently appeared.

Clause theme system which is appropriate for this stage is topical unmarked themes. They are used to focus the audiences' attention to the part of the services which are necessary to be presented to the audiences. Another form of theme which fulfils the appropriate system is topical marked themes which refer to the advertised products or services. The result of the theme system analysis shows that all the unit of information in the advertisement text contains some topical marked theme and unmarked theme.

The clause themes which appropriate for this stage are those which position the audience as the topical unmarked themes to make impression that they are directly addressed by the advertisers.

Conclusion
The information unit of the online Sheraton advertisement is mostly realized in the independent clause. Word and dependent clause are the least frequently used. Clause theme system which is appropriate for this stage is topical unmarked themes. They are used to focus the audiences' attention to the part of the services which are necessary to be presented to the audiences. Another form of theme which fulfils the appropriate system is topical marked themes which refer to the advertised products or services. The result of the theme system analysis shows that all the unit of

information in the advertisement text contains some topical marked theme and unmarked theme. The clause themes which appropriate for this stage are those which position the audience as the topical unmarked themes to make impression that they are directly addressed by the advertisers.

REFERENCES

Chadwick, A. B. 1991. Metode *Penelitian Ilmu Pengetahuan Sosial*. Semarang: IKIP Semerang Press.

Gaw, A. W. 1969. *An Outline of Advertising*. New Jersey: Littlefield Adam co.

Halliday, M. A. K. 1985. *An Introduction to Functional Grammar*. Sydney: Edward Arnold Publishing.

Halliday, M. A, K, & Matthiessen, C. 2004. An Introduction to Functional Grammar. Great Britain: Arnold.

Kasali, R. 1992. *Manajemen Periklanan: Konsep dan Applikasinya di Indonesia*. Jakarta: PT Temprint.

Martin, J. R. 1992. *English Text: System and Structure*. Philadelphia: John Benjamin Publishing.

Moleong, L. J. 1993. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.

Sudiana, D. 1986. *Komunikasi Periklanan Cetak*. Bandung: Remaja Karya CV.

Susanto. 1977. *Komunikasi dalam Teori dan Praktek*. Bandung: Bina Cipta.

https://news.marriott.com/news/2022/12/29/global-transformation-of-sheraton-hotels-resorts-gains-momentum-throughout-greater-china

https://en.wikipedia.org/wiki/Online_advertising

https://sheraton.marriott.com/