Understanding features and benefits: An analysis of ideational meaning in youtube video advertisements

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ABSTRACT

Features and Benefits are the two important elements in advertising that marketers usually use to get the audiences' attention about products or services that they try to offer. By employing a features and benefits theory by Bly (2005) along with transitivity theory by Halliday & Matthiessen (2004), this study focused on the way features and benefits are distributed and represented in smartphones, e-commerce, and makeup YouTube video advertisements. This study used a descriptive qualitative method to explain or interpret the data. This study discovered that features occur more dominantly with 63.27% in smartphones, 51.11% in e-commerce and 54.84% in makeup YouTube video advertisements. Meanwhile benefits are only used 36.73% in smartphones, 48.89% in e-commerce and 45.16% in make up YouTube video advertisements. In other words, all of these three categories used more features than benefits in advertising their products and services. These findings indicate that features meet the potential buyers' needs and solve their problems as features describe the important aspects that potential buyers are looking for. As for the transitivity process, these three categories of YouTube video advertisements frequently use both relational process and material process. The relational process expresses the product features and attributes, while the material process suggest that these advertisements are typically concerned with actions and events. This is in line with the advertising copywriter's strategic goal which generally aims to persuade potential buyers and arouse their interest in the products and services being advertised.

Keywords: *Benefits, copywriting, features, transitivity, YouTube video advertisements.*

INTRODUCTION

Nowadays, the general purpose of an advertisement has improved gradually over time. One of the basic purposes is that an advertisement is used as a marketing program, which is to promote or sell a product or service. Through advertisements, a company tries to familiarize the customers with their product or service. That is why, a company always tends to promote a favourable attitude toward the customers, so that the product or service will be easy to sell. Accordingly, the goal of an advertisement is to improve the buyer's rating with regard to the product advertised with the other competing brands.

The purpose of an advertisement is also to increase the recognition of a brand name or product. That is the way to communicate information about the availability of the product to the public. When a brand-new product or service enters the market, the company would not easily gain the favor of the customers, unless they are well informed about their new product or service. This is where awareness about the brand must exist, before a favourable attitude toward the brand can be developed. If the customers are not aware of the product, they will think twice in purchasing the product. Again, advertising puts the product into the customer's set of choices.

The other general purpose of advertisements is to build a company's image. Practically, most companies will try to build their image through advertisements. Some of them consider it as the primary objective of the advertisement. For example, *Samsung*, *Shopee,* and *Maybelline* are the three different category companies that have built up their image through advertisement. They are successfully selling their product or service through advertisements. It is largely assumed that if the company has some image or reputation in the market, it will be easy to sell its product or service. Another example, Samsung's brand-new smartphone is very costly; yet it has good sales because of its image.

The advertisement process has also experienced some major milestones back to the days when

advertising was carried out via radio, old televisions, and billboards. Now, the advertising world has shifted. Rather than producing the sell mentality, most companies try to focus on building a company's image and brand awareness. Furthermore, the development of advertising constantly had to adapt and change to suit the new mediums and an increasingly savvy audience. Despite the different selection of processes that began to emerge, advertisements only had one purpose, which is to sell.

The evolution of advertisements has also created several selections of advertising media. This selection includes offline and online advertising. Offline advertising is commonly referred to as "traditional advertising". Offline advertising targets customers through channels that are considered more traditional. The examples of the channels are television, printed media (magazines or newspaper), radio, billboards, brochures or flyers and direct mail. Online advertising, on the other hands, is the term for all the different ways to sell and advertise online. Here, all of the digital and internet-based channels help advertisers to gain wide customers with their messaging. These channels include; websites, mobile ads, display ads and e-mail. The main component of online advertising is to use technology as a vehicle for creating and delivering advertisements. Online advertising can also give some major impacts. It has opened up a world of possibilities for those who are trying to advertise digitally. Particularly to customers in groups who are very active in searching the internet, browsing the social media and checking out various websites. Doubtlessly, online ads can be found when someone is watching a video on YouTube, playing games on smartphone or searching something on Google. As now, one of the most promising digital platforms in promoting products or services is YouTube. It is no surprise that YouTube can be used as an effective digital marketing platform, since online video advertisement is still a relatively new and such a promising concept (Plummer et al., 2007).

Using YouTube as a digital marketing platform gives both advantages and disadvantages for all marketers. The first advantage is that YouTube can access to a wider audience since it has a video-streaming system as a whole package. Secondly, YouTube is currently having millions of users which makes numerous video production companies use YouTube as a platform to promote their companies. Lastly, YouTube will not only gain a local audience, hence, will also make an audience around the world. Hence, it will reach out possible clients, future employees and potential customers that will ultimately aid the business to grow.

Besides the advantages, there are some of the disadvantages in using YouTube as a marketing platform. The widespread use of this platform has made an influence on the way marketers design their ads strategy (Nielsen, 2012), in this case, marketers will need a lot of time in creating marketing content and it is consumed a lot of time. By using YouTube, marketers must face global competition, and it can be a challenge to stand against other competitors. Other than that, any negative feedback or criticism of the brand can damage the brand's reputation.

The notion of ideational meaning and features – benefits in YouTube video advertisements is important to observe due to its unique characteristics which are distinct from the other kinds of advertisements. The element of both ideational meaning and features – benefits may point out the type of advertisement based on the occurring text in the video. The combination of these two elements in video advertisements carry out specific characteristics which may not be employed by the other kind of advertisements. Thus, the notion concerning the ideational meaning and features – benefits may contribute as substantial sources in the field of linguistics and copywriting.

In this academic field, ideational meaning and features – benefits of video advertisements have not been profoundly discussed in previous studies. To support the statement, there are several related studies in YouTube advertisements

and Ideational Meaning. Dehghani, Niaki, Ramezani and Sali (2016), for instance, conducted a study about the influence of YouTube advertising in human behavior, using sample and data collection as a method. This study identified four possible dimensions towards YouTube advertising (i.e., entertainment, informativeness, customization and irritation) which then affected the value of the brands. The conceptual hypotheses are positively associated with brand awareness, which in turn influence a purchase behavior. Meanwhile, study about ideational meaning iswas conducted by San-san, Hartono and Ryandari (2018) who examined Ideational Meaning processes behind Cosmopolitan magazine ads, using Transitivity Halliday's (1994) as the theory. This study revealed the ideology and the process of Ideational Meaning behind a female magazine, Cosmopolitan. In analyzing the process of Ideational Meaning, the writer discussed six types of processes which were material (doing/event) process, mental (thinking/sensing/feeling) process, relational (attributive/identifying)

process, behavioral process, verbal process and existential process. The results show that the advertisements are dominated by beauty as the ideology and relational process as the process of Ideational Meaning.

This present study, then,aims to elaborate more on the discussion of ideational meaning and features – benefits of video advertisements which are advertised on YouTube as a means to address the research gap. This study is based on Systemic Functional Linguistics by M. A. K Halliday (1984) and Halliday and Mathiessen (2004) particularly regarding the application of the one of the SFL three metafunctions, which is ideational. This study aims to investigate the generic element of video advertisements. Thus, the analysis follows the theoretical framework of Halliday (1948). Furthermore, the copywriting element analysis is conducted following the perspective of Bly's (2005) idea to seek the pattern of features and benefit element distributed in the video advertisement and its contribution to complement the generic structure of an

advertisement.

METHODOLOGY

This research applied a qualitative approach to analyze the Youtube video advertisements of three different categories, which are smartphones, e-commerce, and makeup in order to advertise their products and to find profound and detailed descriptions of the related issues. Berg (2007) claims that qualitative research refers to meanings, concepts, definitions, characteristics, symbols, and description of things; thus, a qualitative method is ideal to be applied in this study. This research also used a descriptive method to examine the issue. Since it aims to examine and reveal the features and benefits that can be identified and highlighted in the video advertisements of online shops in Indonesia.

The data of this study were taken from the three categories of online shops in Indonesia Youtube videos; e-commerce, make-up, and smartphones with five different brands

from each category. Firstly, for e-commerce, there are *Shopee, Lazada Indonesia, Tokopedia, Bukalapak, and JD.ID*. Secondly, for make-up, there are *Wardah, Maybelline, L'Oreal, Revlon, and Make Over*. Lastly, for smartphones, there are *OPPO, REAL ME, VIVO, XIAOMI, and Samsung*. This study selected five videos from each category to identify and analyze the features and benefits by using Bly's (2005) features and benefits in the advertisement. After sorting out the videos, the process of transcription was conducted. All of the fifteen chosen videos must be watched and listened carefully in order to write a clear and valid transcription.

Regarding the process of data analysis, it was carried out in several steps; the first step is all the transcripts form YouTube advertisements are inserted into a form of table. The second step is each caption then transformed into a clause unit. In the third step, each clause is identified and classified as features or benefits by reffering to Bly's (2005) perspective or feature and benefit in advertisement. The fourth step, the

clauses that contain features and benefits are then analysed by using Halliday & Matthiessen's (2004) transitivity process to discover the ideational meaning of the verbal expression and how ideational meaning is realized in the text. In the fifth step, the possible patterns are then highlighted and all the findings are interpreted. Last but not least, the conclusions are drawn.

FINDINGS AND DISCUSSION
General Overview of Findings

As discussed previously, there are two main elements in the production stage of copywriting (Bly, 2005). Those are feature and benefit. Feature is the basic information or the description of the products. Feature also can be easily described as a physical characteristics or facts about the product. Feature is usually told about the specific parts, and the description always focuses on the appearance of the service or product. Meanwhile benefit is the result that the users will experience by using the products or services. This section introduces findings related to the distribution of features and benefits of YouTube video advertisements,

including smartphones, e-commerce, and makeup categories. According to the results of the data analysis, the distribution of features mainly appeared in the three types of advertisements, since features used to view physical characteristics or facts about the products. Figure 4.1 below shows the distribution of features and benefits in advertisements.

The General Distribution of Features and Benefits in YouTube Advertisements
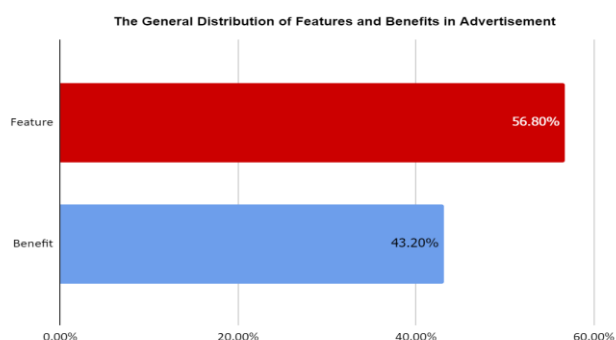

Figure 4.1 The General Distribution of Feature and Benefits in Advertisements.

Figure 4.1 shows how feature and benefit are distributed in the overall three categories of YouTube advertisements. In the overall results, the distribution of feature in the three advertisements is shown as the most

frequently distributed than benefit with the occurrence of 71 times (56,80%). On the other hand, benefits appeared only 54 times (43,20%). A more detailed explanation of the occurrence of features and benefits in the overall advertisements are explained below.

Example (1) is an example of a feature:

1. *Portrait mode can find big beauty in tiny moments*

In the example (1) above indicates a feature because this smartphone has a spec which is a camera with a portrait mode feature. The portrait mode emphasizes the feature that the phone has. It is clearly described what the product has or is, as in accordance with Bly's (2005) theory of features and benefits.

Example (2) is an example of a benefit:

2. *Mi 10 can bring your portraits to life.*

In the example (2) above, the benefit is identified through the words *'can bring your portraits to life'* which tells

about the outcomes or the result that the potential buyers can get as a result of the feature. by saying *'bring your potraits to life'* it indicates that the benefit will, hopefully gives the users another level of experience by using Mi 10 as their phone.

In general, this section found that features are the dominant component in advertisements, and it is in line with Bly's (2005) theory of features and benefits which explained that features is a descriptive fact about a product or service, it is what the product is or has. Features also ended up meeting the needs of potential buyers and solved their problems.

The Distribution of Features and Benefits in Three Categories of YouTube Advertisements

This section reports the findings associated with the distribution of features and benefits in three categories of Youtube video advertisements, which are smartphones, e-commerce, and makeup. In this finding, every category of Youtube video advertisement has relatively the same

pattern. These categories used more features to advertise their products and services. Figure 4.2 below shows the distribution of features and benefits in three categories of Youtube video advertisements.
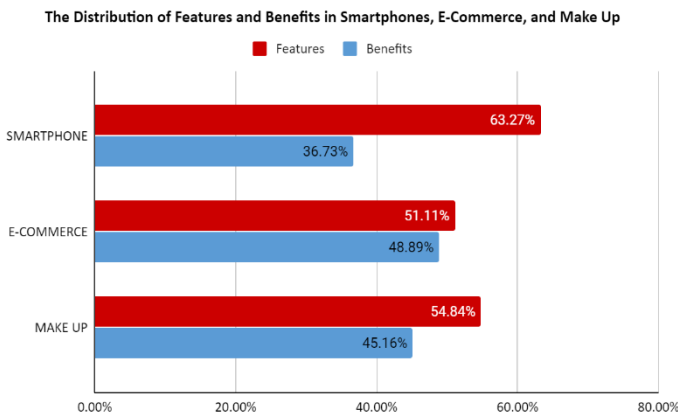

Figure 4.2 The Distribution of Features and Benefits in Smartphones, E-commerce, and Makeup.

a. The Distribution of Features and Benefits in Smartphones Advertisements

In smartphone advertisements, features are used more frequently than benefits with the occurrence of 31 times (63,27%). Meanwhile, benefits appeared 18 times (36,73%).

Example (1) is an example of a feature in a smartphone advertisement.

1. Mi 10 has 108MP quad camera.

The example above clearly describes the feature which existed in the smartphone advertisements. The clause shows that Mi 10 has 'quad-camera' as the feature which the potential customers can get if they buy the phone.

Example (2) is an example of a benefit in a smartphone advertisement.

2. Mi 10 108MP quad camera can discover surprises in every detail.

As example 1 tells about the feature of Mi 10 smartphone, this example above identifies the benefits. It tells the audiences that the 'quad camera' which is a feature, 'can discover surprises in every detail' which is a benefit. This is suitable with the theory Bly's (2005) stated that benefits is what the product does, it is what the user of the product or service gains as a result of the features.

b. The Distribution of Features and Benefits in E-Commerce Advertisements

In e-commerce advertisements, features also appeared more frequently than benefits, with the occurrence of 23 times (51,11%). However, the difference between the occurrence of features and benefits in this category is almost the same. Here, benefits have appeared for 22 times (48,89%).

Example (1) is an example of a feature in e-commerce advertisements.

> 1. *JD.ID dijamin original.*
>
> *(JD.ID original guaranteed).*

The example above is clearly a feature, because JD.ID guaranteed their customer that their e-commerce is original. It means that this e-commerce is not a clone from other e-commerce

Example (2) is an example of a benefit in an e-commerce advertisement.

2. *Anda dapat belanja #dirumahaja.*

(You can shop #justathome).

Here is the benefit of using JD.ID. This e-commerce provides comfort to their audience for doing online shopping. Their customers can use this e-commerce to buy something they need just from home, which is very beneficial.

c. The Distribution of Features and Benefits in Makeup Advertisements

Lastly, in makeup advertisements, features still appeared more frequently than benefits. Features appeared 17 times (54,84%) and benefits appeared 14 times (45,16%). The occurrence of features and benefits in this category also have a little difference.

Example (1) is an example of a feature in makeup advertisements.

> 1. *Wardah velvet matte lip mousse memiliki formula yang easy to set*
>
> *(Wardah velvet matte lip mousse has an easy to set formula)*

The word 'memiliki' in this case directs to a clarification of the presence of feature. Here, the feature

that wardah Velvet lip mousse has is 'an easy to set formula'

Example (2) is an example of a benefit in makeup advertisements.

2. *You can feel the color comfort.*

This clause clearly simplifies the benefit that when the customer uses this product, Wardah as the online shop claims that the customer will feel the color comfort. It comes under benefits since it might be beneficial to the users or customers as a result of the feature.

The General Representation of Features and Benefits in YouTube Advertisements

This section describes the general findings on the representations of features and benefits in YouTube video advertisements. The results of data analysis reveal that the material process is the most frequently used type of process, followed by the relational process.

As stated in the previous chapter about the process of transitivity, there are six main processes in transitivity. Those processes are material, mental, verbal, behavioural, existential and relational. According to this case, the results of the data analysis shows that most of the advertisements in these three categories, which are smartphones, e-commerce, and makeup, are mainly expressed through a material process. In contrast to the results, the material process usually shows an attempt to make the target audience "experience" something related to the product/service offered in the advertisement. On the other hand, the main job of advertisements is to try to convey an idea that the offered products/services can do something, or the target customers can experience something by using them. Figure 4.3 below shows the general representations of features and benefits in advertisements.

The General Representations of Features and Benefits in Youtube Advertisements
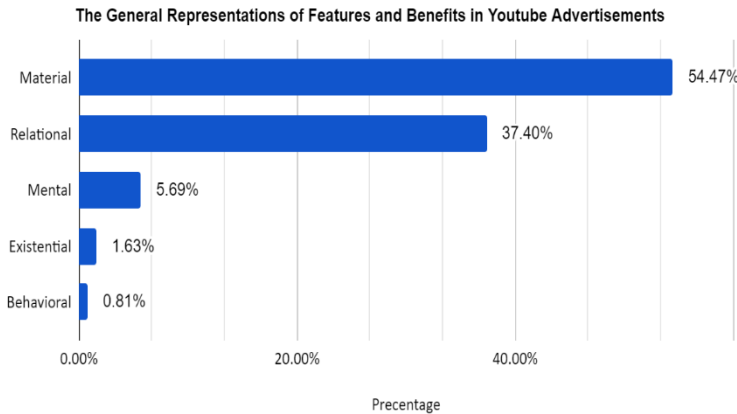

Figure 4.3 The General Representations of Features and Benefits in Youtube Advertisements.

In the advertisements, the material process is used more frequently than the other processes with the occurrence of 67 times (54,47%％). Followed by the relational process that appeared 46 times (37,40%), then the mental process that appeared 7 times (5,69%), the existential process which appeared 2 times (1,63) and the last one is behavioral process which appeared only one time (0,81%). The rest of the process is the mental process which did not appear at all in the data. Examples (1) through (5) show each type of process appeared in the data.

Example (1) is an example of the material process.

OPPO A5s	Menawarkan	Waterdrop screen
Actor	Pr:Material	Goal

The example (1) above uses the material process "menawarkan". The participants use "OPPO A5s as the actor and "waterdrop screen" as the goal. The process "menawarkan" is a feature of the material process. The decription of the product is seen through its goal, i.e. waterdrop screen. Realized through material process, this action is at the most concrete level. Thus, OPPO A5s is concretely represented as a product who attempts to give a basic feature in addressing the goal which is 'waterdrop screen'.

This material representation in a smartphone product shows the process of construing the reality through the doing. As can be seen through the clause above, the actor 'OPPO A5s' is associated with the feature material process 'menawarkan' which realizes the goal

waterdrop screen'. The process of 'menawarkan' (offers) in the clause describes how OPPO A5s as the actor give a change in terms of specification of the phone.

Example (2) is an example of the relational process.

OPPO A5s	memiliki	4.240 mAh	Dengan teknologi A.I. battery managemet
Carrier	Pr:Attributive	Attribute	Circ: Accompaniment

The example (2) above uses a relational process *"memiliki"*. The process here is realized by the attributive sub-type, which indicates a quality *'4.240 mAh'*. In the example above, 'OPPO A5s' is assigned to as a participant 'carrier'. realized through a relational process, this action is seen at most concrete level. Therefore, the example above is supported by a circumstance of accompaniment, which is *'dengan teknologi A.I. battery management'*. The clause uses the phrase *'dengan teknologi A.I. battery*

management' to indicate that OPPO A5s is complemented by another feature despite the '4.240 mAh' battery capacity.

The relational representation in the clause above refers to the construing the identity of the Carrier 'OPPO A5s'. The example (2) views the relational process of attribution which represents one of the participants in the clause '4.240 mAh' into something which has wider generalization or description 'Dengan teknologi A.I. battery management'. The example (2) is also created by the circumstantial relational process 'Dengan teknologi A.I. battery management' which construes the experience.

Example (3) is an example of the mental process

You	Can feel	all day matte	with L'Oreal
Senser	Pr:mental	phenomenon	Circ: Accompaniment

The example (3) above uses a mental process 'can feel'. The participants include 'You' as the Senser and 'all day matte' as the phenomenon. The participant 'You' refers to the user of L'Oreal lip product as mentioned elsewhere in the text. The participant 'You' shows that there are some cause and effect related to the user of the product.

The mental representation in the clause above realized by the consciousness of the Senser 'You'. The mental representation represents the emotional expression of the Senser 'You' to possibly creates a phenomenon 'all day matte' in using the product that being sensed. The example (3) is also created by the circumstantial relational process 'with L'Oreal'' which construes a possible experience the user may have.

Example (4) is an example of the existential process.

Obral festival	berlaku	Sampai 30 Juni
Existent	Pr:Existential	Circ:Extent

The example (4) above uses an existential process 'berlaku'. The participants here include 'obral festival' as the existent. The feature is seen through the existent, which is 'obral festival'. By here, the brand tries to give information about what event (in this case realized as a feature) is held to promote their brand. Thus, the 'obral festival is obviously represented as the main information in the event. The circumstance 'sampai 30 Juni' explains the extended date until when the event will be held.

The existential representation in the clause above realized by the process of experiencing an existing. In other words, the existential representation in the clause described the existence or happening of the existent 'Obral festival with the realization of existential process 'berlaku'. Meanwhile the clause is also constructed to a circumstance extent 'sampai 30 Juni' it describes about how long the event will probably be held.

Example (5) is an example of the behavioral process.

You	can live	it
behaver	Pr:Behavioral	phenomenon

The example (5) above uses a behavioral process 'can live'. The majority of behaviorals have only one participant (Eggins, 2005) The participant here includes 'You' as the behaver. The behavioral process thus express a form of doing that does not usually extend to another participant. The behaver 'You' here is typically a conscious being. Meanwhile 'It' here is represented as a phenomenon because if there is another participant which is not a restatement 'It'', it is called a phenomenon. The phenomenon implies that 'You' as the behaver can 'live' as the process.

The behavioral representation in the clause above realized by the process of behavioral 'can live' which construe the human psychological behavior about the expression of being alive. The example (5) describes 'You' as the behaver in the process of behavioral 'can live'. The phenomenon 'it' in the clause describes that the behavioral process does not project another clause but it directs to another verbal process.

The Representation of Features and Benefits in Three Categories of YouTube Advertisements

a. The Representation of Features and Benefits in Smartphones Advertisements

In smartphones advertisements, relational processes are used more dominantly than the other process with the occurrence of 25 times (51,01%). Followed by the use of a material process which appeared 21 times (42,86%). Meanwhile the mental process only appeared 2 times (4,08%) followed by the 1-time occurrence of a behavioral process (2,04%).

Example (1) is an example of a relational process in smartphones.

You	Can be	a pro	With 8K video shooting angle
Carrier	Pr:Intensive	Attribute	Circ: Accompaniment

The example (1) above involves an intensive attributive process *"can be"* in establishing a relationship between two terms 'a pro' and '8K video shooting angle'. The process here is realized by the intensive attributive process, where the relationship between 'a pro' and '8K video shooting angle' is expressed by a verb be. In the example above, 'You' is assigned to as a participant 'carrier'. Realized through a relational process, this action is seen at most concrete level. Therefore, the example above is supported by a circumstance of accompaniment, *'With 8K video shooting angle'* which expresses the reason that 'You', 'can be' and 'a pro'. The clause uses the phrase *'With 8K video shooting angle'* to indicate that 'You' is complemented by another feature despite the 'can be a pro' expression.

The relational representation in the clause above refers to the construing the identity of the Carrier 'You'. The example (1) views the intensive attributive process which represents one of the participants in the clause 'You' in establishing a relationship between two terms, 'a pro' and 'With 8K video shooting angle'. The example (2) is also created by the circumstantial relational process accompaniment 'With 8K video shooting angle' which construes the reason.

Example (2) is an example of a material process in smartphones advertisements.

Mi 10	Can discover	surprises	In every detail
Actor	Pr:Material	Goal	Circ:Location

The example (2) above uses the material process 'can discover'. The participants use 'Mi10' as the actor and 'surprises' as the goal. The process 'can discover' is a feature of the material process. The description

of the product is seen through its goal, i.e. 'surprises' which is complemented by a circumstantial location 'in every detail'. Realized through material process, this action is at the most concrete level. Thus, Mi 10 is concretely represented as a product who attempts to give a basic feature in addressing the goal which is 'surprises' with 'in every detail'.

This material representation in a smartphone product shows the process of construing the reality through the doing. As can be seen through the clause above, the actor 'Mi 10' is associated with the feature material process 'can discover' which realizes the goal of 'surprises'. The process of 'can discover' in the clause describes how Mi 10 as the actor gives an experience in terms of specification of the phone.

Example (3) is an example of mental process in smartphones advertisements.

You	Can Hear	It
Senser	Pr:Mental	Phenomenon

The example (3) above uses a mental process 'can hear'. The participants include 'You' as the Senser and 'it' as the phenomenon. The participant 'You' refers to the user of Mi 10 phone product as mentioned elsewhere in the text. The participant 'You' shows that there are some cause and effect related to the user of the product.

The mental representation in the clause above realized by the consciousness of the Senser 'You'. The mental representation represents the emotional expression of the Senser 'You' to possibly create a phenomenon 'it' by using the product that is being sensed. Meanwhile 'It' here is represented as a phenomenon because if there is another participant which is not a restatement 'It'', it is called a phenomenon. The phenomenon implies that 'You' as the behaver can 'live' as the process.

Example (4) is an example of behavioral process in smartphones advertisements.

You	Can live	It
Behaver	Pr: behavioral	phenomenon

The example (4) above uses a behavioral process 'can live'. The majority of behaviorals have only one participant (Eggins, 2005) The participant here include 'You' as the behaver. The behavioral process thus express a form of doing that does not usually extend to another participant. The behaver 'You' here is typically a conscious being. Meanwhile 'It' here is represented as a phenomenon because if there is another participant which is not a restatement 'It'', it is called a phenomenon. The phenomenon implies that 'You' as the behaver can 'live' as the process.

The behavioral representation in the clause above realized by the process of behavioral 'can live' which construe the human psychological behavior about the expression of being alive. The example (5) describes 'You'

as the behaver in the process of behavioral 'can live'. The phenomenon 'it' in the clause describes that the behavioral process does not project another clause but it directs to another verbal process.

b. The Representation of Features and Benefits in E-commerce Advertisements

Different from Smartphones advertisements, In E-commerce advertisements, material process is used more frequently than the other process with the occurrence of 31 times (68,89%). Followed by relational process which appeared 12 times (26,67%) then existential process with only 2 times occurrence (4,44%).

Example (1) is an example of material process in e-commerce advertisements

SHOPEE	Memberikan	Gratis ongkir	Tanpa minimal belanja
Actor	Pr:Material	Goal	Circ:Matter

The example (1) above uses the material process 'memberikan'. The participants use 'SHOPEE' as the actor and "waterdrop screen" as the goal. The process 'memberikan' is a feature of the material process. The decription of the product is seen through its goal, i.e. 'gratis ongkir'. Realized through material process, this action is at the most concrete level. Thus, SHOPEE is concretely represented as a product who attempts to give a basic feature in addressing the goal which is 'gratis ongkir'. Meanwhile the circumstance of matter 'tanpa minimal belanja' is represented the value that 'SHOPEE' gives to the customers.

This material representation in e-commerce brand shows the process of construing the reality through the doing. As can be seen through the clause above, the actor 'SHOPEE' is associated with the feature material process 'memberikan' which realizes the goal 'gratis ongkir'. The process of 'memberikan' (gives) in the clause describes how SHOPEE as the actor who gives a change in terms of service of the brand.

Example (2) is an example of relational process in e-commerce advertisements.

JD.ID	dijamin	Original
Carrier	Pr:Intensive	Attribute

The example (2) above involves an intensive attributive process *"dijamin"* in establishing a relationship between the terms 'original'. The process here is realized by the intensive attributive process, where the relationship between 'dijamin' and 'original' is expressed by an adjective. In the example above, 'JD.ID' is assigned to as a participant 'carrier'. Realized through a relational process, this action is seen at most concrete level. Therefore, the example above is supported by an attribute 'original', which expresses the reason

that 'JD.ID', is 'dijamin' (guaranteed) original. The clause uses the word *'dijamin'* to indicate that 'JD.ID' is complemented by another feature which is 'original'.

The relational representation in the clause above refers to the construing the identity of the Carrier 'JD.ID'. The example (2) views the intensive attributive process which represents one of the participants in the clause 'JD.ID' in establishing a relationship between two terms, 'dijamin' (guaranteed) and 'original'.

Example (3) is an example of existential process in e-commerce advertisements.

JD For You	berlangsung	dari 26 Maret sampai 29 Maret 2020.
Existent	Pr:Existential	Circ:Extent

The example (3) above uses an existential process 'berlangsung'. The participants here include 'JD For You' as the existent. The feature is seen through the existent, which is 'JD For You'. By here, the brand tries to give information about what event (in this case realized as a feature) is held to promote their brand. Thus, the 'JD For You' is obviously represented as the main information in the event. The circumstance 'dari 26 Maret sampai 29 Maret 2020' explains the extended date until when the event will be held.

The existential representation in the clause above realized by the process of experiencing an existing. In other words, the existential representation in the clause described the existence or happening of the existent 'JD For You' with the realization of the existential process 'berlangsung'. Meanwhile the clause is also constructed to a circumstance extent 'dari 26 Maret sampai 29 Maret 2020' it describes about duration that how long the event will probably be held.

c. The Representation of Features and Benefits in Makeup Advertisements

In makeup advertisements, material process is still used more dominantly with the occurrence 15 times (48,39%), followed by 9 times

appearance of relational process (29,03), and complimented by mental process with 5 times occurrence (16,13%) and last 2 minor clause with 2 times appearances (6,45%).

Example (1) is an example of material process in makeup advertisements.

Wardah	presents	Velvet matte lip mousse
Actor	Pr:Material	Goal

The example (1) above uses the material process 'presents'. The participants use 'Wardah' as the actor and "Velvet lip mousse" as the goal. The process "presents" is a feature of the material process. The description of the product is seen through its goal, i.e. 'Velvet lip mousse'. Realized through material process, this action is at the most concrete level. Thus, Wardah is concretely represented as a product who attempts to give a basic feature in addressing the goal which is 'Velvet lip mousse'.

This material representation in a makeup product shows the process of benefit construing the reality through the doing. As can be seen through the clause above, the actor 'Wardah' is associated with the feature material process 'presents' which realizes the goal 'Velvet lip mousse'. The process of 'presents' in the clause describes how Wardah as the actor gives an experience in terms of using their lip product.

Example (2) is an example of relational process in makeup advertisements.

Wardah velvet matte lip mousse	Memiliki	Formula yang easy to set
Carrier	Pr:Attributive	Attribute

The example (2) above uses a relational process *"memiliki"*. The process here is realized by the attributive sub-type, which indicates a quality *'formula yang easy to set'*. In the example above, 'Wardah velvet

matte lip mousse' is assigned to as a participant 'carrier'. realized through a relational process, this action is seen at most concrete level. Therefore, the example above is supported by an attribute 'formula yang easy to set', which describes the benefit of 'Wardah velvet lip mousse'.

The relational representation in the clause above refers to the construing of the identity of the Carrier 'Wardah velvet matte lip mousse'. The example (2) views the relational process of attribution which represents one of the participants in the clause 'formula yang easy to set' into something which has wider generalization or description.

Example (3) is an example of mental process in makeup advertisements.

You	Can feel	All day matte	With L'Oreal
Sense r	Pr:Menta l	Phenomeno n	Circ:Accompanime nt

The example (3) above uses a mental process 'can feel'. The participants include 'You' as the Senser and 'All day matte' as the phenomenon. The

participant 'You' refers to the user of L'Oreal lip product as mentioned elsewhere in the text. The participant 'You' shows that there are some cause and effect related to the user of the product. The mental representation in the clause above realized by the consciousness of the Senser 'You'. The mental representation represents the emotional expression of the Senser 'You' to possibly create a phenomenon 'All day matte' by using the product that is being sensed. The example (3) above is also created by the circumstance of relational process accompaniment 'With L'Oreal' which construes the purpose of the product 'All day matte'.

Based on the findings presented above, there are several important things that can be underlined. First, the overall findings of smartphones advertisements are dominantly represented through the relational process, specifically relational attributive process. The relational attributive processes become the most frequently represented because in showing the feature and benefit of the phone product, the five different

smartphone brands usually involve a relationship between two different terms. According to the elements of copywriting, features seem to be more frequently distributed due to the promoting their smartphones products. Over all, both the relational process of Transitivity and Feature as one of the elements of Copywriting are both similar in expressing things in clauses.

Second, in contrast to the analysis of Transitivity and Copywriting processes in e-commerce advertisements, material process seems to be the most dominant process in describing the process of doing. By here, the process of doing realized on how some brands try to do something in order to gain customers. Meanwhile in terms of customers, the realization of material processes somehow intrigues the customers in experiencing the brands' features. For the element of Copywriting, feature still the most distributed in the analysis or all e-commerce brands. It is because in feature, tre brands usually share the basic information or the description of the product or service (Bly, 2005).

Third, for the makeup section,

material process is still the most dominant represented in the five different makeup brands'. As stated above, material process is the process of construing reality through the diong, in given such facts, it is doubtlessly that makeup brands are usually associated with participation of the user. In short, the material process involves the change towards its participant. On the other hand, features are still the most frequently distributed in the five different makeup brands. According to Bly (2005), Feature shares the basic information of the products, the reason why features are highly distributed in makeup advertisements is because the brands' will always show the description of the products, then formulated by its material processes. However, based on the overall findings, benefit becomes the second and the lower distributed in all YouTube advertisements.

In contrast to the findings above, it can be concluded that the two types of advertisements; e-commerce and makeup use more material process on their advertisements. It is reasonable

because e-commerce and makeup advertisements tend to seek what the potential customers may have, get or experience in using the products that they select. The participants in the material process are realized by 'actor', 'goal', and 'circumstance'.

Meanwhile smartphones advertisements tend to use more relational process dominantly because relational process seemingly focus on the process of being and having (Halliday, 2004). Relational process is divided into two parts, those are relational attributive and relational intensive. In relational attributive process, the participants are realized by Carrier and Attribute. In relational intensive process, the process is also realized by Carrier and Attribute, with some Circumstances as the complementary.

Last but not least, the mental process is the third most dominantly used process. Mental process represents something about thoughts, feelings and perceptions. The mental process is a process which encode meanings of thinking or the process that proves about what we think or

feel.

All of the findings are quite predictable in this particular data since an advertisement usually tends to persuade and seek the potential customers, and it can be achieved by using a well-created advertisement in describing the products' features and benefit.

CONCLUSION

This study investigates the way features and benefits are distributed and represented in three different categories, i.e. smartphone, e-commerce and make up in YouTube video advertisements. There are some conclusions that can be drawn from this research in terms of how features and benefits are distributed in YouTube video advertisements and how features and benefits are represented. Firstly, even though the concept of YouTube video advertisement is seemingly unstructured, there are apparently several distributions of features and benefits. In this case, features are the dominant elements that occur in the three different categories of YouTube

video advertisements. The frequent occurrence of features in the advertisements fits with the function of advertising which is to describe product features to grab the potential customers' attention.

Secondly, with regard to the representation of features and benefits, it reveals that each advertisement is construed by different types of process which are material process and relational process. The findings reveal that smartphone advertisements use more relational process on their texts, while e-commerce and make-up advertisements use more material process. The dominant use of relational processes in smartphone advertisement shows that the advertisements focus more on the product features and attributes. As for the use of material processes, both e-commerce and make-up advertisements are largely concerned with the doing of commodity transactions which lead the potential customers to focus on experience. Overall, it can be concluded that the choice of process types in the advertisements is in accordance with

the function of advertising which aims to stimulate the customers' desire and interest to purchase products and services by describing their product features and attributes.

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