AN ANALYIS OF REGISTER AND GENRE IN THE E-ADVERTISEMENT TEXT OF NOVUS BALI VILLAS RESORT & SPA AND NOVUS PUNCAK RESORT & SPA PUBLISHED IN THEIR WEBSITES
(Based on Systemic Functional Linguistics)

THESIS

Submitted as a Partial Fulfilment of the Requirement
for the Sarjana Degree at the English Department
of Faculty of Letters and Fine Arts
Sebelas Maret University

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ENGLISH DEPARTMENT
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
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Stated whole-heartedly that the thesis entitled *"An Analysis of Register and Genre in the E-advertisement Text of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa Published in Their Websites (Based on Systemic Functional Linguistics)"* is originally made by the researcher. It is not a plagiarism, nor written by others. The things related to other people's works are written in quotations and included within the bibliography.

If it is, then, proven that I cheat, I am ready to take the responsibility including the withdrawal of my academic title.

Surakarta, 6 September 2009

The researcher

Arif Mardiyanto

MOTTO

Sungguh bersama kesukaran pasti ada kemudahan
dan bersama kesukaran pasti ada kemudahan.
Karena itu bila selesai suatu tugas mulailah dengan yang lain
dengan sungguh-sungguh.
(Q.S Al inshiroh)

DEDICATION

This thesis is dedicated to:

My beloved Bapak, Ibu
and my family.

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Bismillahirrohmannirrohim

Alhamdulillah, thank to the only one God, Allah SWT, for everything given to me. With all blessing, love, guidance, chance given to me, therefore I can finish this thesis as a partial fulfillment of graduating requirement of the Sarjana Degree in English Letter of UNS.

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Surakarta, 6 September 2009

Arif Mardiyanto

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ABSTRACT

Arif Mardiyanto C 0305014. 2009. *"An Analysis of Register and Genre in the E-advertisement Text of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa Published in their Websites (Based on Systemic Functional Linguistics)".* **Undergraduate Thesis. Surakarta. English Department, Faculty of Letters and Fine Arts Sebelas Maret University.**

This research presents the register and genre analysis of the e-advertisement text of Novus Bali Villa Resort and Spa and Novus Puncak Resort and Spa published in *www.novusballivilla.com* and *www.novuspuncak.com*. The objective of this research is to find out the register of the texts covering field, tenor and mode.

The research belongs to a qualitative research employing descriptive method. In collecting the data, the researcher employs total sampling technique in which all of the data taken from both of e-advertisement texts. The data used in the research are all clauses taken from the two texts. Then, the data are observed and analyzed by identifying lexicogrammar system, cohesion system, text structure, and genre; and finally interpreting the register both of the texts in order to understand the characteristics of the two texts.

The interpretation of register explores three aspects, namely field, tenor, and mode. The interpretation of field shows that the texts have the same purpose; it is used to promote and advertise the resorts to the reader. The interpretation of tenor notes that the status of the writers to the readers and both of the resorts are equal; in other words there is no social hierarchy among the participants in the texts. The writer also uses familiar language in promoting the resorts. In other sides, the writer also involves the reader in the texts in order to maintain close social relationship between the writer and the reader. In addition, the writer also gives positive judgment to other participants both of the reader and the resorts. Meanwhile, in term of mode, both texts have same channel and medium. Both of the text employ spoken-written channel and employ internet as their medium in promoting the resorts.

Finally, the researcher expects that this research can be additional resource in understanding Systemic Functional Linguistic. Furthermore, the researcher also suggests other researchers and linguistic students to conduct further research using SFL approach by considering all of semiotic resources in order to gain deep and holistic analysis.

ABSTRACT

"An Analysis of Register and Genre in the E-advertisement Text of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa Published in their Websites (Based on Systemic Functional Linguistics)". **Undergraduate Thesis. Surakarta. English Department, Faculty of Letters and Fine Arts Sebelas Maret University.**

Penelitian ini menjelaskan tentang analisis register dan genre teks iklan Novus Bali Villas Resort & Spa dan Novus Puncak Resort & Spa yang terdapat di *www.novusballivilla.com* dan *www.novuspuncak.com.* Tujuan dari penelitian ini adalah menemukan register dari teks iklan tersebut yang terdiri dari Field, Tenor dan Mode.

Penelitian ini termasuk sebuah penelitian kualitatif yang menggunakan metode descriptif. Dalam mengumpulkan data, peneliti menggunakan teknik total sampling, dalam teknik ini seluruh data diambil dari kedua teks iklan tersebut. Data yang digunakan dalam penelitian ini adalah seluruh klausa yang diambil dari kedua teks. Kemudian, data tersebut diamati dan dianalisis dengan cara mengidentifikasi system lexicogrammar, system kohesi, struktur teks dan genre. Kemudian peneliti mengintepretasikan register kedua teks tersebut.

Interpretasi register terdiri dari tiga aspek yaitu: field, tenor dan mode. Interpretasi field menunjukkan bahwa kedua teks tersebut mempunyai fungsi yang sama, yaitu digunakan untuk mempromosikan dan mengiklankan resort kepada pembaca. Interpretasi tenor menunjukkan bahwa status antara penulis dan pembaca maupun resort adalah sejajar, Dengan kata lain, tidak ada hierarki social antara participant dalam teks. Penulis teks juga menggunakan bahasa yang familiar dalam mempromosikan resort. Dilain pihak, penulis teks juga melibatkan pembaca di dalam teks dalam rangka untuk membangun hubungan sosial yang dekat antara penulis dan pembaca. Lebih jauh, penulis teks juga memberi penilaian positif baik kepada pembaca atau resort. Dalam ruang lingkup mode, kedua teks mempunyai channel dan medium yang sama. Kedua teks tersebut mengunakan ragam tulis-lisan dan menggunakan internet sebagai medium untuk mempromosikan resort.

Pada akhirnya, peneliti berharap agar penelitian ini dapat digunakan sebagai sumber tambahan dalam memahami Systemic Functional Linguistic. Lebih jauh, peneliti juga menyarankan peneliti lain dan mahasiswa linguistik agar mereka dapat membuat penelitian dengan menggunakan pendekatan SFL yang mempertimbangkan semua sumber semiotic agar dapat diperoleh analisis yang dalam dan holisitik.

CHAPTER I

INTRODUCTION

A. Research Background

In creating brand-naming of certain company, the existence advertisement is very significant since it is used as the main medium in promoting and introducing particular product or service produced by the company to the society. In other words, advertisement plays important role in maintaining the communication between the producer and the consumer. In this case, advertisement also represents certain idea, message or attitude of certain people or company for particular proposes, which generally stimulates to create brand identity or to increase economical benefit of the company. Thus, the advertisement published in the mass media both printed and electronic media is significantly needed to determine commercial benefit or to maintain particular brand identity in the public opinion.

Advertisement is one of types of information, which commonly uses mass media both printed and electronic media as the medium in promoting certain product or service. It is a structural and composed non-personal communication of information usually paid for and usually persuasive in nature about certain product (Rositler and Percy: 1998). Generally, it is considered as the form of communication that typically attempts to persuade the reader or the customer concerning certain product and service sold by company. In addition, it is also associated to the means of communication which is used to enlarge the audience's

knowledge, to entertain the audience or to convince the audience to purchase a commercial product or service (Dyer: 1982).

Advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new product or services to the customers (buzzle.com). Meanwhile, *The Chambers Twentieth Century Dictionary* defines advertising as: to draw attention to; to give public information about the merit claimed for. Based on the definition above, advertising clearly tells about the product to the public, which commonly has simple purposes to increase the number of sales of advertised product by supporting an established and articulated marketing program (Barrett: 1997). As medium of promoting, the language used in the advertisement text is arranged in specific composition and in particular way in order to gain the highest impact in promoting the product which finally can increase economical benefit of particular company. Therefore, the producer often uses a language, which is subtle and cajoling (Dyer: 1982). In this case, the producer of advertisement thinks that people is considered as target on which they wish to make an impact in gaining economical benefit.

As the advertising on the web site has been related to a major part of modern commercial environment, profit advertisement using online advertising or often called as e-commerce grows rapidly. E-commerce is new concept, which can be figured out as the process of buying and selling of goods and services through World Wide Web or internet (Shin, Quareshi, and Siegel: 2000). Meanwhile, Kalakota and Whinston (1997) define e-commerce as the dispatch of

information, goods or services, and payment through telephone line, computer network or the other electronic devices. Generally, the process of e-commerce consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks (wikipedia.org).

The characteristic of e-commerce which can provide and spread information including advertisement faster than other mass media had encouraged the user both individual and organization to employ e-commerce rather than other media. By e-commerce, everyone can go online to purchase or to order anything both goods and services. In this case, the product and service advertised through e-commerce can be accessed in any place and any time regardless territorial barrier. Furthermore, all of business transaction in the modern commercial environment can be done in the internet by employing e-commerce technology.

From time to time, the existence of online advertising or e-commence is applied by large number of company as their medium in promoting and advertising their products through banner advertising or corporate website. One of actual sample of company using online advertising is Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa which publish e-advertisement text published in their website *www.novusbalivilla.com* and *www.novuspuncak.com.*

Concerning with the important role of advertisement in which it has particular characteristic on the language used in promoting certain company, this research analyzes the e-advertisements texts of Novus Puncak Resort & Spa and Novus Bali Villas Resort & Spa by employing Systemic Functional Linguistics approach. Further, the researcher analyzes the register applied in the text in term

of a particular situational configuration of field, tenor and mode. By analyzing the register of the text, can be identified the language variation according to the use in respect to the variables of context of situation. Furthermore, it can be used to understand how to create an effective and attractive advertisement text in particular context of situation.

Systemic Functional Linguistics is a linguistic theory introduced by M.A.K. Halliday which stresses its study on the language as source of meaning that focuses the study on the discourse analysis. In analyzing the language based on its context, this theory more emphasizes on the function of language than on the form of language. This theory is also considered as systemic and functional. It is systemic because it is a theory of meaning which interprets language or any other semiotic system as networks of interlocking options (Halliday: 1994). It sees languages and other systems of signs as inseparable networks of meaning in which one system becomes the way to interpret another set of choices. Meanwhile, it is functional because it is designed to account for how a language is used.

In this thesis, the researcher analyzes the register of the e-advertisements text of Novus Resort text since every advertisement text has their own characteristic in order to promote and gain their consumers realized by the language used in side it. Therefore, the researcher conducted the thesis entitled **"An Analysis of Register and Genre in the E-advertisement Text of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa Published in Their Websites (Based on Systemic Functional Linguistics)"**

B. Problem Statement

Based on background above, this research is aimed at discovering the register of the e-advertisement texts of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa. Therefore, the main problem of this research will be in following questions:

1. How is the Register of the e-advertisement texts that cover Field, Tenor and Mode?

2. What is the genre of the e-advertisement texts?

C. Research Objectives

Based on the problem statements above, the main objectives of this research is to analyze the register of the advertisement texts of Novus Resort and Spa located in West Java and Bali. Further, the objectives are specified into:

1. To describe the Register covering Field, Tenor and Mode realized in the e-advertisement texts.

2. To describe the Genre realized in the e-advertisement texts.

D. Research Limitation

This researcher gives limitation on the analysis of register of the e-advertisement texts of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa. The analysis covers three aspects of register namely Field, Tenor and Mode. The data, in the form of e-adveriement texts, are only taken from their website: *www.novusbalivilla.com* and *www.novuspuncak.com.* This limitation is

used to avoid the expansion of analysis into broader scope of research and to focus the analysis only in the both of these e-advertisement texts.

Since this research is focused on the analysis of register of the e-advertisement texts, the researcher conducts the thesis by analyzing the lexicogrammar, cohesion, text structure and genre of the text. Then, the researcher continues to analyze the Field, Tenor and Mode of the e-advertisement texts.

E. Research Benefits

The research has several benefits. First, this research gives an understanding about the language used in the e-advertisement text based on the perspective of Systemic Functional Linguistic. Second, this research gives other information about how to design attractive and effective e-advertisement text, which can attain economical benefit. Finally, this research also has benefit as one of source to the other researcher who wants to analyze register or to the writer who wants to improve their writing using e-advertisement text.

F. Research Methodology

This research employs descriptive qualitative research methodology. Descriptive research means that the research is conducted by collecting data, analyzing data and finally making conclusion (Hadi: 1983). Besides, descriptive research is aimed at describing, classifying and analyzing the language and how the user uses language (Surakhmad: 1994). Meanwhile, this research is also

qualitative research in which the data appear in the form of word rather that in the number (Miles and Huberman: 1994).

The sources of data of this research are e-advertisement texts of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa. The data were downloaded from their corporate website: *www.novusbalivilla.com* and *www.novuspuncak.com.*

G. Thesis Organization

This report of research is systematically written according to thesis organization which consists of five chapters:

CHAPTER I   **:**   INTRODUCTION. It consist of Research Background, Problem statement, Research Objective, Research Limitation, Research Benefits and Thesis Organization.

CHAPTER II   **:** LITERATURE REVIEW. This chapter covers Systemic Functional Linguistic (it covers Text and Context, Register, Text Structure, Genre, Cohesion and Lexicogrammar), Advertisement, E-advertisement, Profile of Novus Bali Villas Resort & Spa and Novus Puncak Resort & Spa.

CHAPTER III   **:** RESEARCH METHEDOLOGY. This chapter covers Types of Research, Source of Data, Sample and Sampling Technique, Technique of Collecting Data, and Technique of Analyzing Data.

CHAPTER IV **:** DATA ANALYSIS. It covers Data Description and Data Interpretation.

CHAPTER V **:** CONCLUSION and RECOMMENDATION.

CHAPTER II

LITERATURE REVIEW

A. Systemic Functional Linguistics

Systemic Functional Linguistics is a theory of language centered on the notion of the language function that was developed by Michael Halliday in the 1960s. Halliday (1985) stated that SFL is a theory of meaning as choice, by which a language or others semiotic system is interpreted as a network of interlocking options. In other words, SFL is an approach which has helped linguist to analyze and explain "how meanings are made in everyday linguistic interaction". This approach also has increasingly been recognized due to it provides "a very useful theoretical and analytical framework for exploring and explaining how text mean" (Eggins, 1994: 1, 307).

Halliday (1985) also stated that there are two characteristics of Systemic Functional Linguistics: systemic and functional. This study is systemic because it is based on theory of meaning as choice, by which a language or any other semiotic system is interpreted as networks of interlocking options, starting with the most general features and proceeding step by step so as to become even more specific (Halliday: 1985). It is also functional since it tries to explore language on how the language is used rather than how it is formed. It is functional in three

distinct senses: in its interpretation (1) of the text, (2) of the system, and (3) of the elements of linguistics structure.

Language is structured to make three kinds of meaning simultaneously in which language expresses meaning. These meaning are called as metafunction meaning which allows experiential, interpersonal and textual meaning to be fused together in a linguistic unit since language is considered as a semiotic system, a conventionalized coding system, organized as set of choice. (Halliday: 1994). In this case, experiential meaning reflects the experiences of the participants; interpersonal meaning describes the social relationship between the participants involved in a text, including the writer and the reader; and textual meaning organizes a form of symbolical meaning realizing both ideational and interpersonal meaning (Halliday in Santosa, 2003: 20).

The metafunctional meaning of the language also have correlation components of context of situation since the context of situation has impact on the nature and meaning of language and any account of language must include reference to the context of language used. Morley (2000) argued that language is social activity which always takes place in context. The context of situation handless the dimensions of the situation which has a bearing on the language use studied under register.

Register	: Field	Tenor	Mode
Metafunction	: Ideational	Interpersonal	Textual
Lexicogrammar	: Transitivity	Mood	Theme
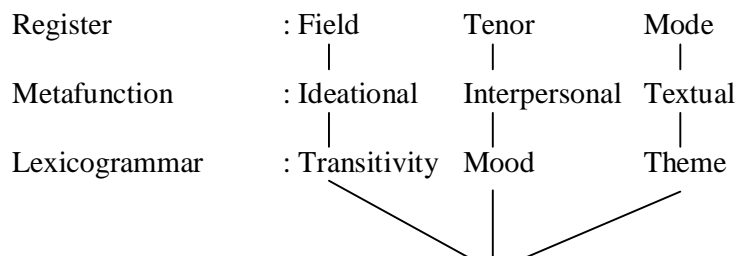
Clause

The link of Register, Metafunction, and Lexicogrammar
Adapted from Riyadi Santosa (2003: 22)

In this case, the elements of context of situation are considered as the realization of the three kinds of metafunctional meaning. Field is considered as the realization of ideational meaning, tenor is the realization of interpersonal meaning, and mode is the realization of textual meaning.

In SFL perspective, Lexicogrammar has functioned as concrete realization of register in which it views language as a resource for making meaning. It attempts to describe language in actual use and so focus in on text and their context (Gerot and Wignell: 1994). Therefore, all elements in language are explained by reference to its function in a total linguistics system. They determine the text related to the contexts in which it is used. (Santosa, 2003: 21)

B. Text and Context

Text and context are interrelated variables which can not be separated. Halliday and Hasan (1985) state that there is a text and there is other text that accompanies it: text that is 'with' namely the con-text. In other words, language as text is always surrounded by its environment both physical and non-physical which directly supports the existence of particular text. In this case, text always comes in its context (Santosa: 2003). Meanwhile, Malinowsky in Martin (1992: 497) also states that text has to be understood in relation to the context of culture and context of situation. This means that text deals with its context covering context of culture and context of situation since both of them are inseparable.

Halliday and Hasan (1985) define text as language that is functional, doing some job or playing some part in context. It is an instance of the product and process of social meaning in a particular context of situation. It is a product in the sense that it is recordable output having construction which can be represented systematically. Besides, it is also considered as a process of interaction and social activity between the participants in expressing its social function (Santosa: 2003).

Context is a level of language concerned with the relationship between form and extra-textual features of situation (Halliday in Martin, 1992: 497). It is an extrinsic theory of language used, referring to the total environment in which a text unfolds (Halliday and Hassan: 1985). In this case, context can be divided into two kinds: context of situation and context of culture. Context of situation refers to the social environment in which meaning are being exchanged (Halliday and Hasan: 1985). It is realized through register with its three components of field, tenor, and mode. Meanwhile, context of culture is the institutional and ideological background that gives value to the text and constrains its interpretation (Halliday and Hasan: 1985). It also means as cultural norms and values of a community that is established in social process between the participant through verbal process or non-verbal process. The combination of cultural norms and values is recognized as context of culture which is realized through genre (Santosa: 2003).

C. Register

Register is defined as a configuration of meaning that is typically associated with a particular situational configuration of field, tenor and mode

(Halliday and Hassan: 1985). Meanwhile, it also considered as the language variety which is based on its use (Santosa: 2003). Based on this concept, the variation of the language used is determined by its context of situation which consists of three aspects of field, tenor and mode that realize the language variation of the text in the respect to the variables of context situation.

1. Field

Field refers to what is happening, the nature of the social action that is taking place: what participants are engaged in, in which language figures as some essential component. It is concerned with generalizing across genres according to the domestic or institutional activity that is going on (Martin and Rose, 2003: 252). Further, Martin (1992: 536) says that field represents the activity sequence and a physical reality referring to what happening, where, when and how it takes place. In the level of metafunction, field is the projection of ideational meaning which realized in the level of clause and discourse. In the former level, it is expressed in transitivity system, verbal and nominal group; whereas in the latter level, it is realized in discourse semantic: lexical string, reference chain, activity sequence and text structure.

2. Tenor

Tenor refers to who is taking a part to the nature of the participants, their statuses and roles; what kinds of roles relationships obtain, including permanent and temporary relationship of one kind of another, both the types of socially significant relationships in which they are involved (Martin and Rose, 2003: 243). In other words, it refers to the negotiation of social relationship among the

participants which consist of three dimensions of semiotic relationship namely affect, status and contact (Martin, 1992: 523).

Affect refers to the 'degree of emotional charge' in the relationship between participants (Martin, 1992: 525). Meanwhile, Santosa (2003: 51) defines affect with the degree of judgment among participants which can be positive or negative. Status means the relative position of interlocutors in a culture social hierarchy. The basic opposition is between equal and unequal depending on whether the social ranking of participants is comparable or not (Martin, 1992: 525-526). Meanwhile, contact discusses about the familiarity and the readability of the language in the text, whether it is easy or difficult to understand. In another case, contact is also concerned with the degree of involvement among interlocutor. It can be divided into involved and uninvolved depending on a number of factors influencing the familiarity of the participants with each other (Martin, 1992: 528).

3. Mode

Mode refers to the role or symbolism which is played by language in realizing the social action (Martin: 1992). Further Martin and Rose (2003: 243) state that mode refers to what part of language is playing, what it is that the participants are expecting language to do for them in the situation: the symbolic organization of the text, the status that it has, and its function in the context. Mode also shows the channel, it can be spoken or written or combination of the two and medium used by the language. In this case, medium relates to the media in which the language is expressed. It can be audio, audiovisual, visual, and the

print one. It can be also in direct communication such as tutorial, speech, seminar, dialogue, etc (Santosa, 2003: 52).

Within register mode is the projection of textual meaning. It concerned with symbolic reality with texture. Since symbolic reality has the function of constructing social reality, mode is oriented to both interpersonal and experiential meaning. Thus, mode mediates the role played by language along two dimensions: interpersonal and experiential. Interpersonally, it mediates the semiotic space between monologue and dialogue. Experientially, it mediates the semiotic space between action and reflection (Martin: 1992).

D. Text Structure

Text structure refers to overall structure of the message form. It consist of separate events or elements, for example the beginning, the middle, and the end. Those elements are called as Generic Structure Potential (GSP) (Halliday and Hasan: 1985). Meanwhile, (Santosa, 2003: 60) states that text structure is the unity form and meaning in a text, which refers to an organism consisting three structures namely: opening, body, and closing. These three structures form an organization of meaning, which aims at achieving social function of a text.

Text has particular structure appropriate to what the social function carries since text is considered as the result of a social process. Further, it also can be used to determine its social function of a genre. Martin (1992: 505) states that text structure is referred to as "schematic structure" with genre defined as staged, goal oriented social process realized through register. Thus, text structure is intimately

related to a context of situation conveying field, tenor, and mode which form a contextual configuration.

E. Genre

Genre is defined as a language doing the job appropriate to that class of social happenings (Hasan: 1995). Meanwhile, Santosa (2003: 24) said that Genre is a social process having a certain social goal which can be known through its staging to achieve goal. In this case, the social process refers to a social activity in a context of culture in which language plays an important role.

In the text, genre is realized by the structure of the text, which varies from one to another. However, there is an obligatory structure called as Genetic Structure Potential (GSP). It refers to a text structure that can be used to diagnose the social function of the genre. GSP itself includes the opening, the body, and the closure of the text. Each text has a different social function in which it needs the different genre and GSP (Martin: 1992). Therefore, GSP becomes the characteristic of a text conveying a certain genre. In addition, Martin (1992) also classifies genre into two categories: story and factual genre.

1. Story Genre

Story genre refers to the text explored from the social process of telling, generally functioning to entertain the readers and sometimes to tease the social phenomenon of the society. There are four types of story genre recount, anecdote, exemplum, and narrative (Santosa, 2003: 38).

A recount genre consists of a record of events or social phenomenon occurred in the past. Its GSP is started by orientation, followed by events and

sometimes ended by a reorientation An anecdote also refers to a record of events or social phenomenon, but there is something remarkable or out of ordinary. Something unusual is viewed as a crisis, which is reacted in various ways of affects, such as insecurity, frustration, satisfaction, security, and fulfillment. Its GSP consists of abstract, orientation, crisis, reaction, and coda. Exemplum is to present an unusual event as an incident followed by a presentation of what it should be. The Genetic Structure is divided into: abstract, orientation, incident, interpretation, and coda. Narrative has a function to present an unusual event as a complication that causes problem that needs solution. The Genetic Structure is abstract, orientation, complication, evaluation, and resolution.

2. Factual Genre

Factual genre focuses on how the facts in community are explored. It conforms to a text designed to explore the world around us through the social process happening in the discourse community. There are eight types of factual genre having different functions of each other, which are described as follows:

a. Description Genre

Description genre functions to describe what some particular individuals or things are like, either living or non-living ones. It focuses on the particular individuals and specifics some of their characteristics. In this genre, the writer may start describing the objects from the parts he/she wants (Martin, 1985). For example:

Structural Feature	
Identification	Natural Bridge Natural Park is a luscious tropical rainforest

Specific description	It is located 100 kilometers South of Brisbone and is reached by following the specific highway to Nerang and then by traveling through the Numbering valley. This scenic read way lies in the shadow of Lamington National Park. The phenomenon of the rock formed into natural 'arch' and cave through which waterfall cascades is a short kilometer walk a dense rainforest canopy from the main picnic area. Swimming is permitted in the rock pools. Night-time visitors to the cave will discover the unique features of the glow worms. Picnic areas offer places. However, overnight camping is not permitted.

(Attwood in Gerot and Wignell, 1994: 209)

b. Recount Genre

Recount genre functions to report unique social events taking place in the past for the purpose of informing or entertaining. The GSP of this genre is orientation as the opening, events as the body, and reorientation as the closure.

For example:

Remote Control Racing Cars On the weekend of the 3rd of March, I went to the Ryde BMX track with Robert and Chris MacDonald.	ORIENTATION
When we got there, it was very crowded in the car park and we wondered where everyone was because there weren't many people on the BMX track. So we park the car and then we saw a lot of people surrounding a little track with speeding cars going around it. There were also about five people controlling the carts from a high platform. The cars were about 30 cm long and 15 cm wide with big tread on the tyres and a flap on the front so that they wouldn't tip over. Then after the races they were awarding trophies tote winners. When were just going, a boy was a controlling a car around the track and it was going very fast. Someone else had a three-wheeler motorbike, but it didn't go as fast.	EVENTS

Then we had to go, so we pack up the car and then we left.	REORIENTATION

(MEDSP: 1989)

c. Report Genre

Report genre has a social function to describe the way things are, with reference o a whole range of phenomenon, natural, cultural, and social, in our environment. The GSP of report consists of general classification including optional technical classification and description consisting of the object's parts and their functions, qualities, habits/behaviors, or uses (if the object is non natural). For example:

Sea-Lions Sea-lions are sea-mammals and are warm-blooded. They breathe air with their lungs	GENERAL CLASSIFICATION
The scientific name for the family they belong to is Neophoca Cinerea (Nee-o-fo-ka Sin-er-ee-a).	TECHNICAL CLASSIFICATION
Australian sea-lions are about 250 cms long. Adult males (called bulls) grow about 3 meters and are the largest Australian mammal (they no longer breed in Australia). The female sea-lions are always smaller than the bulls in length and weight. Australian sea-lions have a body shaped for slipping smoothly through the water and a thick layer of fat underneath their skin. They have a covering of a hair, large eyes, and long stiff whiskers. They have a large nostril, long, sharp teeth, and two pairs of short legs with the five-toed feet flattened like paddles or fins. When Australian sea-lion pups are born, they feed on their mother's milk. Sea-lions have to come on dry land when they mate with lots of females. If baby pup goes near a bull, the bull will kill it. When the pup is trying to look for its mother, no other sea-lions will feed it. If it can't find its mother, it will starve. Australian sea-lions are found along the South-Western shores of West Australia and most of the South Australian coastline and off-shore islands. Sea-lions eat fish and squid.	DESCRIPTION

(MEDSP: 1989)

d. Procedure Genre

Procedure Genre is used to describe how something is accomplished through a sequence of actions or steps. The GSP of this genre is started from the goal, followed by procedural steps consisting of some steps oriented to achieve the goal. The Lexicogrammar features are using simple present tense, imperative clause, material process and temporal conjunctive relations such as first, then, next. For example:

To Make Stained Glass Figure	GOAL
1. First, you take a piece of cardboard and one piece of chalk. 2. Then you draw something on the cardboard. 3. Next, you cut it out where you want light to go through. 4. Then, use a text to trace around the thing you drew. 5. Stick different colored cellophane paper over the areas that have a hole. 6. When you have finished this, stick it on the window.	STEPS

(MEDSP: 1989)

e. Explanation Genre

Explanation genre is used to explain the processes involved in the evolution of natural and social phenomenon or how something works. The focus is not on the thing but on the process. Its GSP begins from the general statement, followed by sequence explanation of series of logical steps in the process. For example:

Structural Feature	
Introductory question to position the reader	**HOW DOES EATING YOUR BODY?**
General statement about phenomenon to be explained	Your food goes down a tube called the esophagus.

Sequenced explanations	The esophagus leads from the throat to the stomach. The digestive juice digests it so little that you can't see it at all, so it cam go into the blood. The white blood cells kill all the germs but if you feel sick it's because you've got too much germs in you body and the cells can't fight them all at once. You'll need to take some medicine to help them. When our blood runs oxygen the blood goes back to your heart and new blood goes round your body and it's more bright and clean than the old blood.

(Adapted from Butt et.al: 1995)

f. Exposition Genre

Exposition genre functions to put forward a point of view or argument, for example: essay, letter to editor, etc. It aims to give one-sided opinion or argument. Its GSP starts from thesis and brief explanation of arguments, followed by one-sided arguments whether supporting or challenging and closed by reorientation (restatement of the thesis). For example:

I think the Canterbury Council should construct more Activity Centers in most local areas. Firstly, children can keep busy as well as have fun in the holidays. Secondly, they learn a lot about how to do certain things. Finally, it might stop children vandalizing properties that don't belong to them because they can go to the Activity Centers.	THESIS
During the school holidays, many children who don't have much on their minds can attend their local Activity Center. It will keep them busy and they can also learn to do lots of different things. Another reason is children can encourage others to attend their local Activity Center. This way, children will not get so bored because they can have lots of fun. Moreover, it could stop children from vandalizing others' property because they have better things to do like going to the Activity Center and having fun and enjoying themselves.	ARGUMENTS

These are the main reasons why I think we should have more Activity Centers. It will be very educational and a very good experience for lots of children.	REITERATION

(MEDSP: 1989)

g. Explanation Genre

Explanation genre functions to find out something, which is still debatable and in theoretical phase. This enables the activity sequence to be structured or not. However, to gain the effective result, it is required to be structured (Martin, 1992). For example:

h. Discussion Genre

This genre functions to discuss a certain issue and then presents the arguments for both sides dealing with a topical issue. Finally, it gives a conclusion with a recommendation based on the weight of audience. The structure is issue which is the topic being discussed and arguments which support and against the statement of issue. Finally, the conclusion of this text consists of summary and recommendation. For example:

There are many reasons for both sides of the question, "Should we have printed advertisements?" Many people have strong views and feel that ads are nothing more than useless junk mail, while other people feel they are important source of information.	ISSUE
Here some reasons why we should have advertisements in newspapers and magazines. One reason is ads give us information about what is available. Looking at ads we can find out what is on sale and what is new in the market. This is an easy way of shopping. Another reason is that advertisements promote business. When shop owners compete against each other, the buyer serves money, more people come to their shops and they sell more goods.	ARGUMENTS FOR
On the other hand, some people argue ads	ARGUMENTS

should not be put in newspapers and magazines for these various reasons. Firstly, ads cost the shopkeeper a lot of money to print onto paper. Also some people don't like finding junk mail in their letter boxes. People may also find the ads not very important. Ads also influence people to buy items they don't need and can't really afford. Ads use up a lot of space and a lot of effort has to be made to make the ads eye-catching. Ads also take up a lot of room in the papers and I don't think I find some of them interesting.	AGAINST
In summary, although ads provide people with information, they cost a lot of money to print. Therefore, I think we should not have printed advertisements.	RECOMMENDATION

(MEDSP: 1989)

F. Cohesion

Cohesion refers to semantic relation between element in the text and some other element that is crucial to the interpretation of it (Halliday and Hasan, 1976: 8). It refers to the relations of meaning that exist within the text, and that define it as a text. Meanwhile, Gerot and Wignell (1994:170) state that cohesion refers to the resource within language that provide continuity in a text, over and above that provided by clause structure and clause complexes. Cohesion, therefore, is belongs to part of the text-forming component in the linguistic system whereby the elements that are structurally unrelated to one another are linked together, through the dependence of one on the other its interpretation (Halliday and Hasan, 1976: 27). Basically, cohesion is divided into two parts, namely grammatical and lexical cohesion.

1. Grammatical Cohesion

Grammatical cohesion comprises reference, substitution, ellipsis, and conjunction.

a. Reference

According Gerot and Wignell (1994:170), reference refers to a system which introduce and tract the identity of participant through text. Meanwhile, Halliday (1985:288) states that reference is participant or circumstantial element introduced at one place in the text can be taken as reference point or something that follows. There are three types of reference: personal reference, demonstrative reference, and comparative reference.

- Personal Reference includes personal pronoun, possessive determiner, and possessive pronoun such as they, you, she he etc. For example: *Abdel and Temon is close friend. They live in Jakarta*

- Demonstrative reference consists of three groups: a circumstantial (adverbial) demonstrative which refers to the location of a process in space of time (here, there, now, then); a nominal demonstrative which refers to the location of something, typically some entity that is participating in the process (this, these, that, those) and article definite *the*. For example: **The** *handsome boy sitting on the chair is very sad.*

- Comparative reference is an indirect reference by means of the identity or similarity. Two types of comparative reference are (i)

general comparison, meaning comparison that is simply in terms of likeness unlikeness (*identically, such similar, differently, otherwise*); (ii) particular comparison, meaning comparison that is in respect of quality or quantity (*more, less, as-, so-*).

b. Substitution

It is a replacement of some parts of constituent in a clause into grammatical forms. It is used to avoid repetition of a word that has similar meaning (Santosa, 2003: 62). There are three types of substitution: nominal, verbal, and clausal substitution (Halliday and Hasan, 1985: 27).

- The substitute elements in nominal substitute are *one,* plural *ones,* and *some.* For example: *I have a black **hat** and you have white **one.***

- The verbal substitution in English is *'do'*. This operates as a head of verbal group and its position is always final in the group. For example: **D***o you love me? Yes, I **do***.

- Causal substitution, refers to what is presupposed is not an element within the clause, but the entire clause. The words used as substitute is *not* and *so.* For example: *Is the weather cloudy? It seems **so***.

c. Ellipsis

Ellipsis is a system of cohesion which enables participants to omit a constituent of a clause or probably a clause in an interaction. It is the omission of an item for efficiency (Santosa, 2003: 66). It can be interpreted as that form

of substitution in which the item is replaced by nothing. It is divided into three types:

- Nominal Ellipsis is an ellipsis within verbal group. For example: *She has taken my pen. Can I borrow yours?*

- Verbal ellipsis is an ellipsis within verbal group. For example: *What are you doing? listening news*

- Clausal ellipsis occurs when there is an omission of some elements in a sentence. This usually occurs in an answer of question either yes/no question or wh- question. For example: *I will not go, will you?*

d. Conjunction

Conjunction tends to be realized through paratactic and hypotactic relationship within the clause complex and through 'cohesive' conjunction relating clause complexes to each other (Martin, 1992:160). It can be internal or external. Halliday and Hasan in Martin (1992, 180) states that internal conjunction is known as the relation attained in the organization of the text itself rather than the organization of the outside text. On the contrary, external conjunction refers to what is going on outside the text, rather than within the texts.

	Distinctive Internal	Internal Cohesive	External Paratactic	External Hypotactic
Additive	Moreover in addition alternatively	And Or	And Or	Besides If not … then

Adversative	Equally That is On ther hand	Likewise in contrast instead	But	Whereas except that
Temporal	At the same time Finally At first	Meanwhile Throughout Previously There upon	And meanwhile then	While, when, as long as After, since, now That
Causal	To this end In conclusion, After all Nevertheless Admittedly In this way	To this end Then, otherwise Therefore, for However Yet Thus	So So So But And thus	So that, last, so as, in case If, even, if, unless, because as since Although, in spite of By thereby

Taken from Martin (1992: 179).

Based on the logico-semantic relation, conjunction can be classified into three parts: Elaboration, Extension, and Enhancement, which each of them has external and internal conjunctions. Externally, conjunction of elaboration connects two independent clauses (paratactic) by giving another explanation (Santosa, 2003: 69). The example of this is written in term of (*;*) Meanwhile, the example of internal conjunction of it is '*In other word*'. For example: *He was a shrewd politician; he always won the debates-he always delivered speeches fantastically, and attracted big crowds of audience. **In other words**, he was a shrewd politician.*

Extension elaborates two ideas by giving addition, alternative, and contrast. Externally, it is identified by the conjunctions such as *and, or,*

and *but*. While internally, it is identified by the conjunctions: *however, on the other hand, in contrasts etc.*

Enhancement combines two clauses by enhancing with time, cause, condition, purpose, and concession. Externally, conjunctions of time is identified by conjunctions such as *after, before, when, as, since* etc. conjunctions of cause consists of *because, since, for, so that.* While internally, this conjunction is realized through: *therefore, hence* etc. Conjunction of condition is identified through *if, unless* (external). Conjunction of Purpose is *so that.* Conjunctions of concession are *although, even though, though* (external) (Santosa, 2003: 71-72).

2. Lexical Cohesion

Lexical cohesion refers to the selection of items that are related in some way to those that have gone before (Halliday, 1994: 330). In other words, lexical cohesion is considered as the relationship between or among words in a text. It can be seen through taxonomic and non-taxonomic logical relations (Santosa, 2003: 72-76).

a. Taxonomic Logical Relation

Taxonomic logical relation is a relation where one lexical item relates to another through either class/subclass or part/whole relations. Generally, it can be classified into two types: superordination and composition.

1. Superordinasion

Super-ordination is the taxonomy based on principle of sub-classification which can be divided into two types of superordination: inclusion and similarity. Inclusion involves hyponymy and co-hyponymy.

- Hyponymy refers to two or more lexical items used in a text are related through sub-classification, for example: flower-rose.

- Co-hyponymy is when two or more lexical items used in a text are both members of a superordinate class, for example: horse-cow

Meanwhile, similarity can be divided into three types: repetition, synonymy, and antonymy.

- Repetition refers to the repetition of the same reality through the same of lexis in a text, for example: Robert bakes bread, then that bread is given to his son.

- Synonymy refers to two words which essentially restate each other, for example: clever-smart, crazy-mad, etc.

- Antonymy refers to two or more lexical items encode a contrast relationship, for example: small-big, cheap-expensive, etc.

2. Composition

It is the part-whole relationship between lexical items, which covers three types relationship: collocation, meronymy, and co-meronymy.

- Collocation is the cohesive force that is achieved through the association of lexical items that regularly co-occur, for example: pet-cat.

- Meronymy occurs when there are two or more lexical items related as whole to part, for example: body-hand.

- Co-meronymy occurs when there are two or more lexical items related by both being parts of a common whole, for example: hand, head, and leg.

b. Non-taxonomic Logical Relation

Non-taxonomic Logical Relation is the types of cohesion oriented to the activity which occurs inside its field (Santosa: 2003). It focuses on the thing-oriented to interpret the experiential meaning that cannot be manifested through the single item.

There are two types of non-taxonomic relations: experientially nuclear and expectancy activity relations.

1. Nuclear relation.

Nuclear relation reflects the ways in which actions, people, places, and qualities configure as activity sequence (Martin, 1992: 309). It can be divided into extension and enhancement. Extension is a relation in which add information in clause (make-cake), verbal group (try-to win) and nominal group (large-elephant) Meanwhile, enhancement is a modifying in clause (run-track), verbal group (run-quickly) and nominal group (boat-in water) (Santosa: 2003).

2. Activity Sequence

The relations in activity sequence are based on the way in which the nuclear configurations are recurrently sequenced in a given field

(Martin: 1992). A typical sequence of activities from the activity sequence named point is as follows:

Player + serves

Opponent + return

Player + volleys

Opponent + retrieves

Player + smashes

Opponent + misses

(Adapted from Martin, 1992:321)

Meanwhile, Santosa (2003) stated that Activity Sequence is a types of cohesion in which it is considered as relation of activity sequence done by the participants in particular event. As it shows the relation among the activities in the text, the activity sequence can be used to construct the text structure. Meanwhile, activity expectation is the activity sequence done by the participant (Santosa: 2003). There are two activity sequences, namely time sequence seen from time sequence and consequential sequence seen from logical relation. For example:

Entering post office-asking service-asking the stamp-getting the stamp-paying-going home (time sequence).

Being ill-going to doctor-receiving medicine-dringking medicine-being health (consequential sequence)

G. Lexicogrammar

Lexicogrammar refers to language strata which deal with how language is structured for use, by examining the organization of the highest stratum of language. It concerned about the ideational, interpersonal and textual meaning choice which express context in text through the word and structure used (Eggins, 1994: 114). Ideational is realized through the transitivity system including processes, participants, and circumstances. Interpersonal meaning can be realized through MOOD system and mood structure. Meanwhile, textual meaning has grammatical system realized in Theme structure, and information structure (Santosa: 2003).

Further, lexicogrammar discusses clause systems, group systems, and lexis in realizing the ideational meaning, interpersonal meaning and textual meaning which work together with the cohesion system becoming the integral part in realizing the texture of text in a certain context (Santosa: 2003).

1). Transitivity

The system of transitivity is functioned to reflect the ideational meaning as an experience (Halliday: 1985). It refers to the representation of process consisting of going on, doing, happening, felling and being. Then, it specifies the different types of process of language and the structures by which they are expressed (Halliday: 1985).

a. The Processes and their Participants

Halliday (1985) stated that a process consists of three components: the process, the participants in the process; circumstances associated with the process. Then, process is divided into six processes: material, mental, verbal,

behavioral, relational, and existential process. In addition, every type of processes has its own participants which are realized in a nominal group (Santosa, 2003: 79).

1. Material Process

Material process is process of 'doing' and happening which express the notion that entity does something physical. There are two types of material process, namely: process of doing and happening (Santosa, 2003: 79). The participants of material process cover:

1. Actor and goal. Actor refers to the doer of the process, while goal refers to the entity to which the process is directed.

2. Range, refers to the element that specifies the scope of the process.

3. Beneficiary is the one to which or for whom the process is done. The beneficiaries of material process are recipient whom goods are given to and client who is the one that service is done. For example:

Mother	bake	me	sandwich
Actor	Process: Material	Client	Goal

2. Mental Process

Mental process is a process of sensing including feeling, thinking and perceiving. The participants are:

- Senser is the one who senses, feels, thinks, or perceives. It is a conscious being whether human or non human.

- Phenomenon that shows the experience including the inner experience or imagination. It has three terms: a.) Micro phenomenon (the phenomenon is a thing: whether concrete or abstract), b.) Macro phenomenon (the phenomenon is doing an activity or done by an activity), and c.) Meta (the phenomenon is an idea). Example:

I	Like	It
Senser	Process: Mental	Phenomenon (micro)

3. Verbal Process

   Verbal Process is a process of saying (Halliday, 1985). Santosa further explains that this process is not contained other process, such as: *ask, say, tell* (Santosa, 2003:p.81).

   The participants in this process are known as Sayer (the one who says), Verbiage (something said), and Receiver (the one whom the verbalization is addressed). For example:

Robert	asked	the question	to lecturer
Sayer	Verbal Pro.	Verbiage	Receiver

4. Behavioral Process

   Behavioral process is process of physiological and psychological behavioral like breathing, dreaming, snoring, smiling, looking, etc Gerot and Wignell: 1994: 60). There are two kinds of behavioral processes:

- Verbal Behavior Process that is the process of behaving through saying (*tell, explain, discuss, claim, speak to, etc*). Example:

Police	claim	That the suspect was false
Behaver	Process: Verbal Behaviour	Verbiage

- Mental Behavioral Process that is the process of behaving through doing (*investigate, study, observe, analyze, practice, experience*, etc).

Agus	Studies	In his room
Behaver	Process: mental Behaviour	Cir: loc: place

5. Relational Process

Relational Process expresses a process of being (Halliday: 1985). It can be divided into Attributive Relational Process (ARP) and Identifying Relational Process (IRP).

ARP is a process of relating by giving attribute. Basically, this process is not reversible. The participants are Carrier (roughly the topic of the clause) and Attribute (a description or comment about the topic).

Robert	has	small cat
Carrier	ARP	Attribute

Identifying Relational Process (IRP) is a process of relating by giving identity. The participants are Token (a thing which is identified) and Value (a thing functions as identifier).

Robert	is	the leader of black trooper
Carrier	IRP	Value

6. Existential Process

This process represents that something exists or happens. The existential typically has the verb be or some other verb expressing existences, such as exist, arise, followed by nominal group functioning as existent.

There	is	Something in the way you look at me
	Existential	Existent

b. Circumstantial Elements

Halliday (1985: 137) states that the principal types of circumstantial elements in English are Angle, Extent (spatial and temporal) and Location in time and space including abstract space: Manner (means, quality, and comparison); Cause (reason, purpose and behalf); Accompaniment, Matter and Role.

1. Angle.

This element is the verbal source of the sayer. It is used to answer the question "who say" For example:

According to her	dancing is easy
Circ; Angle	

2. Extent

Extent is expressed in terms of some unit of measurement, like *yards, laps, rounds, years.* It is corresponded to the interrogative form such as "how far", "how many", "how long". For example:

I have walked	thousand miles
	Circ: Extent

3. Location

The circumstance location divided into: location spatial and location temporal. The circumstance of location spatial answers the question "*where*" Meanwhile, location temporal answers the question "*when*". For example:

it is started	In Jakarta	yesterday
	Circ; Location; Place	Circ; Location; time

Adapted from Santosa: 2003

4. Manner

The circumstantial element of manner comprises three subcategories: Means, Quality, and Comparison.

Means refers to the means whereby a process takes place. The interrogatives forms for means are "how" and "what with". For example:

Xian	cooked the rice	with microwave
		Cir: manner: means

Adapted from Santosa: 2003

Quality is typically expressed by an adverbial. It answers the question "*how*". For example:

Xian	cooked the rice	quickly
		Cir: manner: quality

(ibid. 2003)

Comparison is usually expressed by a prepositional or adverbial group of similarity of difference i.e. *like, unlike, likewise, differently, similarly*. It is the answer of the question "*what…like*". For example:

Xian	cooked the rice	like Nan

		Cir: manner: comparison

<div align="right">(ibid. 2003)</div>

5. Cause

The circumstantial element cause is also divided into five subcategories: Reason, Purpose, Behalf, Concession, and Condition.

a. Reason is expressed by a prepositional phrase '*through*' and complex preposition such as '*because of*', '*as result of*', '*thanks to*', '*due to*', its interrogative form of it is "*what for*".

Xian	cooked the pizza	thanks to the microwave
		Cir: cause: reason

<div align="right">(ibid. 2003)</div>

b. Purposes is expressed by a preposition phrase with 'for' or with complex prepositions like '*in the hope of*', '*for the purpose of*'. The interrogative form of it is "*what for*"

Xian	prepared the table	for his lecturer
		Cir: cause: purpose

<div align="right">(ibid. 2003)</div>

c. Condition is the answer of the question "what *if*". It is expressed by '*in the case of*'.

In the case of token	we apply subject in the active
Cir: cause: condition	

<div align="right">(ibid. 2003)</div>

d. Concession is indicated by prepositional phrase '*in spite of and despite of*'.

In spite of his cold	Xian prepared his lecture
Cir: cause: Concession	

<div align="right">(ibid. 2003)</div>

e. Behalf is expressed by a preposition phrase with '*for*' or with complex prepositions such as *'for the sake of, 'on behalf of'*.

Xian spoke	on behalf of his students
Cir: cause: behalf	

6. Accompaniment

This element represents the meanings 'and', 'or', 'not'. It corresponds to the interrogative and "*who/what else*" The circumstance of accompaniment is expressed by preposition phrases with prepositions like '*with*', '*without*', '*besides*', '*instead of*'.

Xian cooked pizza	instead of rice
	Circ; Accompaniment

7. Matter

The circumstance of matter is the answer for question "*what abou*". It is indicated by preposition phrases with prepositions '*about*', '*concerning*', '*with reference to*'.

Xian talked	about projection
	Circ; Matter

8. Role

This circumstantial element represents the meaning of "be". It answers the question "what as" and usually it has preposition such: '*as*', '*by way of*', '*in the role/shape/guise/form of*. For example:

Xian came	as vampire
	Circ; Role

c. Extra Causer

Extra causer is the agents out of all participants above (actor, senser, behaver, sayer, carrier, token and existent). It consists of Inisiator, Inducer, Attributor, and Assigner (Santosa, 2003: 92).

a. Initiator: *make, let, get, do*

The lecturer	Make	Robert	study
Initiator	Process	Actor	Process

b. Inducer: *persuade, convince, assure, and satisfy*

the lecturer	assure	his student	that they are clever
Inducer	Process	Senser	Phenomenon

c. c. Attributor: *make, keep, leave, and drive*

The rangers	drove	the students	crazy
Attributor	Process	Carrier	Attribute

d. Assigner: *elect, name, vote, call, make.*

Ben	elected	Robert	coach
Assigner	Process	Token	Value

2). Clause System

Clause is the grammatical unit in which semantic constructs of different kinds are brought together and in related into a whole (Halliday, 1985: 60). It means that clause is the grammatical units consisting of words that are arranged into forms of larger structure. It can be divided into two types:

a. Minor Clause

Minor clause is a clause that has incomplete constituent. It is typically used for greetings, calls, and exclamations, such as: *Good night, Well done* (Halliday, 1985:63). Besides, it has no mood and transitivity system.

b. Major Clause

The major clause is clause which has mood structure, transitivity structure, and thematic pattern. Further, it is divided into two: simplex and complex clause.

1. Simplex Clause

A simplex clause is clause that performs one activity. It is also called as independent clause since it can stand alone. For example: *I will finish my thesis soon.*

2. Complex Clause

A complex clause is a clause which consists of more than one activity. It has more than one clause related one another; one clause is independent while the others is independent. For example: *Amir always goes to campus, although he doesn't have motorcycle.*

In a complex clause, the relation between clauses can be interpreted into two dimensions: type of interdependency and logico-semantic relations.

a. Interdependency

Interdependency relation is the relation of modifying in which one element is modified by another (Halliday, 1985: 195). It can be divided into paratactic and hypotactic.

Paratactic is the relation between two like elements of equal status, one initiating and another continuing (Halliday: 1985). Paratactic structure is marked by numerical notations (1, 2, 3 …). For example:

this stew is awful`	*and it is too salty*
1	2

Adapted from Gerot and Wignell: 1994

Meanwhile, hypotactic refers to a clause as being either dominant or dependent. It shows the relation between a dependent element and its dominant on which it dependent (Halliday: 1985). It is represented by the Greek letter notation like (α, β, γ …). For example:

Udin visits his girl friend	*although there is dangerous storm.*
α	β

b. Logico-Semantic Relation

Logico-semantic relation may hold between primary and secondary number of a clause complex (Halliday: 1985). Systematically, it can be classified into expansion and projection.

1. Expansion.

Expansion links process by providing additional information. It occurs when secondary a clause extends the primary clause by elaborating, extending and enhancing it (Halliday: 1985).

a. Elaboration

It refers to the extension of clause in which one clause expands another by elaborating on it, by restating it in other words, specifying in greater detail, commenting, or exemplifying. It is marked by the symbol (=). For example:

This room is too dark, it needs lamp.
1   =2

b. Extension

Extension means one clause extends the meaning of another by adding new elements, giving an exception to it, or offering an alternative. It involves "and", "but", and "or". It is marked by (+).

For example: *Gold is light, but it very expensive.*
1   +2

c. Enhancement

It occurs when one clause enhances the meaning of another by qualifying it with reference to the time, place, manner, cause, or condition. It is marked by (x).

For example: *I will come to your house, after I finish my study.*
xα   β

2. Projection

Projection means that the secondary clause is projected through the primary clause. It is divided into locution and idea.

a. Locution

It is a projection occurring when one clause is projected through another, which is presented as a locution, a construction of wording. It is usually expressed by the presence of verbs such as: *say, tell, ask, report*, etc. It is symbolized by ("…").For example:

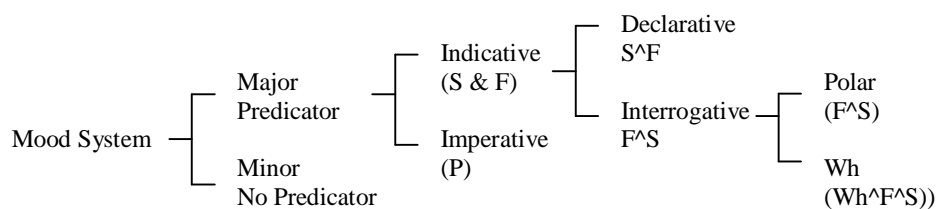*He said, "that Robert had finished her study"*
  α   β

  b. Idea

It is a projection occurring when one clause is projected through another, which presents it as an idea, a construction of meaning. It is symbolized by ('…').

For example: *I thought, 'that he wouldn't win it'.*
     α   β

3). MOOD System

Mood system is grammatical aspects of clause organized to respect its interpersonal meaning. It is a structure for exchanging the social meaning in the interaction among the participants, which can be classified into giving and demanding interaction. These interactions also relate to the nature of the commodity being exchanged in the form of goods and services or information. Mood system also defines the four primary speech functions of offer, command, statement, and question. (Halliday: 1994)

In other hands, The MOOD system is also used to analyze the clause whether it belongs to indicative: declarative and interrogative or imperative. The types of mood system can be seen in the figure below:

Mood System ⌐ Major Predicator ⌐ Indicative (S & F) ⌐ Declarative S^F
               └ Interrogative F^S ⌐ Polar (F^S)
         └ Imperative (P)   └ Wh (Wh^F^S))
       └ Minor No Predicator

(Adapted from Santosa, 2003: 109)

Mood system can be analyzed through semantic meanings of the clause namely: proposition and proposal. Proposition is used to give information or to tell something. It can be in the form of statement in declarative clauses (giving information) and question in the interrogative clause (demanding information) either polar or Wh-Question. Meanwhile, proposal is the semantic function of a clause in the exchange of good and services. It is expressed in the imperative clauses (Halliday: 1985). For example:

	Goods and Services	Information
Giving	*"Here's the book"*	*"This is the book"*
Demanding	*"Find the book"*	*"Is this the book?"*
	proposal	proposotion

(Halliday: 1985).

4). Mood Structure

Halliday (1985: 74) describes that the mood structure is a structure consisting two elements, the mood element and residue. The mood is the element that realizes the selection of mood in a clause; which is identified into two parts: (1) the subject, realized in nominal group; (2) the finite, realized in polarity system, the modality system and the tense system (Santosa, 2003:111). Meanwhile, the residue is the remainder of the clause.

The polarity system is the choice of positive and negative form of sentence. It is presented in finite verbal operator which is positive (*is, was, has, can, etc.*) and negative (*isn't, wasn't, hasn't, can't, etc.*). Meanwhile, according to Halliday (1985:335) modality is the area of meaning that lies between *yes* and *no* which is the intermediate ground between positive and negative polarity. Relating

to the preposition and proposal clause there are two type of modality, namely modalization and modulation.

Modalization is the preposition of modality which expresses information. There are two kinds of modalization: (1) Probability (*possibly, probably* and *certainly*) and (2) Usuallity (*sometimes, usually,* and *always*). The positive polarity of this modality is "*it is*" while the negative one is "*it is not*". Meanwhile **Modulation** is the proposal of modality (imperative type) expresses a command or exchange. Here, the meaning of positive and negative pole is prescribing and proscribing: positive '*do it*', negative '*don't do it*'. It consist of two types: (1) Obligation that is expressed in command (*allowed to, supposed to, and required to*) and (2) Inclination that occurs in an offer (*willing to, anxious to, determine to*). In command, the intermediate points represent degrees of obligation: '*allowed to, supposed to, required to*'. Whereas in an offer, they represent degrees of inclination: '*willing to, anxious to, determined to*'.

Besides, there are three levels of modality: high, median and low. The lower the level the closer it is to the negative pole. These three levels will be summarized as follow:

	Probability	Usuality	Obligation	Inclination
High	Certain	Always	Required	Determined
Medium	Probably	Usually	Supposed	Keen
Low	Possible	Sometimes	Allowed	Willing

(Adapted from Halliday 1985: 337)

5). Theme System

Theme is the element of clause that serves as the point of departure of message which concern "what the clause is going to be about" (Halliday, 1985: 39). It represents clause as message in which it has some forms of organization giving the status of communication events. In this case, a clause has Theme (starting point of the utterance) and Rheme (everything else that follows in the sentence that comprises what the speaker states about or in regard to the starting point of the sentence (Brown and Yule: 1983). Further, theme can be divided into ideational, interpersonal and textual theme.

1. Ideational Theme

It can be considered as the first element in the clause that expresses some kind of representational meaning. It might be a participant or circumstance giving information about time, place, manner, etc (Martin: 1997). It is divided into the marked and unmarked topical theme.

- Unmarked Topical Theme

It is considered as the subject of the clause that there is no special prominence (Martin: 1997). Generally, it consists of personal pronoun (I, you, we, they, he, she, and it), impersonal pronoun (it, there), nominal group, and nominalization. For example:

What you have done	is wrong decision
Theme: Top. Unmarked	Rheme

- Marked Topical Theme

It is not the subject of a clause, which gains a greater prominence (Martin: 1997). Usually, it is presented as an adverbial group (such as:

today, soon, etc.) or a prepositional phrase (such as: at zoo, in the corner, etc.). For example:

Yesterday	I went to Jogjakarta
Theme: Top. Marked	Rheme

2. Interpersonal Theme

It is realized in modal adjunct, finite verb, in yes/no interrogative clause and vocative element (Halliday, 1985:54). For example: For example:

- Finite as Interpersonal Theme:

Do	you	love me?
Theme		Rheme
Interpersonal	Top. Unmarked	

- Mood Adjunct as Interpersonal Theme

Actually	I	have some notes for you
Theme		Rheme
Interpersonal	Top. Unmarked	

- Vocative Adjunct as Interpersonal Theme

John,	how	are	you?
Theme			Rheme
Interpersonal	Interpersonal	Top.M	

3. Textual Theme

The textual are doing important cohesive work in relating clause to its context, however they do not express any interpersonal and experiential meaning (Eggins: 1994). It refers to any combination of 1).Continuative (*yes, no, well, oh*), 2.) Structural theme *(and, but, or)*. 3.) Conjunctive *(moreover, in addition,* etc). For example:

- Continuative

Well,	The most important thing	Is to finish your thesis
Theme		Rheme
Textual	Top. Unmarked	

- Structural

However,	What make me sad is	That she leave me
Theme		Rheme
Textual	Top. Unmarked	

- Conjunctive

Finally,	Robert	Solves his problem
Theme		Rheme
Textual	Top. Unmarked	

6). Groups

Halliday (1994: 180) defines group as an expansion of a word, called as a word complex. There are several kinds of group namely: Nominal Group, Verbal Group, Adverbial Group, Conjunctive Group and Preposition Group.

1. Nominal Group

Nominal group is an experiential structure which has the function of specifying (i) a class of things and (ii) some categories of membership within this class (Halliday, 1994: 180). The nominal group consists of head, which may be preceded and followed by modifying elements: pre-modifiers and post-modifiers. They are: deictic, numerative, epithet, classifier, and qualifier.

Pre-modifier ⟶   ⟵   Post-modifier

D ^ Num ^ E ^ C ^ T   (Qualifier)
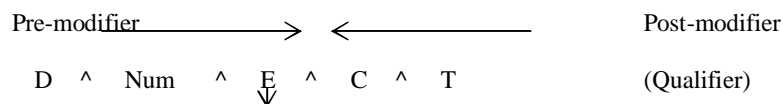
∀	∀		∀	∀	
Art	Car	Adj	N	N	Relative Clauses
Poss	Ord	Pr.Part	Adj	Pr	Present Participle Phrases
		Ps.Part	Ger	Ger	Past participle Phrases
				Int.Phr	Infinitive Phrases
				N.Cl	Adjective Phrases
					Prepositional Phrases
					Cardinal/Ordinal

(Adapted from Santosa, 2003: 100)

1. Thing (T)

    Thing (T) is the head of Nominal Group that may be preceded by pre-modifier or followed post-modifier. The modifiers of a thing are Deictic, Numerative, Ephitet, Classifier, and Qualifier.

2. Deictic (D)

    It indicates whether or not some specific subsets of things in intended. It is classified into specific (demonstrative *'a, the, this, that, those,* etc'* and possessive *'my, his, her, their'*) and non-specific (*each, both, all, neither, either, some)*

3. Numerative (Num)

    It indicates the numerical feature of subset: either quantity or order, either exact to inexact. It can be classified into two: 1.) Cardinal number, which is called, quantifying numeratives (*one, two, three,* etc.) 2.) Ordinal number, which is called ordering numeratives (*first, second, third,* etc.)

4. Epithet (E)

    Epithet indicates some quality of the subsets. It describes thing through shape, size, physical condition, and psychological condition. It can be experiential epithet that means an objective property of the thing

itself, such as: *long, big, sharp,* or attitudinal epithet that means an expression of the speaker's subjective attitude towards the thing, such as: *silly, beautiful, amazing,* etc.

5. Classifier (C)

Classifier indicates a particular subclass of the thing in question and classifies the thing in accordance with its types or kinds. It does not accept the comparison of intensity and they tend to be organized in natural exclusive and exhaustive set (Halliday: 1985)

6. Qualifier (Q)

Qualifier is the element following the thing either a phrase or a clause which always embedded. It is realized in Adjective clause, present particle phrase, past participle phrase and ordinal number.

Pre-modifier ⎯⎯⎯⎯➤ ◄⎯⎯⎯⎯ Post-modifier

D ^ N ^ E ^ C ^ T   ^   Q

Example:

The girl has a very beautiful oval face with a dimple on the chain.

D T   D   E   C   T   O

(Adapted from Santosa, 2003:100)

2. Verbal Group

Verbal group is the constituent functioned as Finite plus Predicator (or as predicator alone if there is no Finite element) in the mood structure and as Process in transitivity structure (Halliday, 1994: 175). Santosa (2003) also

states that verbal group is a group of words having role as Verb which it also represents experiential and logical meanings. There are two structures in verbal group: Experiential structure and the Logical structure.

- Experiential structure

Experiential structure consists of Finite, Event with the optional auxiliary. It begins with the Finite relating the process to the 'speaker-now'; the Finite does so by tense or modality. It ends with the Event, expressing a process, which may be event, action, and act of consciousness or relation (Halliday: 1985). For example:

Has	not	been	working
Finite	Polarity	Auxiliary	Event

Taken from Halliday: 1985

- Logical structure.

Logical structure realizes the system of tense (primary and secondary tense). Primary tense is functioned as head, shown as 'α'. Meanwhile, the modifying elements are symbolized by 'β', 'γ', 'δ', considered as secondary tenses that indicate the past (-), present (o), and future (+) (Halliday: 1985). For example:

Has	been	eaten
α^{ϕ}	β^{-}	γ^{event}

3. Adverbial Group

Adverbial group is a group that has an adverb as Head, in which may or may not be accompanied by pre-modifying elements that grammatical, such as rather *more, rather, not, so etc.* however, the post modifier in the adverbial group may be an embedded phrase or embedded clause (Halliday: 1985).

more	easily
pre- modifier	head

much	more	quickly	than I could count
pre-modifier		Head	Post-modifier

Taken from Halliday: 1985 with modification

4. Conjunction Group

Conjunction also forms word groups by modification, such as: *even if, just as, not until, if only, as soon as, in case, by the time,* etc.

5. Preposition Group

Prepositions are not a sub-class of adverbials, besides they are related to verbs. Functionally, they form groups by modification such as: *to, on the ground of, right behind,* etc.

7). Metaphor

Metaphor is a variation of the used of words, a word to be used with transferred meaning. It deals with the variation in the expression of meanings; it concerns "how the meaning is expressed, and not how the word is used" (Halliday, 1994: 341). In this case, it can be congruent and incongruent. The congruent expression is indicated by the used of nominal group for the participant, verbal group for the process, and adverbial group for the circumstance.

Meanwhile, the incongruent is expression also called as grammatical metaphor includes nominalization, i.e. a process of changing verbs and adjectives into nouns (Santosa: 2003). Generally, there are two kinds of metaphor: ideational and interpersonal metaphor (Halliday: 1985).

1. Ideational Metaphor

It is metaphor of transitivity covering all kinds of the chance of functioning transitivity devices. It can be seen if non-loving things do some activities, like what animate being done. For example: '*My heart will go on*'.

2. Interpersonal Metaphor

Interpersonal metaphor is the metaphor of mood and modality (Halliday: 1985). The metaphor of mood is associated with the basic speech function of offer, command, statement, or question. Meanwhile, metaphor of modality is a very common types of interpersonal metaphor based on the semantic relationship of projection. For example: 'Treat' is 'Give' (as opposed to 'demand'), 'goods and services' (as opposed to 'information'), and undesirable (as opposed to 'desirable') e.g. "*I'll shoot the pianist!*" reported as "*He threatened to shoot the pianist*" (Halliday: 1985).

8). Lexis System

Lexis system is a word which is used to realize verbal social process (text) and it functioned to realize ideational, interpersonal, and textual meaning (Santosa, 2003: 121).
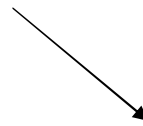
a. Congruent and Incongruent Lexis

Congruent expression is an expression in which the symbol has direct relation with reality. In other words, it is a process of direct symbolization, which realizes reality into the realization of symbol. It is indicated by placing nominal group as participant, verbal group as process, and adverbial group as circumstance. For example:

Robert sing this song for his girl friend.

Physical reality:
Robert, this song (Noun)   Symbolic reality:
Sing   (Process, activity)   Nominal group
For his girl friend (Circ. Purposes)   Verbal group
                                          Nominal group

Incongruent expression is an expression in which the symbol has indirect relation with reality (Santosa, 2003: 123). It is realized by changing a group into other grammatical system. This process can be in the form of **nominalization or abstraction**. Abstraction basically uses incongruent process to realize physical or social phenomena, grammatically in nominalization (Santosa, 2003: 124). Meanwhile, Eggins (1994: 58) states that nominalization is a process of turning things that are not normally nouns into noun, with consequences for other parts of sentences. For examples: *decide* (verb)-*decision* (noun), *decimate* (verb) – *decimation* (noun).

Normalization also related to the term of **technicality**. It refers to a process of naming physical or social reality through nominalization (Santosa: 2003). Meanwhile, Martin (1992: 328) states that technicality is a nominalization of process that produces the specific terms of certain field. It is one of the main functions of nominalization that builds up technical taxonomies of processes in specialized field.

b. Descriptive and Attitudinal Lexis

Descriptive lexis is a pure lexis describing experiential reality without involving any implicit opinions of the writer, while attitudinal lexis also describes experiential reality having implicit opinion, sense, and attitude of the writer towards the message or events involved in the text. For example: *The **livestock** sector in Nigeria is characterized by **low productivity***. (Santosa: 2003). Besides, attitudinal lexis also describes idea, way of thinking, way of feeling or opinion toward other participants, or even toward himself and toward to the messages, and the events involved in a text. Attitudinal lexis can be realized through epithet, modal adjunct, mental process, behavioral process, and attributes. For example*: If there is any **specimen** lower than a **fornicating** preacher, it must be a **shady** scientist.* (ibid.2003)

H. Advertisement

Advertisement is one of form of mass communication that is used to persuade people to consume certain product and services and to accept certain

idea by using some modus. Manufactures of producer use this media to communicate with their consumers. By using advertisement, they can promote their product or services and finally they can achieve larger economical benefit and maintain their brand identity.

According to the Definitions Committee of the American Marketing Association in Muller (1995: 55) state that advertising is "any paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor". Based on the definition above, advertisement has several aspects. First, it is "paid" which refers to the fact that the advertiser must purchase time and space for the message. Second, it is "non-personal" indicates that the message appears in the mass media, which means there is little opportunity for feedback from the message receiver. Finally, it is characterized as "identified" which refers to the fact that the media require sponsor to identify themselves.

Meanwhile Rositler and Percy (1998: 5) state that advertisement is a structural and composed non personal communication of information usually paid for and usually persuasive in nature about certain product. Basically, it is considered as a form of communication that is typically attempts to persuade the reader or the customers concerning certain product or service. Thus, advertisement is usually characterized to maintain communication between producer and target audience in order to promote certain product or services. In other words, advertising is also characterized as the medium of promotion through various media both printed of electronic media including television, radio, magazines, newspapers, Internet and billboards. The objectives of advertising are

basically carried out primarily to drive sales of the products and services and to build a brand identity and communicate changes or new product or services to the customers.

As a form of communication, advertisement is a vital communication system for both consumer and producer where producer keeps trying to find the proper way to communicate effectively with the target audience (Belch and Belch: 1999). In this case, the element of advertisement and the language used inside it is very significant to determine the economical benefit and brand identity of the producer.

1. The Functions of Advertisement

According to George Belch and Michael Belch, there are several functions of advertisement which basically are associated to the important communication function for company and organization (Belch, George E. and Michael A. Belch: 1999). Those functions cover:

a. Informing

Advertisement introduces particular new brands that come in the market, teach the consumer about the advantages of advertisement and facilitate the process of making positive brand identity. It also contains information, in which it is used to introduce new products and their feature.

b. Persuading

Effective advertisement will be able to persuade consumer to try product and service advertised through media. Sometime, persuasion is conducted in the form of primary demand which refers to create demand for overall product or in

the form of secondary demand in which it only covers specific brand from particular company.

    c. Reminding

Advertisement keeps the brand of particular company in the consumers mind and increase consumers interest concerning previous brand in order to maintain existence of the advertised product or service in the future.

    d. Adding Value

Advertisement provides added value by influencing the consumer's perception. In this case, effective advertisement cause particular advertised brand to be more elegant, style, and prestige. In order to adding value, advertiser uses three basic steps by creating new innovation; improving products quality; or changing the consumers perception (George Belch and Michel Belch: 1999)

I. E-Commerce

According to David Baum (1999: 36-44), e-commerce is a dynamic set of technologies, applications and business process that link enterprises, consumer, and communities through electronic transaction and the electronic exchange of goods, services and information. Meanwhile, Kalakota and Whinston (1997) define e-commerce as the dispatch of information, goods or services, and payment through telephone line, computer network or the other electronic devices.

E-commerce consists of the process of advertising, buying and selling of products or services over electronic systems such as the Internet and other

computer networks. It also consists of the exchange of data to facilitate the financing and payment aspects of the business transactions (http://en.wikipedia.org/wiki/Electronic_commerce)

Generally, E-Commerce may take place through the use of banners and establishment of website that provide more extensive information about the company or organization. By e-commerce, the advertiser and consumer can maintain communication which is only represented through internet using some common applications such as E-mails and Messaging, On-line Shopping or even Online Banking.

1. The Advantages E-Commerce

Basically, E-Commerce offers producer an excellent opportunity to sell their product directly to the consumer. In other words, the primary objectives of advertising on the internet are also to generate sales directly. However, there are some advantages of E-Commerce such as:

   a. Target Marketing. A major advantage of website is the ability to target very specific groups of individual or organization with a minimum waste coverage.

   b. Message Tailoring. As a result of precise targeting, message can be designed to appeal to the specific needs and wants of the target audience.

   c. Interactive Capability. The interactive nature of web leads to higher degree of consumer involvement. Site visitor are already interested enough in the company and the product to visit.

d. Information Access. Once user visits the website, they can garner a wealth of information regarding product specification, purchase information and etc. by website, new information can be made available immediately.

e. Market Potential. The internet keeps growing astronomically. Since the development of internet, the market potential will continue to increase.

J. Novus Bali Villas Resort & Spa

Novus Bali Villas Resort & Spa is one of resorts located in Bali particularly in Kuta region, which run under Novus Hotel Corporation. The resort is built based on the concept of "joglo" or Central Javanese architecture. It is inspired by passion for traditional ancient Indonesian architecture and decoration, thus it becomes the main characteristic which differentiate from other resorts. Although built in traditional style, Novus Bali Villas Resort & Spa also offers a complete range of New Age amenities for a luxuriously comfortable stay.

The villas are classified based on the size and its facilities. Generally, there are several kinds of villa such as Riverside Pool Villa, Corner Pool Villa, Family Pool Villa, and President Suite Villa. Meanwhile, the facilities and activities offered in this resort include in-room facilities or amenities such as private garden, mini bar, terrace lounge are with day bed and sofa, Queen Sized bed and etc. This resort also provides activities including hospitality and cultural learning. The activities of hostility covers Yoga and Relaxation, Balinese Massage, Villa

Cycling and etc; while cultural learning consists of The Ancient Megalith (visiting old temple) and Hidden Sanctuary (visiting old village at Penglipuran, Bangli and Bali Aga).

K. Novus Puncak Resort & Spa

Novus Puncak Resort & Spa is a resort which also a member of Novus Hotel Corporation located in Puncak, West Java. Basically, this resort is located in mountainous region of Cipanas, West Java, and therefore it is the only one Novus Resort that located outside Bali. In running their business, Novus Puncak Resort & Spa is also facilitated by Daiva Spa. It provides a traditional to modern techniques with indigenous herbs to give therapist and relaxation.

Novus Puncak Resort & Spa offers 112 rooms, and suites that built from natural stone, marble and wood from West Java. The room are equipped with IDD Telephone, Satellite color TV, Coffee makers facility and etc. This resort also has extra facilities covers; 1.) Recreational facilities includes sport and spa; 2.) Meeting and banquet facilities, it can be used to arrange meeting, conference, private gathering, etc. Beside, there is also bamboo terrace restaurant, music room inside the resort.

CHAPTER III

RESEARCH METHODOLOGY

A. Type of Research

This research belongs to a qualitative research which employs descriptive method. Surakhmad (1994) stated that the qualitative research is a research aims at seeking for a solution of social problems in a society. In qualitative research, the data are in the form of words or sentences rather than in numbers (Miles and Huberman: 1992). In other words, it is considered as a kind of research applied to a problem which is not designed to use statistic procedure (Subroto: 1992).

In addition, this research also employs descriptive method. It refers to a research which is conducted by collecting data, analyzing data, and finally drawing a conclusion based on the data without making into general conclusion (Hadi: 1983). It is also mainly used to seek an accurate and adequate description of activities, processes, and persons (Atkinson: 1998).

B. Data and Source of Data

Source of data refers to the subject from which the data is obtained (Arikunto: 1996). The source of data of this research is the e-advertisement texts of Novus Resort located in Bali and Puncak West Java taken from their corporate website: *www.novusbalivilla.com* and *www.novuspuncak.com.*

Data is defined as the materials used in a research from which the research subject is described (Sudaryanto: 1993). Besides, they are also defined as all fact and number which is can be used to find some information (Arikunto: 1996). In a qualitative research, data may be in the form of words, clauses, sentences or discourses taken from particular source. In this research, the data are in the form of cohesion, text structure, genre and lexicogrammar such as; clause system,

transitivity, thematic structure, mood system, nominal group, verbal group, nominalization, technicality, metaphor, and lexis system.

C. Sample and Sampling Technique

Sample is defined as a part or representative of a population which is investigated (Arikunto, 1996). In other words, Hadi (1983) also stated that sample is part of research subject suggested as a representative of population. In this case, sample is always taken from a particular population which can represent their population.

Meanwhile, sampling technique is defined as the technique of choosing a sample (Arikunto, 1996). It also considered as the way to determine the sample which will be used to obtain the representative sample. This research employs total sampling technique, since all of the data taken from both of e-advertisement texts are considered as the sample of this research. Therefore, the sample of this research derived from all clauses taken from both of the e-advertisement texts. Then, it is presented in the form of cohesion, lexicogrammar and text structure.

D. Technique of Collecting Data

Technique of collecting data refers to the way the researcher obtains the data which are observed (Subroto: 1992). The data in this research, e-advertisement texts of Novus Resort, were collected by applying "*a library*

research". It means that the data were collected from written resource such as newspaper, brochure, Internet, literary works etc.

Furthermore, this research also employs the technique of "*observing and noting*". It means that the researcher observed the language by reading the text, then noting the text as data (Subroto: 1992).

E. Technique of Analyzing Data

In analyzing the data, the researcher employs Systemic Functional Linguistics approach. Then, the technique of analyzing the data is in the following steps:

1. Analyzing the lexicogrammar both of the texts by identifying:

    a) Clause system

    b) Interdependency

    c) MOOD systems and mood structures

    d) Transitivity system

    e) Theme structures

    f) Nominal groups

    g) Verbal groups

    h) Lexis system.

2. Analyzing Lexical String of the texts.

3. Analyzing Text Structure of the texts.

4. Analyzing Genre of the texts.

5. Interpreting the analyzed data to find the register covering field, tenor and mode.

6. Drawing the conclusion.

7. Giving recommendations

F. **Research Procedure**

Research procedure describes the steps of the research. In this case, it is aimed to set up and accurate direction in conducting a research (Surakhmad: 1994). Then, the research procedure of this research is in the following steps:

1. Downloading the e-advertisement texts of Novus Resort from *www.novusbalivilla.com* and *www.novuspuncak.com.*

2. Reading and *s*electing the texts having the characteristics of the samples.

3. Analyzing the data by employing Systemic Functional Linguistics covering the analysis of Cohesion, Clause system, Mood system etc.

4. Making the interpretation of the data analyzed to find the register of the text covering field, tenor and mode.

5. Drawing conclusion

6. Giving recommendations.

CHAPTER IV

DATA ANALYSIS

A. Introduction

This chapter is mainly used to answer the problem statements of the thesis. It consists of three parts namely Introduction, Data Description, and Interpretation. First, Introduction describes the organization of this chapter and its main contents. Second, Data Description discusses the data taken briefly; those are e-advertising texts of Novus Bali Resort and Spa and Novus Puncak Resort and Spa taken from *www.novusbalivilla.com* and *www.novuspuncak.com*. In this part, the data are analyzed based on its contextual configuration and its lexicogrammar description. Third, Interpretation consists of the interpretation of the data description that is intended to find out the register of the texts covering Field, Status and Mode.

B. Data Description

Text 1

(E-advertisement of Novus Bali Villa Resort and Spa)

a. Contextual Configuration

This text is taken from the e-advertisement text of Novus Bali Villa Resort and Spa from *www.novusbalivilla.com*. This resort basically has good reputation not only in Indonesia but also in other countries. As the result, the target reader of this e-advertisement varies both domestic and foreign tourist; therefore, they provide reservation call center located in Singapore as branch office to improve their service to the consumer. From the choice of medium of promotion and the language used in the advertisement text, it seems that the target reader is

considered as well-educated people. Beside, since this resort belongs to one of starred resort in Bali, the consumer generally comes from middle and high society who really attracted to have vacation in Bali.

Generally, this advertisement is composed by elements of advertisement such as title, logo, picture or illustration and text. First, the logo is figured out on the top of the page and it is placed above the title "Bali Villa Resort and Spa" written in capital letter with its additional information and its address information. Both logo and title are arranged in one part that seems to be the symbol of the resort. Second, the picture is placed at upper part of this advertisement text. It is a picture of the resort captured at the night added by green color in both of sides as the background of the upper part.

Third, the text containing the description of the resort is written below the picture, while there is also a sub-title written in italic font "*The Novus Bali Villa Resort and Spa – where the comforts of fine living seamlessly blend in with nature and tradition*". Then the text describes generally that the resort has strategies location and comfortable surrounding. This text is written in Arial font and uses 7.5 font size with white color as the background. On the left side, there are hyperlinks that give additional information about the location, phone and fax number, reservation call number and address of the resort.

b. Lexicogrammar

1) Clause System

Type of Clause	Clause Number	Number	Percentage

Simplex	28	1	3, 03 %
Complex	29, 30, 31, 32, 33, 34,	6	18, 18 %
Minor	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, ,13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26	26	78, 78 %
	Total	33	100 %

2) Interdependency Relation

Type of Logico Semantic Relation	Type of Interdependency	
	Paratactic	Hypotactic
Expansion:		
- Elaboration		(31a-31b), (32a-32b)
- Extension	(33a-33b-33c), (34a-34b)	-
- Enhancement	(29a-29b-29c-29d)	(30a-30b), (33c-33d)
Total:	3	4

3) Mood System

Mood Class	Clause Number	Number	Percentage
Declarative -Proposition	28, 30a, 30b, 31a, 32a, 32b, 33a, 33b, 33c, 33d, 34a, 34b	10	71, 43 %
Imperative -Proposal	29a, 29b, 29c, 29d	4	28, 57 %
	Total	14	100 %

4) Transitivity System

Type of Process	Clause Number	Number	Percentage
Material	29a, 29c, 30a, 30b, 33b, 33c, 33d	7	41, 17 %
Mental. Behave	29b,	1	5, 88

Attributive. Rel	28, 29d, 31a, 32b, 33a, 34a,	6	25, 29 %
Identifying. Rel	31b, 32a, 34b	3	17, 64 %
Total		17	100 %

5) Theme System

Type of Theme	Clause Number	Number	Percentage
Top. Unmarked Theme	30b, 31a, 32a, 33a, 34a	5	21, 73 %
Top. Marked Theme	28, 29a, 29b, 29c, 29d, 30a, 31b, 32b, 33b, 33c, 33d, 34b	12	51, 17 %
Textual Theme	29d, 31b, 32b, 33b, 33c, 34b	6	26, 08 %
	Total	23	100 %

6) Nominal Group

Type of Nominal group	Clause Number	Number	Percentage
Simplex	1(i), 3(i), 4(i), 5(i), 6(i), 7(i), 8(i), 9(i), 10(i), 11(i, ii), 12(i), 13(i), 14(i), 15(i), 16(i, ii), 17(i), 18(i), 19(i), 20(i), 21(i), 22(i, ii), 23(i, ii), 24(i), 25(i, ii), 26(i, ii), 28(i), 28(iii), 28 (v), 29a(i), 29c(i), 29d(i), 30a(i), 30b(i), 32a(i, ii), 32b(i, ii), 33a(i, ii), 33c(i), 33d(i), 34a(i, ii)	49	75, 38 %
Complex	2(i.), 27(i), 28(ii), 28(iv), 29b(i), 29d(ii), 30b(ii), 31a(i, ii), 31b(i), 32b(iii), 33b(i), 33d(ii), 34a(iii), 34b(i, ii)	16	24, 61 %
	Total	65	100 %

7) Verbal Group

Type of Clause	Clause Number	Number	Percentage
Simplex	29a, 29b, 29c, 29d, 30a, 30b, 31a, 32a, 32b, 33a,	15	93, 75 %

	33b, 33c, 33d, 34a, 34b		
Complex	28	1	6, 25 %
	Total	16	100%

8) Nominalization and Technicality

a. Nominalization

- Comforts
- Living
- Crowd
- Call
- Hum
- Hospitality
- Reconstruction
- Welcome
- Blend

- Culture
- Known
- Design
- Carvings

b. Technicality

- Resort and Spa
- Nature
- Tradition
- Airport
- Local village
- Sanskrit
- Architectural
  trademark

- Paddy fields
- Natural river
- Heritage
- Reception
- Joglo

- Teak wood
- Strata
- Tumpansari

–   Traditional Javanese   art

9) Incongruency of Lexical String

Physical Reality	Symbolic Reality
- Comforts (condition)	Noun
- Living (process)	Noun
- Crowd (condition)	Noun
- Call (process)	Noun
- Hum (process)	Noun
- Heritage (process)	Noun
- Reception (process)	Noun
- Reconstruction (process)	Noun
- Welcome (process)	Noun
- Blend (process)	Noun
- Culture (process)	Noun
- Reception (process)	Noun
- Known (process)	Noun
- Design (process)	Noun
- Carvings (process)	Noun

10) Attitudinal Lexis

28. comfortably tucked …. and the lush green paddy fields

29b… amidst the lovingly tended Balinese garden

29d….<u>amazing</u> Balinese hospitality complete bliss and peace

31a…..is a <u>careful</u> reconstruction of a Joglo.

33b… by a <u>unique</u> pagoda type cascading design…

11) Metaphor

a. Ideational Metaphor

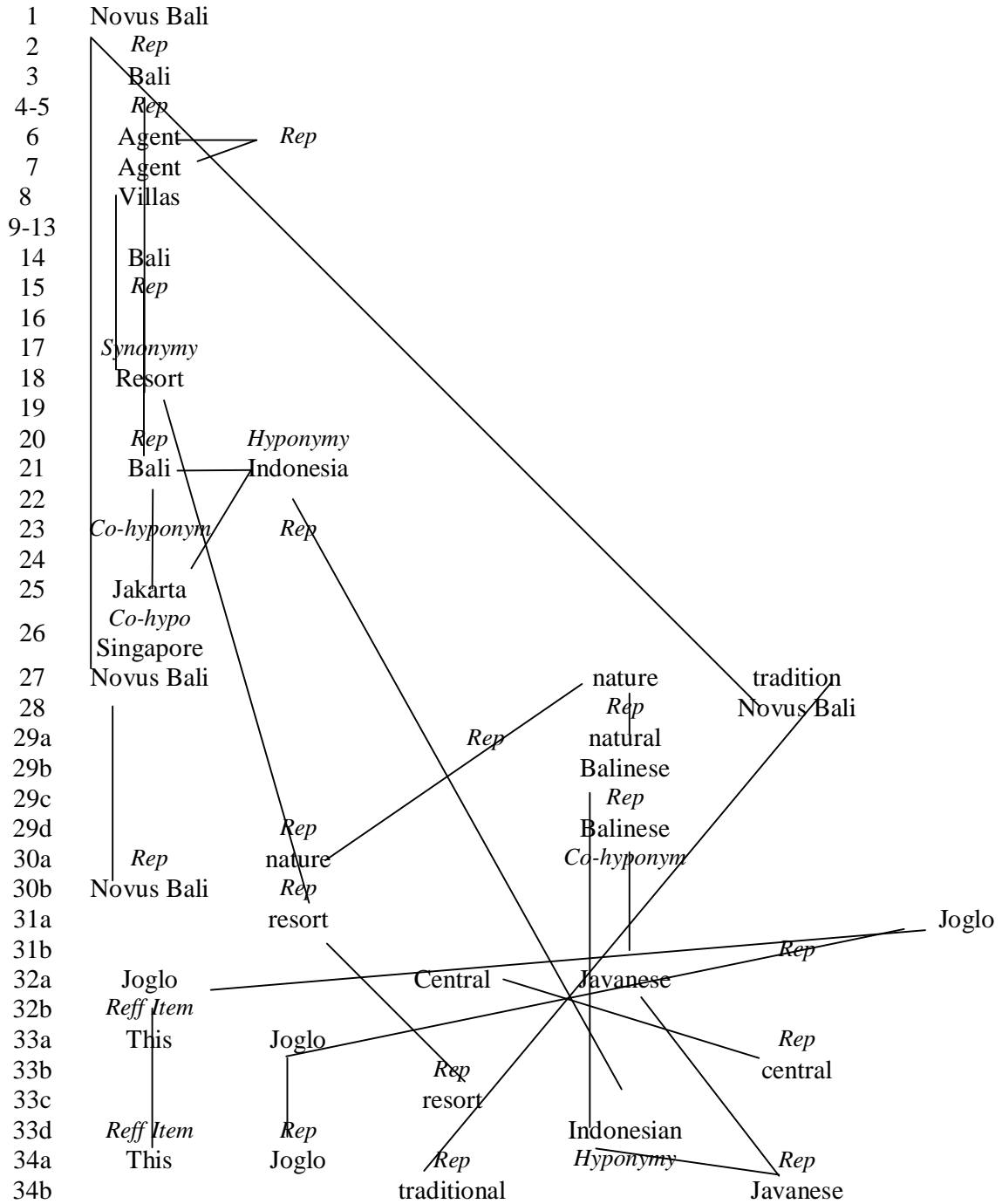29b. winds <u>playing</u> amidst the lovingly tended Balinese garden

30b…Novus Bali Villa <u>exudes</u> the charm of Indonesia's true heritage.

12) Polarity and Modality

This text is entirely written in positive polarity, however there is no modality found in this text.

13) Lexical Strings

1	Novus Bali
2	*Rep*
3	Bali
4-5	*Rep*
6	Agent *Rep*
7	Agent
8	Villas
9-13	
14	Bali
15	*Rep*
16	
17	*Synonymy*
18	Resort
19	
20	*Rep* *Hyponymy*
21	Bali Indonesia
22	
23	*Co-hyponym* *Rep*
24	
25	Jakarta
26	*Co-hypo* Singapore
27	Novus Bali nature tradition
28	*Rep* Novus Bali
29a	*Rep* natural
29b	Balinese
29c	*Rep*
29d	*Rep* nature Balinese
30a	*Rep* *Co-hyponym*
30b	Novus Bali *Rep*
31a	resort
31b	Joglo
32a	Joglo Central Javanese *Rep*
32b	*Reff Item*
33a	This Joglo *Rep* central
33b	*Rep*
33c	resort
33d	*Reff Item* *Rep* Indonesian
34a	This Joglo *Rep* *Hyponymy* *Rep*
34b	*Rep* traditional Javanese

14) Text Structure

Clause	Activity Sequence	Rhetorical Function	Stage
1-3	Describe the resort	Introduce the hotel	General description
4-17	Inform the link of advertisement text	Inform the link of the text to give further information about the resort	Specific description
18-26	Inform the location, and call center	Inform the location and call center including the phone and fax number of the resort	Specific description
27-28	Describe the surrounding of the resort	Describe further information about resorts surrounding and location	Specific description
29a-29d	Ask the reader to enjoy themselves at the resort	Urge the reader to visit and enjoy themselves at the resort	Recommendation
30	Describe the resort	Describe the resort to the reader	General description
31-34b	Describe the reception of Joglo	Describe the joglo dealing its history and its characteristic	Specific description

Text 2

(E-advertisement of Novus Puncak Resort and Spa)

a. **Contextual Configuration**

The e-advertisement text is taken from *www.novuspuncak.com*. As the medium of promotion, this text is arranged by employing several elements of advertisement text such as logo, illustration picture, title and text. All of those elements generally describe and give positive impression about the resorts including its service, facilities and other strength provided to attract the prospective consumer in order to build brand identity.

Generally, this text is similar to the previous text because they are considered as same resort under the management of Novus resort which located in different. The text has logo of Novus Puncak Resort and Spa that located on the left side. It simply symbolizes the resort which is represented by series of leafs. Under the logo, there is a title of the resort written in capital letter with different font. Next, this e-advertisement text only has one picture put in the top of the text, thus the picture has strong illustration about the resort. It indicates that the resort absolutely located in the lush tea plantations that has cool atmosphere.

Finally, the element of text dominates in the webpage which it can be divided into major and minor text. The major text consists of general description about the resort covering the facilities and services offered by the resort. Further, it also explains about the surrounding of the resort that is located near Puncak's

Tea Plantation and Cibodas Botanical Gardens. Meanwhile, the minor text gives the additional information about the official location, hyperlinks and call center.

b. Lexicogrammar

1) Clause System

Type of Clause	Clause Number	Number	Percentage
Simplex	25, 26, 27, 28, 29, 35, 36, 37	8	18, 60 %
Complex	24, 30, 31, 32, 33, 34, 38, 39, 40	9	20, 94 %
Minor	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24b, 31b, 33b	26	60, 46 %
	Total	43	100 %

2) Interdependency Relation

Type of Logico Semantic Relation	Type of Interdependency	
	Paratactic	Hypotactic
Expansion:	-	(24a-24b), (30a-30b), (31a-31b), (32a-32b), (33a-33b), (34a-34b), (38a-38b), (39a-39b), (40a-40b)
- Elaboration	(39a-39c)	-
Total:	1	9

3) Mood System

Mood Class	Clause Number	Number	Percentage
Declarative -Proposition	24a, 25, 26, 27, 28, 29, 30a, 30b, 31a, 32a, 32b, 33a, 34a, 34b, 35, 36, 37, 38a, 38b, 39b, 40a, 40b	22	91, 66%
Imperative -Proposal	39a, 39c	2	8, 33%
	Total	24	100 %

4) Transitivity System

Type of Process	Clause Number	Number	Percentage
Material	26, 31a, 32b, 33a, 34b, 37, 38b, 39a	8	33, 33 %
Mental. Behave	28, 29, 39b, 39c	4	16, 66 %
Attributive. Rel	24a, 25, 27, 30b, 34a, 35, 36, 38a, 40b	9	37, 50 %
Identifying. Rel	30a, 32a, 40a	3	12, 50 %
	Total	24	100 %

5) Theme System

Type of Theme	Clause Number	Number	Percentage
Top. Unmarked Theme	24a, 25, 26, 27, 30a, 31a, 32a, 33a, 34a, 35, 36, 37, 38a, 40a	14	46, 66%
Top. Marked Theme	28, 29, 30b, 32b, 34b, 38b, 39a, 39b, 39c, 40b	10	33, 33%
Textual Theme	30b, 32b, 34b, 38b, 39c, 40b	6	20%
	Total	30	100 %

6) Nominal Group

Type of Nominal group	Clause Number	Number	Percentage
Simplex	1(i), 2(i), 3(i), 4 (i, ii), 5(i.ii), 6(i), 7(i), 8(i), 9(i, ii), 10(i), 11(i), 12(i), 13(i), 13(i), 14(i), 15(i), 16(i), 17(i), 18(i), 19(i), 20(i, ii), 21(i, ii), 22(i), 23(i, ii), 24a(i), 24b(i), 25(i), 26(i, ii, iii, iv), 27(i), 28(ii), 29(ii), 30a(i, ii), 31a(i, ii, iii, iv), 31b(i), 32a(i, ii), 33a(i, ii), 34a(i, ii, iii), 34b(i), 35(i, ii), 36(i, ii), 37(i), 38a(i), 39a(i, ii), 40a(i)	64	79, 01 %

Complex	24a(ii), 25(ii), 26(v), 28(i, iii), 29(i, iii), 30b(i), 32b(i), 33b(i), 35(iii), 37(ii), 38b(i), 39b(i), 39c(i), 40a(ii), 40b(i)	17	20, 98 %
	Total	81	100 %

7) Verbal Group

Type of Clause	Clause Number	Number	Percentage
Simplex	24a, 25, 26, 27, 28, 29, 30a, 31a, 32a, 32b, 33a, 34a, 35, 36, 37, 38a, 38b, 39a, 39b, 39c, 40a, 40b	22	95, 65%
Complex	30b	1	4, 35%
	Total	23	100%

8) Nominalization and Technicality

a) Nominalization:

Plantation	Dinner
Style	Entertainment
Vacation	Experience
Advantages	Service
Resting	Meeting
Exercise	Setting
Refreshing	Access
Gathering	Massage
Breakfast	View
Lunch	Interest
Favorite	

b) Technicality

Capital City	Herbal Bath

Volcanic peak

Tea plantation

Room and Suite

Lobby

Resting Spot

Major urban center

Atmosphere

Gathering Spot

Swimming pool

In-house restaurant

Local Indonesian cuisine

International-style

Chinese favorite

Dining Option

Buffet

Karaoke langue

Frond desk

Conference center

Spa treatment

Javanese massage

Aromatherapy massage

9) Incongruency of Lexical String

Physical Reality	Symbolic Reality
- Plantation (process)	Noun
- Style (process)	Noun
- Vacation (process)	Noun
- Resting (process)	Noun
- Gathering (process)	Noun
- Cool (condition)	Noun
- Refreshing (process)	Noun
- Exercise (process)	Noun
- Breakfast (process)	Noun
- Lunch (process)	Noun
- Dinner (process)	Noun
- Setting (process)	Noun
- Service (process)	Noun
- Access (process)	Noun
- Meeting (process)	Noun
- Relaxing (process)	Noun
- Massage (process)	Noun
- Treatment (process)	Noun
- View (process)	Noun
- Endless (condition)	Noun

- Experience (process)   Noun

- Interest (condition)   Noun

10) **Attitudinal Lexis**

25. It overlooks the scenery of <u>majestic</u> Mount Gede……

27. Novus …. is subdued yet <u>esthetically</u> pleasing

30a. <u>A favorite</u> gathering spot…..

30b… to inspire <u>vigorous</u> exercise.

31a …<u>the best of local</u> Indonesian cuisine…..

33a. Poolside Lounge offers <u>a cozy</u> setting…..

37. …….offers a myriad of relaxing spa treatments

38a Individual treatment rooms are <u>comfortable</u> and airy

38b. …… <u>incredible</u> views of endless flower garden….

11) **Metaphor**

Ideational metaphor

28…rough natural wood and stone…., <u>greets</u> you.

29. Novus Puncak Resort & Spa takes advantage of the cool,

31a.…Puncak Café, serves the best of local Indonesian cuisine…

32a….. Restaurant, which <u>serves</u> Eastern and Western-style

33a. Poolside Lounge <u>offers</u> a cozy setting……

34b...which <u>serves</u> casual late-night drinks.

37. Novus Spa offers a myriad of relaxing spa treatments….

12) Polarity and Modality

All of the clauses in this text have positive polarity. However, there is no Modulation found in the text.

v

v

14. **Text Structure**

Clause	Activity Sequence	Rhetorical Function	Stage
1	Describe the resort	Inform the name of the resort toward the reader	General description
2-15	Describe the link	Inform the link that give further information about the resort	Specific description
16-19	Describe the location of the resort	Give information about the location of the resort	Specific description
20-23	Describe hotline number	Give information concerning the phone number, fax and reservation call center number of the resort	Specific description
24-25	Describe location and surrounding of the resort	Give further information about resort location and its surrounding	Specific description
26	Describe the room and suites	Describe the number of room and suite that available at the resort	Specific description
27-28	Describe the resort	Give further description about the resort	General description
29-36, 38	Describe the service and facilities	Describe service and facilities offered by the resort such as poolside lounge, restaurant, meeting room conference center and etc	Specific description
37	Describe spa treatment	Give information about spa treatment offered by the resort	Specific description
39	Ask the reader to do activities	Invite the reader to do some activities in some place near the resort	Recommendation
40	Describe Presidential Palace	Inform other interesting place located near the resort	Specific description

C. Data Interpretation

Text 1

(E-advertisement Text of Novus Bali Villas Resort and Spa)

1. Register

a. Field

Halliday in Martin (1992:499) states that Field refers to what is happening to the nature of the social action that is taking place: what the participants are engaged in, in which the language figures some essential components. It represents the activity sequence and a physical reality referring to what happening, where, when and how it takes place.

The e-advertisement functions as the medium of promotion and advertisement of the Novus Bali Villas Resort and Spa that is considered as luxurious located in Bali. It is mainly used to improve the brand-identity of the resort and to gain more consumers around the world. This text is published trough internet because the target readers are not only comes from domestic tourist but also from foreign tourist so that the management of the resort also provide call center of the resort located in Singapore. In arranging the text, the writer gives general description about the resort to promote its services and facilities. In addition, the writer of the advertisement text also provides specific description covering the contact number and resort address needed by the consumer who will visit the resort.

Seen from the text structure, the text is composed by specific description followed by general description and recommendation. In this case, the writer puts specific description first in order to provide important information such as the name of the resort and its location, important hyperlinks, phone and fax number. It can be said that the writer put important information in beginning of the text. Then, the general description gives detail information about the situation or surrounding of the resort. Meanwhile, recommendation functions to motivate the reader to visit and then to do some activates in the resort.

In organizing the text, the writer uses descriptive genre in order to describe, inform and promote the resort to the reader. Since the function of advertisement is mainly to introduce new product to the consumer, descriptive genre used in the text has significant role in advertising the resort. In this case, it quite appropriates enough in describing and promoting the resort including its service and facilities. In other words, it is also effective enough in portraying the strength of the resort as the advertised product, which finally it can increase economical benefit or brand identity of the resort.

The writer also tries to promote the resort by employing some repetitions, reference item, co-hyponymy, and other cohesive devises. These cohesive devices function to emphasis the advertised product or Novus Bali Villa Resort. In the text, the writer put repetition such as *"Novus Resort", "central", "nature"* and etc. The writer also uses reference item in order to maintain the text cohesively. Moreover, there are several co-hyponymy such as *"Balinesse-Javanesse", "Bali-Jakarta"*. Here, the writer relates the resort with the other point such as the resort

location, its facilities and its characteristics by repetition, meronymy, hyponymy and etc.

Seen from theme system, the writer applies dominant topical marked themes (41, 17 %) reflecting that the writer wants to give clear information about the resort. Moreover, the writer also put topical unmarked theme (21, 73 %) to emphasis the resort as the advertised product. By emphasizing the main point, Novus resort, trough topical unmarked theme; the reader will easily catch the main message that is mainly used to promote Novus Bali Villa Resort. Finally, textual themes (26, 08 %) functions to show the relation between clauses which make the text more cohesive. It also contributes to maintain the effectiveness of the text by its cohesive devices so that the reader can understand the message of the text clearly.

The text contains both nominalization and technicality that is used by the writer in describing the resort covering its facilities and its condition. It can be seen from several terms such as: *Tradition, Paddy fields, Joglo, Sanskrit, Architectural trademark* and *Tumpansari.* By using this term, the writer can develop his idea to arrange an attractive advertisement text. In other sides, the employment of attitudinal lexis such as: *"comfortably tucked amidst the local village", "amazing Balinese hospitality complete bliss and peace",* and *"by a unique pagoda type cascading design"* function to describe the reality about the resort, in other sides, it also show the writers positive opinion and attitude toward the resort.

b. Tenor

1) Status

Status refers to the degree of relationship among the participants involved in the text (Martin: 1992). Further, it describes the inter-relationship relation among the participants whether they are equal or unequal, horizontal or vertical.

In this e-advertisement, there is equal status between participants involving the writer of the text, the reader and Novus Bali Villa Resort and Spa. The relationship between the writer and the reader can be detected trough mood system. This text is mostly dominated by indicative declarative proposition clause (71, 43 %) which means that these clauses are in the form of statement and functions to give information or description about the resort. In other sides, this text also contains four clauses which are in the form of imperative clause function as proposal (28, 57 %) which seems to dictate the reader. However, the present of imperative clauses in this text basically does not mean as an order. It functions as an invitation or persuasion to the target reader since the nature of advertisement is to promote or to persuade about goods and services not to force the reader to accept particular goods and services. Since this text is dominated by proposition rather than imperative one, it means that the writer only focuses in giving information and promoting the resort which indirectly shows that they have equal status. In other words, there is no social hierarchy between them.

In other sides, the equal status between the writer and the reader also can be detected trough the employment of address from such as *"you"* in *"to give you a blend of Indonesian culture across island"*. Moreover, the writer also uses

possessive pronoun *"your"* in *"soothe your eyes"*. The present of address form and possessive pronoun in the text basically functions to maintain social relationship between the reader and the writer. This relationship tends to be equal since the present of address form and possessive pronoun symbolize neutral relationship without there is social hierarchy between them. In addition, it also reflects the attitude that he/she basically wants to maintain friendly relationship.

The presence of descriptive genre and its text structure also indicate that there is equal status between the writer and the reader. In this case, the writer gives description and information about the resort needed by the reader. At the same time, the writer also does not force the reader to accept it but the writer only gives recommendation to visit the resort. It indicates that the writer does not put the reader in lower position or it can be said that they have equal status since the reader has opportunity to refuse the writer suggestion.

In other sides, the relation between the writer and the resort also can be said that they have equal status. It is supported by the present of Relational Process that generally dominant in text. The text has ARP (25, 29 %) and IRP (17, 64 %). ARP and IRP have function in describing information neutrally about the resort and it also explains that the resort has positive value covering its condition and facilities. Meanwhile, Material Process (41, 17 %) also has huge percentage. It indicates that the writer wants to show the reality inside the resort in which there is particular event and happening. Finally, the text also contains Mental Behavioral Process (5, 88 %) which reflects that the resort physiologically offers pleasure activities that can refresh the consumer's mind.

Based on the lexis system, this text has several incongruence lexis such as *"design", "reconstruction", "heritage", and "welcome"* which reflects that the writer uses own perspective or opinion in arranging the text. It can be seen by employing incongruent lexis rather than using congruent one. Moreover, the existence of attitudinal lexis such as *"<u>comfortably</u> tucked amidst the local village, "is a <u>careful</u> reconstruction of a Joglo", and "<u>amazing</u> Balinese hospitality complete bliss"* also indicate that the writer has freedom in asserting his opinion and attitude toward the resort. Finally, it means that there is no social hierarchy between them or they have equal status.

2) Contact

Contact refers to the degree of language familiarity used by the writer. It can be seen by the employment of clause system, cohesion system, group system, and etc (Santosa: 2003). In other sides, contact also concerns with the degree of involvement among the interlocutor or the participant.

From the data description, it can be seen that the text contains minor clause (78, 78 %), complex clause (18, 18 %), and simplex clause (3, 03 %). However, the minor clause generally appears as hyperlink that will give further information about the resort. Meanwhile, the body text is dominated by complex clause. Since the text is dominated by minor one, therefore, it can be concluded that the writer basically wants to organize the text easier to be understood. In other word, it can be said that this text is created in familiar language since it contain a lot of clause that is have high readability level so that it can be easily to understand.

The familiarity of the language of this text is also realized trough the existence of simplex nominal group (75, 38 %) that dominates entire the text since complex nominal group (24, 61 %) only occupies small of them. Moreover, this text also contains simplex verbal group (93, 75 %) that absolutely dominates entire the text. Based on the description above, the writer absolutely arranges the text in easier one so that the text will be more familiar and easy to understand by the reader. Although, there is complex nominal group found in the text, it does not mean that the text is difficult to be understood by the reader because basically the text consist several nominalization and technicality that often appears in tourism field.

The writer of the text employs nominalization in describing the resort and in arranging an e-advertisement text. They are *"comforts", "reconstruction", "welcome", "culture", "known, "design"* and some technicalities such as *"Resort and Spa", "airport", "reception, "joglo", "sanskrit",* and *"tumpansari"*. These kinds of nominalization and technicalities are generally well-known term in tourism field. Therefore, the language used in the text are belongs to familiar language that does not create difficulties for those who interest in tourism to understand it.

Based on the lexical string, this e-advertisement belongs to cohesive text. The lexical string shows that the text contains a lot of repetition such as *"Novus Bali Villa"* (cl.1, 27, 28, 30b), "*resort*" (18, 31a, 31c), "Bali" (3, 14, 21), "*joglo*" (31b, 32a, 33a, 34b) and etc. There is also hyponymy such as *"Indonesian-Balinesse-Javanesse", Indonesia-Jakarta-Bali",* synonymy *"resort-villa",* co-

hyponymy *"Jakarta-Singapore"* and reference item *"this"*. These function to emphasis and to relate the main point of the text so that there is clear relation among the clause. In other sides, it also indicates that the writer focuses to the main point of the information transferred to the reader. In this case, he/she writes this text cohesively about the subject matter in order to makes this text easy to understand to the target reader.

In other sides, contact is also concerned with the degree of the nature of the involvement among the participants. In this advertisement, the writer involves the reader in his text because the reader is the potential consumer of the resort. Therefore, the writer needs to involve the reader in order to maintain social relationship between the writer and the reader or the consumer that finally it can attract the reader interest.

This involvement can be realized trough the employment of address form of *"you"* such as in *"to give you a blend of Indonesian culture across island"*. Moreover, this text also employs determiner of *"those"* in *"dwellings of those who enjoyed special strata"*. All these examples show the proximity between the writer and reader in which it also reflects that the writer's expectation to involves the reader in this text.

3) Affect

Affect refers to the degree of emotional charge in the relationship between the participants (Martin: 1992). It can be positive or negative according to the semiotic systems used to express the affect (Martin: 1992). Further, the affect of this e-advertisement text has two aspects:

1. From the writer to Novus Bali Villa Resort and Spa

The judgment of the writer toward the advertised resort is absolutely positive. This positive judgment can be seen from many aspects such as the employment of genre, text structure, mood system, polarity and etc.

The writer often uses attitudinal lexis in describing and promoting the resort such as in *"comfortably tucked amidst the local village"*, *"amidst the lovingly tended Balinese garden"*, *"amazing Balinese hospitality complete bliss and peace",* "is a careful reconstruction of a Joglo" and *"by a unique pagoda type cascading design"*. This attitudinal lexis not only expresses the writer's opinion and attitude but also increase the positive impression toward the resort. Thus, it absolutely gives positive description about the resort with its strength, as the result it also portrays the positive judgment of the writer toward the resort.

This positive judgment also can be detected from the mood system that is mostly dominated by indicative declarative proposition (71, 43 %). By employing proposition clause, the writer focuses in describing and portraying the strength of the resort. Further, it also adds information about the comfortable surrounding of the resort. Moreover, the positive judgment of the writer also can be understood from polarity system that is used in all clauses.

The text is composed in descriptive genre and systematic text structure in which the writer gives general and specific description to promote the resort added by recommendation to invite the reader to enjoy staying at the resort. By using descriptive genre, it indicates that the writer is confident enough in promoting the resort as it is reflected by his/her description about the resort. The

writer actually uses positive statement like in "*The Novus Bali Villa Resort and Spa – where the comforts of fine living seamlessly blend in with nature and tradition*" in order to help the management of the resort in promoting the resort or in persuading the reader. Since the description absolutely tells about the positive sides of the resort, it indirectly portrays the writer's positive judgment toward the resort.

2. From the writer to the reader.

In the text, the writer not only gives positive judgment toward the resort but also toward the reader. In this case, the reader becomes important aspect in advertising business since they are considered as the potential consumer that can produce economical benefit to the company. Therefore, the positive judgment from the writer to the reader is commonly found in advertising text to attract the reader or the consumer.

The positive judgment toward the reader is also realized through the language used in the text. Based on mood system, this text employs proposition clause (71, 43 %) dominantly which means that the writer wants to give clear and detail information about the resort to satisfy the reader need concerning further information of the resort. Although there is four imperative clauses (28, 57 %), its does not means that the writer does not respect the reader. In this case, it is basically used to invite the reader to come and enjoy vacation at the resort. At the same time, writer also wants to assure the reader confidently that the resort has something special offered to the reader by giving emphasis trough imperative clause.

In addition, the writer also employs several clauses which express positive impression toward the reader such as in *"to give you a blend of Indonesian culture across islands"*. It describes that the resort tries to give something to the reader or the writer considers the reader as the consumer who wish get the best service from the resort. By attractive diction used by the writer, it intercity shows his/her positive judgment toward the reader.

Moreover, the writer also uses attitudinal lexis, positive polarity and nominalization to strengthen his/her positive judgment toward the reader. Attitudinal lexis has big impact in convincing the reader that the resort has good reputation including service and facilities. They are *"the lovingly tended Balinese garden, "by a unique pagoda type cascading design",* and *"a careful reconstruction of a Joglo"*. This text also consists of nominalization that implicitly functions to arouse the positive impression such as *"comforts"*, *"welcome",* and *"known"*. Finally, this text employs positive polarity in order to reflect and to maintain positive judgment from the writer to the reader.

c. Mode

1) Channel

Based on the data description above, the text is composed through minor clause (78, 78%), complex clause (18, 18%) and simplex clause (3, 03%). Generally this text is dominated by minor clause in which the logical relations are expressed implicitly or using internal conjunctions. Therefore, it is considered to be written style because it will be more difficult to understand by common people.

Moreover, the complex clauses of the text are also added by embedded clause containing long clause or phrase. It indicates that the text provide full of information about the resort. Based on this reason, the text is relatively difficult to understand, so that the text tends to use written style.

In other sides, this text also employs more simplex nominal group (75, 38 %) than complex one (24, 61 %). The text is also fully occupied by simplex verbal group (93, 75 %). The present of both simplex nominal and simplex verbal group make this text easy to comprehend. Moreover, several nominalization and technicality found in the text such as *"resort and spa", "airport", "joglo", "reception"* and *"culture"* seem still familiar to the reader since the target reader of the text is considered as educated people from middle to high class society. Based on this perspective, it can be said that this text tend to be spoken style.

The tendency of spoken style is also supported by the employment of address form *"you"* and pronoun *"your"* that indicate there is direct communication tendency. It can be seen in *"soothe your eyes"* and *"to give you a blend of Indonesian culture"*. The pronoun of *"your"* above appears as imperative clauses which implicitly indicate that it maintain two way communications directly from the writer and the reader. Therefore, since the text has both spoken and written style, it can be concluded that the text uses spoken-written channel.

2) Medium

Novus resort uses internet as their medium of promotion. This text is published in their website at *www.novusbalivillas.com*. The language used in text

generally appropriate enough for the advertisement published in the internet. In the text, the wrier uses written-spoken style in order to arrange simple text which is easy to understand. By using written-spoken style, the writer can maintain close relation to the reader which finally can make the text more acceptable in the readers mind. Therefore, it supports the effectiveness of the language that is used in the medium of internet.

Moreover, the writer also tries to involve the reader and at the same time he/she also gives positive judgment toward the reader. This fact also support the appropriateness among the language used and the medium since internet is often considered as interactive medium which often involve the user to interact with the others directly or indirectly without resulting social distance between the participants. By maintaining close relation with the reader, there will be more chance to gain both economical benefit and particular brand since it can generate positive perception about the resort including its services and facilities.

In addition, the employment of minor clause, ellipsis, simplex nominal group and verbal group indicates that the writer provides short and detail information about the resort through internet medium. It proves that the language used in the text is effective enough to promote the resort. In this case, the user of the internet will gain more benefit because they can read and understand the message of the advertisement text fast so that they will not waste their time. It also reflects the language of advertising which of often appears in simple structure and lack of complexity in order to make the text clear and easy to understand.

2. Genre

The text belongs to Descriptive Genre since it mainly used to describe the resort covering its parts and characteristics. The text is composed by General description, Specific description and Recommendation. Both of General and Specific description provide description about address, call center, and location of the resorts. Meanwhile, Recommendation as optional element functions to invite the reader to visit the resort or to arouse the reader interest in order to maintain effective advertisement text.

The presence of Relational Process also support Descriptive Genre used in the text. It contains Attributive Process (25, 29%) and Identifying Process (17, 64%) which indicates that the writer gives description and information about the qualities and characteristics of the resort.

Data Interpretation

Text 2

(E-advertisement Text of Novus Puncak Resort and Spa)

1. Register

a. Field

Field refers to the question related to the environment of happening such as where, when, how it happens, why it happens (Santosa: 2003). It represents the

activity sequence and a physical reality referring to what happening, where, when and how it takes place (Martin: 1992).

This e-advertisement text promotes Novus Puncak Resort and Spa located in Cipanas West-Java. The text is taken from *www.nuvuspuncak.com* which functions as their homepage. It means that the management of the resort promotes the resort individually trough their website, or it can be said that they do not rent agency web in promoting the resort. In persuading the reader, the writer puts several positive descriptions about the resort including its facilities and services offered by the resort. Generally, this text describes that the resort provides comfortable situation which is nature-oriented since it located in mountainous region surrounded by tea plantation area. Considering the medium used by the text, the target reader of this text is generally both domestic and foreign tourist who comes from middle to high society.

Based on the theme analysis, this text is dominated by Topical Unmarked Theme (46, 66%), and the rest are Topical Marked Theme (33, 33%) and Textual Theme (20%). The domination of Topical UM theme gives the emphasis on the subject matter of the advertised resort. In this case, it makes the reader focus about the Novus resort because the present of Topical UM implies about the main point or subject matter of the text. Meanwhile, the presence of Topical Marked Theme gives additional information concerning the resort or inviting the reader to visit the resort.

In other sides, lexical string of the text shows that the writer generally focuses on the several points such as Puncak Resort, its facilities and service, and

it's surrounding. It can be seen from the employment of repetition, meronymy, hyponymy and other cohesive devices. The writer tries to emphasis on the subject mater or Novus Puncak Resort by mentioning it in several repetitions and reference item. In addition, the presence of co-meronymy such as *"Poolside Lounge-music room- restaurant-puncak café"* gives detail information about the facilities offered by the resort.

This text also contains nominalization and technicality that supports the promotion of the resort. The example of nominalization area *"vacation"*, *"*refreshing*"*, *"service"*, *"resting"*, *"favorite"*, *"entertainment"*, *"experience"*, *"interest"*, *"advantages"*, and etc. Meanwhile, the technicalities are *"room and suite"*, *"frond desk"*, *"conference center"*, *"spa treatment"*, *"herbal bath"*, *"aromatherapy massage"*, *"javanese massage"* and etc. These nominalization and technicality provide description about the type of service and facilities offered by the resort to the reader. In other sides, this nominalization also create pleasure atmosphere found at the resort since the nominalization such as *"Refreshing"*, *"Entertainment"*, *"Service"* and *"view"* indicates that the resort has comfortable surrounding and top facilities offered to the consumer.

The writer employs Descriptive genre in composing the text. It is effective enough in promoting the resort since the reader or consumer basically wants to know clearly about the resort including its features. By Descriptive genre used in the text, the writer can introduce the strength of the resort. In addition, the text structure of the text is arranged in sequence of activity that is easy to understand. The process of transferring information is portrayed in the staging of the text that

starts from general description to specific description and recommendation. In this case, both General description and Specific description mainly functions to reflect the activities of the writer in describing the resort, meanwhile the recommendation functions to persuade the reader to visit the resort.

b. Tenor

1) Status

Status refers to the relative position of the interlocutor in a culture's social hierarchy. It concern about the social ranking whether the interlocutor has equal or unequal status. In the text, interlocutor refers to the writer of e-advertisement, Novus Puncak Resort and Spa and the reader.

Based on the analysis of lexicogrammar, the status between the writer and the reader tends to be equal which can be seen from several aspects. Based on the mood system, this text is composed by indicative declarative proposition clause (91, 66%), and imperative function as proposal (8, 33%). This means that the writer focuses in delivering message or information about the resort without providing social hierarchy among the participants. It symbolizes the characteristic of advertisement text that delivers information and promotes particular goods and service. Although there are two clauses functions as imperative, it is basically intended to maintain attractive and effective advertisement text in which the imperative clause appears to invite the reader to visit the resort or show the resort self-esteem toward the reader.

In addition, this text also employs address from such as in *"greets you".* It indicates that there is equal status between the writer and the reader. In this case, the writer assumes the reader as the consumer who will visit the resort; so that the writer needs to say welcome in order to maintain social relationship. At the same time, it also reflects that the writer wants to build close relation without reducing his/her respect toward the reader.

The equal status also can be detected from ideational metaphor found in the text. They are *"Puncak Café, serves the best of local Indonesian cuisine",* *"which serves Eastern and Western-style buffets", "Poolside Lounge offers a cozy setting", "which serves casual late-night drinks"* and *"Novus Spa offers a myriad of relaxing spa treatments".* The employment of ideational metaphor above indicates that the writer, as the representation of the resort, wants to serve and offer something to the reader as his/her potential consumer. It indirectly shows that there is no social hierarchy between them because the writer can not force or dictate the reader to receive services or goods offered by the resort.

In other sides, the status between the writer and Novus Puncak is also equal. It is indicated by the used of indicative declarative proposition clause (91, 66%) dominantly in the text. It points out that the writer gives detail information in promoting the resort that is intended to increase the number of tourist coming to the resort. As the result, it will increase economical benefit of the company because these clauses generally tell about the positive thing or the strength of the resort.

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In addition, the writer also expresses his/her opinion and attitude about the resort by writing several clauses containing attitudinal lexis inside it. They are *"It overlooks the scenery of <u>majestic</u> Mount Gede", "Novus…. is subdued yet <u>esthetically</u> pleasing",* and *"<u>incredible</u> views of endless flower garden.* By employing this attitudinal lexis, the writer has possibility in asserting his/her own opinion or attitude. It means that the writer has particular authority or freedom in determining the content of the text, therefore it can be said that they has equal status although the management of resort generally ask writer to create advertisement text for them.

2) Contact

Contact refers to the degree of language familiarity that is used by the writer in arranging the text. Furthermore, it also concerned with the degree of the nature of the involvement among the participants. In this case, the participants refer to the writer and reader. Then, contact is realized trough the clause system, group system, and cohesion system.

The contact of this text tends to be familiar because the language used in the text has high level of readability. Therefore, the reader, who is assumed as educated people, will not face any difficulties in understanding the message of the text. The percentage of minor clause (60, 46%) which higher than complex one (20, 94 %) has important role in creating this text easy to understand. At the same time, it also indicates that the language used in this text is very familiar to the target reader since the text also employs several simplex clauses (18, 60%).

The familiarity of language used in this text also can be seen from group system in which it contains simplex nominal group (79, 01%) and simplex verbal group (95, 65%) dominating in the text. The reader can take advantages from the present of simplex nominal group since the content of the text will be easier to understand. At the same time, simplex verbal group also has same function in explaining the event as simple as possible which indicates the familiarity of the language used in the text.

Moreover, there are a lot of nominalization *"vacation", "advantages", "breakfast", "dinner", "entertainment", "experience", "service"* and *"access"*. This nominalization belongs to well-known term that can be found easily in the tourism field. In addition, in term of technicality, this text also uses very familiar term that can be understood easily by the tourist both domestic and foreign. They are *"tea plantation", "room and suite", "conference center", "spa treatment", "resting spot", "gathering spot"* and *"swimming pool"*.

The lexical string shows that the text contains a lot of repetitions, meronymy. co-meronymy, hyponymy co-hyponymy and reference item. It can found in the repetition of *"mountainous", "natural", "tea plantation"* and etc. Meanwhile, there are also co-meronymy such as *"puncak café", "music room", conference center", "private balconies"* and etc. In this case, it composes the text to be more cohesive and attractive. In addition it will make the reader understand the subject matter of the text easily.

In other sides, the writer involve the reader in the text by employing lexis "*you*" in *"from the moment you enter the lobby"* and in *"greets you"*. The writer

also tries to involve the reader by inviting the reader directly which is shown by the employment of imperative clauses such as "walk *around Puncak's Tea Plantation" and in "or venture out to the Taman Safari Zoo Gardens*". These imperative clauses actually do not mean as an order but rather than an invitation to the reader to enjoy their pleasures at the resort.

3) Affect

1. From the writer to the reader

The judgment from the writer to the reader is positive which realized trough mood system, polarity and attitudinal lexis used in the text. The writer employs indicative declarative functions as proposition (91, 66%) and imperative functions as proposal (8, 33%). Through proposition clauses, the writer delivers the message to the reader by providing detail and clear description about the resort. By giving detail information needed by the reader, its means that the writer respects the reader as his/her potential consumer. At the same time, proposal clause functions to invite the reader to visit the resort since the resort provide different services and facilities. In other words, it functions to convince the reader that the resort has various services and facilities offered to them.

Meanwhile, the presence of attitudinal lexis such as "*majestic", "esthetically", "favorite", "vigorous", "comfortable", "myriad" "incredible*" indicates that the resort has positive value that can arouse the reader interest regarding the resort. It also functions to spoil the reader by several services and fresh atmosphere of the resort.

Moreover, all of the clauses in this text are written in positive polarity which reflects positive perception about the resort, its surrounding and its facilities. As the result, it also indirectly reflects the positive judgment of the writer toward the reader since there is no negative statement addressed to the reader.

2. From the writer to the Novus Puncak Resort and Spa.

The judgment of the writer to the Novus Puncak Resort and Spa is absolutely positive. It can be seen from the attitudinal lexis, mood system, and transitivity system, genre and text structure.

The writer puts attitudinal lexis which represents positive opinion about the resort. It can be seen in *"… is subdued yet esthetically pleasing", "A favorite gathering spot", "… rooms are comfortable and airy"* and etc. The presence of attitudinal lexis actually not only express the writer's attitude or opinion but also indicate that the writer gives strong appreciation concerning the resort. Based on this fact, it can be understand that the writer also has positive judgment toward the resort including its services and facilities.

Seen from mood system, it is clear that the writer gives positive judgment since the text contains clauses function as proposition (91, 66%) dominantly in the text than imperative one (8, 33%). These declarative clauses give positive assessment toward the resort due to the detail of information stated by the writer in the text. In other words, it reflects that the writer is really confident in portraying the strength of the resort by the detail of information written in the text.

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In addition, the writer also often uses Attributive Relational Process (37, 50 %) and Identifying Relational Process (12, 50%). The employment of Relational Process indicates that the resort has some important attributes that can be used to attract the reader. These attributes are in the form of facilities and services such as conference center, karaoke langue, in-house restaurant, Javanese massage, herbal bath, 24-hours front desk. At the same time, it also gives special value toward the resort since the resort is located in beautiful and comfortable location in mountainous area of Puncak West Java.

This positive judgment is also supported by the Descriptive Genre and the text structure of the text. The writer arranges the text by placing general description first to introduce the resort toward the reader. Then it is followed by specific description and recommendation to provide important information and to persuade the reader to visit the resort. Therefore, the genre used by the writer is effective enough in attracting the consumer as well as promoting the resort. Thus, from this aspect, the writer has positive judgment since he/she arranges detail and clear advertisement text through Descriptive Genre that is effective enough in promoting and describing the strength of the resort to the market.

c. **Mode**

a. **Channel**

The writer tends to use written-spoken channel in arranging the text. This text is composed by minor clause (60, 46 %), complex clause (20, 94%), and simplex clause (18, 60 %). Therefore, this text tends to be written style than

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spoken one although it also contains several complex clauses (20, 94%). In this case, the text contains logical relations expressed implicitly or using internal conjunctions. As the result the text becomes more written style which describes something by implicit conjunction.

Moreover, the employment of several ideational metaphors indicates that the text tends to employ written language. It can be found in *"Novus Puncak Resort & Spa takes", "Puncak Café, serves", "Poolside Lounge <u>offers</u>", "Novus Spa offers"* and *etc.* These clauses indicate that writer personifies non-human being to behave as human which reflects written style similar to scientific writing.

In other sides, this text also tends to be more spoken if it is seen from group system. There is simplex nominal group (79, 01 %) dominated the entire clause. Meanwhile, the present of complex nominal group (20, 98 %) is not too difficult to understand since it contain a lot of well-known term in tourism field and the target reader of this text are considered as educated people. In addition, the present of simplex verbal group (95, 65%) which absolutely dominates the text also supports the tendency of spoken style.

The nominalization and technicalities found in the text are familiar and well-known term. *They are: "vacation", "gathering", "entertainment", "room and suite", "in-house restaurant"* and etc. Based on this reason, the target reader will not get any difficulties in understanding the content of the text.

Finally, the writer also uses address form *"you"* in *"<u>you</u> enter the lobby"* and *"greats <u>you</u>"* that makes this text tend to be spoken. In this case, the address for *"you"* functions to maintain communication between the writer and

the reader directly. Therefore, it can be categorized has characteristic of spoken style.

b. Medium

Similar to the previous text, this text is also published through internet particularly in *www.novuspuncak.com*. This text is mainly used to promote and introduce Novus Puncak Resort and Spa which located in West Java. The medium appropriate enough since internet often contains written-spoken language in delivering any kind of information including in the advertisement text. Moreover, the user of the internet is very heterogenic who often demand flexible and simple language style that can be accepted by the user around the world.

Since internet is considered as "cyber-world", there is no social hierarchy between the users or the participants. As the result, the used of written-spoken style is proper enough to realize their status and their social relation as the "user" of the internet. Indirectly, it also reflects the appropriateness between the channel and the medium of the text.

The text is composed by simplex nominal group (79, 01 %) and simplex verbal group (95, 65%) that provide simple and clear information about the resort through limited space of Novus Resort's homepages. In this case, the text can be considered as written-spoken text which has high level of readability since it is written in simple structure. By using written-spoken style that has high level of readability, the reader can catch the message of the advertisement text easily. Therefore, the language used in the text is effective enough in advertising the resort through the medium of internet.

In addition, descriptive genre and the structure of the text also support the writer in delivering the information and persuading the reader. In this case, they provide systematic description within written-spoken style. Based on this reason, both of genre and text structure of the text is effective enough to promote the resort trough internet, because the "user" of the internet needs detail and clear information about the advertised product particularly written in systematic and attractive way.

2. Genre

Seen from the text structure, it can be concluded that the text employs Descriptive Genre since it contain General Description, Specific Description and Recommendation. The staging of the text is composed by general description first in which the writer introduces and informs about the name of the resort. Then, the text is followed by several specific descriptions about the resort including its contact information, location, services and facilities offered by the resort. Meanwhile, recommendation of the text is optional element that is used to attract the reader interest.

The genre of the text also can be seen from the uses of Relational Process both Attributive (37, 50%) and Identifying Process (12, 50%). Relational Process used in the text indicates that the writer wants to give description about the resort. In addition, the text also employs both Epithet and Classifier frequently. It functions to give additional information and description about the resort.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter describes about the conclusion of the register analysis and the recommendation. The conclusion covers the result of data analysis including the interpretation of register analysis of e-advertisement text of Novus Bali Vilas Resort and Spa and Novus Puncak Resort and Spa. It also describes the strengths and weaknesses of these e-advertisement texts and describes how language used in the advertisement text. Meanwhile, the recommendation covers the researcher's recommendation addressed to other linguistic students, researcher and advertisement publisher.

A. CONCLUSION

Based on the problem statement, this research find out the register and genre of two kinds e-advertisement texts of Novus resort published in the internet. Then, the conclusion of this research is can be seen from two aspects:

1. Register

The field of the texts basically deals with the process of advertising and promoting of Novus resort. Both of Novus resort managements wants to achieve economical benefit and maintain particular brand by publishing e-advertisement text through internet particularly in their website. However, Novus Bali Resort has larger target reader since they intentionally open branch office in Singapore as one of their call center in order to gain foreign tourists. Seen from data analysis,

both of the resorts often use attitudinal lexis, technicalities, and nominalization in order to give positive impression toward the resort. However, they have difference percentage in term of theme system. Novus Bali Villa has Topical Marked Theme (41, 17 %) dominating entire the text that reflects the writer `s effort in providing information about the resort. Meanwhile Novus Puncak Resort has Topical Unmarked Theme (46, 66%) which means that the writer gives emphasis on the subject matter of the advertised resort.

In addition, both of the texts also have same activities sequence in term of text structure. It functions to give general description, specific description and recommendation about the resort. Thus, it can be concluded that the writer uses Descriptive Genre in promoting the resort. Furthermore, the texts also employ part-whole cohesive device, synonymy, meronymy and reference item. It functions to focus the subject matter of the advertised product including its services and facilities. In addition, they also have significant contribution in generating cohesive advertisement text, and then finally it produces an effective advertisement text.

In the level of genre, the texts employ Descriptive Genre in which it mainly functions to describe, inform and promote the resort toward the reader since it contains description and information used to advertise the resorts. The employment of Descriptive Genre in the advertisement text is appropriate enough. It is due to the fact that the function of advertisement text is to describe and inform particular new product or service to the market. By employing Descriptive Genre, the writer tries to introduce the resort and informs the reader about the

advantages of the advertised product. Moreover, it also has contribution in creating brand identity by providing important information through general and specific information of the products and its features needed by the reader.

Dealing with tenor, the conclusion of this part covers three aspects: status, contact and affect which can be concluded from the analysis of lexicogrammar, genre, context of situation and context of culture. Generally, there is equal status among the participants involved in the both of texts. In the text 1, the equal status can be seen through mood system which is dominated by proposition clause (71, 43 %) function to provide information, while the rest is proposal clauses function as an invitation or persuasion clauses addressed to the target reader. It occurs because the nature of advertisement generally focuses in promoting and persuading about goods and services. The same condition also occurs in the text 2 in which it is also dominated by proposition clauses (91, 66%) functions to give detail information about the services and futilities of the resort.

The genre of the texts also contributes in maintaining equal status among the participants since the texts use descriptive genre. By employing descriptive genre, the relation among the participants is horizontal because the writer only focuses in describing the products through some general and specific descriptions about the products. In this case, the reader also has freedom to accept or refuse the advertised products since the writer does not dictate the reader to accept the products offered in the advertisement texts.

The equal status among the participants is also supported by the employment of address from *"you"* and possessive pronoun *"your"* in the texts. It

generally functions to maintain close social relationship among the participants. Moreover, both of the texts also contain attitudinal lexis. The employment of attitudinal lexis indicates that the writer has opportunity in asserting his/her own opinion or attitude. It indirectly reflects the writer authority in determining the content of the text. Therefore, it can be said that there is equal status between the writer and the management of resort since the management give freedom toward the writer in asserting his/her opinion concerning the resort.

The contact of both of the e-advertisement texts tends to be familiar because the language used in the texts has high level of readability since text is arranged in simple structures. Text 1 employs simplex nominal group (75, 38 %) and simplex verbal group (93, 75 %). At the same time, text 2 also contains simplex nominal group (79, 01%) and simplex verbal group (95, 65%) dominating in the text. Therefore, the texts absolutely become familiar and easy to understand by the reader. In addition, both of the texts also employ nominalization and technicality that contain well-known term in tourism field such as *"airport", "room and suite"," reception", "frond desk", "conference center",* and etc. By providing well-known tourism term realized in technicality and nominalization, the target reader of the texts will not face difficulties in understanding the texts, so that it can be concluded that both of the texts exploit familiar language.

Both of the texts also tend to involve the reader in the text. Naturally, advertisement text often involves their target reader in the text in order to attract the reader interest and provide communicative interaction between producer and consumer. By involving the consumer, there will be higher chance to maintain

communication that finally it can increase economical benefit. In the texts, the involvement of the reader is realized by the employment of address form of "*you*". Further, the writer also tries to maintain involvement of the reader in the texts by providing proposal clauses reflecting as an invitation to the reader.

The assessment of both Novus Bali Villa and Novus Resort is positive. This is due to the fact that both of the texts employ mood system, attitudinal lexis, and text structure that support positive assessment toward the resort. Seen from mood system, text 1 uses proposition clause (71, 43 %), while text 2 also employs proposition clause (91, 66%) dominates in the text. It means that the writer give positive assessment toward the resort by provide detail information about the resort including its services and facilities. Moreover, both of the texts also contain a lot of attitudinal lexis which reflect the writer's positive assessment toward the resort. In addition, the positive judgment is also supported by the staging of text structure and descriptive genre used in the text. The writer uses descriptive genre in order to describe that the resort has value and strength regarding its services and facilities. It indirectly reflects that the writer has positive assessment toward the resort since the writer is quite confident in advertising the resort as it is realized in descriptive genre and text structure used in the texts.

Meanwhile, the assessment of the reader is also positive. The writer put proposition clause dominantly in both of the texts, while the presence of proposal clause tends to function as invitation to the reader. It also reflects that the writer has enough attention toward the reader as his/her consumer by providing detail information needed by the consumer. Moreover, all of the clauses are written in

positive polarity which indirectly reflects his/her respects and positive judgment toward the reader. Finally, the writer wants to show that the resort will spoil the reader by the services offered by the resort. It is reflected in the presence of attitudinal lexis such as *"amazing", "careful", "vigorous"* and *"comfortable"*.

Dealing with mode, it can be concluded that both of the texts uses written-spoken channel, however it seems that the texts tends to be more spoken for some reasons. First, text 1 contains simplex nominal group (75, 38 %) and simplex verbal group (93, 75 %) which make the text easy to understand. The same condition occurs in the text 2 which contain simplex nominal group (79, 01 %) and complex nominal group (20, 98 %). Second, the employment of address form *"you"* that indicate direct communication absolutely supports the tendency of spoken style. The pronoun of *"your"* also indicates there is communications directly among the participants. Third, the texts can be considered as more spoken because they employ general term in tourism field although they employ several technicalities and nominalization.

In addition, both of the texts also have characteristic of written style. They are dominated by minor and some simplex clauses; in this case the texts to be more written which describes something by implicit conjunction. Moreover, some of complex clauses are also added by embedded clause containing long clause or phrase. As the result, the text relatively difficult to understand so the texts tend to uses written style. Finally, since both of the texts has characteristic both of spoken and written style, these e-advertisement texts can be concluded that they use both spoken and written channel in promoting their products.

Considering the medium of the texts, both of the texts are published through internet which is addressed to target middle-high class readers. The language used in text generally appropriate enough for the advertisement published in the internet for some reasons. First, the texts are arranged in written-spoken language that generally can be accepted broadly by all users around the world. Second, the texts have equal status among the participants which it accommodates written-spoken style of the writer toward the reader. Third, both of the texts contain general technicalities in the tourism field that really appropriate internet medium since the user of internet are come from different countries who need general term without resulting any difficulties in understanding it.

2. Genre

Dealing with genre, both of the texts employs the same genre of Description. Seen from the text structure, the texts contain General Description, Specific Description and Recommendation. These kind of staging generally function to describe about particular thing or individual either living or non-living ones. In this case, the writer of the texts constructs the text in description genre in order to describe and advertise the resort to the reader. The genre of the texts also can be seen from the transitivity system which contains Relational Process. It was used by the writer since to give description about the resort concerning its attribute or value as its features. In addition, the texts also contain Epithet and Classifier frequently. They functions to give additional information and description about the resort covering it services and facilities.

B. RECOMMENDATION

As the last point, there are some recommendations proposed toward other linguistic students, other researcher and advertisement publisher in order to underline the benefit of this research. First, the researcher recommends other linguistic students to consider and study SFL theory since it is a model of language theory that shows how texts work to make meanings in particular context. In addition; this theory is very useful in comprehending and analyzing the text. Therefore, other linguistic students can use this approach to establish their research.

Second, the researcher recommends other researchers, particularly who are interested in SFL; to explore all of semiotics resources that can be used to analyze an advertisement text since this research can not cover all of semiotics resources of the advertisement texts. Therefore, it is better to the other researchers to consider all of semiotics resource in order to achieve deep and holistic analysis.

Finally, the researcher recommends advertisement publisher to use this research as one of resource in creating an effective and attractive advertisement text. By employing SFL in creating advertisement text, the publisher can arrange an advertisement text that is effective and efficient since SFL analysis considers language of advertisement has particular context of situation and context of culture. Therefore, the publisher can maintain close communication to the reader so that finally can be used to achieve economical benefit and establish brand identity of particular company.

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