

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool of communication which is a vital part of human life in society. In communicating, both in written and also spoken form, messages or information are delivered or expressed by the speaker through the language to the listeners. When people speak or write, they produce text, and text is what listeners or readers engage with and interpret. The term “text” refers to any instance of language, in any medium, that makes sense to someone who knows the language, we can characterize text language functioning in context (Butt, et al. 1995:13). Language is, in the first instance, a resource for making meaning, so text is a process of making meaning in context.

The most important thing in the language interaction is the listeners understand the language and its meaning that is used by the speaker. When someone says something, text is used in communication. Meaning and structure, certainly are consisted in the text itself. In this term, meaning (semantics) plays the important role, because the aim of the communication is the meaning, therefore, audiences get the meaning of what the speaker said.

In linguistics on the language study, semantics is the subfield that studies meaning. Semantics can address meaning at the words, phrases, sentences level, or larger units of discourse. One of the crucial questions which unites different approaches to linguistic semantics is that of the relationship between form and meaning. Semantics transforms experience and interpersonal relationship into

linguistic meaning and lexico grammar transforms this meaning into words adopting the speaker's perspective.

The perspective of speaker also called as subject function. The subject functions in the structure of the clause as an exchange. A clause has meaning as an exchange, a transaction between speaker and listener, the subject is the warranty of the exchange (Matthiesen, 2014: 83). It is the element the speaker for the validity responsibility of what he is saying.

When the speakers expressing the idea or information, the speakers should be able to make the listeners get the meaning and understand what is the aimed of communication. Meaning is not just some aspect of the form in which expressions are put by the language (Kracht, 2008:142). Understanding both sentence meaning and the speaker's meaning requires two kinds of knowledge. Sentence meaning depends on knowledge of grammar, speaker's meaning depends on knowledge of context (Scollon, 2001: 26). It means, the listener understand the meaning of sentences because they know the grammatical rules by which they are constructed. In the sameway, they interpret the meanings of speakers because they know the rules by which contexts are constructed. The speaker knows about participants and their roles.

In understanding of sentence meaning , the speaker or the listener should understand the structure of the sentence constructed the meaning based on the context. Sentence meaning depends on knowledge of grammar, speaker's meaning depends on knowledge of context. It means that, the listener know the meaning of the sentence because they know the rule of the sentence structure its self to get the knowledge in both of them.

When the speaker uttering the sentence, specifically he is using what is known as a directive to the listener to do something. The clause meaning makes its interpersonal meaning as an exchange. Here the principal grammatical system is that of mood. The function of language according to Halliday (1994) is threefold, to represent the world around us (ideational), to interact with other speakers (interpersonal) and to recognise ideational and interpersonal meanings into a message (textual). In interpersonal meaning, sentence is considered as a piece of interaction between the speaker and listener, Halliday & Hasan in Butt et al. (1995 : 13). It means that language is considered as a way of reflecting.

The researcher will focus on the mood realization of the interpersonal meaning. Because she is really interested in this type of structure of the language in constructing the meaning as the language system and this research is novelty, and also mood as part of interpersonal meaning can also be learned through another sample not always monotonous from book however also from cosmetic advertisements. Therefore, the researcher will choose cosmetic products from google internet using English language (clauses or sentences) as it is consisted on cosmetic advertisements . From linguistics perspective, advertisement is not only to inform but also to persuade and influence the audiences by using the linguistics pattern. Advertising uses both written and spoken communication to do selling goods and services.

In promoting advertisement product, language takes the most important role in introducing their goods, such as lipstick, skincare, facial wash, hand and body lotion, face powder and another that relates in beauty and treatment. It means that advertiser use language to influence or to persuade the buyer as its

mean point to represent the product its self. Therefore, the buyer will decide to buy or not of the seller products based on its advertisement.

In presenting the mood realization interpersonal meaning such as Exclamative, Declarative, Interrogative and Imperative Mood, the researcher put one of cosmetic product advertisement example which consists of the text in introducing or conveying information about the product to the audiences to persuade them , however the language is not a persuasive language. It is „do not mask me“, which realizes as inperative mood on May Belline New York Foundation cosmetic product, and it is so far from persuasive thing, instead of an advertiser persuade the reader or the customer to buy the product.

1.2 Problems of the Study

Based on the background above, the problems of study are as follows :

1. What types of mood are realized on google internet cosmetic advertisements?
2. What type of mood is the dominant one used on google internet cosmetic advertisements?

1.3 Objectives of the Study

The objectives of this study are :

1. To analyze the types of mood realized on google internet cosmetic advertisements.
2. To calculate the dominant type of mood used on google internet cosmetic advertisements.

1.4 Scope of the Study

There are four types of interpersonal meaning, they are speech role, speech functions, mood and modality. The focus analysis of this study is mood, through

Halliday and Matthiesen theories in 2014. Mood is a language system in interpersonal meaning in the form of clauses or sentences which is consist subject and finite. Recognizing the source of data is google internet cosmetic advertisement and using persuasive language, the researcher only chooses clauses or sentences related to the mood types of them, they are exclamative mood, declarative mood, interrogative mood and imperative mood.

1.5 Significance of the Study

The researcher is expected to give some contributions as presented below :

1. Theoretically, this research will give some contributions to the understanding and comprehending on interpersonal meaning of advertisement.
 - a. Researcher hopes the result of the reserach can be used as a new sample in comprehending mood of interpersonal meaning.
 - b. The result of this the research can be significantly useful for the research in understanding and comprehending mood of interpersonal meaning through cosmetic advertisements.
2. Practically, this study will give some contributions to the people who concern in advertisement area, linguistic students, and other researchers.
 - a. First for the people who concern in advertisement area, it gives a new insight related to the advertising to become more creative in creating the words and the interpersonal meaning.
 - b. Second for the linguistic students, this study can be used as a reference to comprehend application of Halliday's and Mathiesse's theory in interpersonal meaning of advertisement text.

c. Third for another researcher, this study can be used as a reference of related linguistic research especially related to the interpersonal meaning in advertisements based on linguistic analysis.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.2 Language

It is not unusual thing if language takes the most important role in human daily life of communicating as spoken or written . According to Keraf in Smarapradhipa (2005:1), providing two language understanding. The first notion of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitrary.

Regarding to the notions above, simply language is a tool of communication in a form of text and also sound. In other hand language are devided into some studies. One of them is linguistics.

2.3 Linguistics

Linguistics is the scientific study of language. As it is explained above that linguistics is one of alternative in understanding part of language it self. The experts come to different ideas of what linguistics is. Richard and Schmidt (2002: 283) define linguistics as the study of language as system of human communication. They also state that linguistics includes many different approaches to the study of language and many different areas of investigation such as sound systems (phonetics phonology), sentence structure (syntax), relationships between language and cognition (cognitive linguistics), meaning

systems (semantics, pragmatics, functions of language), as well as language and social factors (sociolinguistics). Next, Malmkjær in *Linguistics Encyclopedia* (2002: 28) states that linguistics is scientific study of language for its own sake. The last, Saussure in Malmkjær in *Linguistics Encyclopedia* (2002: 28) also says that linguistics is not prescriptive. It is more practical orientation linguistics consists in its links with the new cognitive sciences.

Based on the above definitions, one can say that linguistics is the field of the study concerning with the language. In the other words, linguistics is the scientific study of the language. As it is concerned with language, then, the objects of the study will be anything related to the language, such as sound system, sentence structure, meaning, and the other language components.

2.3.1 Systemic Functional Linguistics (SFL)

Systemic Functional Linguistics (SFL) is a language approach developed by M.A.K Halliday during the 1960s. Halliday in his theory on SFL explained language as meaning instead of words and sentences combination. SFL is additionally called Systemic Functional Grammar (SFG). He assumed that “there may be no such thing as a „complete“ account of grammar of language, because language is inexhaustible”. Therefore, Halliday also presented “a conceptual framework” that supported its “functional one instead of formal one”. In step with Halliday in Mathiessen (2004: 47) systemic grammar is one which is organized round the concept of grammaticalization, whereby meaning is construed in networks of interrelated contrasts.

Systemic Functional Linguistics is primarily concerned with people using the language to constructor interpret meaning. It is often abbreviated to SFL is

defined “not as a group of structures but as a network of systems, or interrelated sets of options for creating meaning (Halliday, 1994: 15). Fointaine (2013: 5) states that SFL is the ways within which we will create meaning through language are organized patterns of use. Therefore SFL will be determined through the meaning potentials of language as emphasize the code of language, utterances of the language and specify of all the text which have all the meaning potentials.

The functional diversity of language is acknowledged in SFL by the metafunctional hypothesis: once we examine the meaning potential of the language itself, we discover that the vast number of options embodied in it combine into a awfully few relatively independent 'networks'; and these networks of options correspond to certain basic functions of language. These 'certain basic functions' are the three metafunctions: the ideational, the interpersonal and also the textual. The interpersonal metafunction 'serves to ascertain and maintain social relations' (Halliday 1970: 142-143), including a speaker's assessment of the probability and relevance of a message. Interpersonal (mood) is worried with the grammaticization of speech function.

2.4 Interpersonal Meaning

An interpretation and meaning of the clause are interpersonal meaning which takes the part as an exchange. According to Sipayung et al, (2016:23) interpersonal meaning is concerned with social relationship as realized in text, interaction between speaker and interlocutor. Here, the principal grammatical system of that is mood. The clause makes a direct contribution to the exchange development. Such as free clauses ; these clauses select for different types of mood. Simultaneously with its organization as a message, the clause is also

organized as an interactive event involving speaker or writer and audiences (Mathiessen, 2014: 134). The term speaker is also used as a cover term for both speaker and writer. In the act of speaking, the speaker adopts a particular speech role for himself, and doing assigns to the listener as a complementary role that he wishes him to adopt in his turn. In asking question, a speaker is taking on the role of information seeker and requiring the listener to take on the role of supplier of the information demanded.

The interpersonal meaning is analyzed mainly in terms of mood. A mood analysis brings to the fore the grammatical structures that project the various clauses. The mood of a clause can be identified from its grammatical structure, such as declarative mood, interrogative mood, and imperative mood.

One of the typical characteristics of the interpersonal meaning is that it relates to choices that repeatedly and at different places affect the structure of a grammatical unit (Halliday and Matthiessen 1997). An example of this kind of grammatical patterning is Subject-Finite agreement. The major grammatical systems reflecting interpersonal information are mood and modality (Teich, 1999: 24).

2. 4. 1 Speech Function

Halliday (1994: 68) states that there are only two most fundamental types of speech functions which lie behind all the more specific ; types (1) giving and (2) demanding. Either the speaker is giving something to the listener or he is demanding something from him. Even these elementary categories already involve complex notions i.e. giving means “inviting to receive”, and demanding

means “inviting to give”. The speaker is not only doing something himself, but also s/he also requiring something from the listener.

These two basic types of speech functions related to the nature of the commodity being exchanged. This may be either (a) good-&-services or (b) information, as described in following table.

Table 2.4.1

The Basic Types of Speech functions (Halliday, 1994: 68)

Commodity Role in Exchange	(a) Good and Services	(b) Information
(1) Giving	“Offer”	“Statement”
(2) Demanding	“Command”	“Question”

Systematically, the speech function above can be described as follows :

1. Statement : giving information
2. Question : demanding information
3. Offer : giving good and services
4. Command : demanding good and services

All the speech functions mentioned above will be more explained as follows :

a. Statement

A statement realised as a declarative. Statement is a way of giving information through stating or the act of stating in speech and writing. Statement can be positive and negative. Commonly, statement does not inquire reply from the listener.

b. Question

A question realised as an interrogative mood. Question is an interrogative question which is used to seek confirmation and inquire reply from listener. Question is a way of demanding information or asking information in the form of interrogative statement that may be either as the form of information question (wh-question) or yes/no question.

c. Offer

An offer realised as an interrogative. Offer as an expression of willingness in giving or doing something, or to put forward for acceptance, rejection. Offer also can be definite as a way of giving good and service for someone.

d. Command

A command realised as an unmarked imperative and a marked imperative. Command is a way in giving information, good or service by forcing the listener to give them. Command also is a way of demanding good and service in form of imperative statement whether in the form of positive or negative command. In command sentences, the subject is omitted. The exchange of information involves an intangible, verbal commodity and language is the end in itself.

The giving of information often takes the form of a statement, a declarative denoted by Subject ^ Finite. The demanding of information is expressed by a question realised by an interrogative. Statement and question (proposition) can be argued with, denied, adjusted, etc., and the response is varied and has to be linguistic, unlike proposals. The position and existence of both Subject and Finite therefore indicates whether a clause is declarative (statement), interrogative (question, offer) or imperative (command).

2.5 Mood Element

In the interpersonal meaning, a clause is analyzed from the mood structures which consists of mood elements and residue elements. The subject which is a group, and the finite operator which is part of a verbal group Mathiessen in Halimah (2007: 16). The remainder of the clause we shall call the residue. Subject and finite make the mood, and the other three elements : predicator, complement, and adjunct make the residue (Amrin Saragih 2006: 67), it can be briefly stated in the figure 2.5 as follows:

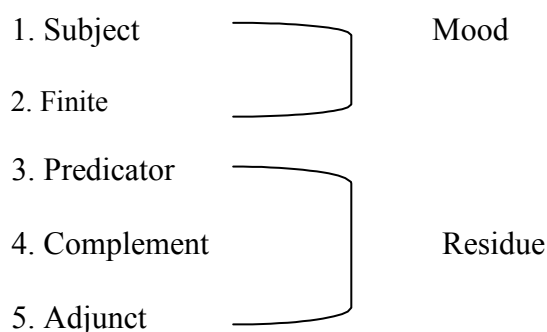


Figure 2.5 *Mood Element (Saragih, Amrin 2006: 67)*

2.5.1 Subject

The first element is called subject. Subject may be a prepositional phrase or an adverbial group Mathiessen in Halimah (2017: 16). In other words, the subject is the element that is made into an argument (responsible) in other words it is called as the actor of a sentence . Subject is an element of the clause which the argument is based.

The subject is dissociated from the actor, but the subject still specifies the one who is responsible for the success of the proposal. This role is clearly recognizable in the case of offers and commands, but it is the same principle that it works in statements and questions. The definition of subject inherited from

classical times was a morphological one: it was that nominal element “noun or pronoun” that is in the nominative case, and that displays person and number concord with the finite verb.

Subject will be the one of the component mood. As it is stated above that subject may be recognized as pronoun or even with noun.

2.5.2 Finite

The second element is called finite. Mathiessen in Halimah (2017:17) states that the finite element is one of a small number of verbal operators expressing tense (e.g. is, has) or modality (e.g. can, must). However, that in some instances the finite element and the lexical verb are fused into a single word (e.g. loves). Subject and finite are closely linked together, and combine to form one constituent which we call the mood.

The finite element, as its name implies, has the function of making the proposition finite. Finiteness is thus expressed by means of a verbal operator that is either temporal or modal. But there is no further feature that is an essential concomitant of finiteness, and that is polarity. This is the choice between positive and negative. In order for something to be arguable, it has to be specified for polarity; either is or isn't (proposition), either do! or don't! (proposal). Thus the finite element, as well as expressing primary tense or modality, also realizes either positive or negative polarity. Each of the operators appears in both positive and negative form: did/didn't, can/can't, and so on.

Table 2.5.2 lists the finite verbal operators, positive and negative. It is noted that some of the negative forms, such as mayn't, are rather infrequent; if they occur in a negative clause, the negative is usually separated (may not, used not

to). In such cases, the not can be analyzed as part of the residue, but it is important to note that this is an oversimplification-sometimes it belongs functionally with the Finite, for example :

you may not leave before the end (are not allowed to) : not is part of Finite

you may not stay right to the end (are allowed not to) : not is part of Residue

For further discussion of polarity and modality, and of the relation between the two will be describes as follows :

Table 2.5.2

Finite Verbal Operators, Positive and Negative.

Temporal Operators			
	Past	Present	Future
Positive	did, was, had, used to	does, do, is, have, has	will, shall, would, should
Negative	didn't, wasn't, hadn't, didn't + used to	doesn't, don't, isn't, haven't, hasn't	won't, shan't, wouldn't, shouldn't
Modal Operators			
	Low	Median	High
Positive	can, may, could, might, (dare)	will, would, should, is/was to	must, ought to, need, has/had to
Negative	needn't, doesn't/didn't + need to, have to	won't, wouldn't, shouldn't, (isn't/wasn't to)	mustn't, oughtn't to, can't, couldn't, (mayn't, mightn't, hasn't/hadn't to)

Finiteness combines the specification of polarity with the specification of either temporal or modal reference to the speech event. It constitutes the verbal component in the mood.

2.5.3 **Predicator**

The third element is called predicator. Predicator is part of the clause containing the verbal group which tells the process –the action, happening and state which is expressed by the rest of the verbal group apart from the Finite. The predicator is present in all major clauses, except those where it is displaced through ellipsis. It is realized by a verbal group minus the temporal or modal operator, which as we have seen functions as finite in the mood element as states by Geoff Thompson in Purnama (2014: 28)

According to Amrin Saragih (2006: 68) predicator is a verb element after finite is separated from the verb group. In other words, predicator is a group of verbs that are less finite, i.e event. For example in a group of verbs “writes” the predicator is write. When the finite and predicator are not fused, the predicator follows the finite.

2.5.4 **Complement**

The fourth element is called complement. Geoff Thompson in Purnama (2014: 28) states that complement is an element of the residue considered as a non-essential part in the clause. This element is typically realized by nominal group which could have been chosen as Subject. A Complement can get to be Subject through the process of making the clause Passive since the complement answers the question „is/had what“, „to whom“, „did to what“. E.g. “Henry Ford built his first car in his backyard”.

Table 2.5.4 Complement

Henry Ford	Built		his first car	in his backyard
Subject	Finite	predicator	Complement	adjunct
Mood		Residue		

2.5.5 Adjunct

Fifth element is called adjunct. Further step after identifying Mood-Residue elements is distinguishing types of Adjunct. Generally all types of Adjunct is included in the circumstantial adjunct since they tell about when, or how, or where, or why the event happened said by Linda Gerot and Peter Wignell in Purnama (2014:30). For example: 'Henry Ford built his first car *in his backyard*'. Above those which are in the italics are Circumstantial Adjunct, showing where an event happened. There are two types of Adjunct which one of these is centrally relevant to the Mood analysis, while the other two fall outside of Mood Structure, they are Conjunctive Adjunct and Comment Adjunct.

According to Amrin Saragih (2006: 65) in grammar, the speech function is the realization of interpersonal meaning at the level or strata of semantics. The speech function is realized in three tones at the level of grammar, which is called as a mood. Hence the mood element has a clearly defined semantic function: it carries the burden of the clause as an interactive event. The mood types that already discussed, declarative and yes/no interrogative are terms in the systems of indicative type and interrogative type. Wh-interrogative is a sub-type of interrogative contrasting with yes/no interrogative, exclamative is a sub-type of declarative contrasting with affirmative, and imperative is the primary mood type

contrasting with indicative (declarative and interrogative). The schematic of mood types will be described in the figure 2. 5.5.

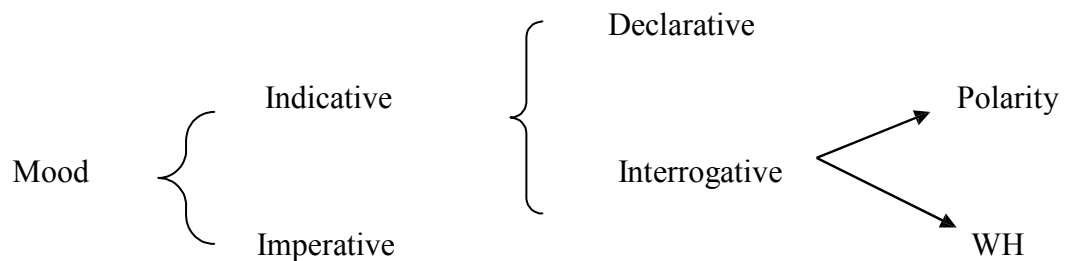


Figure 2.5.5 Schematic of Mood

2.6 Types of Mood

Gerot and Wignell (1994:38-41) states that mood in English is realized by the position in the clause of the subject and finite; thus, indicative mood is the realization of the elements subject and finite. The order of the subject and finite causes a clause to be either declarative or interrogative. There is also exclamative which applies Wh question words as either complement or adjunct and followed by an exclamation point at the end of the clause. In imperatives, the mood element probably contains subject and finite, subject or only finite, and it is possible if a clause does not have mood element.

2.6.1 Exclamative

The clauses have the WH-element what or how, in a nominal or adverbial group. *What* conflates with a complement, as in *what tremendously easy riddles you ask*, this is often attributive complement, as in *what a fool he is*. *How* conflates with an adjunct, as in *how foolish he is*. In earlier English the Finite in these clause preceded the Subject, as in *how are the mighty fallen*, but since the Finite ^ Subject sequence became specifically associated with the interrogative

mood, the normal order in exclamative has become Subject ^ Finite. Simply, exclamative applies Wh question words as either complement or adjunct and followed by an exclamation point at the end of the clause (Gerot and Wignell 1994:38-41). An example is given in table 2.6.1

Table 2.6.1 Exclamative Mood

What a wonderful woman	She	Has	Become
Complement/WH-	Subject	Finite	Predicator
Mood			
Residue			

Exclamative clauses of three kind just described have a distinctive grammar, but other mood types may also realize exclamations; this includes yes/no interrogative clauses that are in negative in polarity. However, unlike clauses that are exclamative in mood, such clauses do not have a distinctively exclamative grammar.

2.6.2 Declarative Mood

According to Nuraini (2019:174) declarative mood is a clause that concerned with the exchange of information. The type of mood usually used to give a statement, answering a question or to declare an idea. Declarative mood is a kind of clause in the form of statement. Declarative clause is usually consists of two main sequences. They are subject ^ finite; the finite comes after the subject appears, which can be seen at table 2.6.2 below.

Table 2.6.2 Declarative Mood

You	Are	beautiful woman
Subject	Finite	Compliment
Mood		Residue

Mood analysis clause in in table 2.6.2 shown that the clause grammatically consists of mood and residue elements that structurally applied to make interpersonal meaning. On the other hand, finite in the word “are”is always preceded by subject that shown in the word “you”. Then, there are residue elements of the clause consists of Adjunct shown in the phrase “hard to believe”. In mood elements, the word „you“is Subject because it is a personal pronoun which is included as a nominal group. Meanwhile, the word „ret“is finite because the Finite elements are small number of verbal operators expressing tense. In addition, there is one residue element of the clause. Based on the mood element, the clause on the table can be categorized as declarative mood because the clause consists of the subject followed by finite.

2.6.3 Interrogative Mood

Interrogative mood includes indicative types because the mood structure consists of subject and finite as stated by Nuraini (2019:175). The difference of declarative and interrogative is the mood structure of declarative which consists of subject for initial the clause and followed by finite. Meanwhile, the mood structure in interrogative consists of finite to initial the clause and then followed by the Subject as it is showed at the table 2.6.3-1 below.

Table 2.6.3-1 Interrogative Mood

Are	You	Sleepy
Finite	Subject	Complement
Mood		Residue

The table showed that the clause can be identified as interrogative mood because there are Finite in the word “are” to initial the clause and then followed

by Subject in the word “you”. In addition, when the clause in Wh-Question form, then the initial clause is Wh/Subject followed by Finite.

1. WH-Element

Not all interrogative will begin in the Finite element, wh-interrogative as instance. “Questions realized by wh-interrogative mood clauses request specific pieces of information” (Lock, 1996:182). This question uses who, what, which, where, when, why, or how. The WH-element is a distinct element in the interpersonal structure of the clause. Its function is to specify the entity that the questioner wishes to have supplied. The WH-element is always conflated with one or another of the three functions Subject, Complement or Adjunct. If it is conflated with the subject, as part of the mood element, and the order within the mood element must therefore be subject ^ finite as shown in table 2.6.3-2.

Table 2.6.3-2 WH-element conflated with Subject

Who	Talked		about love
Subject/WH-	Past finite	“talk” predicator	Compliment
Mood		Residue	

If on the other hand the WH-element is conflated with a complement or adjunct, it is part of the residue, and in that case the typical interrogative ordering within the mood element reasserts itself, and we have finite preceding subject as in table 2.6.3-3.

Table 2.6.3-3 WH-Element Conflated with Complement and Adjunct

Whose these flower	Are	They
Complement/WH-	Finite	Subject
Residue	Mood	

Where	Have	all the kids	Trapped
Adjunct/WH-	Finite	Subject	Predicator
	Mood		
Residue			

WH-Predicator, there is always the possibility that the missing piece the speaker wishes to have supplied may be something that is expressed in the verb, an action, event, mental process or relation, and hence functioning as predicator. However the WH-element cannot be conflated with the predicator, there is no verb to what in English, so we can not ask “*whatted he*”. Question of this kind are realized as *do + what (complement)*, or *what (subject) + happen*, and whatever had something done to it, or happen to it, comes in as an adjunct, in the form of a prepositional phrase, usually with the preposition to. An example is given in table 2.6.3-4.

Table 2.6.3-4 WH-Clause Having Question Related to the Process

What	Has	the teacher	did	to the student
Complement/WH-	Finite	Subject	Predicator	Adjunct
	Mood			
Residue				

2. 6. 4 Imperatives

According to Halliday in Nuraini (2019: 175) the mood structure of imperative mood does not always consist of subject and finite. They may consist of subject only, finite only, or no mood elements. Meanwhile, the imperative is the type of mood which typically use to give a command or to make a request to the listener to do something that the needed by speaker where the answer commonly yes/no. The imperative has a different system of person from the

indicative. Since the imperatives is the mood for exchanging goods-and-services, its subject is “you” or “me” or “you and me”. If second person “you” as the base form, an imperative clause displays the following paradigm reflects in table 2.6.4-1.

Table 2.6.4-1 Paradigm of Imperative Clause

	Unmarked for person or polarity	Marked for Person	Marked for Polarity
Positive	See	You look	Do look
Negative	Don’t see	Don’t you look	Do not look

In this analysis, the unmarked positive has no mood element, the verb form (see) is predicator only, with no finite in it. The other forms have a mood element; this consists of subject only (you), finite only (do, don’t), or finite followed by subject (don’t you). Any of these can be followed by a mood tag: *won’t you?*, *will you?*, showing that the clause is finite, even though the verb is non-finite (the imperative of *be* is *be*, as in *be quiet!*, not finite form *are*). Historically the forms *do*, *don’t* derived from non-finite forms of the verb *do*, but they now take function analogously to the finite operator in an indicative clause: compare the dialogic sequence *Look! – Shall I? – Yes, do!* or *No, don’t!*, with the response consisting of mood element only. Corresponding forms of the imperatives with “you and me” are described in table 2.6.4-2 as follows :

Table 2.6.4-2 Corresponding Forms of the Imperatives with “You and Me”.

	Unmarked for person or polarity	Marked for Person	Marked for Polarity
Positive	Let’s see	Let’s see	Do let’s see
Negative	Don’t let’s see	Don’t let’s see	Let’s not see

The tag is *shall we?*, and the response form is *Yes, let's (do let's)*; *No, don't let's (let's not)*. Note that the meaning of *let's* always includes “you”, it is quite different from *we/us* in indicative, which may be either inclusive of the listener. Hence a sequence such as *let's go, you stay here* is self-contradictory, unless there is a change of addressee; an offer which is non-inclusive is realized either as declarative *we'll go*, or as *let us go*, with imperative on the verb *let*. What is the analysis of *let*? Given its place in the paradigm, it is best interpreted as a wayward form of the Subject “you and I” (note that the marked person is realized by Ictus on *let's*, parallel to that on *you*). The only anomalous form then is the response *Yes, let's!*, *No, let's not!*, which on this analysis has Subject and no Finite; but in each case there is an alternative form with the finite element in it, *Yes, do let's!*, *No, don't let's!*, which also suggests that *let's* is felt to be a Subject. (The order *do let's* corresponds to the earlier second person ordering as in *Do you look!*).

According to Eggins and Slade (1997:85) there are types of imperatives mood that can be classified as follows:

1. Full Imperative

Imperative mood typically not contain the elements of subject or finite but consist of only of predicator, plus any of the non-core participants of complement and adjunct.

Example : “Get your self a degree and go and work for the soil car”

Imperative often use to make commands i.e. to demand that someone does something. Imperative set up expectations of a compliant response which may

will be non-verbal but however in casual conversation imperative mood often used to negotiate action indirectly, that is they function to encode.

2. Elliptical Imperative

All elements in an imperative expect the predicator can be ellipses, giving a typical elliptical imperative structure.

Example: “Look”

The explanation about the mood types above, simply explained describes as follows :

a. Exclamative Mood

Exclamative mood is the clause when the position of the subject are in the middle of WH-element and finite, which certainly in a form of statement.

b. Declarative Mood

Declarative mood is the clause when the position of the subject is before finite. Declarative mood is also expressed by statement.

b. Interrogative Mood

Interrogative mood is the clause when the position of the subject is after the finite. Interrogative mood is also expressed by question.

c. Imperative Mood

Imperative mood is the clause when the predicator at the beginning of the sentence, with or without the subject which is usually “you”.

The general principle behind the expression of mood in the clause is as follows. The grammatical category that is characteristically used to exchange information is the indicative; within the category of indicative, the characteristic expression of a statement is the declarative, that of a question is interrogative; and

within the category of interrogative, there is a further distinction between yes-no interrogative, for polar questions, and WH-interrogative, for content question.

2.7 Advertisement

Advertisements becomes a great phenomenon in this modern era, regarding their roles as tools in sharing information of the product or services being advertised. According to Mihalicek (2011: 657) advertising is activity of delivering the message from a company to the audience using language.

Since language is used to convey messages, the company must pay attention using language in the advertisement. The company may notice the function of the language that is used in advertising. The function of the language is very important while delivering a message. Delivering messages relate to language. The language of advertising is different from daily language. Generally, it is very attractive and persuasive.

Belch and Belch (2003: 16) states that advertising is defined as any paid form of nonpersonal communication such as radio, television, newspaper, billboard, etc, about organization, product, services or idea by an identified sponsor. The advertisement has some text which provides information about the product, and more important provides anchorage for the image in persuasive text or word type. According to Ross (1994 : 8) persuasion is a symbolic activity whose purpose is to effect the internalization or voluntary acceptance of few cognitive states or patterns of overt behavior through the exchange of message. It can be said that people have a choice toward the persuasion. The persuasion can exchange people's mind but they can choose whether they want to accept it or not. Besides, Hornby (1995 : 864) defines that persuasion refers to the action of

persuading or being persuaded. It means that a persuasion have a characteristics to spurred people to act or do something. The persuasion has to have a quality in persuading people.

Chaika (1982 : 29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics form to convey social or artistic effects. It means that declarative mood as an informative mood can be the most useful one in promoting the cosmetic product in advertisement, as it is considered as a part of linguistics to affect the buyers in consuming the cosmetic product.

2.8 Previous Related Studies

In writing this study, the writer refered to some former writers who had the same theme in their study. It is taken from :

The first is International Journal of Language and Linguistics, published online August 16, 2015. The study titled “*Systemic Functional Linguistics Mood Analysis of the Last Address of the Holy Prophet (PBUH)*” is written by Mehwish Noor, Moazzam Ali, Fakharh Muhabat and Bahram Kazemian. In their research wrote the study highlights the functional and semantic properties of the last address of the Holy Prophet (PBUH). The study is based upon Halliday’s (1985) SFL Mood Analysis. The data obtained from the last address of the Holy Prophet (PBUH) are analyzed in tables. The analysis of 56 clause reveals that 32 are declarative, 22 are imperative, whereas, only one is interrogative clause.

The second is International Journal of Humanities and Social Science, published online April 2013. The study titled “*An Interpersonal Metafunction*

Analysis of Some Selected Political Advertisements in Some Nigerian Newspaper” is written by Ayoola, Moses Olusanya. In their research wrote the study presents interpersonal metafunction analysis of selected adverts of two political parties during the last general election. Interpersonal metafunction within the framework of Systemic Functional Grammar (SFG) and it was used as the theoretical framework for the analysis in this study. The analysis involved the analysis of mood and modality of the various clauses identified.

All the previous studies finding above really helps and contributes the researcher to understand how the mood will be realized and counting the dominant mood realized, such as declarative mood, interrogative mood, imperative mood and the researcher will add the exclamative one as it takes the special part of this research from another research.

2.9 Conceptual Framework

Systemic Functional Linguistic has three parts, they are ideational meaning, textual meaning and the last one is interpersonal meaning. Interpersonal meaning is divided into four, such as speech role, speech function, mood and modality. The researcher will focus on mood types.

Mood is one of language structure in linguistic consisted in interpersonal meaning Systemic Functional Linguistic. It constructs the meaning of the language through the language structure (subject and finite). Mood can be realized in any case, one of them will be realized on google internet cosmetics advertisement with English text .

There are four major elements of mood, such as Exclamative mood, Declarative mood, Interrogative mood and Imperative mood, and it will be

analyze through data collection, data condensation, data display and the last one is drawing and verifying the conclusion of the mood data. Through the conceptual framework, the every parts that conected to the mood will be realized in figure 2.9 below.

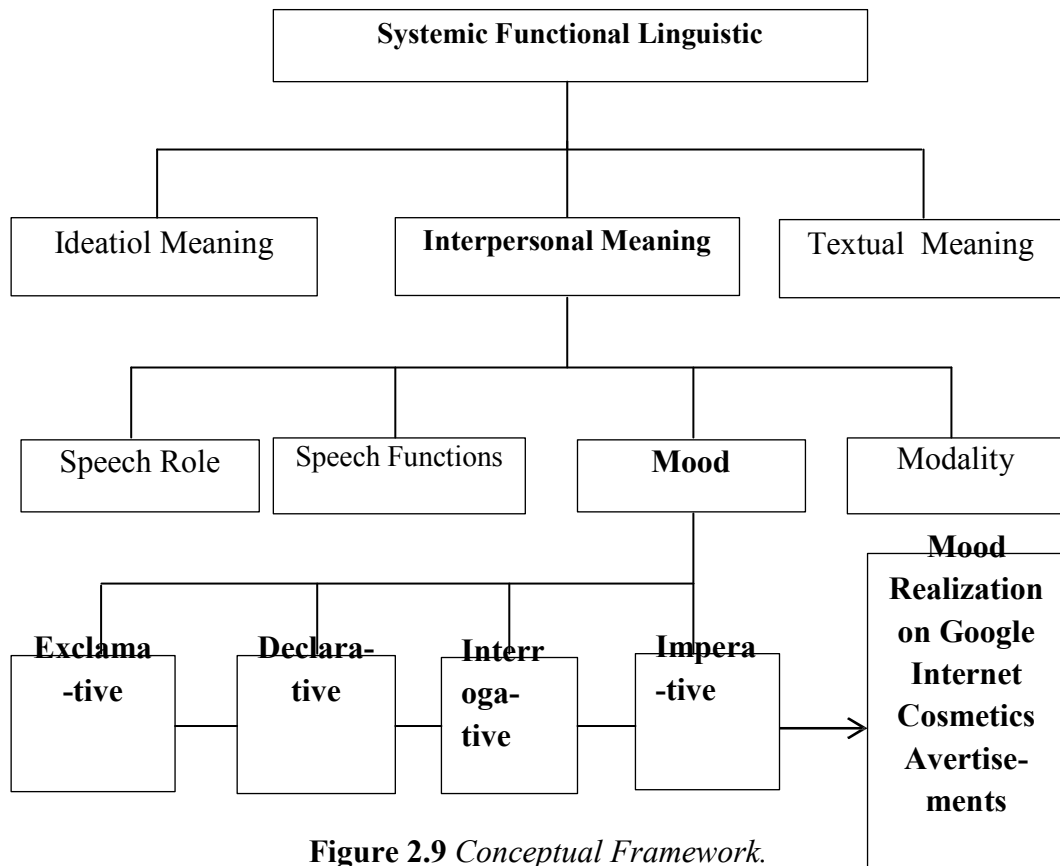


Figure 2.9 *Conceptual Framework.*

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This part explained about the research approach and method used in conducting this study. The researcher used descriptive qualitative as the method that analyzes types of mood, dominant mood found in Cosmetic advertisements text supported by Halliday and Mathiessen theories. Basically, the data of this study collected from printed materials related in mood.

The researcher used descriptive qualitative in analysing and elaborating the data as the text, in the form of clausa. According to Hancock et.al (2009:7), qualitative is concerned with developing explanation of social phenomena. It was concerned with the social aspects of our world. The descriptive approach centers human beings way in making sense of their reality and attach meaning to it. It was a form of social inquiry that focuses on how people interpret and make sense of their experiences and the world they live in. People were not an individual entities who exist in a vacuum but explore their world within their entire life context. The purpose of this study analyzed the realization of interpersonal meaning based on mood realized in cosmetic advertisements.

In qualitative research, the researcher was interested in using the data to describe a phenomenon, to articulate what it means and to understand it. Different approaches required different types of analysis: in this introductory text the researcher focused on mood as a part of interpersonal meaning, such as exclamative mood, declarative mood, interrogative mood and imperative mood.

Most types of analysis involve the categorisation of verbal or behavioural data, for purposes of classification, summarisation and tabulation.

According to Sugiyono (2012: 13) descriptive research, namely, research conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or connecting with other variables. All was done basically by counting how often something appears in the data and comparing one measurement with others, as also in the objective study of the researcher “to calculate the dominant mood one realized on the google internet cosmetic advertisement”. At the end of the analysis, not only do we have a mass of a results but we also have what we might call “the big picture” : the major findings.

3.2 Instrument of Collecting Data

The data were collected by applying an observation . The researcher observed the advertisements by searching them on internet network such as google, to find out the full text of cosmetic advertisements and download it, which only used english language.

3.3 Technique of Collecting Data

The steps of collecting the data in this research employs several techniques are :

1. Searching woman cosmetic product advertisements text on google internet.
2. Choosing cosmetic advertisements text which used English language.
3. Downloading cosmetic advertisements text that have been chosen from the website.

4. Selecting the advertisement that used English language.
5. Printing the cosmetic product advertisement that have been selected as the source of data.
6. Transcribing the text of cosmetic products advertisement in to clauses or sentences.
7. Through using the tables, the code of all clauses were listed and given based on each mood types.
8. Identifying the information or language related to mood used in cosmetic advertisements.
9. Classifying the types of mood.

3.4 Data and Source of Data

Data and source of the data were needed indeed to make the problems of the study became relevant. The data of this research were all kinds of mood which had been found such as clauses and sentences of cosmetic advertisements text. The sources of data in this study were 5 (five) cosmetic products advertisements on google internet which was used by woman and used english language to support the data.

3.5 Validity (Triangulation)

The reliability of the information was extremely should be checked in looking at the legitimacy of the information. In this research, the triangulation strategy was utilized by the essayist to notice the legitimacy of the information. Deciding reality with regards to a similar social wonder was not the motivation behind triangulation however expands one's comprehension of what had been

investigated (Sugiyono, 2007:330). The subjective cross-approval was called as triangulation, and which was evaluated was the adequacy of the information as indicated by the assembly various information source or numerous information assortment, said William Wiersma in Sugiyono (2007:372). There were four sorts to recognize the triangulation of information (Norman Denzin, 1978), they were:

1. Data Triangulation

The information of triangulation identified with the utilization of different or diverse information or data (individuals, existence) in an exploration, for instance subjective and quantitative information. The cycle of reviewing and looking at data by author which got in the distinctive source was called as information triangulation. Looking at perception information and meeting information or poll and test was the technique the essayist was used to get the information. The research being looked at by the author are understudies' expressions, source data and conditions or point of view of various individuals in comparative setting. Furthermore, as indicated by Guion (2011: 1) stated that interpretable triangulation information in sociology was frequently viewed as regularly supportive in approving cases that might emerged from beginning pilot contemplates or the blending of information from certain viewpoints.

Considering the comparative setting above, the researcher needed this data triangulation to confirm the result of the data, therefore there would be one of cosmetic product advertisement as an data triangulation to confirm the validity of the data result.

2. Investigator Triangulation

Investigator triangulation related to the use of multiple researcher to obtain more valid data. Work in team was the way it takes to make sure the validity of data.

3. Theory of Triangulation

Triangulation theory relates to the use of two or more theories which was combined when examining phenomenon and situation. Inclusion of some theories were needed to be made more complete to obtain more comprehensive data.

4. Methodology of Triangulation

Triangulation methodology related to the effort of checking the data or data result. To conduct phenomenon and situation by using some methods were called as the aim of methodology triangulation. The combination of method approaches used in social science research, where the result from one method are used to enhance argument and clarify the result of others as same as methodology of triangulation.

Therefore, in this research the writer used data triangulation. It meant that this research needed to include some more complete data to examine the result of this study to make sure the data valid.

3.6 Technique of Analyzing Data

The data of the research was analyzed in some following technique. In order to answer the first problem, the researcher used the following techniques:

1. Identifying the types of mood.
2. Classifying the data based on each type of mood types.

Then, In order to answer the research problem number two, the researcher used the following technique:

1. Calculating the mood realization based on each type. The formula and the sample of analysis in form of the table are follows based on Hancock et al (2009:24) :

$$N = \frac{f(x)}{n}$$

More details :

N : percentage of types

$f(x)$: total types frequency of the sub category

n : total types of all categories

Sample of Analysis

Mood realization used in Cosmetic advertisements text.

Table 3.6

The Percentage of Mood Types

No	Types of Mood	Number	Percentage
1	Exclamative
2	Declarative
3	Interrogative
4	Imperative
Total	

Based on technique of analysis data above, the researcher needed some chronological steps in analyzing the data. Therefore, after collecting the data through technique of collecting data, data condensation, data display and also

drawing and verifying conclusion were needed to identify the data regarded. All of these steps above were the most needed to identify the data later. According to Hancock et.al (2009: 24) analysis data in a research project involves summarising the mass of data collected and presenting the results in a way that communicates the most important features, and the data was analyzed with qualitative and quantitative research.

Data analysis in qualitative research was considered of Miles, Huberman and Saldana (2014: 31-32) into four steps occurring together, the first was data collection, the second was condensation, the third was drawing and verifying conclusion and the last step is data display. In this study, the researcher used following steps to analyze the data.

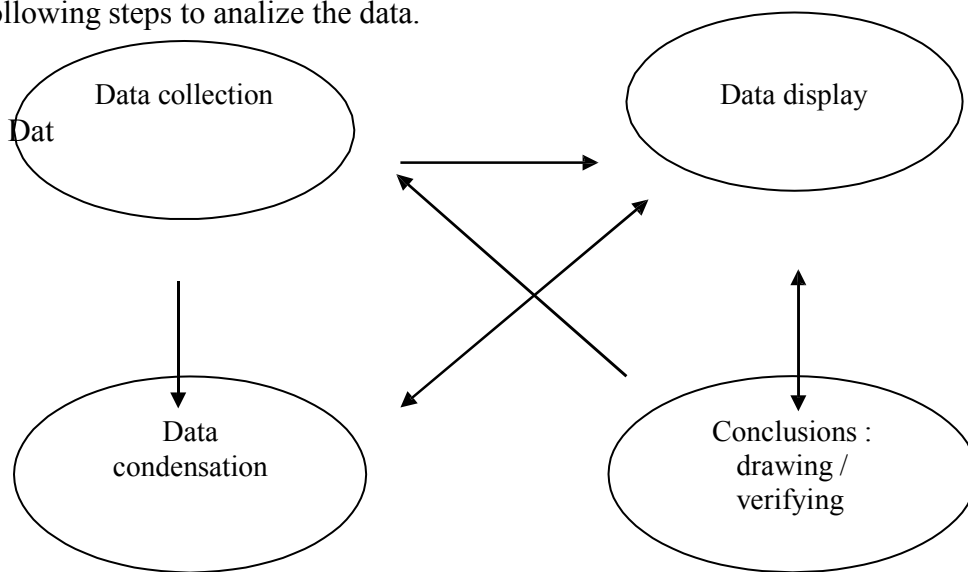


Figure 3.6 : *Interactive Data Analysis Model (Miles, Huberman and Saldana, 2014: 33)*

3.6.1 Data Condensation

Data condensation was the process of selecting, focussing, simplifying,

abstracting, and transforming of rough data appeared from notes written in the field. Through condensing, it made data stronger, data condensation was not something separated from analysis. Data condensation was a form of analysis which sharpened sorts, focused, discarded, and organized data in such a way that “final” conclusions could be drawn and verified. The following of the process in data condensation were :

- a. Selecting, the researcher selected the data from the text in Cosmetic advertisements which is taken from the website which.
- b. Focussing, in this stage the researcher focused on Cosmetic advertisements which uses english language as the object of data.
- c. Simplifying, in this way, the researcher converted the data to be simplifying into clause. The clause consists of mood used in cosmetic advertisements.
- d. Abstracting, in the process of abstarcting, data that was evaluated especially consisted of mood used in cosmetic advertisements text.
- e. Transforming, after abstracting, the researcher will analyze the data by selection every clause to types of mood. The selection data based on the mood (subject and finite), residue (object and complement) and realized in exclamative, declarative, interrogative and imperative as the descriptive analysis as the result of interpersonal meaning as the interpretative analysis and using persuasive text.

3.6.2 Data Display

After condensing the data , the next step was to display the data. Data display was an organized, compressed assembly of information that allowed

conclusion drawing and verifying activity to be showed. The researcher presented the data in analysis, which showed in the form of table, to make the reader easily in understanding. The following steps conducted the researcher in presenting data through grouping the data into types of mood such as exclamative, declarative, interrogative and imperative.

3.6.3 Drawing and Verifying Conclusion

Drawing and verifying conclusion was one of the important or the final steps in this study. After drawing parts of the data that dehad been cided as an absolute data, verifying coclusion is the right way in united the entire collected,reducted and displayed data. This was a way to know the result of the data after the data display. In this step, the researcher made conclusion after completely identifying types of mood as part of interpersonal meaning and its realization used on google internetcosmetic advertisements.