

**INTERPERSONAL METAFUNCTION ANALYSIS OF SPOKEN
AND WRITTEN TEXTS IN INDONESIAN LOCAL COSMETIC
BRAND ADVERTISEMENTS**

THESIS



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INTERPERSONAL METAFUNCTION ANALYSIS OF SPOKEN AND
WRITTEN TEXTS IN INDONESIA LOCAL COSMETIC BRAND
ADVERTISEMENTS

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ABSTRACT

Andriyani, K. (2021). *Interpersonal Metafunction Analysis of Spoken and Written Texts in Indonesia Local Cosmetic Brand Advertisement*. English Department, UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.
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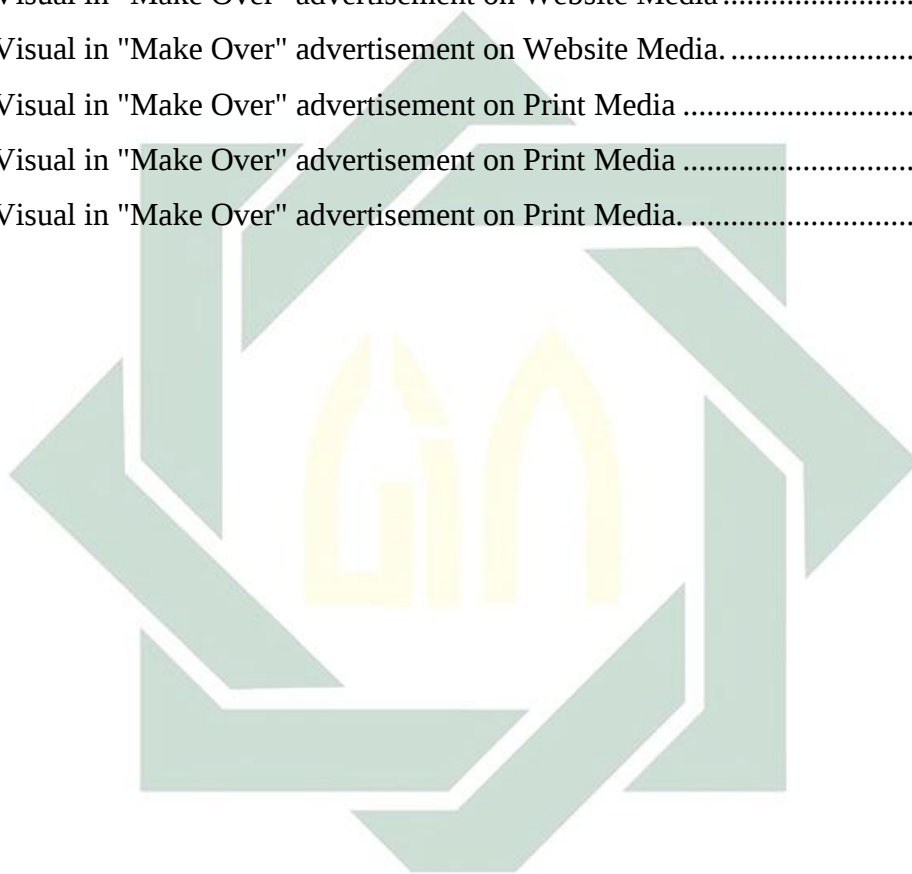
This thesis aims to analyze the interpersonal metafunction on "Make Over" advertisements in three different media: YouTube, website, and print. There are two research problems in this research: (i) How do interpersonal metafunctions occur in three advertisements (YouTube, website, and print) of "Make Over"? and (ii) What are the differences of interpersonal metafunction in "Make Over" advertisements on YouTube, website, and print?

In this thesis, the researcher used a descriptive qualitative method to examine how Systemic Functional Linguistics (SFL) exists in "Make Over" spoken and written advertisements—applying Halliday's SFL about three metafunctions. This study also uses Kress and Leeuwen's (2006) multimodal theory and Cheong's (2004) generic structures to determine interpersonal metafunction through visual analysis. This study also uses a person system to determine the interpersonal metafunction in "Make Over" advertisements on YouTube, websites and print. The data of this research were collected from nine "Make Over" advertisements in three different media; YouTube, website and print. The researcher identified the Mood system, speech function, and Modality to reveal the "Make Over" advertisement's interpersonal metafunction. Then the researcher analyzed the person system and the visual of "Make Over" advertisements to reveal the interpersonal metafunction.

These results of the study reveal the interpersonal metafunction in “Make Over” advertisements. There are two types of mood systems used in nine Make Over advertisements, namely declarative and imperative. Declarative moods are frequently used on YouTube and on websites, whereas imperative moods are used more frequently in print. Likewise, the speech function of commands and statements, which is a statement used more frequently on YouTube and website while the command is used more frequently in print. Besides, researchers also found nine "Make Over" advertisements are formed by generic structure, but on YouTube, the Visual element is more dominant than the linguistic element. Meanwhile, on the website and print media, both visual and linguistic components are equally dominant.

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INTRODUCTION

relations with them, to influence their behavior from a particular viewpoint on things in the world, and to elicit or influence the response of the addressee. The third metafunction concerns the roles of addressers and addressees in the communication process.

The ideational metafunction is different from ideational metafunction. The ideational metafunction focuses on analyzing the main verb or action in the text. The last metafunction is textual metafunction, which concerns the way we organize our meaning into the text. There are some central textual systems (MMA) in the text. According to Nunan (1993, p. 46), a Theme is a

onal metafunction is different from ideational metafunction. The ideational metafunction focuses on analyzing the main verb of the clause. The last metafunction is textual metafunction, which focuses on the way we organize our meaning into the text. There are some of the central textual systems (Machin, 2004, p. 10). According to Nunan (1993, p. 46), a Theme is a grammatical category which refers to the initial element in a clause. Machin (2004, p. 37) said, "It is what the message is concerned with."

metafunction in spoken and written text. Rohman (2002) conveys a message from the speaker to the hearer and conveys a message from the writer to the reader by using language. For example, newspaper, advertisement, and political party.

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Advertisements can take the form of movies or motion pictures, newspaper announcements, or posters. Budianti (2018) states marketing strategy that influences the way people behave and think is called advertising. It tries to persuade people to buy the product by communicates information about the products. Advertising usually serves to introduce a product or service to prospective customers by using various media, for example, in print (newspapers, banners, hoarding, magazines, or poster), whereas through electronic media (television, radio, cable, phone, video, and internet). They are usually made as attractive and creative as possible to attract the attention of consumers. Ayoola and Olusanya (2013, p.2) mention many particular reasons for using advertising in its several forms. Announcing a new product or service, expanding the market to new buyers, announcing a modification or a price change, educating customers, challenging competition, recruiting staff, attracting investors, and introducing a political ambition are a few reasons. In creating advertisements for all these reasons, language (i.e., word choices and expression choices are essential) plays an important role. The word choices to make advertising effective are worth learning from a linguistic perspective. How language is used to establish and maintain relationships with readers is, therefore, the focus of this research.

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difference between the advertised product and other products. Advertisements can be found in various forms, such as print advertisements and television advertisements.

Many investigators have recently turned their interests to SFL, especially those who focus on Halliday's three metafunctions in the advertisement. Thus, many researchers have conducted studies on SFL about three metafunctions. Budianti (2018) analyzed the feature of ideational metafunction and the meaning of interpersonal metafunction in Garnier skincare advertisements for women. Analyzing the transitivity system, she found three processes appearing in Garnier skincare. They are the material, relational, and mental processes. Meanwhile, in the analysis of interpersonal meaning, it can be implied that the advertisement of Garnier intends to persuade women to use the products being advertised. Unfortunately, this research does not explain women's opinions on the use of Garnier skincare.

Another research on metafunction in the advertisement was conducted by Anwar (2018), who focused on Halliday's interpersonal metafunction in creating informative and persuasive advertisement of AirAsia 2015 commercials using multimodal analysis. Anwar (2018, p. 134) found the following:

There is a remarkable degree of consistency. Informative nature presented by linguistic mode is more prevalent in the commercial, consisting of four high polar declarative and one imperative creating awareness and knowledge. The visual imagery in the form of gaze, distance, and angle also indicates a more informative nature, consisting of seven logical responses and four emotional responses.

However, this research lacked data that it only took just one Air Asia advertisement. Amatullah, Rosa, and Fitrawati (2019) analyzed multimodal in beauty product advertisement, especially lipstick products. They state that every

Moreover, Ayoola and Olusanya (2013) and Maknunah (2013) conducted an interpersonal metafunction analysis of political advertisements. Ayoola and Olusanya's (2013) study reveals that the interpersonal meaning of political advertisements always correspond with its lexicogrammar analysis. The politeness strategies use various Mood types to interact, negotiate, establish, and maintain relationships with and change the readers' behavior. Meanwhile, Maknunah (2013) found that all political advertisements in his study consist of a Mood system. Furthermore, there are two kinds of Mood systems, namely declarative and imperative. In addition, there are three modalities found in the data analysis. In previous studies, all researchers used advertising as data. This study is different from Ahmad, 2015; Amatullah et al., 2019; Napitupulu et al., 2018

us studies, all researchers used advertising as data.

using Halliday's ideational, interpersonal, and textual functions. Some researchers, such as Anwar (2015), Ayoola and Olatunmbi (2018), and Aknunah (2018), however, only focused on interpersonal functions. Furthermore, Budianti (2018) is the only one who analyzed all three metafunctions, namely ideational and interpersonal functions. The study above shows that the application of SFL is not only in the analysis of language functions, especially advertising language

This research used "Make Over" advertisement because "Make Over" is one of the leading cosmetic brands in Indonesia. As a local brand, "Make Over" has been a local commodity but has successfully captured the attention of international customers. They advertised "Make Over" products through digital media, such as YouTube, website, Instagram, Twitter, Facebook, television, and non-digital media, such as posters, catalogues, and newspapers. In 2020, "Make Over" carries its latest campaign, "Beauty All Ways," which invites the woman to dare to be themselves by inviting three different great female figures who have managed to show their uniqueness.

This research aims to find out the interpersonal metafunction in "Make Over" advertisement and examine whether there are any differences in the "Make Over" advertisement in three different media, and provide more information.

1. How do interpersonal metafunctions occur in three advertisements (YouTube, website, and print) of "Make Over"?

2.2 Field

Field refers to what is happening, to the nature of the social action that is taking place. It is the context of the language use. What is it that the participant is engaged in, which the language is an essential part of? On the other hand, field is the topic or activity taking place it is related to. It is the content of the language use. It correlates with ideational metafunction. According to Eggins (1994, p. 67) field is the topic of the situation. Meanwhile tenor is correlated with interpersonal metafunction.

2.3 Mode

Mode refers to what part the language is playing, what is it that the participant is expecting the language to do for them in that situation. Furthermore, it is the context of the language use. It is the context of the language use.

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2.1.1.4 Mood

Mood refers to patterns of clause type that have something to do with the presence and configuration of certain "negotiable" elements of clause structure (Sunardi, nd). There are two major types of English clauses: indicative clause and imperative clause. The indicative clause is concerned with the exchange of information (the negotiation of propositions). The indicative clause consists of the interrogative clause concerning the demand of information and the declarative clause concerning the giving of information. In contrast, the imperative clause is concerned with the performance of an action to provide a service or exchange goods (the negotiation of proposals).

The type of Mood clause deals with the presence and configuration of certain elements of the clause structure. Each Mood type involves a different configuration of the basic clause constituent set. A full English clause is a clause with no left or omitted elements, consists of several functional elements: Subject, finite, predicator, complement, and adjunct. Of these elements, subject and finite are important constituents of the clause. The combination of subject and finite forms the Mood of a clause, while predicator, complement, and adjunct are referred to as Residue of a clause.

2.1.1.5 Modality

Matthiessen (1995, p. 97) states that the "interpersonal metafunction gives value to the clause as a proposition or a proposal that is open to negotiation. The speaker can intrude with various modal assessments, assessing the proposition or proposals itself or further specifying its functional speech value." There is a

Both modal Finite and Mood Adjuncts can be classified according to the value of certainty or usuality they express: i.e., high (must, certainly, always), median (may, probably, usually), or low (might, possible, sometimes).

Modalization can be expressed implicitly as an integral part of the clause or explicitly by involving grammatical (clause) choices to make meanings that could otherwise be made through single lexical terms. The orientation of the modalization can be stated subjectively by the speaker (e.g., I think) or objectively in an impersonal clause with it as subject and the verb to be + adjective of modality (e.g., It is probable).

2.1.1.5.2 Modulation

Matthiessen (1995, p. 504) defines Modulation as a type of modality concerned with the expression of a proposal, either of obligation or readiness. Eggins (1994, p. 189) elaborates Modulation as a way for speakers to express their judgments or attitudes about actions and events. When we are acting on or for other people, we do not only have the dogmatic choices of do or do not, "I will give you this" or "I won't give you this." But between these two poles of compliance and refusal, we can express degrees of obligation, inclination, and ability.

2.1.2 Person system

Budianti (2018) stated that the one of important role in expressing interpersonal metafunction is the choice of a speaker's pronoun. Interpersonal meanings are also embodied in the person system (Halliday & Matthiessen, 2004). The intimacy between the speaker and the audiences can be reflected by the use of

a Person system, such as a personal pronoun; furthermore, it reflects the speaker's authority. There are three types of person system in English, namely first persons than consist of (I, we), and second person (you) and the last third person (they, she, he, it). Each of those types has a different purpose in realizing interpersonal meaning (Budianti, 2018).

2.1.3 Ideational Metafunction

Ideational metafunction focuses on analyzing the main verb of the clause. Participants, processes, and circumstances are three fundamental constituents who make a clause: Participants are usually formed in noun groups, and a sentence might have more than one participant. Processes can represent verbal groups. Then, circumstances are typically realized by adverbial groups or prepositional phrases, which is the process of actions that involve participants' role, namely transitivity.

2.1.4 Textual Metafunction

Almurasi (2016) stated that the textual metafunction focuses on creating text and the way we organize our meaning into the text that makes sense. Theme and Rheme is one of the main textual systems (Matthiessen & Halliday, 1997).

2.2 Advertisements

Advertisement is an example of a text that is contains spoken and written text. Advertisement is a newspaper announcement, poster, or film making something known, especially to persuade people to buy it. Advertising usually serves to introduce a product or service to prospective customers by using various media, for example, in print (newspapers, magazines, posters, banners, and

hoardings), whereas through electronic media (radio, television, video, cable, phone, internet). It is usually made as attractive and creative as possible to attract the attention of consumers. Advertising is one of the producers' strategies to convince and market their products to consumers. Therefore, most advertisers use advertising agencies to hire their spaces and time and create advertisements (Bierley, 1995). Some producers entrust their advertisements to advertising agencies to get a space on media, billboards, and television and broadcast or showcase their advertisements.

According to businesses, advertising helps consumers to get to know the products or services offered faster. Consumers can find information about the products or services offered in more detail through advertising. It is an important tool for business marketing (Terkkan, 2014, p. 240). Advertising helps consumers choose the desired product or service by creating an identity or characteristic of a product or service that identifies the difference between the advertised product and other products. Advertisements can be found in various forms, such as print or television advertisements. There are a lot of media to publishing the advertisement, such as:

- **YouTube** is a website designed to share the video. The advertisement in this media usually in the form of video.
- **Website** is digital media where people can share various information; usually, the web is used for advertising products. A website can be created and maintained by an individual, group, business, or organization. Advertisement on a website usually in the form of pictures and text.

- **Print media:** Advertisement in print media use physically print media, such as magazines, posters, and catalogues.

2.3 Make Over

Make Over is a local cosmetic brand that was founded by the PTI Paragon company in 2010. So far, "Make Over" can compete with local and global cosmetic brands. This is because of the quality of "Make Over" products that can match the quality of global brands. It is an Indonesian local cosmetics brand but successfully catches the attention of international consumers.

"Make Over" cosmetics is a trusted local Indonesian brand with a variety of breakthroughs and qualified quality. "Make Over" is able to compete not only in the local market but also in the international market. "Make Over" is also favored by various groups, both teenagers and adults. According to Kurniawati (2020), "Make Over" is a local cosmetic brand that is able to go international. Even "Make Over" is often mistaken for a global brand because the product quality is not inferior to global brands. "Make Over" ranks third in 7 (seven) local cosmetic brands that have a quality no less than foreign product brands Prasasti (cited in Kurniawati, 2020). "Make Over" cosmetics offers a variety of products that have been proven to be the top choices for make-up artists, both for everyday use, for the stage, commercial needs (runaway mode, TV shows, shooting magazines, and music concerts).

In addition, as a quality local brand, "Make Over" is always committed to making products from quality ingredients from various parts of the world, then carefully processed according to the standards of beauty products.

RESEARCH METHODS

This chapter presents how the study was conducted through a particular method. This chapter consists of research design, data types and sources, data collections, and data analysis techniques.

3.1 Research Design

In this research, the research investigated how systemic functional linguistic (SFL) exists in “Make Over” spoken and written advertisements. The data were taken from some different media and different forms. The researcher used a descriptive qualitative method to examine how SFL exists in “Make Over” spoken and written advertisements. Qualitative research is research which studies a problem solved by exploring a phenomenon. It relies on participants’ perspective, asking questions, collecting the data that consist mainly of words from the participants, describing and analyzing those words for themes, and conducting the inquiry in a subjective manner (Clark & Creswell, 2015, p. 54).

It is interesting to analyze language metafunction in spoken and written texts because we can compare the two and examine the difference in spoken and written advertisements. This research used descriptive qualitative methods and applied Halliday's SFL that focused on metafunction analysis, especially the interpersonal metafunction. Besides, to analyze interpersonal metafunction through visual elements, this research used Kress and Leeuwen's (2006) multimodal theory and Cheong's generic structure (2004). The data were taken from "Make Over" Indonesian local cosmetic brand advertisements.

3.2. Data Collection

The researcher took the data from several media such as print, web, and YouTube. Most previous studies used data only from one media as research data. So the comparison of advertisement from different media cannot be clearly described. That is why the researcher used several media to see advertisement from more than one perspective to clearly described “Make Over” advertisement in three different media. The researcher collected the data in those media and chose three (3) advertisements from each media in different forms to be analyzed.

3.2.1 Research Data

The data of this research is in the form of words and clauses that have been taken from “Make Over” advertisement in three different media; YouTube, website, and print. Besides that, this research also uses “Make Over” advertisement images to analyze visual elements. However, words and clauses can analyze to find out the interpersonal metafunction in “Make Over” advertisements.

3.2.2 Data Source

The researcher took nine (9) Make Over advertisements published in 2019-2020 from three different media (YouTube, website, and print). The difference between these three media is the data from YouTube is in form of spoken and digital media. Meanwhile the data from website and print is in form of written texts but in different media. the data from website is in digital media while the data from print is in non-digital media. The purpose of took these nine "Make Over" advertisement is to get enough data in the form of clauses to analyze. The

researcher took three advertisements from each media consisting of three (3) different types of products, such as eyeliner, lipstick, and cushion. The 3 data in the form of spoken text were taken from the video “Make Over” advertisement on YouTube with a duration of 23 to 30 seconds per video. Meanwhile, 3 data in the form of written text taken from screen capturing in “Make Over” official website and poster or catalogue in “Make Over” official store.

The data in the form of spoken text were taken from “Make Over” official YouTube channel (<https://www.youtube.com/user/makeoverid>). The researcher chose three (3) videos from this channel.

The data from website and print advertisement are both in form of written text but from different media. Advertisement from a website media is in the form of digital media where the advertisement can be accessed by anyone, anywhere through the help of the internet. Whereas, advertisements from print media have limited accessibility. Print advertisements can only be accessed at certain times and places. Furthermore the data in the form of written text were taken from two different media, including from “Make Over” official website (<https://www.makeoverforall.com/>) and for print advertisement such as poster and catalogue taken from “Make Over” official store in Surabaya located in Tunjungan Plaza 6, 3rd Floor, Jl. Basuki Rahmat No.107 Surabaya 60261.

3.2.3 Instruments

This research only used human instruments. The researcher herself was the main instrument in this research. She collected and analyzed the data independently. She collected, chose, downloaded, read, watched, transcribed, identified, classified, examined, and drew the conclusions from the analysis.

3.2.4 Data Collection Techniques

As the researcher already stated before, this present research collected the data in the form of spoken and written text. So, some steps were taken to collect the data. The steps are as follows:

1. Searching “Make Over” advertisement in the form of written and spoken text on the internet. The data in the form of spoken text were taken from “Make Over” official YouTube channel (<https://www.youtube.com/user/makeoverid>). Meanwhile the data in form of written texts were took from “Make Over” official website (<https://www.makeoverforall.com/>) and for print advertisement such as poster and catalogue taken from “Make Over” official store in Surabaya.
2. Searching “Make Over” official channel on YouTube and the website to collect data in form of spoken and written text.
3. Choosing and downloading three (3) videos of the “Make Over” advertisement on YouTube.
4. Watching the three (3) videos of the “Make Over” advertisement on YouTube (for data in the form of spoken text)
5. Choosing and screen capturing three (3) “Make Over” advertisements on the “Make Over” official website for the data in the form of written text.
6. Choosing three (3) print “Make Over” advertisements on the “Make Over” official store for the data in the form of written text.
7. Transcribing the data in the spoken text to be analyzed.

3.3 Data Analysis

The researcher followed some procedures in analyzing systemic functional linguistic exists in the “Make Over” advertisements. The steps are as follows:

1. Identifying data

The researcher identified interpersonal metafunction in word and clauses from nine (9) “Make Over” advertisement. The researcher identified Mood, speech function, modality, and person system.

Table 3.1 Interpersonal Metafunction Analysis

Mood	Speech Function	Modality
Declarative	Command	Modalization
Imperative	Offer	Modulation
Interrogative	Question	
	Statement	

Source: Sunardi, (nd, p. 42-43)

The table above describes the identification of interpersonal metafunction, which consists of Mood, speech function, and modality.

2. Classifying data

The researcher classifies the data in the form of spoken and written texts using Halliday's SFL theory about metafunction, especially interpersonal metafunction. The researcher analyzed the Mood system, speech function, and modality on each clause on the "Make Over" advertisement on YouTube, website, and print media. In addition, the researcher also analyzed the visual image and person system, for example:

Table 3.2 Interpersonal Metafunction Analysis

Selfie	Jadi	Lebih cantik
Subject	Finite	Compliment
Mood		Residue
Unmarked Theme		Rheme

Source: Amatullah et al. (2019, p. 173)

After all the data have been identified, classified, and analyzed, the researcher compared interpersonal metafunction on YouTube, websites, and print media to find out if there is any difference between them. The researcher compared interpersonal metafunction containing speech functions such as command, question, and the statement from the three media (YouTube, website, and print media) to find out which is the dominant speech function from that three media. Likewise, this research compared Mood and person system to find out which Mood and person system is dominant in this research.

The researcher compared frequency of occurrences from declarative, imperative, and interrogative, which are dominant in those three media. Furthermore, this step is the way to answer the last research problem.

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The data have been identified, classified, and analyzed. The personal metafunction on YouTube, websites, and the newspaper is any difference between them. The researcher compared the metafunction containing speech functions such as commands, which is the dominant speech function from that three media. The research compared Mood and person system to find out which person system is dominant in this research. The researcher compared frequency of occurrences from declarative and interrogative, which are dominant in those three media. This step is the way to answer the last research problem.

frequency of occurrences
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free media.
problem.

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the findings and discussion of this research.

4.1 Research Findings

To answer the research questions, the researcher analyzed interpersonal metafunction in “Make Over” advertisement taken from three different media: YouTube, website, and print. The researcher answered the first question by analyzing the interpersonal metafunction that consists of Mood, speech function, and modality. Meanwhile, to answer the second question, the researcher compared the results of the first answer about interpersonal metafunction in the three media mentioned above.

4.1.1 Interpersonal Metafunction on “Make Over” Advertisement in YouTube, Website, and print media

The interpersonal metafunction is one of the three metafunctions proposed by Halliday. According to Halliday (1994, p. xiii), language is structured to make three kinds of meaning or metafunction: ideational, interpersonal, and textual. Interpersonal refers to the relation between the speaker and the hearer. The interpersonal metafunction can be seen by analyzing the Mood system, speech function, and modality. Halliday (1981, p. 30) argues that “Mood parallel to interpersonal communication, which embraces three grammatical categories of speech function, Modality, and tone.” The interpersonal metafunction concentrates on social roles and relations through formality degree, pronouns, and

clausal mood (whether declarative, imperative, or interrogative). Haratyan (2011, p. 262) states the following:

This research uses Halliday's SFL theory to analyze interpersonal metafunction. Besides, to analyze interpersonal meaning through visual elements, this research used Kress and Leeuwen's (2006) multimodal theory and Cheong's generic structure (2004). These three theories are used to reveal the interpersonal metafunction in "Make Over" advertisement in three different media: YouTube, website, and print. Halliday's SFL theory can reveal the interpersonal metafunction in the "Make Over" advertisement by analyzing the Mood system, speech function, and modality. Then, Cheong's generic structure (2004) and Kress and Leeuwen's (2006) multimodal theory can reveal the interpersonal meaning or what the advertiser wants to convey on the "Make Over" advertisement through visual elements.

All clauses are then identified according to the interpersonal metafunctions. To see the interpersonal metafunctions in “Make Over” advertisements on three different media (YouTube, website, and print), an analysis of the Mood system, speech functions, and modalities was carried out on each of the nine “Make Over” advertisements that the researcher selected. The researcher then identifies the mood, speech function, and modalities in each clause and in each medium. The results of this analysis can be seen in the following.

4.1.1.1 Mood System

The Mood system is a grammatical system that deals with interpersonal metafunctions for language. According to Halliday and Matthiessen (2014, p.114), “Mood is a clause system, not from a verbal group or from a verb.” This means that studying Mood has to study the entire clause, not just the verbal group or the verb itself, to provide an accurate analysis. The English clause consists of several elements, namely subject, finite, predicator, complement, and adjunct. Subject and finite are two important elements of a clause, so combining these two makes the clause Mood. Conversely, the predicator, complement, and additive combination become the clause residue. The Mood was also defined by Berry (cited in Vásquez, 2018) as “The choice between the different roles a speaker can choose for himself and his audience” (p. 2). This explains that the speaker, who is the first person to initiate communication, can determine what role he wants to play during the communication process. Mood conveys interpersonal metafunction to clauses. To find out the interpersonal metafunctions in “Make Over” advertisements, the researcher analyzed the Mood system of “Make Over” advertisements in three different media (YouTube, website, and print). As a result, the researcher found

Example: Let them stare at **your** stare with “Make Over” Hyper Black Superstay liner

The clause above shows how advertisers guide consumers to get the sense of usefulness of one of the products of “Make Over.” The word “your” here refers to consumers.

As explained above, declarative and imperative Moods exist in “Make Over” advertisements in three different media (YouTube, website, and print) because advertisers or speakers aim to provide information about products and orders or direct listeners to use the products. This is because the declarative mood is aimed at giving something, in this case giving information. In addition, declarative Mood is the most widely available on the website because the advertisements are more focused on providing detailed information about the product, including the color variants and materials used to make the product.

This differs from print advertisements, which use more imperative Moods. This shows that the “Make Over” print advertisement aims to invite readers to feel the benefits of “Make Over” products by buying the advertised product. This is because imperative Mood aims to demand something or want the hearer to do something, in this case, buying “Make Over” Products. This, to some extent, motivates advertisers not to provide more detailed information about products in print media due to limited time and space. Advertisers only provide important points of product information in print advertisements. However, on YouTube, advertisers focus more on promoting information about products and attracting consumers’ attention by using visuals and gestures. Likewise, with website media, the declarative Mood is more dominant than the imperative Mood on YouTube.

Furthermore, According to Sunardi (2015), Interrogative Mood is used to ask about some matters or whatsoever. This type of Mood can be identified by the presence of *wh*-question words such as who, what, which, when, why, and how. However, the researcher did not find an interrogative Mood on “Make Over” advertisement either on YouTube, website, or print media.

The speech function is a method used by the addresser or speaker to convey an idea during communication so that the addressee or receiver understands the idea well. There are four main types of speech function; statements, offers, questions, and orders embodied by Mood to perform two roles: giving and demanding (Halliday, 1994, p. 69). In communicating, someone tries to do something in the language by giving something or demanding something. In other words, meaning in communication can be identified from the function of speech. Interpersonal metafunction can be seen by analyzing the speech function on “Make Over” advertisements in three different media (YouTube, website, and print). Furthermore, this research found two of the four types of speech functions in “Make Over” advertisements spread across various media. Further information is presented as follows:

Speech Function	Frequency			Total	Percentage
	YouTube	Website	Printing		
Command	1	5	5	11	37,93%
Offer	-	-	-	-	0,0%
Question	-	-	-	-	0,0%
Statement	6	10	2	18	62,07%
Total				29	100%

Correspondingly with the statement, the command speech function was found on the “Make Over” advertisement on YouTube, website advertisement, and print advertisement with a percentage of 37,93%. Command speech function is lower than the statement speech function. On the website advertisement, the command speech function was found five times as well as on print advertisement. This is different from the YouTube advertisement, where the command speech function occurred only once. As a result, this research only found command and statement speech functions in “Make Over” advertisements on three different media (YouTube, website, and print). This is because the speech function is related to the mood as described above, so that the speech function manifested in two moods: giving and demanding. Similar to the declarative Mood

times as well as on print advertisement. Advertisement, where the command speech result, this research only found command "Make Over" advertisements on three different (print). This is because the speech function described above, so that the speech function is more and demanding. Similar to the declaration

print). This is because the speech function is related to the mood described above, so that the speech function manifested in the mood is strong and demanding. Similar to the declarative Mood

Frequency			Total
YouTube	Website	Printing	
3	3	0	6
-	-	1	1

Modality	Frequency			Total	Percentage
	YouTube	Website	Printing		
Modalization	3	3	0	6	85,7%
Modulation	-	-	1	1	14,2%

Modality	Frequency			Total	Percentage
	YouTube	Website	Printing		
Modalization	3	3	0	6	85,7%
Modulation	-	-	1	1	14,2%

the Interpersonal metafunction analysis on the nine "Make Over" advertisements presented in the table above, it seems clear that a short modal verb is used in advertising. The use of short modal in the advertisement seems to be related to the fact that several clauses are presented asking consumers to use beauty products advertised through three different media. This analysis shows that the Modalization occurred in the "Make Over"

ly, Modulation is also used in “Make Over” advertisements but advertisement. Modulation only occurred in "Make Over" on print media through the use of modal finite expressing st." The Modulation percentage rate is 14.2%, lower than

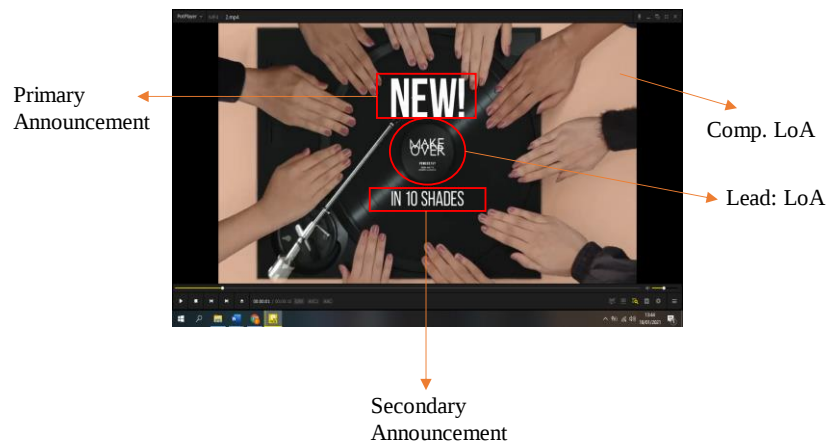


Figure 4.2 Visual in “Make Over” Advertisement on YouTube



Figure 4.3 Visual in “Make Over” advertisement on YouTube

Figures 4.1 uses pink settings. Almost the entire pictures above are dominated by a pink color that matches the color Multifix matte blusher, which is the latest blush on product from “Make Over.” In addition to the pink background, the image above shows a screen with a photo of a Multifix matte blusher and a female model standing in front of it. This illustrates that the advertiser wants to present their newest product. In addition to highlighting the color of the product itself, the use of pink also portrays joy. Besides, figure 4.2 consists of ten hands of women who have different skin tones. Each color of the woman’s hand depicts ten shades of Powerstay Demi Matte cushion. The background of the picture above is

appearance by using a brighter light on the model and dimming the surroundings.

This is to show consumers how this product will give them the spotlight.

However, three “Make Over” advertisement screenshots on print media formed with several generic structures such as Lead (LoA), Comp. LoA, emblem, announcements, enhancer, and tag. The leads in Figures 4.7 and 4.9 have similarities in the form of the main model’s face as a Lead, which is different from figure 4.8, which shows the Make Over product photo of the Lead (LoA). In figures 4.7 and 4.9, the model’s face is facing the reader directly, and her eyes seem to look directly at the reader. This can immediately attract the reader’s attention and make the reader as if interacting directly with the model. Figure 4.7 consists of two announcements, namely primary announcement and secondary announcement. This aims to introduce or provide information about “Hyperblack Superstay Liner,” which is a new product of “Make Over.” but because the primary announcement still confuses the reader, the secondary announcement and enhancer explain the product in more detail.

However, five generic structures are found on “Make Over” advertisement in media websites; Lead, announcement, emblem, enhancer, and tag. This can be said quite complete, only call and visit info that is not listed on the three pictures above. The three pictures above are equipped with an announcement and enhancer because to provide information to the reader. This is different from tags that only exist in one picture; this is because a tag is optional. Even if there is no Tag of the picture, the readers can still understand the picture above.

As a result, the nine “Make Over” advertisements above are all formed by generic structure, but on YouTube, the Visual element is more dominant than the

4.1.1.5 Person System

Table 4.4 Person System Found in “Make Over” Advertisements

Pronoun	Frequency			Total
	YouTube	Website	Printing	
You	-	1	-	
Your	2	6	3	
We	-	-	1	
They	-	1	-	
This	-	1	-	
It	-	2	-	
Total	2	11	4	17

The use of second-person pronoun serves to build connections and shorten the distance between advertisers and consumers. This is to make consumers feel close and connected with advertisers so that the message from the advertiser is easily conveyed to the customer.

The example above shows that the advertiser greets consumers directly by using the second person pronoun “your” to reduce the distance between the advertiser and the consumer. It is as if the advertiser knows exactly what the consumer needs and shows that he has authority about product information.

Example: It is also formulated with vitamins, antioxidants, and skin conditioning active to keep your skin hydrated

The example above advertiser tries to make consumers think the same. It seems that the product is adequately formulated with vitamins, antioxidants, and skin conditioning active by using third person pronoun (*It*).

The last pronoun that appeared in the “Make Over” advertisement is the first-person pronoun (*we*), which is the lowest number compared to the second- and third-person pronoun. The first-person pronoun (*we*) only appeared once in the “Make Over” advertisement in the print media.

Example: We got you covered from every edge with all the desired finishes ever crave for

The use of the first-person pronoun (*we*) in the clause above indicates that the adviser tries to convince consumers that their products can fulfil their wishes.

From the description above, the use of the person system in the form of pronouns appears the most in Make Over advertisements on media websites, as many as 11 followed by print media where there are eight times. Meanwhile, the lowest number of the use of person system in the form of the pronoun is found on YouTube media as much as four times.

It can be concluded that the nine Make Over advertisements are divided into three different media (YouTube, website, and print). The use of person systems is mostly found on the website eleven times, followed by print media four times, and the lowest on YouTube media twice.

4.1.2 The Comparison of Interpersonal Metafunction on “Make Over” advertisement on YouTube, Website and Print

After knowing the interpersonal metafunctions in “Make Over” advertisements on YouTube, websites, and print media through analysis of mood

systems, speech functions, modalities, and person systems, the researcher then compared the use of the Mood system, speech function, Modality, and person systems in the three media (YouTube, website, and print). Further information is presented in the table below:

Table 4.5 The Comparison of Interpersonal Metafunction on “Make Over” advertisement on YouTube, Website and PrintMedia

Interpersonal Metafunction		Percentage		
		YouTube	Website	Printing
Mood system	Declarative	14,63%	24,39%	4,88%
	Imperative	2,44%	12,20%	12,20%
Speech function	Command	2,44%	12,20%	12,20%
	Statement	14,63%	24,39%	4,88%
Modality	Modalization	7,32%	7,32%	0,00%
	Modulation	0,00%	0,00%	2,44%
	First person	5,88%	0,00%	0,00%
Person System	Second person	11,76%	41,18%	17,65%
	Third person	0,00%	23,53%	0,00%

The table above shows the percentage of interpersonal metafunctions that occur in “Make Over” advertisements in three different media. Interpersonal metafunctions can be seen from three categories, namely Mood systems, speech functions, and modalities. From the table above, it can be seen that the Mood system category, especially declarative, has the highest number with an appearance percentage of 24.39% on websites, while on YouTube and print advertisements, the declarative appearances are 14.63% and 4.88%. Each. Likewise, the speech function of statements is what often appears in advertisements on websites as much as 24.39% of the total data. Unfortunately, some categories are not found in “Make Over” ads, such as interrogative mood systems, speech functions questions, and answers and offers. All three did not occur in the 41 clauses analyzed. In short, the mood, command, and offer interrogative functions for the “Make Over” ad is not found.

product. However, print advertisements use an almost identical structure. In this advertisement, there are five general structural elements, namely, titles, emblems, enhancers, and tags. The reason is, this advertisement usually requires further explanation about the product. The text forms its meaning in a context is the basic concept of Systemic Functional Linguistics (SFL). The text here refers to all kinds of language that can be understood by a person who understands the text. The advertisement is a language theory that focuses on the idea of language function. SFL refers to the theory of language and a methodology of language analysis on the context they are used. On the other hand, SFL is a theory between language in its function in social settings (N

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Interpersonal metafunction refers to the relationship between the speaker or the writer and the reader. The way they interact with the use of language to maintain their relationship is communication. To make interpersonal meaning in communication, such as find a relationship with people and our attitude to each other in communication. Interpersonal metafunction can be analyzed through the Mood system, Modality, and Modality in a clause. Interpersonal metafunction analysis can help us have a better understanding of “Make Over” advertisement. Finally, we can understand what message Addresser wants to convey to the audience and find out the role Addresser chooses in a text or communication.

This research consists of two problems of study: (i) How do metafunctions occur in three advertisements (YouTube, website, and print) for “Make Over”? and (ii) How are the differences between “Make Over” advertisement in YouTube, website, and print seen from Interpersonal metafunction perspective? In the first question, the researcher examines the personal metafunction on “Make Over” advertisement in three media through Mood system, speech function, and Modality in each advertisement.

Regarding the first research question, the researcher found that declarative Moods are used more frequently in advertisements on YouTube and websites, whereas imperative Moods dominate print advertisements more. This shows that the space capacity and flexibility in conveying product information may affect Mood's use. YouTube, which uses audio-visual elements with unlimited capacity, allows advertisers to display as much information as needed, both in verbal and visual form. Also, a website that offers the flexibility of space and access to display all the information needed to market a product also allows advertisers to prefer a declarative mood so that any product information they want to show consumers is better known. This, to some extent, cannot be performed by a print advertisement, which is limited by space and time. The advertisers must design their advertisements that are informative and attractive and, at the same time, short and effective. Similar to the theory of interpersonal metafunction advertisement, which is argued by Amatullah et al. (2019) about Mood declarative is the most dominant mood used in their research. The use of declarative mood in this research signals that the text carries out the informative function of an advertisement (Budianti, 2018).

[illegible]

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interested in buying “Make Over” products. Meanwhile, the “Make Over” advertisement in YouTube media focuses more on visuals to attract attention. Therefore, in visual analysis, YouTube media is a more dominant visual element because advertisers focus on visuals to attract attention.

According to visual analysis of the nine “Make Over” advertisements on different media are all formed by generic structure, but on YouTube media, the visual element is more dominant than the linguistic element. Meanwhile, on website and print media, both visual and linguistic components are dominant. In other words, the generic structure on the website and print media is complete. But of the nine advertisements were not found call to action. Meanwhile, tags are only found in print media.

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This research agrees with the previous hypothesis, which is advertisements are characteristically meant to inform, guide, warn, remind and instruct the hearer because the results of this research say advertisers aim to provide information and instruct people to buy their product. This can be seen from the mood system and speech function, where the use of mood declarative that is usually used to provide information dominates in this research. In addition, the use of the statement speech function is the highest speech function in Make Over Advertisement.

CONCLUSIONS AND SUGGESTIONS

This chapter provides conclusions from the research and findings in this research. This chapter consists of two topics, a conclusion, and suggestions for further research with a similar topic and subject.

5.1 Conclusions

Based on finding and discussion about interpersonal metafunction above can be concluded several things. Based on the first research question, this research shows that declarative Mood appears more frequently in “Make Over” advertisements on YouTube and media websites because this advertisement aims to inform the public about “Make Over” beauty products. Meanwhile, in print media, the imperative Mood appears more often because This aims to invite readers to feel the benefits of “Make Over” products by buying the advertised product. It can be seen through the use of imperative Mood that aims to demand something or want the hearer to do something, in this case, buying “Make Over” Products. On another hand statement speech function also appears more frequently in “Make Over” advertisements on YouTube and websites media because Mood and speech function are related to each other. If the Mood in a clause is declarative, the speech function is a statement. Likewise, with the command speech function which appears more frequently in the "Make Over" advertisement on print media because imperative Mood appears more frequently in print media.

"r" gives different functions to each medium to advertise "Make Over" products.

The difference in functions that "Make Over" makes in these three media can be said to be effective, which is "Make Over" can optimize each media according to their respective advantages and disadvantages. This can be said of the supporting factors of "Make Over" has many customers.

In addition, hopefully, another advertisement might be able to apply "Make Over" way of optimizing the functionality of each median in order to establish better communication. and the message can be conveyed well through advertisement and does not cause misunderstandings between speakers and listeners.

According to their respective advantages and disadvantages. This can be said that the supporting factors of “Make Over” has many customers.

In addition, hopefully, another advertisement might be able to apply the “Make Over” way of optimizing the functionality of each median in order to establish better communication. and the message can be conveyed well through advertisement and does not cause misunderstandings between speakers and listeners.

“Take Over” way of optimizing the functionality of each median in order to achieve better communication, and the message can be conveyed well through advertisement and does not cause misunderstandings between speakers and listeners.

Suggestions

advertisements. For example, health advertisements that are widely found in epidemic conditions like this. Is there a difference between a health advertisement and another advertisement if analyzed through interpersonal metafunction.

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