



# **THE THEMATIC STRUCTURE ANALYSIS OF SERVICED LIVING ADVERTISEMENT TEXTS**

## **A THESIS**

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For the S1 Degree at the English Department

### **Submitted by:**

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## **PRONOUNCEMENT**

The writer states truthfully that this thesis is compiled by him without taking the result from other researches in any universities, both in S1 degree or in Diploma degree. Besides, the writer ascertains that he does not take the material from other publications or someone's work except those that has been mentioned in references.

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## MOTTO AND DEDICATION

If all the trees on earth were made into pens, and the ocean supplied the ink, augmented by seven more oceans, the words of GOD would not run out.

GOD is Almighty, Most Wise.

(QS. Luqman: 27)

*“Amardi Tuwuh Pangudi ning Kawruh”*

(Javanese’s aphorism)

Never give up in despair!

(Iwan Satya Nugraha)

**This thesis is dedicated to those who respect and work on sciences**

in the frame of a human civilization's development in the world,  
especially on linguistics field.

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The writer realizes that this thesis still have many weaknesses and is far from being perfect. Hence, criticisms, and suggestions would be appreciated in the purpose to make it

better. Finally, the writer expects that this thesis can give advantages to all the readers.

Semarang, July 2010

Iwan Satya Nugraha

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LIST OF ABBREVIATION

Cont. : Continuative  
Fin. : Finite  
Inter. : Interpersonal  
Str. : Structural  
Subj. : Subject  
Text. : Textual  
Top. : Topical  
Voc. : Vocative

## ABSTRAK

Sebuah teks iklan yang ditulis dengan tujuan untuk mempromosikan suatu barang, jasa, atau bahkan ide memiliki karakteristik tersendiri. Karakteristik tersebut sesuai dengan konsep yang kita kenal sebagai *genre*, di mana sebuah teks iklan termasuk dalam jenis teks eksposisi, yaitu teks yang memaparkan sebuah sudut pandang. Berdasarkan alasan tersebut, penulis tertarik untuk menganalisis struktur tekstual dari iklan. Seperti halnya jenis iklan yang lain, iklan jasa hunian (hotel, apartemen, perumahan, dsb.) yang banyak ditemukan di majalah *Globe Asia* edisi bulan Mei sampai Oktober 2008 juga memiliki karakteristik di atas. Oleh karena itu, penulis mengambilnya sebagai data dalam penelitian ini yang mana pembatasan masalah berada pada analisis teks berdasarkan aspek *thematic structure* dan kohesinya. Hal ini memungkinkan bagi penulis untuk mengetahui informasi apa dari sebuah produk yang menjadi fokus dari seorang pengiklan untuk diketahui oleh khalayak ramai, mengingat iklan-iklan yang menjadi objek penelitian tersebut termasuk iklan dengan jenis produk yang homogen. Selain itu, penelitian ini juga bertujuan untuk mengetahui distribusi informasi mengenai produk jasa hunian di dalam sebuah teks iklan melalui setiap klausa, menjelaskan organisasi teks iklan jasa hunian, serta membuktikan bahwa analisis tekstual berdasarkan *Systemic Functional Grammar*, khususnya *thematic structure* dan kohesi dapat menunjukkan ciri-ciri dari teks iklan sebagai sebuah *genre*.

Penelitian ini merupakan jenis penelitian deskriptif-kualitatif dengan menggunakan metode agih dalam menganalisis data. Keseluruhan teks iklan jasa hunian yang ada dalam enam

edisi majalah tersebut dianggap sebagai populasi. Sedangkan sampel diambil dengan menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa terdapat 2 konsep tema yang menjadi sudut pandang dari teks iklan jasa hunian dilihat dari *thematic structure*-nya. Hal ini juga berarti terdapat dua konsep jasa hunian yang difokuskan dalam proses pendistribusian informasi dari seorang pengiklan kepada pembacanya. Kedua konsep tema tersebut yaitu konsep tema lokasi yang dapat dikategorikan lagi menjadi konsep hiburan, ketenangan, dan bisnis, serta konsep tema kelas yang juga dapat dikategorisasikan lagi menjadi konsep citra *brand*, fitur jasa hunian, dan pelayanan. Selain itu, teks iklan jasa hunian juga tersusun dalam sebuah kohesi yang ditunjukkan dari adanya beberapa macam gramatikal dan leksikal kohesi. Semua ciri linguistik tersebut mengimplikasikan bahwa teks iklan jasa hunian yang ada dalam majalah *Globe Asia* tersebut memenuhi segala kriteria dari teks iklan sebagai sebuah *genre*.

## CHAPTER I INTRODUCTION

### A. Background

Advertisement as a promotion tool has an important role in the effort of making marketing of products successful. It is used to convey a message, in this case certain information about products, services, or ideas to the target markets. A good advertisement can attract the target markets to be aware of the product, and then to stimulate them to buy it. As a result, it has a beneficial effect to increase the sale of products.

One kind of advertisements is a serviced living advertisement that among them can be found in *Globe Asia* magazine, a business magazine which is written in English. It is an advertisement that offers a certain kind of products, which are serviced living's products such as hotels, apartments, villas, residences, etc. Therefore, this kind of advertisement has almost similar items or concepts of products that are explored as information for the target markets, i.e. location, class or quality, price, feature, etc. Those items are exposed in such a way of exploring information in each text of the advertisement.

Since it has particular characteristics and purposes, the text of serviced living's advertisement is considered as a genre, that is exposition. Exposition is a kind of text which functions to advance an argument or put forward a point of view (Butt *et al.* 1995: 17). It means that every text of serviced living advertisement has each own point of view on informing the information about the product which is based on those items or concepts of serviced living as mentioned above. These are the reasons why the texts of serviced living's advertisements on *Globe Asia* magazine are interesting to be analyzed. At this point, the analysis of thematic structure which is a term of clause as message constructing a text is needed to see the distribution of information of the products in every clause, and then we can reveal what kinds of item or concept of serviced living which are explored as the points of view on the texts of advertisements. Besides, the cohesion is also necessary to be analyzed in order to know the organization of text since the text of advertisement has its own characteristics as a genre. Hence, the writer titles this research '**The Thematic Structure Analysis of Serviced Living Advertisement Texts**'

## **B. Scope and Problem**

This research will be focused on the analysis of texts of serviced living's advertisements which are taken from *Globe Asia* magazine in edition of May to October 2008 based on the Systemic Functional Grammar approach, specifically the thematic structure and cohesion. The writer will analyze how the advertiser explores and develops the message of text of advertisements, which is information about the serviced living's product based on certain points of view. He will also analyze how the text of serviced living advertisements is organized related to its characteristics as a genre.

## **C. Purpose**

The purposes of this research are:

1. to reveal what kinds of thematic concept of serviced living as point of view in developing the text of serviced living's advertisements viewed by the thematic structures of clauses.
2. to show the distribution of information about serviced living's products by giving explanation about the thematic interpretation of every clause in a text of advertisement.
3. to explain the organization of text of serviced living's advertisement as a single unit of message.
4. to proof that the analysis of text based on thematic structure and cohesion can demonstrate the linguistic features of an advertisement as a genre.

## **D. Underlying Theory**

The writer takes the underlying theories which are used to analyze the data from a theory of Systemic Functional Grammar, particularly thematic structure, a theory of Clause as Message by Halliday (1985), Halliday and Matthiessen (2004), and a theory of Cohesion by Halliday and Hasan (1976) combined with theoretical concepts of text of advertisement as a genre by Gerot and Wignell (1994), Jefkins (1994), Butt (1995), and Widdowson (2007). The more detail of underlying theories will be discussed on chapter II.

## **E. Methodology**

In this research, the writer will analyze the data intensively, which are texts of serviced living's advertisements taken from *Globe Asia* magazine in Edition of May to October 2008. On analyzing the data, the writer uses *Systemic Functional Grammar in-dividing technique*, where the texts of advertisements are broken down into clauses as unit of analyses. The comprehensive explanation about the methodology can be seen later on chapter III.

## **F. Organization of Writing**

The organizations of writing in this thesis are as follows:

Chapter I, Introduction consists of background, scope and problem, purpose, underlying theory, methodology, and organization of writing.

Chapter II, Review of Literature consists of previous study, the researches which have almost similar to the data analysis, and the theories in doing the research, i.e. theory of thematic structure, theory of Cohesion, and theoretical concepts of advertisement as a genre.

Chapter III, Methodology consists of research approach, data and population, unit of analysis, and technique on analyzing the data.

Chapter IV, Data Analysis consists of finding result and discussion.

Chapter V, Conclusion

## **CHAPTER II** **REVIEW OF LITERATURE**

This chapter will show the previous studies about the researches which have almost similar to the type of analysis, and the theories which are used to analyze the data. The main theories are the theory of Systemic Functional Grammar, particularly thematic structure, a theory of Clause as Message by Halliday (1985), Halliday and Matthiessen (2004), and the theory of Cohesion by Halliday and Hasan (1976). Besides, the writer also uses supporting theories viz. theoretical concepts of genre of advertisement by Gerot and Wignell (1994), Jefkins (1994), Butt *et al.* (1995), and Widdowson (2007).

### **A. Previous Study**

A research that takes an advertisement as a research object was written by Karyaningrum (2007). She analyzed the data which are taken from *Fortune* magazine by using the theory of pragmatic presupposition by Levinson (1983) and Leech (1993). She found that the text of advertisement consists of certain types of pragmatic presupposition that it is appropriate with the function of this kind of text, which is to give the reader information about the products, services, or ideas, and to persuade them to use the advertised products. Another research on advertisement was also written by Nur (2007) where she analyzed the data by using a theoretical concept of persuasive discourse by McCrimmon (1984) and theoretical concept of argumentative discourse by Renkema (1993). She found that the text of advertisement has several aspects of persuasive and argumentative discourse related to its particular purposes as mentioned before.

The two researches above show that an advertisement has many fields which can be analyzed based on such a theoretical approach and a certain scope because of its particular purposes and characteristics in linguistic features. There is another side of

advertisement which is interesting and also needs to be analyzed, viz. its textual structure, as what will be presented by the writer in this research. It leads us to a term of systemic functional grammar since it is an approach on textual analysis where a text is assumed for having a certain meaning consisting in its clauses.

Some researches on this kind of textual analysis that we can find were written by Lianawati (2008), Aziz (2009), and Nevanti (2009). They analyzed various kinds of text (no one is a text of advertisement) by using some theories of systemic functional grammar by Halliday (1985) and Halliday and Matthiessen (2004). In spite of their own purposes and scopes of the analysis, they have in common in the data analyses where they applied these theories on analyzing the data without giving explanation and interpretation about the implication of their findings. They only showed that the texts consist of several patterns or characteristics based on the systemic functional grammar.

A brief explanation above seems to emphasize the differences between this research and the previous studies. In this research, the writer will analyze the text of advertisement based on systemic functional grammar approach, specifically the thematic structure, which is a term of clause as message. He will not only describe the type and element of the thematic structure, but also try to explain and interpret about the implication of the use of such a thematic structure in a text of advertisement related to its particular characteristics as a genre, as stated by Halliday and Matthiessen (2004: 4) that the systemic functional grammar is only a starting process on the analysis of text, and then, we have to interpret it in order to get the textual meaning completely.

## **B. Advertisement as a Genre**

According to Widdowson (2007: 6), a discourse is the use of language by people to get their idea or message transferred to each other. It means that the discourse is either spoken or written language that has a certain message. The realization of the discourse itself is a text, as stated by him that it is used to act as an intermediary between the discourses for the goal of the message. Then, for the success on transferring the message, it needs a good interpretation especially on a written text since it is not built in the process of interaction which consists of turn-taking, but only a single-turn. This interpretation involves interpersonal schemata, which are some agreements that concern how people usually interact with each other throughout the text (Widdowson, 2007: 33). This term of text leads us to what we call it as a genre.

A genre can be defined as a particular type of text which is derived from the language usage in special purposes, either spoken or written (Gerot and Wignell, 1994: 17). It means that a genre is a kind of category of discourse (spoken or written) which is differentiated by the linguistic features or structures used in constructing the message of a text. In this case, the text must have the same particular elements by which a genre has been built by the discourse community (interpersonal schemata), i.e. social purposes, stages (schematic structures), and linguistic features (Gerot and Wignell, 1994: 17).

There are seven types of text based on their purposes for using language according to Butt *et al.* (1995: 17), i.e. narrative, recount, report, discussion, explanation, exposition, and procedure. A text of advertisement, which is an object on this research, belongs to exposition text because it functions to advance an argument or put forward a point of view, in this case to inform and promote products, services, or ideas. This kind of text has a schematic structure which consists of thesis and arguments that in systemic functional grammar, subsequently, are named Theme and Rheme. It also has special linguistic features according to Jefkins in Munandar (1994: 228) as follows;

1. Advertisement must be written in attractive way that has selling power to the target audience (the reader).
2. There is a repetition, either the linguistic features in the text of advertisement or the advertisement itself.
3. The message has to be immediately explored by exploiting words maximally in text.
4. There is avoidance on using unfamiliar vocabularies that can make ambiguities in meaning.
5. The term of words, sentence structures, and paragraphs must be brief, sharp, and simple that can make the advertisement is easy to read and easy to get the whole information.

As explained above, the text of advertisement consists of particular characteristics as a genre, so that we need some kinds of theory of systemic functional grammar, i.e. the theory of thematic structure and the theory of cohesion on analyzing it. By using the theory of thematic structure, a theory of clause as message where a clause is divided into two elements Theme and Rheme, we can analyze its schematic structure that consists of thesis and arguments. Therefore, something which is being developed as a point of view in this kind of exposition text can be revealed. Meanwhile, the theory of cohesion supports us to analyze its linguistic features easily. As a result, we can see whether the text of advertisement is cohesive or not as it is organized in some variations.

### C. Thematic Structure

The main theory of thematic structure which is used in this research is proposed by Halliday and Matthiessen (2004) and supported by Halliday (1985). As mentioned before, this kind of theory of systemic functional grammar is used to analyze the schematic structure of a text of advertisement, in this case serviced living's advertisement. Therefore, by interpreting the type and element of thematic structure of every clause, we can reveal a concept of serviced living which is focused on a text of advertisement as it becomes a point of view in the text.

#### 1. The Definition of Theme and Rheme

Halliday and Matthiessen (2004: 64) define Theme as an element in which the centre point of message is taken place in a clause. Meanwhile, Rheme is the remainder element that functions on developing Theme. The element of theme typically occurs in the first position of clause that it means the function of theme can be realized in the grammar of English. Based on that consideration, Theme can be unmarked or marked. The unmarked theme is recognized when the first element is a nominal group which usually functions as a subject of clause, as we can see on the example;

1) I will tell you about a secret tonight.

| Theme | Rheme |

On the other hand, if an adverbial group or prepositional phrase, or a nominal group not functioning as Subject occurs in the first element of clause, Theme is recognized as marked theme (Halliday and Matthiessen, 2004: 67). For instance:

2) Tonight, I will tell you about a secret.

| Marked Theme | Rheme |

## 2. Simple Theme of more than one constituent

There are two kinds of theme in terms of simple theme of more than one constituent (Halliday and Matthiessen, 2004: 68). Those are:

### a. Group Complex as Theme

It occurs when there are two or more nominal groups joined by conjunction such as *and*, and *or* functioning as Theme in a clause. For example:

3) Darwin *and* Lisa went to the opera last night.

| Theme | Rheme |

*Darwin and Lisa* make up a nominal group complex as Theme.

### b. Thematic Equative

Thematic equative occurs when there are two constituents that one of them is constructed by two or more elements which have equal identity in thematic structure. It means that Theme or Rheme can be organized in reverse order, and usually involves nominalization. For instance:

4) What she brought in the party last night was a special gift.

| Theme | Rheme |

The thematic structure above is a nominalization as Theme in terms of thematic equative.

## 3. Theme and Mood

Halliday and Matthiessen (2004: 71) state that the choice of mood takes a role in deciding the element which is chosen as Theme in a clause. There are three kinds of theme related to the choice of mood in a clause as follows;

### a. Theme in Declarative Clauses

Theme in declarative clauses has a great deal to do with the origin and position of subject in thematic structure. Therefore, we have unmarked and marked theme as we can see on the explanation and the example 1 and 2 above.

### b. Theme in Interrogative Clauses

It deals with the functions and positions of the finite or *wh*-interrogative and the subject in

thematic structure. So that, we have also unmarked and marked theme in an interrogative clause as following examples:

5) Did you go to the college yesterday?

Fin	Sub		
.	j.	Rheme	
Int	Top		
er.	.		
Theme			

6) On Saturday, will you pick me up?

Marked Top.	Rheme	
Theme		

### c. Theme in Imperative Clauses

Almost similar to Theme in declarative and interrogative clauses, Theme in imperative clauses also deals with the existence of the Subject. Structurally, the subject in imperative clause is left implicit. Thus, because of the strong value of first position, the imperative verb is given a thematic status in clause. For instance:

7) Give me some money!

Theme	Rheme	
-------	-------	--

## 4. Multiple Themes

According to Halliday and Matthiessen (2004: 79), a clause has a number of human experience in term of 'metafunctions' which consists of three elements of process, i.e. the process itself, the participant in that process, and any circumstantial factors. They say that there is only one of these experiential elements in the thematic structure that it can be either participant, circumstance, or process functioning as the topical Theme. The other elements can be occurred in the clause preceding the topical Theme, and then, it will be constituted a multiple Theme. As a result, there are two kinds of multiple Theme, that are textual Theme and interpersonal Theme. The textual Theme involves continuatives, conjunctions (structural Theme), or conjunctives in constituting a Theme of clause. The realization of those three elements in constituting the textual Theme can be seen on the following clause as an example:

8) Well, On the other hand, if I go to the exhibition, [I can see the newest car]

Cont.	Conjunctive	Str.	Top.	Rheme
Text.				
Theme				

Meanwhile, the interpersonal Theme involves modals, finite verbs, and vocative elements as we can see on the following example;

9) John, luckily, we could pass the examination very well.

Voc	Modal	Top.		
.			Rheme	
Inter.				
Theme				

In addition, the example of finite verb constituting the interpersonal Theme can be found in the example 5 above.

## 5. Clauses as Theme

A clause which functions as Theme occurs in a term of clause complex. It means that a clause complex is divided into two constituents, in this case two clauses from which the first clause is given a thematic status as Theme, meanwhile the remainder functions as Rheme. Halliday (1985: 57) states that both of two constituents as Theme and Rheme will have their own thematic structures since they are in term of clause.[i] For example:

10) Well, On the other hand, if I go to the exhibition, I can see the newest car.

Cont.	Conjunctive	Str	Top		Top.	
.		.	.	Rheme2		Rheme3
Text.						
Theme2					Theme3	
Theme1					Rheme1	

## 6. Predicated Theme

Predicated Theme is a kind of Theme that has the form *it + be + ...*, and involves a term of 'given' and 'new' as information units inside its thematic structure (Halliday and Matthiessen, 2004: 95). The 'new' which is the important information as news is indicated by tonic accent in pitch, and located in Rheme. Meanwhile, 'given' which is something that is already known by the listener goes before the 'new' and belongs to Theme. For instance:

11) It was the car that I saw yesterday in the garage.

Theme2	Rheme2	Str	Top	
		.	.	Rheme3
		Tex		
		t.		
Theme1		Theme3		
		Rheme1		

## 7. Theme in Bound, Minor, and Elliptical Clauses

### a. Dependent Clauses

There are two kinds of thematic structure on dependent clause based on the types of

finiteness (Halliday and Matthiessen, 2004: 99). Those are:

**1) If finite**, the Theme is constituted by a conjunction as structural theme, or *wh*-element as topical theme. For example:

12)                                      Because the schedule is empty,                                      [she takes a rest at home]

Str.	Top.	Rheme	
Theme			

**2) If non-finite**, the Theme is constituted by a preposition as structural theme that can be followed by a Subject as topical Theme. But, if there are no those following elements, the thematic structure consists of Rheme only, as we can see on the following example:

13)                                      By                                      using a table,                                      [she shows the data]

Str.	Rheme		
Theme			

14)                                      To take an advantage,                                      [you have to be a leader]

Rheme			
-------	--	--	--

### b. Embedded Clauses

According to Halliday and Matthiessen (2004: 100), the thematic structure of embedded clause in practical purposes can be ignored since it has minimal contribution to the discourse. It is a clause that only has a role inside of a nominal group. For instance; *who come to college, the minute you go*, etc.

### c. Minor Clauses

Halliday and Matthiessen (2004: 100) state that minor clauses have no thematic structure because they have no independent speech function. Therefore, they are not recognized as clauses. For example like *John!*, *Good morning!*, etc.

### d. Elliptical Clauses

Thematic structure on elliptical clauses can be divided into two patterns according to Halliday and Matthiessen (2004: 100). Those are:

**1) Anaphoric Ellipsis**, in which the thematic structure can be figured out for the term that a clause is presupposed from what has gone before. For example:

15)                                      Cash!                                      Said the seller.

Rheme		(Give me cash.)	
-------	--	-----------------	--

16)	How much?	Said the buyer.
Theme	(How much is it?)	

**2) Exophoric Ellipsis**, in which the thematic structure can be figured out in the term that a clause functions as rhetoric in certain situation. For instance:

17)	Hungry?	(Are you hungry?)
Rheme		

A clause above is considered as exophoric ellipsis since the Subject and finite are known by the listeners.

## D. Cohesion

The theory of cohesion is important to be applied in this textual analysis. After analyzing the thematic structures of all clauses, we have to analyze the relationship of those clauses in constructing a text of advertisement to know whether it is organized in cohesiveness or not by the occurrence or absence of some cohesive devices. So that, we can also reveal what kinds of linguistic features consisting in a text of advertisement viz. its characteristics as a genre as mentioned before. Finally, a certain message of a text of serviced living's advertisement can be obtained completely.

### 1. The Definition of Cohesion

According to Halliday and Hasan (1976: 4), the term of cohesion relies on the semantically relation in the organization of text throughout clauses. Briefly, it makes a unity of words or clauses relate to each other.

### 2. The Types of Cohesive devices

Clauses as messages have several cohesive devices which are related one to another. It is important to know its devices in understanding the meaning of clause or utterance. In text, cohesive devices are particularly needed to create a correlation between the meanings of one clause to another clause, so that the distribution of information can be easy to understand.

Halliday and Hasan (1976: 6) state that cohesion is divided into two main types. Those are grammatical cohesion which consists of reference, substitution, ellipsis, and conjunction; and lexical cohesion that consists of reiteration and collocation.

## **a. Grammatical Cohesion**

There are four types of grammatical cohesion:

### **1) Reference**

Halliday and Hasan (1976: 31) define a reference as certain information which has referential meaning, the identity of particular things which is being referred to, and its continuity within clauses makes cohesion. Based on its relation, reference is divided into exophora and endophora. Exophora refers to something outside of the text such as human, animals, nature, or an activity (situational) as we can see on the following example;

(1) *Did you fix that car?*

If that signifies the position of the car in question and can be pointed by the speaker if necessary, it can be considered that that refers to something outside the text. Meanwhile, endophora refers to something inside the text (textual) which is realized in personal, demonstrative, and comparative cohesive devices.

#### **a) Personal**

This device refers to person, living object, and inanimate object. For instance:

(2) *The product is very cheap. Thus, I will buy it tomorrow.*

It refers to the product. It is a kind of personal reference.

#### **b) Demonstrative**

This cohesive device refers to particular location or object on a scale of proximity (Halliday and Hasan, 1976: 37). There are two types of demonstrative reference. Those are:

- i. Nominal demonstrative, which refers to location, some entities of person or object that are participating in the process occurring in nominal group. It is showed by: *this, these, that, those*. For example:

(3) *You have many luxurious things. However, those are very different from what I have in my house.*

Those refers to something that had been mentioned immediately before, (many luxurious things).

- ii. Adverbial demonstrative, which refers to the location of a process in a space or time. It is showed by: *here, there, now, and then*. For instance:

(4) *Agung has been living at Bogor for five years. Finally, he has to leave that city now.*

Now on the second clause relates to for five years.

### c) Comparative

It is a cohesive device that refers to something in a comparative form. There are two types of device (Halliday and Hasan, 1976: 77);

- i. Adjective comparison that is marked by: *same, equal, identical, such, similar, different, other, else, better, more, less, further*, etc. For instance:

(5) *Tina has numerical data. For this reason, such data is not appropriate if the research is based on a qualitative approach.*

Such which refers to numerical shows adjective comparison.

- ii. Adverbial comparison, it is marked by: *identically, so, similarly, likewise, differently, otherwise, equally*, etc. For example:

(6) *You have identically smart phone with me.*

In addition, according to the location of cohesive elements, reference can be separated into two types, anaphora and cataphora. Anaphora refers to an element said previously (Halliday and Hasan, 1976: 14), as we can see on the example 3. Meanwhile, cathaphora refers to something that follows. For example

(7) *It tastes good. You are great in cooking fried rice.*

It cataphorically refers to fried rice in the second clause.

## 2) Substitution

Substitution is a process of replacing or substituting a particular element with other element in the form of words in a clause. There are three types of substitution according to Halliday and Hasan (1976: 90), i.e. nominal substitution, verbal substitution, and clausal substitution.

## 3) Ellipsis

Ellipsis is a process of omitting an element in a clause or sentence. It has similar relation to substitution. Halliday and Hasan (1976: 147) divide this term into three types, which are nominal ellipsis, verbal ellipsis, and clausal ellipsis.

#### 4) Conjunction

Conjunction occurs if there are components in a discourse which need to be connected to obtain overall meaning. According to Halliday and Hasan (1976: 238), there are four types of conjunction devices; i.e. additive conjunction, adversative conjunction, causal conjunction, and temporal conjunction. The using of those types of conjunction devices can be seen on the example 2, 3, 5, and 4 respectively, by the occurrence of thus, however, for this reason, and finally.

#### b. Lexical Cohesion

Halliday and Hasan (1976: 288) divide the lexical cohesion devices into two main types, i.e. reiteration and collocation. They state that reiteration occurs when one word refers back to another, and both of words have a shared referent. It consists of five types of cohesive devices. First is repetition, which means the same word occurs within clauses or sentences. The second, synonym occurs when there are two different words that have similar meaning.

(8) *The first group will be examined on Wednesday. Meanwhile, the other groups will be checked out later on Saturday.*

As we can see on the example 8 above, both of examined and check out have similar in meaning although they are different words. Therefore, they are synonymy. The third, hypernym or superordinate is a term of specific – general in meaning between two different words. For instance:

(9) *There are many fruits on the table. However, she only takes the apple one.*

It can be realized that fruit is the superordinate of apple. The fourth cohesive device is meronymy. It is a term of part and whole in meaning between two different lexical words that we can see on the example as follows;

(10) *She has a nice home. I can see a beautiful sunset from the living room.*

We know that living room is a part of home; therefore, it can be considered as meronymy. And the last, the fifth cohesive device, general word is a term of replacing a word which matches to major classes of lexical item. For instance:

(11) *If I want to meet Ika, I have to make sure that her cat is not at home because I*

*really do not like with that animal.*

That animal on the clause complex above is considered as a general word since it is the major class of cat.

The remainder type of lexical cohesion is collocation according to Halliday and Hasan (1976: 288). It can be realized when there are two words that usually occur in clauses. It signals that those clauses are related in the context of meaning, as we can see on the example 9 where the occurrence of Saturday in the second clause is cohesive because it has collocational bond with Wednesday in the first clause.

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[i] It is used because this type of theme is not explained in the main theory of thematic structure by Halliday and Matthiessen (2004).