

# **Extended Essay Of The Representation Of Legislator Candidate In Their Campaign Banner**

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## **1. Introduction**

Language is the prime communicative system for the human beings. But it is not the only way to communicate. Language plays an important role in creating and maintaining our interpersonal relation and the social rule that lies behind them. One of language features is that it is a tool for representing knowledge as the writer used in this research, for describing a meaning. There are three metafunctions in creating meaning: Ideational, interpersonal, and textual. The ideational metafunction is closely connected to the research. Since, this research deals with ideational meaning, the theory that will support this research is the Transitivity System by M.A.K Halliday.

Transitivity is a system that analyse clauses into different set of processes. Each of the process gives a different interpretation of a clause, since clause is the simplest utterance that has a complete meaning. With this system, we can analyse the ideational meaning of an utterance by applying the system. By classifying them into several processes we can distinguish the perception of how people see the world through the language they use. Transitivity interprets experiential meaning of the clauses through its process, participant in the process, and the circumstance which is associated with the process. By using Transitivity analysis, the writer intends to know the way banner campaign represents their candidates characteristics.

In this study the writer used transitivity analysis in order to know the representation of legislator candidates character in campaigns banner. Because the writer intends to know about any information of the character in the campaigns banner and which part that it want to emphasize in their promotion. The writer wants to give more information to the readers about samples of transitivity analysis. Besides, the result of this research can be an additional information that language can be a very useful tool for many occasions in this case as a promotion tool. The writer hopes this research will be very useful for everyone who reads it.

There are several studies on Transitivity analysis. The writer found a thesis with the transitivity as the approach. The thesis is Transitivity Analysis of George Elliot's "Silas Marner : The Weaver of Raveloe" by Annisa Herdini (2008). She used a descriptive qualitative method to do her research. The purpose of her research is that she wants to know, how George Elliot depicts the character of Silas Marner. She explains how the character of Silas Marner transitioning based on the description of his utterances. Annisa has divided the novel into four parts based on big events that happen on the main character. The weakness of her research is the external reason is not explained to be one of the reasons why Silas Marner changes. In his research, The writer will extend this study by giving an explanation of transitivity and its processes that has a relation with my analysis first and find out the processes of each clause that appears in some authentic campaign banners.

It is important to determine the research methods for completing the research. Arranging the method is the first step before collecting data and analyzing them. The writer uses descriptive and qualitative methods in this research. The former refers to the method of research designed to gather information about conditions of tendencies while research is being conducted. So, this research has a purpose to describe something factually. Furthermore, qualitative approach is

chosen because of its descriptive feature. In this research the writer tries to obtain a brief description about linguistic units; the text written in the campaign banner. Each of the text will be analyzed and divided into clauses. The writer also describes the structural pattern of transitivity, the field of discourse and the relation between both of them produced by the clauses in the campaign banner within the context of the picture in it.

The writer uses Referential Identity Method in analyzing the data, since it needs outside knowledge or referent that does not have a connection with the language. The writer, in this case, uses referent as a tool to identify the structural role pattern of transitivity in the data. The writer also uses distributional method in supporting the method above. The writer also makes a procedure in analyzing the data. They are divided the text into clauses, labeling and classifying based on the process of transitivity system, describing the ideational meaning of the data, describing the connection between text and context, and drawing a conclusion.

## **2. Theoretical Framework**

Transitivity, which is one of the functional grammar systems, can be used as an alternative in analyzing a discourse or a text, besides the traditional and formal grammar. While traditional grammar explains how to make a correct sentence without considering the meaning, transitivity tries to add the analysis of meaning in it. This characteristic, then, makes transitivity able to help us understand how a text works and it is useful to describe language in actual use. Transitivity will label a clause into a set of processes based on its verb. Each process determines a different set of meaning. With this system, we can analyse the ideational meaning of an utterance by applying the system. The perception of what people see the world through the language that they use.

Transitivity is related with ideational meaning. Transitivity interprets the clause through its process. According to Halliday and Matthiessen (2004:173), there are six kinds of processes which are elaborated as follows:

1. Material process is the process of doing something physically, performed by a person (actor) against someone or something else (goal). The verb of this process is action verb, like *drop*, *break*, *go*, *write*, and etc. Example: The exhausted bushwalker dropped his pack (Gerot, Wignell: 1994).
2. Mental process is process of sensing or mental perception, cognition and affection. Example: Mark likes new clothes, I realize the difficulties.
3. Behavioral process is process of behaving, shows both mentally and verbally. Example: He snores loudly, she smiles at me.
4. Verbal process is process of saying, it is usually expressed by *say*, *tell*, *ask*, *reply* and etc. Example: I said, 'I had nothing to do with it'. The word 'said' here is the verbal verb of the verbal process
5. Existential Process is process of existence or being. Expressed by verb of existing: *be*, *exist*, *arise*. Example: there was a blood-stain on the matinee jacket.
6. Relational process is divided into two namely, identifying and attributive. Identifying relational process is the process of defining. Example: The nucleus is the brain of the cell. Attributive relational process is process of ascribing and classifying. Example: a whale is a mammal.

If we want to examine what kind of process in a statement, we can analyze the interaction between its item and particularly the meaning of its process which are realized by verbal groups.

### **3. Research Method**

The writer uses descriptive and qualitative methods in this research. The former refers to the method of research designed to gather information about conditions of tendencies while a research is being conducted. So, this research aims to describe something factually. Furthermore, qualitative approach is chosen because of its descriptive feature. In this research the writer tries to obtain a brief description about linguistic unit; the text is written in the campaigns banner. Each of the text will be analyzed and divided into clauses. The writer also describes the structural pattern of transitivity, the field of discourse and the relation between both of them produced by the clauses in the campaign banner.

There are six types of method of collecting data. They are test, questionnaire, observation, interview, up grade scale and documentation method. The writer uses documentation method because the source of the data in this research is obtained from written text on campaign banner in Indonesia. There are ten campaignsbannersselected randomly by the writer.The selection comes from the time the banners are collected, the time the banner being collected are around a week from 4 may until 10 may. The banners that are collected contain clauses in a form of tagline, so the ten banners are the most suitable data for this research.The writer also uses non-participant observation technique as the method of collecting data, since the writer does not participate directly in producing the text. Then, this technique is continued with note-taking technique. By this method, the writer rewrites the obtained data, classifies them into different type of processes, describe the field of discourse, and then summarized the whole relationship between transitivity and field of discourse in order to make a representation of a character in campaign banners.

The writer uses Referential Identity method in analyzing the data, since it needs outside knowledge or referent that do not have a connection with the language. The writer, in this case, uses referent as a tool to identify the structural role pattern of transitivity in the data. The writer also uses distributional method in supporting the method above. The writer also makes a procedure in analyzing the data. They are divided the text into clauses, labeling and classifying based on the process of transitivity system, describing the ideational meaning of the data, describing the connection between text and context, and drawing a conclusion.

In this research, the writer will analyze the campaign banner using transitivity analysis. The campaign banners are further to be written with code. The clauses in campaign banners are listed below.

1. DwiQorryPemuda Kota Baja(code: BC1)
2. RafflynLamusu Putra AsliKampungBugis (code: BC2)
3. Joko Santoso Gaul Banget (code: BC3)
4. WindrastoDwiGuntoroMuda, Kuat, Dan Bergairah(code: BC4)
5. Eggy MassadiahThe Power Of Creativity (code: BC5)
6. Ahmad FauziJustice Warrior (code: BC6)
7. PradiaHandikaSiapJungkirBalik Demi Rakyat (code: BC7)
8. PryaRamadhaniBersamaMeningkatkanEkonomi Rakyat (code: BC8)
9. Abdul Hadi Jamal BuktiNyataBukanSekedarBicara (code: BC9)
10. MarlanAkipSaudarakuSuaramuAmanahBagiku (code: BC10)

## 4. DISCUSSION

In this research, the writer analyzes the campaign banners using Transitivity analysis. The discussion is divided into two parts classification and the analysis of the process.

### 4.1. Classification

There are ten campaign banners that become the data in this research. Each of the banner has a clause in a form of tagline within them. The clauses become the language unit that is analyzed in this research. From the chapter before the writer has mentioned the clauses and make a code to each clause.

The classification is based on the verb that each clauses used even it is omitted or not. The clauses BC1 – BC6 are classified as relational process since they use the relational verbs. The clauses number BC7 – BC9 are classified as material process since they use action verbs, and the clause number BC10 belong to a verbal process using verbal verb.

**Table of Occurrence**

No	Process Type	Occurence	Percentage
1.	Material Process	3	30%
2.	Behavioral Process	-	-
3.	Mental Process	-	-
4.	Verbal Process	1	10%

5.	Relational Process	6	60%
6.	Existential Process	-	-
TOTAL		10	100%

## 4.2. Type of process

The clauses that has been classified are further be explained by transitivity analysis according to which process they are belong to. There are three processes that occur in the research. They are Relational Process, Material Process, and Verbal Process.

### 4.2.1. Relational Process

The following are transitivity analysis based on banner campaign with relational process

BC1.	DWI QORRY                      PEMUDA KOTA BAJA	
	Carrier	Attributive : Intensive   Attribute

I find that, it is reversible that (seorang) pemudakotabaja (adalah) DwiQorry, the relationship does not hold from the original. This comes to a conclusion that “DwiQorry (adalah) (seorang) pemudakotabaja” and “(semua) pemudakotabaja (bukan) DwiQorry” can be acceptable. The clause “DwiQorryPemuda Kota Baja” is assigning of class membership, not identification.



BC2. 

RAFFLYN LAMUSU	PUTRA ASLI KAMPUNG BUGIS
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<b>Carrier</b>	<b>Attributive : Intensive  Attribute</b>
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I find that, it is reversible that (seorang) putraasliKampungBugis (adalah) RafflynLamusu, the relationship does not hold from the original. This comes to a conclusion that “RafflynLamusu (adalah) (seorang) putraasli kampong bugis” and “(semua) putraasli kampong bugis (bukan) RafflynLamusu ” can be acceptable. The clause “RafflynLamusu Putra AsliKampungBugis” is assigning of class membership, not identification

The BC1 and BC2 probably have the same type of clause and the same meaning. Since they are showing the quality of the subject with the city they come from. From the analysis above we can conclude that Dwi is a man that comes from some town that called “Kota Baja” and Rafflyn is a man that comes from “Bugis”. The clause already gave us a preview of what a person they are. The banners wants to tell the readers that the person in these banners areshowing the quality of a certain region and they have pride of their hometown based on what the banners says that the legislator are from “Kota Baja” which we knew as Serang City and “Bugis”. So then, this banner wants to make sure that the voters from Serang City and people from Bugis will elect them.

BC3. 

JOKO SANTOSO	GAUL BANGET
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<b>Carrier</b>	<b>Attributive : Intensive  Attribute</b>
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The clause will probably be like “JokoSantoso (is / orangnya) Gaul Banget”. This clause is assigning a class of membership by showing qualities of Joko that constitutes the class “Gaul Banget”.

BC4. WINDRASTO DWI GUNTORO MUDA, KUAT, DAN BERGAIRAH

<b>Carrier</b>	<b>Attributive : Intensive  Attribute</b>
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This clause is omitting to be, so the clause will become “WindrastoDwiguntoro (is / orangnya) Muda, Kuat, danBergairah. This clause is assigning class of membership by showing qualities of Windrasto that constitutes the class “Muda, kuat, danBergairah”

The banner BC3 and BC4 probably has the same type of clause and the same meaning. Since they are showing the quality of the subject with the word that has connection with the youth. The thing that these banners want to emphasize is the candidates character that they are men that have a youth spirit. By showing this character, these banners can make a specific class of voter for the candidates. That is the new voters or young voters with a hope that these two candidates will support the youth with some events and new regulations. This is actually the message that these banners want to deliver.

BC5 EGGY MASSADIAH THE POWER OF CREATIVITY

<b>Carrier</b>	<b>Attributive : Possessive  Attribute</b>
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This clause omits the word “has”. So, the actual clause should be “Eggy Massadiah (Has) The Power of Creativity”. The verb expresses a possessive relation. It is expressed by the lexical verb in the verbal groups serving as process. Being attributive, this clause is non-reversible. But this clause can be reform as “The Power of Creativity (Belongs to) EggyMassadiah”.

It can be concluded that Eggy Massadiah is the person that very creative. The banner gives us a clear preview of what person Eggy Massadiah is, representing by the words ”The

Power Of Creativity”. The banner wants to tell the reader that Eggy is the man who is full of creative ideas, and somehow he is the proper man to be elected as a legislative since, he is shown to be a man who can solve problems with his idea.

BC6. 

AHMAD FAUZI	JUSTICE WARRIOR
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<b>Token</b>	<b>Identifying: Intensive   Value</b>
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The actual clause should be “Ahmad Fauzi (Is The) Justice Warrior”. Since the clause can be reversed in order and the semantics relationship still holds. So the clause could become “(The) Justice Warrior (is) Ahmad Fauzi”. Then this clause can be made passive.

The clause tell us that “Ahmad” is a person who respects justice among anything else. The clause said he is “The Justice Warrior” and the clause identify him as it, since how the clause is reversed, the meaning behind it still holds from the original. This banner emphasizes that the candidate is the person that will fulfill the need of a fair legislative. It also seems to make the reader feel the fair character of Ahmad that he will fight for everybody’s rights with the word “Warrior” in the banner.

#### 4.2.2. Material Process

The following are transitivity analysis based on banner campaign with Material process.

BC7. 

PRADIA HANDIKA	SIAP JUNGKIR BALIK	DEMI RAKYAT
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<b>Actor</b>	<b>Material</b>	<b>Range</b>
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‘PradiaHandika’ here is the entity who does something. The material verb is the phrase ‘SiapJungkirBalik’. Then ‘Demi Rakyat’ is the element that specifies the scope or domain of the process.

BC8. 

PRYA RAMADHANI	BERSAMA MENINGKATKAN
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<b>Actor</b>	<b>Material</b>
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EKONOMI RAKYAT
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<b>Goal</b>
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‘PryaRamadhani’ here is the entity who does something. The material verb is the phrase ‘BersamaMeningkatkan’. Then ‘Ekonomi Rakyat’ is the entity which may be done to by the process.

BC9. 

ABDUL HADI JAMAL	BUKTI NYATA BUKAN SEKEDAR BICARA
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<b>Actor</b>	<b>Material   Goal</b>
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This clause is omitting the material verb or the process verb so the actual clause will be like “Abdul Hadi Jamal (Berikan) BuktiNyataBukanSekedarBicara”. So ‘Abdul Hadi Jamal’ here is the entity who does something. The material verb is the omitted word ‘Berikan’. Then ‘BuktiNyataBukanSekedarBicara’ is the entity which may be done to by the process.

What we can conclude from the three clauses above is that these banners show the activity of what the candidates want to accomplish when they are elected. These banners are showing the vision of each candidate. Then this vision will be the attractiveness of each banner to collect the voters to elect them.

### 4.2.3. Verbal Process

The following is a transitivity analysis based on a banner campaign with Verbal process.

BC10.	MARLAN AKIP	SAUDARAKU SUARAMU AMANAH BAGIKU
	<b>Sayer</b>	<b>Verbal   Range</b>

I find that this clause is omitting the verbal verb, so the actual clause could be “MarlanAkip (Berkata) SaudarakuSuaramuAmanahBagiku”. Then ‘MarlanAkip’ is the participant or I can say is the sayer. ‘Berkata’ is the verbal verb. ‘SaudarakuSuaramuAdalahAmanahBagiku’ is the range since it is as a name of the verbalization itself.

The clause in the banner is representing the reported content of Marlan’s saying. We can already see the main features within this clause. It is emphasizing in what the candidate attitudes toward the people whom he wants to elect. Based on his saying, it shows us that the candidate is the man with a big responsibility to convey the aspiration of the citizen.

## 5. Conclusion

One of language feature is that it is a tool for representing knowledge. This research is conducted by seeing and analyzing a clause as representation. Transitivity is a system that analyse a clause into a different set of processes. Each of the process gives a different interpretation of a clause, since clause is the most simple utterance that has a complete meaning. Through transitivity we can see how far our speech can represent the world.

After analyzing the data from ten campaign banner, there are three processes that found in these campaign banners. The writer concludes that from ten banner campaigns, six of them are using Relational Process; three are using Material Process; and one of them is using Verbal Process.

The campaign banners that using the Relational Process, are showing their ability and their background as the promotion tools. By emphasizing these things, the banner has a purpose to gain a particular voter. The campaign banners with Material Process is emphasizing the candidates plan when they are elected, because it represents what the legislator candidate vision. This shows that the candidates has a plan to show to gain voter. The banner campaign with Verbal Process is emphasizing the candidate attitude by the verbal text given in the clause toward the reader of the banner to gain voter. So, we can assume that the relational process is the most used in banner campaign to represent its candidate. Because, it is the simplest way to show the legislator candidate representation in scene as it is put in a road.

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