



The Features of Ideational and Interpersonal Meaning in *Garnier* Skincare Advertisements for Women

A THESIS

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PRONOUNCEMENT

The writer honestly confirms that she writes this thesis by herself and without taking any works from other research in S-1, S-2, S-3, and in diploma degree of any university. The writer also ascertains that she does not take any material from other thesis or works except from the references mentioned.

Semarang, September 5th, 2018

Anita Tutut Budianti

MOTTO AND DEDICATION

Everyone is rewarded for the effort one makes

-The Quran 20:15-

You are today where your thoughts have brought you

You will be tomorrow where your thoughts take you

-James Allen-

*This thesis is dedicated to
my beloved family and
to everyone who helped me accomplish this thesis*

APPROVAL

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(Anita Tutut Budianti)

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ABSTRACT

Penelitian ini bertujuan untuk mengungkap keberadaan makna ideasional dan interpersonal yang terkandung dalam iklan produk perawatan kulit merek *Garnier* yang mana keberadaan makna tersebut dapat mempengaruhi cara berfikir wanita dan membujuk mereka untuk membeli produk tersebut. Data dalam penelitian ini diperoleh dari katalog iklan perawatan kulit merek *Garnier* versi online menggunakan teknik *purposive sampling*. Teori yang digunakan dalam penelitian ini adalah *Systemic Functional Grammar*. Penulis membatasi analisis dalam hal *transitivity*, *mood system*, *modality* dan *person system* yang mana aspek-aspek tersebut merupakan parameter penentu dalam analisis makna ideasional dan interpersonal

Makna ideasional diperoleh dari analisis sistem *transitivity*. Terdapat tiga proses yang muncul dalam iklan produk perawatan kulit merek *Garnier* yang terdiri dari material, relational dan mental proses. Proses yang paling dominan muncul adalah material yang mana proses tersebut digunakan untuk merepresentasikan produk dan sikap wanita. Relational proses muncul di posisi kedua yang mana proses ini berfungsi untuk menunjukkan nilai dan kualitas yang ditawarkan oleh produk kepada wanita. Mental proses digunakan untuk meyakinkan wanita bahwa mereka akan merasakan efek dari produk yang digunakan secara langsung.

Keberadaan makna interpersonal dapat dilihat dari analisis tipe *mood*, *modality* dan *person system*. Dalam penggunaan tipe mood, mood deklaratif muncul paling dominan yang mana hal ini menunjukkan bahwa teks tersebut merepresentasikan fungsi informatif sebuah iklan. Mood Imperatif muncul di posisi kedua yang merepresentasikan fungsi persuasif sebuah iklan yang berupa ajakan untuk melakukan sesuatu. Mood interogatif berfungsi untuk menarik perhatian wanita dengan penggunaan kalimat tanya yang bersifat retorikal. Keberadaan *modality* jarang digunakan dalam teks. Hal ini mengindikasikan bahwa si pengiklan sangat yakin dengan apa yang dikatakan dalam teks tersebut.

Dalam penggunaan *person system*, kata ganti orang ketiga *it* muncul paling dominan, hal ini mengindikasikan bahwa si pengiklan mengajak wanita untuk berfikir dan merujuk pada hal yang sama. Diikuti dengan penggunaan kata ganti orang kedua *you/your* yang mana ini berfungsi untuk menciptakan kedekatan hubungan antara si pengiklan dan wanita.

Kata kunci: makna ideasional, makna interpersonal, iklan produk perawatan kulit *Garnier*

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Advertisement is a kind of communication medium. In this modern era, there are various kinds of advertisement that are widely distributed to the public. Printed media, electronic media, and online media are some examples. Moreover, advertising is one important strategy in marketing that influences the way people behave and think. It communicates information about the products and at the same time tries to persuade people to buy them.

In this digital era, online media become very popular because people can access them easily everywhere and every time. This condition attracts the product brands to make an online version of their catalog to promote their products. One of the examples is beauty products. Advertisements about the products that claim their ability to make women prettier are commonly seen recently, not only in magazines and television but also in the internet. People can easily access the website of the beauty products' producer to find the information about the quality and the benefit of the products.

As stated by Goddard (1998:8), an advertisement is not only about promoting the brand of the product but also delivering the idea of the text which is intended to build the image of individual, group or organization. Through the use of language presented in beauty product advertisements, the advertiser

intentionally creates such kind of text to influence the way people think and persuade them to buy the product.

One of the beauty brands that provides its website catalog is *Garnier*. *Garnier* is a famous beauty brand based in Los Angeles that has been distributed all over the world including in Indonesia. *Garnier* website catalog was chosen because it reaches a wide range of consumers and provides complete and clear information regarding the product that is being advertised. Based on that phenomenon, the writer intends to investigate how the ideational meaning and interpersonal meaning are realized to influence and persuade women to use the product.

1.2. Research Problem

1. How is the ideational meaning realized in *Garnier* skincare advertisement through the use of transitivity system?
2. How is the interpersonal meaning realized in *Garnier* skincare advertisements through the use of mood, modality and person system?

1.3. Purpose of the Study

1. To analyze how the ideational meaning is realized in *Garnier* skincare advertisements through the use of transitivity system.
2. To reveal how the interpersonal meaning used in *Garnier* skincare advertisements through the use of mood, modality and person system.

1.4. Scope of the Study

This study focuses on investigating the ideational and interpersonal meaning presented in the *Garnier* skincare advertisements. The object of the study

is the texts that are presented in *Garnier* skincare website catalog which contain a brief explanation about the advertised product. To limit the data analysis, five advertisements of five different products were picked purposively.

1.5. Previous Studies

Before doing the research, the writer looked for several previous studies as a reference and to make sure that there is a novelty for the upcoming research. Several studies related to the study of Systemic Functional Grammar and advertisements are presented as follows.

The first previous study related to systemic functional grammar was conducted by Patpong (2009) entitled *Thai Persuasive Discourse: A Systemic Functional Approach To An Analysis Of Amulet Advertisements*. The study purposes to illustrate how persuasive discourse is lexicogrammatically explored by investigating three metafunctions. In term of ideational meaning, the result shows that material processes took the most dominant role followed by relational processes. In term of interpersonal meaning, declarative moods are widely used followed by imperatives. In term of textual analysis, unmarked topical Themes found to be dominant (91.58 %) followed by marked Themes (8.42 %).

Other studies related to interpersonal meaning have been conducted by Ayoola (2013), Sakina (2015) and Fang (2016). They analyzed the interpersonal meaning presented in printed advertisement texts in the different objects under Halliday's framework of systemic functional grammar. Ayoola (2013) used the advertisements in some Nigerian newspapers as the object of analysis. The result shows that the attitude and the opinion of the speakers in the political adverts are

covertly indicated by the lexical choices as well as grammatical structures that reflect the socio-economic and political context of the adverts.

Sakina's *Interpersonal Meaning in Sales Letters on Internet Business* (2015) aims to find out the persuasive structure, social relationship between the advertiser and the consumer and type of text in the sales letter advertisements. The result shows that the sales letter advertisements perform several stages of its persuasive strategies which are represented through various types of mood. There are also several modalizations used to convince the customers to buy the products. The social relationship between the advertiser and the customers shows that they have unequal power, low affective involvement and infrequent contact toward each other. Moreover, although the text is written, it contains the pattern of spoken text.

Fang's on *The Realization of Mood through Syntactic Patterns in English Public Service Advertising Texts* (2016) is focused on the analysis of mood types and its syntactic patterns used in English public advertisement texts. She presents the finding quantitatively. The result shows that among the total 428 clauses, declaratives (301 clauses) are the overwhelming majority, followed by imperatives (94 clauses) and interrogatives (33 clauses). She also implies that declaratives function to give information to the audience. Imperatives and interrogatives are used make texts more interactive in order to attract the consumer's attention. Most of the interrogatives used are wh-interrogatives, which function to demand information on a specific issue. A few yes-no interrogatives function to ask confirmation or rejection.

Saputri's research (2016) entitled *The Role Of Women And The Ideology Reflected In Verbal Languages At Printed Advertisements Of Gillette Women's And Men's Products: Feminist Stylistics*. She analyzed the verbal language used in the *Gillete* printed advertisements using systemic functional approach of transitivity by Halliday (1979) to reveal the role of women and the ideology reflected in *Gillete* women's and men's products. The result shows that the role of women in *Gillete* women's advertisements appears as an actor and a goal.

Women as actors imply that they actively perform the activities of doing something to get their desired look of beauty and confidence. Otherwise, the role of women as the goal implies that they become the entity that gets the result of material process and be influenced to use the product. The role of women in *Gillete* Men's products appears as an actor and a senser. Women as actors imply that they perform an act of conducting the utterance and taking active in the text. Connected to feminist stylistic theories, the existence of women as a senser showed in men's product advertisement shows that women are degraded with women's body or mind exploitation by using sexual aspect in the meaning of sentence.

In addition, the writer found that the advertisements perform two kinds of ideology. First, the verbal language is used to change the consumer's attitude and behavior towards the company's products. Second, the language used performs a powerful mechanism and social controls. However, the result seems not to be compatible because the study includes a wide scope of the study, but the analysis is superficial. Moreover, none of the theory of feminist stylistic is used.

The current study will use an online version of advertisements as the object of analysis in which it has not been used in those previous studies. Moreover, the writer combines two kinds of metafunction (ideational and interpersonal) meanings to reveal how such kind of text can influence how women think of their skin and at the same time persuade them to buy the product.

1.6. Writing Organization

In order to present the thesis structurally, this research is presented in five chapters through the following organization.

CHAPTER I: INTRODUCTION

This chapter contains the background of the study, research problem, objective/purpose of the study, scope of the study, previous studies, and writing organization.

CHAPTER II: REVIEW OF LITERATURE

This chapter presents the theories from various sources that are applied to analyze the data. It includes the theory of advertisements and its function and Systemic Functional Grammar (Ideational and Interpersonal meaning).

CHAPTER III: RESEARCH METHOD

This chapter describes the information of type of the research, data, population, sample, and sampling technique, method of collecting data and method of analyzing data.

CHAPTER IV : DATA ANALYSIS

This chapter presents the analysis of the data. In this analysis, all of the data results are explained systematically to answer the research problems.

CHAPTER V: CONCLUSION

This chapter contains the conclusion based on the result of the analysis and some suggestions for further research.

CHAPTER II

REVIEW OF LITERATURE

2.1 Advertisement

Advertisement or generally called Ads is the most effective tool to offer a variety of products owned by the company. According to Goddard (1998: 6), the word *advertisement* was derived from the root of Latin verb “advertere” which means “to turn towards”, so it is believed that adverts are a text that is used to get audience attention or to make us turn towards them. Bovee and Arens (1986: 5) describe that advertising is a non-personal communication of information that has a persuasive purpose to introduce the products, services or even ideas through several media. However, Goddard (1998:8) states that advertisement is not only about promoting the brand of the product but also delivering the idea of the text which is intended to build the image of individual, group or organization.

Through the globalization, advertisements can be spread through many media. According to its medium, advertisements can be classified into three types as stated by Gilson and Berkman (1986: 5). The first type is printed advertisements that can be found in newspaper and magazine. The second type is broadcast advertisements which include advertisement in the form of catalogue, web, pen and calendar. The last type is out-of-home and directory media which includes advertisement in the form of poster and pamphlet.

2.2 Functions of Advertisement

Monle Lee and Carla Johnson (1986: 10-11) state that advertisements may perform three functions. They are informative function, reminder function and persuasive function. Informative function relates to the information given to explain the product, characteristics and sales location. Reminder function tends to remind the customer towards the products or particular circumstances. Persuasive function intends to persuade the customer to buy products from a specific brand or to change their attitude towards the product or the company.

2.3 Systemic Functional Grammar

Systemic functional grammar was first introduced by MAK Halliday (1979). According to Gerot and Wignell (1994: 6), functional grammar is a field of grammar that explains the use of language as the key of creating meaning in which it tries to describe language in actual use, and the focus of its study is the text related to its contexts. Different from traditional and formal grammar which tend to focus on the structure of language, functional grammar is more concerned with how those structures construct meanings. A clause takes the most dominant part in functional grammar. Every part of the clause is identified based on its function and role in a clause. Thus, functional grammar does not give a label in terms of word classes or other syntax devices.

2.4 Context

Butt et al. (2000:2) state that the connection between language and its context occurs because the language choice is affected by the context in which the

language is used. Therefore, a good language/text is a language/text which is appropriate to its context. Systemic Functional Grammar allows the text receiver to get the meaning by connecting context and text. Gerot and Wignell (1994: 10) state that there are two kinds of context, called situational and cultural contexts.

2.4.1 Situational Context

The realization of the situational context of a given language is based on the metafunctional spectrum; field is realized by the ideational metafunction, tenor is realized by the interpersonal metafunction, and mode is realized by the textual metafunction. Field reveals about the topic being talked, the purposes and the goals of the text. In term of advertising discourse, the topic is about the information of good and services being advertised, the purpose is to persuade the consumer, and the goal is to order the consumers to do an action (buy the product).

Tenor reveals role of each participant and the relationships among them. In term of advertising discourse, the tenor is realized by the relationship between the advertiser as the information giver and the consumers as the information receiver. Furthermore, *Mode* functions to show the organization, kind, and medium of the text.

2.4.2 Cultural Context

Cultural context determines what we can detect through the state of being, the state of doing and saying. In the context of culture, the social and the cultural backgrounds where the language is produced and the participants' beliefs of the fundamental social meanings and cultural values are reflected (Morley, 2000: 10).

2.5 Metafunction

Halliday and Matthiessen (2004:30) state that metafunction is a group of semantic elements that is used to explore meaning. Metafunctions are classified into three kinds based on the meaning that they represent. They consist of ideational meaning, interpersonal or relational meaning, and textual meaning. Each type of those meanings performs different functions.

2.5.1 Ideational Metafunction

Gerot and Wignell (1994:12) say that ideational meaning is used to represent our experience of reality. It includes what is going on, who the participants are, and how circumstance is used. Ideational meaning also shows events and the entities existing in the whole clause. Ideational meaning is construed by using transitivity system.

Transitivity system is a grammatical tool that is used to reveal the existence of ideational meaning in a whole clause. It is represented by using three main principles; the process carried on the event, the participants involved in the process and circumstances related to the process (Halliday and Matthiessen, 2004:175).

According to Gerot and Wignell (1994:52-72), the main point of transitivity system is the processes which are represented by verbs. There are seven processes, as are proposed by Halliday (1991) as follows:

1. Material Processes

Gerot and Wignell (1994: 55) state that material processes relate to the activity of doing something physically. They include the movement of the body and give the direct affect. They consist of four participants;

- a. Actor : the one who does the action;
- b. Goal : the one who is affected by the action;
- c. Recipient :the one who receives something and;
- d. Beneficiary : the one for whom something is done.

2. Mental Processes

Mental processes relate to the activities of sensing, feeling, thinking or perceiving. According to Gerot and Wignell (1994: 55), there are three kinds of mental process which are affective or reactive (feeling); cognitive (thinking) and perceptive (perceiving through five senses). Different with material processes in which the activities are visible, the activities of mental processes are invisible.

There are two participant roles in mental processes, namely Senser and Phenomenon. Senser is an entity that consciously can think, see, or perceive. The entity is mostly conscious being, but the conscious being can be connected to non-sensate beings. For example, *that toaster doesn't like me, I swear*. Here, the senser is a non-sensate being. Furthermore, the phenomenon is an entity that is being sensed, thought or perceived.

3. Behavioral Processes

Behavioral processes relate to the processes of physiological and psychological behavior, such as breathing, smiling, looking, dreaming, watching, listening and pondering. There is only one participant in behavioral processes

called behavior, and its existence is obligatory. Like a sensor, the behavior is a conscious being, but the process shows an act of doing not sensing.

4. Verbal Processes

Verbal processes relate to the act of saying and signaling. Mostly the existence of verbal processes are realized by two distinctive clauses; the projecting clause that encodes a signal source (sayer) and a signaling (verbal process) and the projected clauses that express what is being said. However, both projecting and projected clauses are analyzed separately.

The main participant of verbal process is the sayer. It is the participant who does an act of saying, telling, stating, informing, asking, querying, demanding, commanding, offering, threatening, suggesting, and so on. It can be a human or any other symbolic source. Furthermore, Gerot and Wignell (1994: 62) state that there are three other participants that belong to verbal processes. They consist of receiver, target and range or verbiage. The explanation of them will be presented as follows.

- a. Receiver : the one to whom the saying is addressed.
- b. Target : the entity that is targeted by the process of saying.
- c. Range or verbiage : the entity that corresponds to what is said. It can refer to two things; the content of what is being said or the name of the saying

5. Relational Processes

Relational processes relate to the process of being and having. According to Gerot and Wignell (1994:67), relational processes can be classified into two types; Identifying processes and attributive process. Identifying processes relate to

the processes of defining an identity, while attributive processes relate to the processes of assigning a quality.

In identifying processes, there are two participants included. They are Token and Value. Meanwhile, attributive processes also have two participants, namely Carrier and Attribute.

6. Existential Processes

Existential processes are recognized by verbs of existing. The existential processes represent the entity that exists. Existential processes generally use a verb *be*. However, there are other verbs that express an existence, such as *exist* and *arise*. These verbs of existing are followed by a participant role called Existent.

7. Metrological Processes

Meteorological processes relate to the processes of weathering, such as *it's raining, it's snowing, it's hailing*.

After we know the first major system of transitivity system, it is important to know the second system in transitivity which is circumstances. Circumstances answer the following question; when, where, why, how, how many and as what. They recognize meanings about time, place, manner, cause, accompaniment, matter, and role.

2.5.2 Interpersonal Metafunction

Another type of metafunction is called interpersonal meaning. Interpersonal meaning is used to describe the speaker's attitudes and

judgments. The interpersonal metafunction reflects the tenor parameter and enacts our personal and social relationships with other people we interact with (Halliday & Matthiessen, 2004: 29). It also reflects the fundamental types of speech role: giving and demanding in which the commodity being exchanged. It can be goods & services or information (Halliday & Matthiessen, 2004: 107).

Gerot and Wignell (1994: 22) said that interpersonal meanings are realized through a grammatical tool, called mood system which consists of mood and residue element presented as follows:

1. Mood Element

Mood element consists of two elements, namely Subject and Finite. The Subject is realized using a nominal group, while the Finite is realized using a verbal group. This element plays a prominent role in interpersonal meanings because it affects the mood type performed by a speaker that reflects his/her intention.

Gerot and Wignell (1994: 27) said that the finite element has a specific function to place an exchange referring to the speaker and make a proposition that can be issued about. The function can be fulfilled through the use of primary tense, modality, and polarity. The primary tense indicates the moment of speaking whether it is past, present, or future. The modality reveals the speaker's judgment of the probabilities of the obligations involved in the speech event. Then, the polarity tells whether the proposition has positive or negative intention.

2. Residue Element

Another element in mood system is called residue. Residue element consists of Predicator, Complement(s), and Adjunct(s).

a. Predicator

According to Gerot and Wignell (1994: 31), predicator is the verb part of the clause which expresses the state of doing, happening or being. Halliday (2004: 122) claims that predicator can perform four functions. (i) It determines time reference other than reference to the time of the speech event. (ii) It determines various aspects and phases like seeming, trying, hoping. (iii) It determines the active and the passive voice. (iv) It determines the process including action, event, mental process, relation that is predicated to the subject.

In addition, Halliday (2004: 122) says that there are certain two verbs: *be* and *have* which construct the simple past and simple present only by Finite. However, these two verbs do not have a fusion of Finite and Predicator as generally.

b. Complement

As Halliday (2004: 122) said, a complement is an element within the Residue that can potentially to be the Subject, and it complements the argument presented in the clause. It is generally realized by nominal group. Then, Gerot and Wignell (1994: 32) explained that a complement can answers three questions: 'is/had what', 'to whom', 'did to'.

c. Adjuncts

According to Gerot and Wignell (1994: 34), there are four types of adjuncts, namely circumstantial adjuncts, conjunctive adjuncts, comment

adjuncts, and mood adjuncts. Circumstantial adjuncts answer the questions ‘how’, ‘when’, ‘where’, and ‘by whom’. Conjunctive adjuncts are expressed by conjunctions such as ‘then’, ‘for instance’, ‘anyway’, ‘moreover’, and so on. These adjuncts function to link one clause to another. These adjuncts fall outside of the analysis of mood. Similar to the conjunctive adjuncts, comment adjuncts also fall outside of analysis of mood. The comment adjuncts have a function to express relational meaning which is the speaker’s comment on what he or she is saying. The examples of comment adjuncts are ‘frankly’, ‘unfortunately’, ‘to my surprise’, and so on. According to Gerott and Wignell (1994:34), Mood adjuncts connect specifically to the meaning of the finite verbal operators which express probability, usuality, obligation, inclination or time. The mood adjuncts are typically realized by adverbial group and prepositional phrases.

2.6 Mood Types

Mood types in English depend on the position of the Subject and the Finite in the clause. According to Gerot and Wignell (1994: 38-42), there are two types of mood, namely indicative mood and imperative mood. The explanation will be shown as follows.

2.6.1. Indicative Mood

Indicative mood focuses on the order of the Subject and Finite which realizes *Declarative* and *Interrogative*. In declarative, the order is begun by the Subject. Then, it is followed by the Finite. Declarative functions to make a statement. Inversely, the order of interrogative is begun by the Finite and is

followed automatically by the Subject. Interrogative functions to ask question or information.

2.6.2. Imperative Mood

Imperative mood may include Subject + Finite, Subject only, Finite only, or may have no mood element. However, this type of mood always has Predicator as the obligatory element. The imperative expresses command or request.

2.7 Modality

Modality is a kind of finite verbal operator in mood system. According to Gerot and Wignell (1994:28), Modality is used to indicate the speaker's judgement of the probabilities or the obligation involved in what he or she is saying. The existence of modality can be seen from modal auxiliaries. There are three level of modal namely low (can, may, could, might), median (will, would) and high (must, ought to, need, has to)

2.8 Person System

Speaker's choice of pronouns also plays an important role in expressing interpersonal interaction. Halliday and Matthiessen (2004:328) argue that interpersonal meanings are also embodied in the person system. It is because the use of person system such as personal pronoun can reflect the intimacy between the speaker and the audiences and also reflect the authority of the speaker. In English, the person system is divided into three types; first person (I, we), second person (you), third person (they, he, she, it). Each of those types has a different purpose in the realization of interpersonal meaning.

CHAPTER III

RESEARCH METHOD

In this chapter, the writer conveys the research methods that are used in conducting the research. The research methods are divided into four parts; they are type of research, population, sample and sampling technique, method of collecting data and method of analyzing data.

3.1 Type of Research

This research is a descriptive qualitative research since the writer describes the data based on the factual evidences and findings. The writer analyzes the data by using grammatical tools, namely transitivity, mood system, modality and pronoun system. The writer identifies the data through the analysis of the processes appearing in transitivity system to reveal the existence of the ideational meaning. Identification of mood types, modality and person system is used to reveal the existence of interpersonal meaning. In addition, the writer also delivers the explanation of the ideas concerning the analysis in order to achieve the purposes of conducting the research.

3.2 Data, Population, Sample, Sampling Technique

The text as the data of this study were taken from two website catalogs of *Garnier* skincare advertisements from United States and United Kingdom <https://www.garnierusa.com/> and <https://www.garnier.co.uk> as those websites provide information in English and reach a wide range of consumers worldwide. *Garnier* website catalog was chosen because it is a famous beauty brand that has

already spread all over the world, including in Indonesia. In addition, its website catalog provides complete and clear information regarding the product that is being advertised.

The population of the data is all the advertisements texts presented in *Garnier* website catalog. To limit the discussion of the study, the purposive sampling technique is used. The writer chose five samples of five different beauty products presented in *Garnier* website catalog that consist of approximately four to five sentences. This criterion was chosen to create a balance of the number of texts between one advertisement to the others.

3.3 Method of Collecting Data

According to Sudaryanto (1993: 131-134), there are four methods that are used to collect data. They are participant observation, non-participant observation, note taking, and recording methods. In this study, the data were collected through non-participant observation or *Simak Bebas Libat Cakap (SBLC)* technique since the researcher does not involve in the process of producing the data.

3.4 Method of Analysis Data

In analysing the data, the writer uses two kinds of method namely identity and distributional methods as proposed by Sudaryanto (1993:13). In term of identity method, referential technique is applied since the writer intends to examine the reference of particular linguistic units. By knowing the reference, the writer gets the explanation of such kind of element that refers to another entity, for example noun which refers to something or of verb which refers to what is going on. In term of distributional method, Immediate Constituent Analysis (ICA)

or *Teknik Pilah Unsur Langsung* is applied. In this technique, all of the sentences of the data were elaborated in terms of syntax (clauses) based on its constituent.

The steps of analyzing data are presented as follows:

1. Screen capturing the advertisements from the website;
2. Writing down and breaking up the sentences into clauses;
3. Identifying the clauses based on transitivity system (participants, processes and circumstances);
4. Identifying the clauses based on mood system, mood type, modality and personal pronoun;
5. Describing the ideational meaning presented in the advertisements;
6. Describing the interpersonal meaning presented in the advertisements; and
7. Drawing conclusion.

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer will explain the existence of ideational and interpersonal meanings presented in the *Garnier* skincare advertisements which are used to influence and persuade the consumers to buy the products. The analysis will be presented into two sections. The first section will be focused on the analysis of transitivity system to create ideational meaning, and the second section will be focused on the analysis of mood system to reveal how the advertiser creates the interpersonal meaning.

The analysis of the transitivity system in the data will be presented in three steps: the first section is about the description of the features of transitivity processes, the second section is about the interpretation of the relation between the use of transitivity and our understanding of its use (interaction) and the last section is the explanation of the relationship between the interaction and its context. Meanwhile, in analyzing the mood system, the writer will include the identification of mood system, modality and the existence of pronoun presented in the *Garnier* skincare advertisements. The explanation of each finding will be presented further.

4.1 Ideational Meaning in Garnier Skincare Advertisements

The existence of ideational meanings in *Garnier* skincare advertisement will be presented through the analysis of transitivity system. Each process existing in every clause will be analyzed thoroughly as follows:

Table 1. Transitivity Analysis of Moisturizer Product Ad

No	Clause	Process	Participant
1	<i><u>Give</u> your skin an instant burst of long-lasting, healthy hydration!</i>	Material	Actor: Woman Recipient: Woman's face skin Goal: an instant burst of long-lasting, healthy hydration
2	<i>This water-light gel-cream with Hyaluronic Acid, an ingredient naturally found in skin, <u>floods</u> skin with intense, weightless moisture and</i>	Material	Actor: thing Goal: woman's face skin
3	<i>(It) <u>plumps</u> out dry lines.</i>	Material	Actor: thing Goal: woman's face skin
4	<i>This non-greasy formula with Antioxidant-rich Goji Berry, Vitamins C & E, and Pomegranate, <u>helps</u> strengthen the moisture barrier to stop the cycle of dry skin.</i>	Material	Actor: thing Goal: woman's face skin
5	<i>Instantly <u>see and feel</u> the difference of hydrated skin with a more youthful look day after day.</i>	Mental	Senser: Woman

Based on the classification above, it can be said that the first datum mostly consists of material process (4) along with mental process (1). Material processes in the first datum are presented by the verb *give*, *flood*, *plump* and *help*.

1. *Give your skin an instant burst of long-lasting, healthy hydration!*

In the clause mentioned above, the material process is realized by the verb *give* and the actor refers to women. Although the pronoun *you* is omitted in the imperative sentence, we can actually detect that the omitted pronoun refers to women since the advertised product is a skincare for women. Moreover, there are two additional participants called recipient and goal. The recipient is represented by the phrase *your skin* which refers to women's skin. Otherwise the goal is represented by a noun phrase *an instant burst of long-lasting, healthy hydration*.

Material process existing in this clause is used to explain women's activity to protect their skin. Women as actors are being ordered to take care of their skin. Even though the clause consists of the verb *give* as a material process, the word *give* in this clause is used to describe the daily women activity of taking care their skin which is to give their skin a protection.

Women are well known as the actors who like to take care of their physical appearance including their face. Since women's face is one of the most important parts to be highlighted, sometimes they do not feel confident when their face skin has a problem. Because of that problem, the advertiser wants their consumers to take an action related to the skin problem that they have. The advertiser tries to raise women's awareness about the importance of taking care of our face skin in

our daily life. The use of verb *give* implies that women need to give their face's skin a treatment to reach their goal of healthy skin, and one of the actions that they can do is by buying the product that suits to their skin's needs. On the other words, the advertiser gives a command to women to do an action of protecting their skin by using the product that is being advertised.

2. - *This water-light gel-cream with Hyaluronic Acid, an ingredient (that is) naturally found in skin,*

- (It) floods skin with intense, weightless moisture and

There is one complex clause consisting of material processes that is used to represent the ingredients that are included in the product and its effect. The existence of material processes is realized by the verb *found* and *floods*.

The actor is realized by a noun phrase *this water-light gel-cream Hyaluronic Acid* which is an ingredient naturally included in skin. The verb *floods* is followed by *skin* as the goal and a prepositional phrase *with intense, weightless moisture* as the circumstance of accompaniment.

The material processes in this clause are used to represent how the product is made to overcome the problem of dry skin. However, the advertiser does not mention the product directly. They introduce the product by presenting the formula of particular ingredient called *Hyaluronic Acid* which is being expected to give an extra moisturizer to women skin. The use of verb *floods* is used metaphorically to show how well the created formula can treat women skin with intense, weightless moisture.

3. *(It) plumps out dry lines.*

The material process in this clause is realized by the verb *plumps*, and the goal is realized by a noun phrase *dry lines*. There is also a circumstance of place that is realized by the word *out*.

This clause presents the continuation meaning of the previous clause which tells the benefit of such kind of ingredient contained in the product that is used to overcome the problem of dry skin. The use of verb *plumps* accompanied by adverb *out* implies that the product can take away the existence of *dry lines* which is presented as the goal in the material process.

4. *This non-greasy formula with Antioxidant-rich Goji Berry, Vitamins C & E, and Pomegranate, helps strengthen the moisture barrier to stop the cycle of dry skin.*

The material process in the clause above is realized by the verb *helps*. The actor is represented by a noun phrase *this non greasy formula* and the goal is *to moisturize the skin*.

The use of material process in this clause is to show how well the product is made to help moisturizing women skin. The product which is a moisturizer is expected to overcome the problem of dry skin. Living in tropical countries and getting attacked by the sun can make our skin dry, which is why a special treatment is needed. In introducing the product, the advertiser does not mention the name of the product directly. He presents it by mentioning the formula of particular ingredients that the product has. This strategy is used in order to

persuade the consumer that the product is well formulated with the ingredients that are needed to overcome dry skin problem.

There is only one mental process in the first sample as presented below.

5. *Instantly see and feel the difference of hydrated skin with a more youthful look day after day.*

This clause consists of mental process that is realized by the verb *see and feel*. The realization of women as the senser is being omitted in the imperative clause, but we can directly detect it since the advertised product refers to women as the consumer. The phenomenon is realized by the phrase *the difference of hydrated skin with a more youthful look day after day*

The existence of verb *see* and *feel* means that women as the senser are ordered to see and feel the effect directly after using the product. The advertiser claims that women can directly see the result of using the product. He claims that women skin will get moisturized with a youthful look day after day right after using the product.

Those benefits mentioned above (having moisturized, youthful look and healthy skin) are the qualities that women are looking for get a perfect face appearance. Since the good effect of the product is something that women are looking for to solve their skin problems, giving the information about what the consumer will get of using the product is necessary to persuade them to buy the product.

Based on the whole analysis, the first sample mostly consists of material processes because the advertiser wants to give a clear information about the product which is a moisturizer. Moisturizer is known as additional skincare that might be not all women care about it. That is why the advertiser uses material process to inform further what is the product about and what qualities that they offer to the consumer that might be not know about it before.

Table 2. Transitivity Analysis of Micellar Water Ad

No	Clause	Process	Participant
1	<i>This All-in-1 cleanser is surprisingly powerful yet gentle to skin.</i>	Relational	Carrier: thing (the cleanser)
2	<i>It is specially formulated</i>	Material	Actor: the product company Goal: thing (the cleanser)
3	<i>to effectively cleanse, remove makeup, and refresh skin.</i>	Material	Actor: thing (the cleanser) Goal: women's face skin
4	<i>Like a magnet, micelles capture and lift away dirt, oil and makeup without harsh rubbing.</i>	Material	Actor: thing (micelles)
5	<i>It leaves skin perfectly clean and refreshed without over-drying.</i>	Material	Actor: thing (the cleanser) Goal: woman's face skin

Based on the classification above, it can be said that the second datum consists of relational processes (1) along with material process (4).

1. *This All-in-1 cleanser is surprisingly powerful yet gentle to skin.*

The relational process in the clause above is classified as attributive process which consists of two participants called carrier and attribute. The carrier represents the entity that is being described and the attribute represent the quality that the entity has. In the clause above, the carrier is the skincare product which is a face cleanser and the attribute is *powerful yet gentle to skin* which refers to the quality that the product has.

The use of relational process in the first clause is to explain the quality that the product can give to the consumer. The product which is a face cleanser is expected to help women clean their faces from make-up. The advertiser wants to inform that their product has such kind of quality which is amazingly powerful to remove makeup yet also gentle to skin.

There are four material processes that are realized by verbs is formulated, (cleanses, removes, and refresh), (capture and lift away) and leaves.

2. - *It is specially formulated*

(It) effectively cleanses, removes makeup, and (it) refreshes skin

There are three material processes in the second complex clause which are realized by the verb *is formulated*, *cleanses*, *removes* and *refreshes*. In the first process, the goal is realized by the personal pronoun *it* which refers to micellar water as the product, and the actor implicitly refers to the product company. In the

second process, the actor is realized by the personal pronoun *it* which refers to the product, and the goal is *makeup*. In the third clause, the actor is also realized by the personal pronoun *it* and the goal is *women skin*.

From those three processes, we can describe that the advertiser wants to inform their consumer that the product which is micellar water is well formulated effectively perform several purposes. There are two goals which are *makeup* and *skin*. The goal *makeup* is accompanied by the verb *cleanses* and *removes*, and the goal *skin* is accompanied by the verb *refreshes*. It means that the function of the product is not only to cleanse and remove makeup, but also to refresh skin. In another word, this product can perform two functions which are removing makeup and refreshing skin.

Having two or more different functions in one product can give an extra benefit to the consumer. They should not use many products if they can find those benefits only in one product. By having those benefits it can be said that the micellar water product made by *Garnier* has more value rather than other micellar water products.

3. *Like a magnet, micelles capture and lift away dirt, oil and makeup without harsh rubbing.*

The material process in the clause above is realized by the verb *capture* and *lift away*. The actor is the *micelles* contained in the water, and the goal is dirt, oil and makeup. There are two kinds of circumstances used; manner of comparison which is realized by the phrase *like a magnet* and accompaniment which is realized by the phrase *without harsh rubbing*.

The material process in this clause is used implicitly to represent the quality of the micelles which is contained in the water. The advertiser implements the quality that micelles have is as good as a magnet. Like a magnet, the micelles can do what magnet can do which is capturing and lift away something. However, it can be done smoothly because it cannot cause harsh rubbing. In this context the goal is *dirt, oil, and makeup*.

Since those three things are problems for women that are needed to be removed, the advertiser intends to inform that the micelles which are contained in the water can capture and lift away those kinds of problem (dirt, oil and makeup).

4. *It leaves skin perfectly clean and refreshed without over-drying.*

The material process in this clause is realized by the verb *leaves*, and actor is realized by the personal pronoun *it*. Meanwhile, there are two more participants called beneficiary and goal. The beneficiary is women skin, and the goal is *perfectly clean and refreshed*. There is also a circumstance of accompaniment which is realized by the phrase *without over-drying*.

The material process in this clause is used to show the result of using the product. Using makeup and being attacked by pollution and heat after doing activities the whole day is a problem for women's skin. That is why they need to clean their faces to remove makeup and refresh their skin. The product which is a micellar water is expected to make women skin perfectly clean and refresh from dirt, oil, and makeup without making their skin dried.

The second sample also mostly consists of material processes since the advertiser aims to give detail information about the product which is a face cleanser. Not all women use face cleanser in their daily life because the use of face cleanser is not essential. That is why material processes are used to explain what the product is about. Furthermore, one relational process is used to an explanation about what kind of qualities that the product have.

Table 3. Transitivity Analysis of Eye Toner Ad

No	Clause	Process	Participant
1	<i>Put puffiness to bed</i>	Material	Actor: women Circ of place: <i>to bed</i>
2	<i>and wake up to a rested look.</i>	Material	Actor: women Circ of pupose: <i>to a rested look.</i>
3	<i>A hydrating and refreshing eye gel cream infused with Essential Oil, Hyaluronic Acid and Caffeine.</i>	Material	Actor: the product company Goal: thing (the product)
4	<i>It helps fight signs of fatigue</i>	Material	Actor: thing (the product) Goal: women's face skin
5	<i>and (it) reduces the appearance of dark circles and puffiness for a fresh, bright look.</i>	Material	Actor: thing (micelles) Goal: <i>the appearance of dark circles and puffiness</i> Circ of purpose: <i>for a fresh, bright look.</i>

There are five material processes in the third sample. They are realized by the verb *put*, *wake up*, *infused*, *helps*, and *reduces*.

1. *Put (your) puffiness to bed*

The material process in the first clause is realized by the verb *put*. The actor implicitly refers to women, and the goal is eyes puffiness. Moreover, it is accompanied by circumstance of place which is realized by prepositional phrase *to bed*.

The material process in this clause is used to order women not to be afraid of eye puffiness. Doing so many activities the whole day can make women tired and it can cause puffiness on their eyes. Puffiness or eye bag is a problem for women since it can influence their looks. Their appearance will look pale and not fresh. That is why they need a treatment for their eye puffiness. Through this clause, the advertiser warns the consumer not to be worried of their eye puffiness because he has provided the product that can help to overcome the problem of eye puffiness. By using this product women can just enjoy their sleep without worry about it.

2. *and wake up to a rested look.*

The material process in the second clause is realized by the verb *wake up* and the goal is manifested by prepositional phrase *to a rested look*. The existence of actor is omitted since the clause is imperative, but we can implicitly predict that the actor refers to women in general.

This clause represents the meaning of the continuation of the previous clause. The material process in this clause represents a meaning that after not to be worried of sleeping with eye puffiness, they deserve of waking up in a rested look

after doing many activities in the previous day, so that they can start their new day with a refresh look.

3. *A hydrating and refreshing eye gel cream infused with Essential Oil, Hyaluronic Acid and Caffeine.*

The material process in the third clause is realized by the verb *infused*. The actor refers to the product which is an eye cream, and the circumstance of accompaniment which is represented by the prepositional phrase *Essential Oil, Hyaluronic Acid and Caffeine*. However there is no goal in this clause.

The material process in this clause is used to inform what kind of ingredients that are being infused to formulate the product. The actor is realized by a noun phrase *a hydrating and refreshing eye gel*. By using two adjectives (*hydrating and refreshing*) to modify the actor, it can be implied that the advertiser wants to inform that the product consist of such kind of quality that can hydrate and refresh women eyes.

4. *It helps fight signs of fatigue*

The material process in the fourth clause is realized by the verb *helps*. The actor is realized by personal pronoun *it* which refers to the product mentioned in the previous clause. The goal is realized by the verb phrase *fight signs of fatigue*.

The material process in this clause is used to inform the benefit of the product or what the product can do to solve the problem of eye puffiness. The product which exists an actor called *A hydrating and refreshing eye gel* is claimed to help fight signs of fatigue that exist on our eyes.

5. *and (it) reduces the appearance of dark circles and puffiness for a fresh, bright look.*

The material process in the fifth clause is realized by the verb *reduce*. The actor is realized by the personal pronoun *it* and the goal is realized by the noun phrase *appearance of dark circles and puffiness*. Moreover, there is a circumstance of purpose which is realized by prepositional phrase *for a fresh, bright look*.

This clause represents the continuation of the meaning of the previous clause. The material process in this clause also has the same function with the previous clause which is to inform the benefit of using the product. By using the verb *reduces*, the product is claimed that it can reduce the problem that women have which is *the appearance of dark circles and puffiness*. If the appearance of dark circles and puffiness is reduced, women will not be afraid again because they can get a fresh and bright look.

The third sample consists of four material processes in the whole text. They are used to inform the essential function of an eye toner. Eye toner is not a popular product that most women know because not all women care with their eyes' appearance. By informing the essential function of eye toner, women are expected to be more aware of their eyes' appearance.

Table 4. Transitivity Analysis of Face Mask Ad

No	Clause	Process	Participant
1	<i>Is this mask right for me?</i>	Relational	Carrier: this mask Attribute: right
2	<i>Yes, if you have oily skin with clogged pores</i>	Relational	Carrier: women Attribute: oily skin
3	<i>and <u>are looking for</u> a mask to absorb excess oil and pollution residue.</i>	Material	Actor: women Goal: a mask
4	<i>How is it different?</i>	Relational	Carrier: it (the product) Attribute: different
5	<i>This pore unclogging face mask <u>is enriched</u> with Kaolin Clay and natural Matcha Green Tea Extract</i>	Material	Actor: Kaolin Clay and natural Matcha Green Tea Extract Goal: the product
6	<i>Its creamy texture <u>absorbs</u> excess sebum & pollution residue on the skin.</i>	Material	Actor: its creamy texture Goal: excess sebum and pollution residue
7	<i>Enriched with Salicylic acid, the mask visibly <u>unclogs</u> your pores.</i>	Material	Actor: the mask Goal: women pores

Based on the classification above, we can see that the fourth sample consist of three (3) relational processes and four (4) material processes.

There are three relational processes consisted in the fourth datum. All of them are included as attributive processes.

1. *Is this mask right for me?*

The relational process in the clause mentioned above is classified as attributive process which consists of two participants called carrier and attribute. The carrier represents the entity that is being described and the attribute represent the quality of the entity. In the clause above, the carrier is the product of face mask, and the attribute represent the quality that the product has which is realized by an adjective phrase *right*.

The use of relational process is to imagine how the consumer questioning the product whether the product has such kind of quality that suits to the consumers need or not.

2. *Yes, if you have oily skin with clogged pores*

The relational process in this clause is realized by the verb *have*, and the carrier is realized by personal pronoun *you*. The attribute is realized by the noun phrase *oily skin*. There is also a circumstance of accompaniment which is manifested by the propositional phrase *with clogged pores*.

The relational process in this clause is used to reveal the problem that women have relates to the product. This clause presents an answer to the previous clause which question whether this product suits to the consumer or not. If the consumers have the problem that has been mentioned in this clause, it means that this product suits to their need.

4. *How is it different?*

The relational process in this clause is realized by the verb *is*. The carrier is realized by personal pronoun *it* and the attribute is realized by adjective phrase

different. This clause is an interrogative clause which is realized by question word “how”

The relational process in this clause is used to engage the consumer towards the quality that the product has compared to the others. By using the interrogative clause, the advertiser pretend to know that the consumer are looking for another quality that the product offers compared to the others that has the same function.

There are four material processes existing in the fourth datum. They are realized by the verb *are looking for*, *is enriched*, *absorbs*, *unclogs*.

3. *and (you) are looking for a mask to absorb excess oil and pollution residue.*

The material process in the first clause is realized by the verb *are looking for*. The actor is realized by personal pronoun *you* which has already mentioned in the previous clause and the goal is realized by a noun phrase *a mask*. There is also a circumstance of purpose “*to absorb excess oil and pollution residue*”.

The material process in this clause is to inform that the product suits to women need. The product which is a face mask is realized to deal with what women are looking for to get their purpose which is to absorb excess oil and pollution residue.

5. *This pore unclogging face mask is enriched with Kaolin Clay and natural Matcha Green Tea Extract*

The material process in the second clause is represented by the verb *is enriched*. The actor is represented by a noun phrase *with Kaolin Clay and natural Matcha Green Tea Extract*, and the goal is the product which is a face mask.

The material process in this clause is used to inform the consumer what kind of ingredients that compose the product. The kind of particular mask as an actor is introduced by using a heavy modified noun phrase ” *This pore unclogging face mask*”.

6. *Its creamy texture absorbs excess sebum & pollution residue on the skin.*

The material process in the six clause is realized by the verb *absorb*. The actor is realized by possessive pronoun *its creamy texture* which refers to the texture of the product, and the goal is *excess sebum and pollution*. There is also a circumstance of place which is realized by the prepositional phrase *on the skin*.

The material process in this clause is used to inform what the product can do to help overcoming the problem of oily skin. The advertiser introduced the actor by presenting the texture that the product has. The creamy texture that the product has is expected to absorb sebum and pollution that appear on women face.

7. *Enriched with Salicylic acid, the mask visibly unclogs your pores.*

The material process in the fourth clause is realized by the verb *unclogs*. The actor is realized by a noun phrase *the mask*, and the goal is *your pores* which refer to women face pores.

The material process in this clause is also used to inform what the product can do related to women skin problem. Having big pores can affect women

physical appearance, and it also can cause the existence of oily skin. By the present of circumstance of accompaniment *enriched with Salocyclic Acid*, the product is expected to unclog pores, so the pores get disappeared.

Compared to the previous products that have been analyzed, face mask is more popular to be used in society. That is why the processes used in the text is more varied. The advertiser does not only present material processes to inform the product, but also he uses material processes to give a rhetorical question directly to the consumer. It is because women are assumed that they already know what the product that is being advertised.

Table 5. Transitivity Analysis of BB Cream Ad

No	Clause	Process	Participant
1	<i>The Garnier BB Cream Original Extra Light shade is designed for pale skin tones and normal to dry skin.</i>	Material	Actor: the producer Goal: the product Circ of purpose: for pale skin tones and normal to dry skin.
2	<i>Get all the benefits of your beauty regime in one single step for long lasting hydration and a tint for radiant-looking skin.</i>	Material	Actor: You Goal: all the benefits of your beauty regime in one single step Circ of purpose: for long lasting hydration and a tint for radiant-looking skin.
3	<i>The carefully selected mineral</i>	Material	Actor: the product

	<i>pigments will reduce the appearance of imperfections</i>		Goal: the appearance of imperfections
4	<i>While the SPF 15 UV Protection will protect your skin against the harmful effects of the sun.</i>	Material	Actor: SPF 15 UV Protection Beneficiary: your skin Goal: against the harmful effects of the sun.

Based on the classification above, we can see that the fifth sample mostly consist of material process (4). There are five material processes exist in the fifth sample. They are realized by the verbs *is designed*, *get*, *will reduce* and *will protect*.

1. *The Garnier BB Cream Original Extra Light shade is designed for pale skin tones and normal to dry skin.*

The material process in the first clause is realized by the verb *is designed* and the goal refers to the product named *Garnier BB Cream Original Extra Light Shade*. There is one more participant which is circumstance of purpose realized by prepositional phrase *for pale skin tones and normal to dry skin*. No word represents the actor in the clause, but we can imply that the actor refers to the producer of the product since the clause explains how the product is made.

The material process in this clause is to explain for what purpose the product is produced. The existence of the verb *is designed* and the circumstance of purpose *for pale skin tones and normal to dry skin* imply that the product has been

design for a specific target which is a person who has a pale skin complexion of normal to dry skin.

2. *Get all the benefits of your beauty regime in one single step for long lasting hydration and a tint for radiant-looking skin.*

The material process in the clause above is realized by the verb *get*. The goal is realized noun phrase *all the benefits of your beauty regime in one single step*, and the circumstance of purpose is realized by a prepositional phrase *for long lasting hydration and a tint for radiant-looking skin*.

The existence of material process in this clause implies that women need to get a perfect appearance of their face skin. All of those benefit only can be get if women use the product advertised by *Garnier*.

3. *The carefully selected mineral pigments will reduce the appearance of imperfections*

The material process in this clause is realized by the verb *will reduce*. The actor is realized by a noun phrase *the carefully selected mineral pigments*, and the goal is realized by a noun phrase *the appearance of imperfections*

In this context, material process is used to inform that the ingredient that formulates the product called mineral pigments can do an act of reducing imperfection appearing on women face. Since women sometimes feel not confident with imperfections of their skin, they need to use such kind of product that can cover their skin imperfection.

4. *While the SPF 15 UV Protection will protect your skin against the harmful effects of the sun.*

The material process in this clause is realized by the verb *will protect*. The actor is realized by a noun phrase *the SPF 15 UV Protection*, and the goal is realized by the possessive pronoun *your skin*.

The material process in this clause shows that, the product contains such kind of ingredient called SPF 15. This ingredient carries a future benefit to protect women's face skin against the bad effect of the sun. By using this product women are not being afraid anymore to do activities outside because their skin has already protected.

The fifth sample mostly consists of material processes in the whole text. The product which is a BB Cream is not really popular to be used as a skincare because it functions for decorative purpose to cover imperfection. That is why the material processes are used to inform how well the product is made to cover the imperfection on women's face skin.

4.2. Interpersonal Metafunction in *Garnier Skincare Advertisement*

The analysis of interpersonal Meaning will include the identification of mood types, polarity and modality, and personal pronoun as presented as follows:

4.2.1 Mood Types

Table 6. The Identification of Mood Types in Garnier Skincare Advertisements

Mood Types	Frequency
Declarative mood	19
Imperative mood	4
Interrogative mood	2
Total	25

Based on the identification of mood system, it shows that the *declarative mood* appears to be dominant within nineteen (19) clauses. The use of declarative mood in the *Garnier* skincare advertisement signals that the text carries out the informative function of an advertisement. It informs a statement of facts regarding the explanation of the product and its benefits.

(6) This All-in-1 cleanser is surprisingly powerful yet gentle to skin.

Pattern: Subject-Finite -Complement

(7) This pore unclogging face mask is enriched with Kaolin Clay and natural Matcha Green Tea Extract

Pattern: Subject-Finite-Predicator-Complement

As can be seen from the two data above, the mood element consists of Subject followed by Finite which is a typical arrangement of declarative mood. The declarative moods presented in the data are used to give explanation about the quality of the product and what kind of ingredient

consisted in the product. Providing information about the product and its benefit is necessary because it can influence the consumer decision to buy the product.

Besides finding the declarative mood, the writer also found that the *Garnier* skincare advertisement employ the imperative mood in their text with four (4) occurrences or 16%. The imperative moods are realized by the existence of predicator in the beginning of the clauses. Imperative mood is implied to perform the persuasive function of an advertisement since it is used to order the addressee to take a future action. In this case in which the advertised product is skincare for women, imperative moods are presented to give a command for women to take care of their skin.

(1) Give your skin an instant burst of long-lasting, healthy hydration!

Pattern: Predicator-Complement

(5) Instantly see and feel the difference of hydrated skin with a more youthful look day after day.

Pattern: Predicator- Complement

As can be seen from the data above, the imperative mood shows a message to women to take an action regarding to their skin. The datum number 1 implies that women are asked to give their skin a treatment to be healthy and moisturized. Otherwise, the datum number 5 implies that the advertiser wants to show the effect of using the product that is being advertised. On another word, women are persuaded to buy the product to see how well the product can fulfill women desire of having healthy skin.

Aside of the existence of declarative and imperative moods, the existence of interrogative moods seems not to be prominent. Among 25 clauses, only 2 clauses appear using interrogative moods in which they are presented in the Finite-Subject pattern. The actual function of interrogative mood is to make a question. However, in this context interrogative moods are used to raise the consumer attention. The advertiser provides question for them and explains the answer following it.

(15) *Is this mask right for me?*

Pattern: Finite-Subject-Complement

(17) *How is it different?*

Pattern: (wh) Finite-Subject-Complement

As can be seen from the examples above, the existence of interrogative moods does not intend to ask question to the consumer. In the extract number 15, interrogative mood is used to raise women attention towards the product. By providing such a question, women will be more curious to get to know the further information about the product. Thus, the advertiser provides the answer in the following clause. In the extract number 17, the advertiser wants show the quality of the product compared to the others. By using the interrogative mood as presented above, women will question them what can make the product different to the others. These phenomena clearly shows that the advertiser intends to use this rhetoric mean to raise women attention and interest.

4.2.2 Modality

As stated by Halliday (2000:6), modality also takes an important role in carrying out the interpersonal metafunction of clauses to show what degree of the proposition is valid. To know more how is the speaker judgment we need to take a look on the linguistic tool of modality in the advertisement which is called the modal auxiliaries. Modal auxiliaries such as must, should, can, will and so forth, make sentences or clauses take the meaning of possibility, necessity or obligation, the proper employment of them brings the slight difference to the meanings in communication.

Table 7. The Identification of Modality in *Garnier* Skincare Advertisements

Modality	Frequency
Low (can, may, could, might)	0
Median (will, would)	2
High (must, have to, ought to)	0
Total	2

The use of modality in *Garnier* skincare advertisements seem not to be prominent since the writer only found two (2) occurrences within 25 clauses. The two clauses, both of them use the median level of modality (will). As it is mentioned above, different scales of modal commitment lead to different meanings. *Will*, which represents a higher scale of modal commitment signals a higher degree of certainty about the validity of a proposition. In this context, the use of median level modal (will) presents the future result of using the skincare

product. On another word, the advertiser intends to convince the consumers that the product will carry a future result as the consumers expected.

(24) The carefully selected mineral pigments will reduce the appearance of imperfections

(25) while the SPF 15 UV Protection will protect your skin against the harmful effects of the sun.

Both the use of *will* as the median modality in those two clauses intend to attract the consumer regarding how the ingredients are sufficient enough to perform a future benefit of the product. The existence of mineral pigments is promised to reduce the appearance of imperfections, and the SPF 15 UV protection is promised to protect skin from the sunray.

Besides few number of modalities exist, the *Garnier* skincare advertisements still have its value of persuasive effect through the use of present tense and positive polarity in all clauses. These phenomena imply that the advertiser presents statements of fact and he is really sure about the positive values that are presented. Moreover, the existence of positive adverbs such as *amazingly, surprisingly, perfectly, etc.* implies that the advertiser wants to show that the products perform a high value of its benefit.

4.2.3. Person System

The use of person system also takes an important role in creating interpersonal meaning between the addresser and the addressee. It is because person system is viewed as another way of carrying interpersonal meaning apart

from mood and modality. In the case of *Garnier* skincare advertisement, several forms of pronoun as the realization of person system appears frequently as presented below:

Table 8. The Identification of Pronoun in *Garnier* Skincare Advertisements

Pronoun	Frequency
me	1
You, your	5
It, its, this	10

As can be seen from the table above, the third person pronoun takes the highest number with 10 occurrences followed by the second person pronoun with 5 occurrences and the first person pronoun with only one occurrence. The use of third person pronoun indicates that the advertiser try to invite the consumers to think, to act, and to stand in the same point of view.

Example: *Its creamy texture absorbs excess sebum & pollution residue on the skin.*

In the clause above, the advertiser directly uses the possessive pronoun *its* in front of a noun phrase *creamy texture* without informing that the product has such kind of texture previously. This phenomenon indicates that the advertiser wants to attract the consumer to think that that kind of texture is owned by the product.

The use of second person pronoun *you* and *your* functions to shorten the distance and build connection between the advertiser and the consumers, make the feeling of identification and pave the way to introduce the products.

Example: *Yes, if you have oily skin with clogged pores*

As can be seen from the example above, the advertiser uses personal pronoun *you* to directly address the consumer and shows that he has an authority regarding the information about the product.

Furthermore, the existence of first person pronoun seems to be rare since it presents inclusiveness. There is only one personal pronoun *me* (object pronoun) which is presented in interrogative clause.

Example: *Is this mask right for me?*

The use of personal pronoun *me* in the clause above refers to the consumer as the object of the rhetorical question. It functions to reveal the consumer inclusiveness regarding their need.

CHAPTER V

CONCLUSION

After describing the result of the analysis, the writer finally comes to some conclusion. Based on the analysis of transitivity system, there are only three processes appearing in *Garnier* skincare advertisements. They are material, relational and mental processes. Material processes take the most dominant part since they are used to represent two entities which are the product and women habit. To represent the product, material processes are used metaphorically to show that the products can actively do an action of helping women to get their purpose of beauty skin. Through the use of material processes, the advertiser illustrates women habit in which they are always worried about their physical appearance, so that they need to take an action to help overcome their skin problem. In the other words, it can be implied that Garnier through its advertisements intends to inform that their products have certain qualities to overcome women's skin problems.

Through the analysis of interpersonal meaning, it can be implied that *Garnier* intends to persuade women to use the products that are being advertised. It can be seen from the existence of imperative moods that are used to give a command for women to take care of their skin or implicitly persuade them to buy the product. *Garnier* also intends to raise women's awareness of their physical appearance. It can be seen from the existence of interrogative moods that function to raise a rhetorical question for women regarding their skin problem.

The use of median level of modality (*will*) implies that the advertiser wants to convince the consumer that the product will carry a future result based on what is being advertised.

In term of person system, the use of third person pronoun *it* appears to be dominant. It indicates that the advertiser try to invite the consumers to think, to act, and to stand in the same point of view. The use of second person pronoun *you* and *your* functions to shorten the distance and build connection between the advertiser and the consumers, make the feeling of identification and pave the way to introduce the products. The use of first person pronoun seems to be rare since it presents inclusiveness. There is only one first person pronoun *me* appears in the interrogative clause which reveals the consumer inclusiveness regarding their need.

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Structural Analysis of Interpersonal Meaning in Garnier Skincare Advertisements

Table 6. Mood System Analysis of Moisturizer Product Ad

No	Mood System Analysis	Mood Types	Polarity
1	<i>Give your skin an instant burst of long-lasting, healthy hydration!</i> Finite-Predicator- Complement	Imperative	(+)
2	<i>This water-light gel-cream with Hyaluronic Acid, an ingredient naturally found in skin,</i> (Subject) <i>floods skin with intense, weightless moisture and</i> Finite-Predicator-Comp- Adjunct	Declarative	(+)
3	<i>(It) plumps out dry lines.</i> Subject- Finite-Predicator- Complement	Declarative	(+)
4	<i>This non-greasy formula with Antioxidant-rich Goji Berry, Vitamins C & E, and Pomegranate,</i> Subject <i>helps strengthen the moisture barrier to stop the cycle of dry skin.</i> Finite-Predicator- Complement	Declarative	(+)
5	<i>Instantly see and feel the difference of hydrated skin with a more youthful look day after day.</i> Adjunct- Finite-Predicator- Complement	Imperative	(+)

Table 7. Mood System Analysis of Micellar Water Ad

No	Mood System Analysis	Mood Types	Polarity
6	<p><i>This All-in-1 cleanser is surprisingly powerful yet gentle to skin.</i></p> <p>Subject finite-adjunct- complement</p>	Declarative	(+)
7	<p><i>It is specially formulated to effectively cleanse, remove makeup, and refresh skin.</i></p> <p>Subject-Finite-Adjunct- Predicate- Complement</p>	Declarative	(+)
8	<p><i>Like a magnet, micelles capture and lift away dirt, oil and makeup without harsh rubbing.</i></p> <p>Adjunct- Subject- Finite- Predicate- Complement</p>	Declarative	(+)
9	<p><i>It leaves skin perfectly clean and refreshed without over-drying.</i></p> <p>Subject- Finite- Predicate- Complement</p>	Declarative	(+)

Table 8. Mood System Analysis of Eye Toner Ad

No	Mood System Analysis	Mood Types	Polarity
10	<i>Put puffiness to bed</i> Predicator-Complement	Imperative	(+)
11	<i>and wake up to a rested look.</i> PredicatorComplement	Imperative	(+)
12	<i>A hydrating and refreshing eye gel cream infused with Essential Oil, Hyaluronic Acid and Caffeine.</i> Subject- Finite-Predicator- Complement	Declarative	(+)
13	<i>It helps fight signs of fatigue</i> Subject- Finite- Predicator- Complement	Declarative	(+)
14	<i>and (it) reduces the appearance of dark circles and puffiness for a fresh, bright look.</i> Subject- Finite- Predicator- Complement	Declarative	(+)

Table 9. Analysis of Face Mask Ad

No	Mood System Analysis	Mood Types	Polarity
15	<i>Is this mask right for me?</i> Finite- Subject- Complement	Interrogative	(+)
16	<i>Yes, if you have oily skin with clogged pores</i> Conjunctive adjunct- Subject- Finite- Predicate- Complement	Declarative	(+)
17	<i>and are looking for a mask to absorb excess oil and pollution residue.</i> Finite- Predicate- Complement	Declarative	(+)
18	<i>How is it different?</i> Finite- Subject- Complement	Interrogative	(+)
19	<i>This pore unclogging face mask is enriched with Kaolin Clay and natural Matcha Green Tea Extract</i> Subject- Finite- Predicate- Complement	Declarative	(+)
20	<i>Its creamy texture absorbs excess sebum & pollution residue on the skin.</i> Subject- Finite- Predicate- Complement	Declarative	(+)
21	<i>Enriched with Salicylic acid, the mask visibly unclogs your pores.</i> Conjunctive Adjunct- Subject- Finite- Predicate- Complement	Declarative	(+)

Table 10. Mood System Analysis of BB Cream Ad

No	Mood System Analysis	Mood Type	Polarity
22	<p><i>The Garnier BB Cream Original Extra Light shade is designed for pale skin tones and normal to dry skin.</i></p> <p>Subject- Finite- Predicate- Complement</p>	Declarative	(+)
23	<p><i>Get all the benefits of your beauty regime in one single step for long lasting hydration and a tint for radiant-looking skin.</i></p> <p>Predicate- Complement</p>	Imperative	(+)
24	<p><i>The carefully selected mineral pigments will reduce the appearance of imperfections</i></p> <p>Subject- Finite- Predicate- Complement</p>	Declarative	(+)
25	<p><i>While the SPF 15 UV Protection will protect your skin against the harmful effects of the sun.</i></p> <p>Subject- Finite- Predicate- Complement- Circumstantial Adjunct</p>	Declarative	(+)

www.garnierusa.com/products/skincare/moisture-bomb/gel-cream-moisturizer/

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MOISTURE BOMB THE ANTIOXIDANT SUPER MOISTURIZER



f t p g+

Product Information How to Use Ingredients

Antioxidant Super Moisturizer for long-lasting hydration.

Give your skin an instant burst of long-lasting, healthy hydration! This water-light gel-cream with Hyaluronic Acid, an ingredient naturally found in skin, floods skin with intense, weightless moisture and plumps out dry lines. This non-greasy formula with Antioxidant-rich Goji Berry, Vitamins C & E, and Pomegranate, helps strengthen the moisture barrier to stop the cycle of dry skin. Instantly see and feel the difference of hydrated skin with a more youthful look day after day.

Results:
Women Agreed:
Skin felt softer, smoother, and looked healthier.

www.garnierusa.com/products/skincare/micellar-cleansing-water/micellar-cleansing-water-all-in-1

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★★★★★ 4.9 (1793) WRITE A REVIEW ASK A QUESTION
MICELLAR CLEANSING WATER ALL-IN-1

f t p g+




Product Information How to Use Ingredients

All-in-1 Cleanser & Makeup Remover. Cleanses + removes makeup + refreshes. No rinse, no harsh rubbing. For face, lips, and eyes.

This All-in-1 cleanser is surprisingly powerful yet gentle to skin. It is specially formulated to effectively cleanse, remove makeup, and refresh skin. Like a magnet, micelles capture and lift away dirt, oil and makeup without harsh rubbing, leaving skin perfectly clean, and refreshed without over-drying.

Results:
Skin is left perfectly cleansed and refreshed without a greasy residue left behind.

\$2.00

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Fights dark circles & de-puffs.

Put puffiness to bed and wake up to a rested look. A hydrating and refreshing eye gel cream infused with Essential Oil, Hyaluronic Acid and Caffeine. It helps fight signs of fatigue and reduce the appearance of dark circles and puffiness for a fresh, bright look.

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PURE ACTIVE MATCHA DETOX PORE UNCLOGGING FACE MASK

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Is this mask right for me? Yes, if you have oily skin with clogged pores and are looking for a mask to absorb excess oil and pollution residue.

How is it different? This pore unclogging face mask is enriched with Kaolin Clay and natural Matcha Green Tea Extract. Its creamy texture absorbs excess sebum & pollution residue on the skin. Enriched with Salicylic acid, the mask visibly unclogs your pores. Skin appears purified in just 10 minutes.






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PRODUCT INFO

HOW TO USE



INSTANTLY PERFECTED SKIN

GARNIER SKINCARE

NEW SHADE

BB Cream

ORIGINAL

MIRACLE SKIN PERFECTOR ALL-IN-ONE

- Evens tone
- Blurs lines & imperfections
- Boosts healthy glow
- 24H hydration
- UV protection - SPF 15

Extra Light

Vitamin C + Mineral Pigments

Dermatologically tested

BB Cream BB Original Extra Light

An all-in-one moisturiser combining skincare with mineral pigments

The Garnier BB Cream Original Extra Light shade is designed for pale skin tones and normal to dry skin.

Get all the benefits of your beauty regime in one single step for long lasting hydration and a tint for radiant-looking skin. The carefully selected mineral pigments will reduce the appearance of imperfections while the SPF 15 UV Protection will protect your skin against the harmful effects of the sun.

A natural look in just one step, just you at your best.

[Buy now](#)