

CHAPTER I

INTRODUCTION

This chapter presents several sub-chapters which consist of the background of the study, statement of the research problem, objectives of the study, significance of the study, and scope and limitation.

1.1 Background of the Study

Meaning is the essential thing of language since it enables human beings to communicate and interact with others. Human beings use language to present meaning. Crystal (1997) elaborated on eight specific meanings of language based on its function. They are to communicate, express emotion, make use of its sounds, try controlling the environment, record facts, think with, express identity, and for social interaction. Thus, it can be seen that language is either simple or complex at the same time. This also shows that language is essential for the life sustainability of humans.

Before Crystal (1997), there was a linguist called Halliday (1994) who gave understanding and differentiated the function of language. He studied the meaning of language and then elaborated it into three different functions based on the way people use it. He distinguished language meaning to be ideational function, interpersonal function, and textual function. The ideational function is about what is talked about or a depiction of a process in the course of human experience. The interpersonal function is about the exchange function or the relationship between speaker/hearer or writer/reader. While the textual function is about expectations for how particular text types should be organized, based on the functional aspects of this functional component of meaning. The three language functions are then called Metafunction.

The presence of meaning can be delivered through many kinds of language. Whether they communicate directly via spoken language consists of sounds produced by the movement of certain organs in the throat and mouth. Humans can

also communicate through sign language, it may be hand or body movements, gestures, or facial expressions. People are also able to communicate and interact with others by using writing language, and written or typed characters. As Halliday and Matthiessen (2004) stated language refers to texts and systems of conventional spoken or sound, manual (signs), and symbols of writing, word order, structure (section configuration), and as a resource (choice among alternatives).

These kinds of languages containing meaning are exposed through various kinds of media with various purposes, one of which is for advertising. Nowadays, the media mostly favored by society are broadcasting and internet/online media. Thus, there are many applications made to present an advertising message meaning to the audience. One App as the focus of this research is Webtoon App. Webtoon is an application providing sort of story equipped with illustration images or a series of illustrations for the user. The content of Webtoon is similar to comics or anime. The comic itself is a result of collaboration between literary and art fields combining the skill of making a story and drawing illustrations. According to McCloud (1993), comics are pictures that are intentionally sequenced to convey information and/or to produce an aesthetic response in the viewer.

Webtoon App is now getting more enthusiasts from various ranges of age all around the world. It is because there are many interesting stories in various genres. Other than that, one of the reasons is due to the interesting synopsis made by the authors to affect many readers to read the story. The synopsis is the summary of a story that might include the beginning, narrative, plot, and end. The synopsis is commonly acting as a trailer or review providing several snippets of scenes from a story.

All the synopses made by the authors contain the Interpersonal Metafunction contained in the clauses in each of those synopses. Therefore, it is good to know how the author makes an interesting synopsis by presenting the Interpersonal meaning contained in the synopsis. One of the uses of the synopsis is as the advertising message including all information and features that can fulfill the purpose of informing, persuading, convincing, and stimulating all the readers. It is in line with the statement proposed by Ozdemir (2013) that a book description or

blurb or synopsis is one of the field promotion genres.

Furthermore, this research aims to seek deeper interpersonal meaning in order to understand more about this language phenomenon. This will be done by capturing the interpersonal meaning of the author contained in the synopsis. The suitable field to study the interpersonal meaning in a text is discourse analysis which deals with language phenomenon or linguistic phenomenon. Discourse analysis refers to a multidisciplinary which studies any aspect of language use as a social phenomenon not only in the text but also in the context. People in the discourse analysis field by mean discourse analysts tend to be interested in studying what happens when language is used by people to elaborate on their knowledge or memories about things they have said, heard, or written to do something, whether to entertain themselves or others, or to exchange information, and or to persuade others to do something (Johnstone, 2008).

Meaning can be gained through the arrangement of words in clauses or sentences from the choices of the paradigmatic and syntagmatic levels of discourse as linguistic parts. The resources of interpersonal are lexico-grammatical and semantic. Both of them reflect and interpret intersubjective aspects of semiosis. Meaning is able to be analyzed through three meta-function aspects in Systematic Functional Linguistics (SFL), they are ideational, interpersonal, and textual. The interpersonal contains three aspects that can be analyzed such as the use of mood, modality, and pronouns. This is in correspondence with the statement of Halliday (1985) that through interpersonal meaning language users reflect their position in social relations related to the clause as exchange.

The interpersonal meaning of synopsis indicates the mode in which the author and the readers interact. Such as when an author uses the pronoun 'You' instead of using 'people' in referring to readers, means that the author is trying to make the distance between the readers and the characters in the story shorter. So that, the readers would feel more attracted to be closer to the characters by knowing their story deeper. Furthermore, the interpersonal meaning indicates the use of language to construct and preserve social relations with readers, and to affect readers' manners by acquiring their minds, then changing them. This can be done

by making imperative mood types. Interpersonal Metafunction is especially concerning the role of writer and reader, mood, and modality which aims to help readers understand the synopsis content. In addition, it can help readers to comment on a synopsis about whether it is an effective discourse for the purpose of its creation. Therefore, it is good to know how the author presents the interpersonal metafunction contained in the synopsis.

Many researchers have studied interpersonal metafunction, such as Liping (2017) who analyzed interpersonal metafunction through personal pronouns in song *Ci Jiang Cheng Zi. Ji Meng* and Ayoola and Olusanya (2013) who analyzed interpersonal metafunction of some selected political advertisements in some Nigerian newspapers. However, none of them studied the interpersonal meaning in the synopsis of the Webtoon App. The Webtoon App is a great App providing various stories of comics in various genres with a great synopsis so that it can gain lots of readers lately. The synopsis is the main place to find interpersonal meaning in any literary work which reflects the correlation between the author and the reader. The synopsis also has a crucial function as the advertising message. Therefore, it is decent to study the interpersonal meaning which is contained in the synopsis.

1.2 Research Questions

Based on the background of the study, this study will discuss the interpersonal meaning of a few synopses of particular stories in the Webtoon App. This study is formulated as the following questions:

1. What are the mood types of interpersonal metafunction found in the synopsis of particular stories in the Webtoon App?
2. What are the functions of the mood types of interpersonal metafunction found in the synopsis of particular stories in the Webtoon App?

1.3 Objectives of the Study

In line with the questions above, the objectives of this study are:

1. To reveal the mood types of interpersonal metafunction found in the synopsis of particular stories in the Webtoon App.
2. To investigate the functions of Mood types of interpersonal metafunction found

in the synopsis of particular stories in the Webtoon App.

1.4 Significance of the Study

By analyzing the synopsis of particular stories in the Webtoon App, the significance of this study is based on two parts, theoretically and practically. The first significance is theoretical. This study is expected to enable the readers to enrich their knowledge about interpersonal meaning through the synopsis. In addition, this study is expected to give a contribution to further study which analyzes the same field or the same theory. Practically, this study will be significant for those who are interested in acquiring skills to create, edit or evaluate synopsis not only a synopsis of comics or anime but also from other literary works such as novels, movies, etc. Thus, by understanding and applying the mood type, the value of the modality system, and personal pronoun in the interpersonal meaning analysis in the synopsis, this study also aims to help readers understand and evaluate the synopsis of its suitability and to provide some guidance to assist the readers in making a synopsis.

1.5 Scope and Limitation of the Study

This study only focuses on the interpersonal meaning of synopses of fifteen stories from three different genres (romance, thriller, comedy) in Webtoon App which mainly involves the analysis of mood types. This study makes use of the interpersonal metafunction of language in Systemic Functional Linguistics proposed by Halliday and Matthiessen in 2004 as the theoretical framework in order to explore the realization and function of mood types of the interpersonal metafunction in Webtoon App's synopsis' stories.