

CHAPTER I

INTRODUCTION

1.1 Background of Study

In promoting or introducing product or service, the existence of promotion texts is very significant since it is used as the main medium. This help in spreading news about product or service produced by the company to society. Thus, the promotion text in the mass media both printed and electronic media is significantly needed because it is considered as the form of communication that typically attempt to persuade the reader to convince the reader to use the product or service. In this analysis, the data used online promotion or e-promotion which is used to enlarge the consumer. Alkharabshes Et Al (2011) states that online promotion is important element to provide information to consumer through various forms of advertising, one of which is website. As medium of promoting and providing information to consumer, the language used in e-promotion texts is arranged in structural in order to get the best impact in promoting and it can increase economical benefit of company. In this case, online promotion advantages using website including international coverage, lifetime useful, and the information more complete.

The Bali Tourism Office is one of the company that use online promotion published in their website www.disparda.baliprov.go.id. The writer analyzes the e-promotion texts of beaches in Bali by employing Systemic Functional Linguistic approach. Further, the writer analyzes the interpersonal meaning through lexicogrammar. By analyzing the interpersonal meaning, it can be identified the lexicogrammar system realized in constructing of interpersonal meaning and the system contribute to interpersonal meaning in particular for status, affect and contact. Furthermore, it can be used to understand how to create the affective and attractive e-promotion texts in particular meaning.

Systemic Functional Linguistics (SFL) is model of grammar that discusses the theories of functional linguistic or functional grammar (Halliday, 2004). In

other word, it is used to account for how language is used. This study focus on the language as source of meaning. The view point from SFL, language is structured to make three main kinds of meanings simultaneously. There are three types of meaning are known as the metafunction, they are ideational, interpersonal, and textual metafunction (Eggins, 2004). Therefore, each clause in the promotional text will be identified and analyzed for ideational functions, interpersonal, and textual function.

Interpersonal meaning is used in an interaction including in maintaining social relation, expressing attitudes and influencing others (Eggins, 2004). Analysing this strand of meaning in written texts can provide information how writers position themselves in their texts and construct their relationship with their readers. The study of interpersonal meaning can be seen through lexicogrammar system and the system contribute in particular for status, affect and contact.

This is an example of analysis interpersonal meaning from tourism e-promotion texts of beaches in Bali :

Clause Analysis : Simplex		
Indicative : Declarative : Proposition		
This beach	has	Good wave for bali activities
Subject	F/P	Complement
Mood	Residu	
Carrier	ARP	Attribute
Unmarked Topical Theme	Rheme	

Based on the example above, it can be analyzed based on the system of lexicogrammar. The clause system included into simplex clause because the clause is one clauses as independent clause that having subject, finite, predicator and complement that make this data easy to understand to target reader. The subject “this beach”, the word “has” as finite and predicator, and complement “good waves for bali activities”.

The second analyzing is from mood system. This data is categorized as declarative proposition because the data has function to give information to the reader.

The third analyzing is from transitivity system. The data belongs to Attributive Relational Process because the data consist of three participants that are carrier, ARP, and attribute. The phrase “This beach” as carrier. It is because the phrase “this beach” express the attributive process which assign a quality of Kuta beach. the word “has” as ARP because the word “has” express the process of relating by giving attribute which means the writer give the description of the beach. The attribute “good waves for Bali activities” because it is including circumstance (accompaniment) which means that it is participant in object position.

The fourth analyzing is from theme system. The data used unmarked topical theme because the writer found the phrase “this beach”, it is called as nominal group because the phrase “this beach” refers to Kuta beach. The phrase “this” as subject clause that there is no special prominence.

In this thesis, the writer analyzes the interpersonal meaning of tourism e-promotion texts of beaches because every promotion text has their own characteristic in order to promote or introduce to the consumer realized by the language used. Therefore, the writer make the thesis entitled *An Analysis of Interpersonal Meaning in Tourism E-Promotion Texts of Beaches in Bali*. The data taken from their website www.disparda.baliprov.go.id.

1.2 Research Question

1. How lexicogrammar system realized in constructing of Interpersonal meaning in *Tourism E-Promotion Texts of Beaches in Bali* ?

2. How does the lexicogrammar system contribute to interpersonal meaning in particular for status, affect, and contact in *Tourism E-Promotion Texts of Beaches in Bali* ?

1.3 Objectives Study

1. To explain lexicogrammar system realized in constructing of interpersonal meaning in *Tourism E-Promotion Texts of Beaches in Bali*
2. To explain the lexicogrammar system contribute to interpersonal meaning in particular for status, affect, and contact found in *Tourism E-Promotion Texts of Beaches in Bali*

1.4 Significant of the Study

Theoretically, this study is expected to give understanding to the readers about Systemic Functional Linguistic (SFL) especially about interpersonal meaning through lexicogrammar system and particular for status, affect and contac in *Tourism E-Promotion Texts of Beaches in Bali*. Therefore, the writer hopes that it will help other students who are interested in conducting similar studies, and they can use this study as a reference. Practically, the writer tries to provide the readers with information about interpersonal meaning. Besides, the readers can also use interpersonal meaning to arrange words, phrases, or clauses.

1.5 Scope and Limitation of the Study

The scope of this study is about interpersonal meaning. This study focuses on interpersonal meaning through lexicogrammar system and particular for status, affect and contac. The theory of interpersonal meaning was proposed by Halliday & Matthiessen (2014).

Furthermore, the limitation of this study is interpersonal meaning of words, phrases, or clauses in *Tourism E-Promotion Texts of Beaches in Bali* and to focus the analysis only in the forth of this e-promotion texts. The data, in the form of torism e-promotion texts are only taken from their website : www.disparda.baliprov.go.id.