

Register Analysis of A Mild “How Bold Can You Go” Systemic Functional Language Approach

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Abstract

Derived from Halliday's systematic functional linguistics, register analysis is useful not only for discourse analysis but also for planning linguistically effective advertising. Register analysis takes into account cultural context, situational context, including field, tenor and form, and human interpretation of text meaning. With this method, assuming that language is an embodiment of a social process, advertising can be designed according to the social reality of the target market.

Keywords:

register analysis
context of culture
context of situation

Abstrak

Berasal dari linguistik fungsional sistematis Halliday, analisis register berguna tidak hanya untuk analisis wacana tetapi juga untuk merencanakan iklan yang efektif secara linguistik. Analisis register memperhitungkan konteks budaya, konteks situasional, termasuk bidang, tenor dan bentuk, dan interpretasi manusia terhadap makna teks. Dengan metode ini, dengan asumsi bahwa bahasa adalah perwujudan dari proses sosial, iklan dapat dirancang sesuai dengan realitas sosial target pasar.

Kata kunci: Pertimbangan hakim, Persetujuan Anak, Perlindungan Anak

INTRODUCTION

A Mild has been admitted as the strongest leader of mild cigarette in Indonesia, not only the products and its variants but also its advertisements really remain in public mind. Each advertisement of its variant is always successful to deliver hidden and soft message to persuade people to buy the product even though now the people awareness of not smoking is getting increasing as well. Further, the unique impact of the advertisements that A Mild build is they always succeed to create perception on people mind based on the positioning of the product. Its advertisement is also up to date to the latest situation, that is why every variant has different meaning in its advertisement.

One of the variants is A Mild which use “How bold can you go?” that is the latest advertisement that is spread on YouTube, Instagram, Facebook and Television. And the respond of the public to the advertisement is very massively impressing. That's why the researcher is interested to disclose the meaning of the advertisement by using Halliday's theory which is developed by Michael Halliday in the 1960s. It focuses on the way language functions in communication and how meaning is created in different contexts. SFL emphasizes the social nature of language and sees it as a system for expressing meaning in various social situations. As The A Mild, “How Bold Can You Go” advertisement which was produced in 2019 on YouTube. It could be a shared information that the victory of an item is decided not as it were by the quality of the item, but too by the promoting methodology of the item. A few of the showcasing methodology is concerned with the making of brand, tagline, and notice. A few promotions utilize dialect as their media, whereas a few as it were comprise of images. All things considered, all items utilize dialect to grant brand title to their items.

The vital part of dialect for planning advertisement is commonly neglected by bureaus of advertisement. Such numbness will certainly create destitute qualities of notice. Profound examination

on the dialect being utilized ought to be made some time recently making advertisement. This article will attempt to apply enlist examination to plan a successful advertisement. The enlist examination will cover dialect utilize based on content structure and surface, setting of culture and circumstance (field, tenor, mode) which work at the same time to form relevant and important arrangement, and the elucidation of the interpersonal meaning of content.

METHODS

This research method carries a qualitative approach, which means that the data obtained will be analyzed in depth. This approach provides the ability to explore the nuances and meanings contained in the use of registers by A Mild. The results of qualitative analysis can be presented in narrative form, supported by concrete examples taken from the text. This approach allows us not only to understand the formal structure of language, but also to immerse ourselves in the context and meaning hidden in each language choice used by the author.

Qualitative analysis allows us to detail the way A Mild constructs sentences, chooses vocabulary, and determines language style attentively. Through this approach, we can capture the richness of meaning contained in each word and phrase used by the author, as well as understand how the use of language reflects its communicative purpose.

In exploring nuance and meaning, this study will draw on relevant literature in discourse analysis and systemic functional language. Concepts such as language metafunction, register, and the three dimensions (field, tenor, mode) will be the basis for elaborating the results of the analysis. This research focuses not only on the formal aspects of language, but also on the social, cultural, and contextual dimensions that influence the use of register.

It is important to note that the advantage of qualitative methods lies in its ability to explore the complexity and context underlying language use. Therefore, qualitative analysis in this study is not just about identifying patterns or structures, but also exploring the deeper meaning of each language element used by A Mild in its work.

By using this approach, it is expected that this research will provide a deep insight into how A Mild manages language to achieve its communicative goals in "How Bold Can You Go." The research conclusion will present the main findings of the study. The conclusion will present the main findings in detail, enrich our understanding of the complexity of language in a particular context and contribute to a broader understanding of register analysis.

RESULTS AND DISCUSSION

A register may be a dialect assortment which is based on the use. It is diverse from lingo which is additionally a language assortment based on the client. The scope of register isn't as it were on the choice of words, but too on the choice of other phonetic perspectives. There are numerous registers in this world such as assembly enlist, truck drivers' register, school register, and military register. An enlist is related to social setting. The register of college in Indonesia, for occasion, is distinctive from that of college in Singapore.

Register investigation is inferred from Halliday's systemic functional language structure which is "geared to the think about of dialect as communication, seeing meaning within the writer's phonetic choice and methodically relating these choices to a more extensive sociocultural framework" (Munday, 2001:90).

Concurring to Halliday, there's a solid interrelation between the "surface-level realizations of the phonetic capacities and the sociocultural framework" (Munday, 2001: 90). The interrelation can be seen in the following figure.

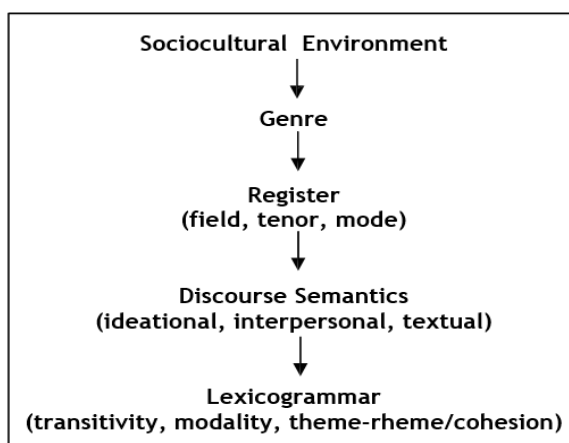


Figure 1.

The Interrelation between Register and Sociocultural Environment

In this way, a register is “a semantic concept which is created by a meaning or relevant arrangement of field, tenor, and mode in a certain social context” (Santoso, 2003: 50). If a register needs a certain expression in configuring a certain meaning, the expression is necessary to reveal the meaning embodied by the configuration.

The configuration of meaning in the register is determined by three variables: field, tenor, and modality. This field refers to what is happening and what the participant is doing. Field is also interested in questions such as when, where, how and why. The tenor refers to the participants in the event, including their characteristics and social status. Method concerns the role of language, what participants hope to achieve by using language in that particular situation, and the channel used to convey meaning. These three variables can be used to reconstruct the context of language use. This happens because the language people use depends on context. Each phrase will have a different meaning when used in a different situational context.

Advertising is a creative entity of a second-order sign system that needs language as a first-order sign system to realize the meaning transmitted to the market. The question is what kind of language is needed for an advertisement? Advertising needs a language that is “different” from other types of language, that is, a language that is influenced by a certain situational and cultural context.

The Semiotics of Advertisement

In terms of language, advertising is a linguistic activity aimed at persuading someone to buy (at least pay attention to) a certain product. The language used in advertising is manipulated in such a way as to create a certain image or impression of the product. The manipulation of language through symbols and signs is designed in such a fashion that it constitutes a symbol system. For example, when we watch an advertisement for a food product on television, we not only see “food” but also see other things “beyond food”, such as taste, status society and pride.

Advertising is a unique communication model, different from other forms of communication. According to Alvin Toffler, the uniqueness of advertising lies in the “duty” it fulfills: “to convey the image in the maximum possible way in the minimum target time while ensuring the company's profits” (1987: 152).

Advertising in written form is carried out through an organized system of signs that reflect certain values, attitudes and beliefs. Every message in advertising contains two stages of meaning: the explicit meaning (e.g. Come on, buy this good product) and the implicit meaning behind the symbols (e.g. when buying this product, your social status is enhanced).

The Steps of Register Analysis for Designing an Advertisement

Register analysis while designing the advertisement is done to make the advertisement effective and efficient in the sense that it can reach the target market. The analysis steps can be diagrammed as follows:

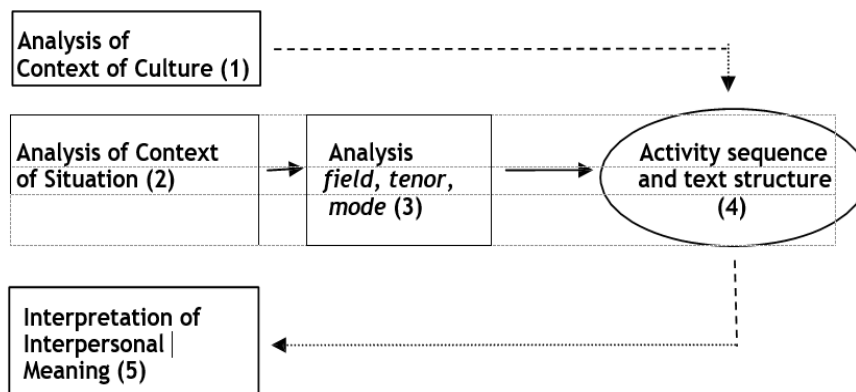


Figure 2. The Steps of Register Analysis

Step (1) involves determining advertising standards. Analyzing the cultural context ensures the creation of advertising that is appropriate to the culture (customs) of the target market. Advertising that does not fit the local culture will create resistance among the population. Step (2) is necessary to determine the direction of the advertisement. The context of the situation will be developed into an analysis of domain, content and method (3) to determine the sequence of activities and structure of the text (4). The final step (5) involves interpreting the interpersonal meaning of the text to check whether the advertisement fits the social reality of the target market.

The following is an example of the advertisement of A Mild (see the enclosure) designed using register analysis.

1. The Analysis of Context of Culture

Communicative role of advertisement is different from that of other communicative modes. A producer of a certain product hires an advertisement bureau to design an advertisement for his product. Information is conveyed to a targeted market by means of illustration, brand, text, logo, or color to express ideas or persuasion to the targeted market.

A Mild is a mild cigarette which is very identical as the pioneer of mild cigarette Indonesia. Since its first appearance in public and target marketing it has very iconic and popular advertisement. Based on the background or the history of the product, A Mild is created as an answer for the need of smoking cigarette which low tar and nicotine. Supported by the situation at the time that the society is getting more realize of being healthier so they start to switch the cigarette that has low tar and nicotine. Their need of smoking is fulfilled by choosing A Mild.

Nevertheless, the low cigarette industry is also grown up so massively and competition cannot be avoided. So, A Mild start to create advertisement that take the public to buy the product by building the image of the product based on the need of Indonesian people psychologically. A Mild want to say, you must smoke my cigarette because my product is healthier than others, you will look so young, cool and bold by smoking my cigarette. While for the competitors, A Mild would like to say, you are just followers that cannot reduce your tar and nicotine as low as ours.

As a new product marketed among high cigarettes in Indonesia, A Mild is assumed to have inherent cultural gap between high cigarette and low cigarette. Therefore, strategic steps are necessary to overcome this issue.

However, this so-called cultural gap is not too worrying since cigarette is a common product which is needed still for vast population all over the world.

What is necessary to be pointed out in the advertisement is 'the strength' of A Mild. This strategy is called sense of power selling technique. Since A Mild is very popular in Indonesian market (pioneering stage), a text to give a rather detailed description is needed still.

2. The Analysis of Context of Situation

The slogan "How bold can you go?" in the context of an advertisement for A Mild Filter suggests that the brand is promoting a sense of daring and boldness associated with their product. The phrase is likely used to appeal to consumers who are looking for a smoking experience that is intense, adventurous, or bold.

By asking, "How bold can you go?" the advertisement is challenging the consumer to push their limits and explore the extent of their boldness. In the context of smoking, this could imply that A Mild Filter cigarette offer a smoking experience that is strong and intense, catering to individuals who prefer a bolder taste and sensation when they smoke.

Analyzing the slogan "How bold can you go?" using systemic functional language involves examining the sentence structure, function of the words, and the underlying meaning conveyed. Systemic functional linguistics, developed by Michael Halliday, focuses on how language functions in different contexts.

This second step involves describing three registration variables; they relate to the domain, content and methods that enable the use of target market mapping and media. Thorough analysis is necessary to minimize errors that lead to discrepancies.

Field describes the product as a whole, meaning that elements of the product's strengths and uniqueness are emphasized and weaknesses are given modest proportions. This weakness must be exposed to give a truthful (and rule-respecting) picture. A Mild's strength lies in its low tar and nicotine content, so it does not pose a danger to smokers' health in the long run. Additionally, it should be emphasized that A Mild was the pioneer or first in low-tobacco products because the advertisement presented a cool image of low-cigarettes and cooling of the product. At the end of the latest advertisement that is shown on YouTube is the sentence falls under the evaluative field, as it seeks to evaluate the extent of boldness.

Tenor describes the target market, including the people who will read or view the advertisement. Consumers of adult products are especially unique; they are direct consumers (adults who consume products) and indirect consumers (people asked to order products for friends, superiors, or managers). Therefore, advertising must satisfy both types of consumer needs. In this step, the social class of the target market must be determined: ordinary people, middle class or upper class. The image needs to be created in a way that enhances consumer credibility. The sentence establishes a challenging and provocative tone, urging the reader to demonstrate their level of boldness.

Mode determines the medium used for advertising, whether it will be advertised or not, for example: on television, radio, in newspapers, magazines, on or on billboards.

Declarative Interrogative Mode: The sentence combines features of both declarative (making a statement) and interrogative (asking a question) modes. It makes a statement about boldness while also questioning the reader's boldness level.

It will also look at other things, such as the types of programs broadcast on television or radio: whether it is an adult program or a children's program; types of magazines: adult magazines or children's magazines.

If the advertisement is outdoors, such as on a billboard, the regime will also consider its location. Each medium chosen has a certain impact on the design of the advertisement.

3. Activity Sequence and Text Structure

After analyzing the context of the situation, the structure of the text will be designed. This step describes the sequence of activities, the rhetorical function of the text, and the structure of the text. It can be diagrammed as follows:

Activity sequence	Rhetorical function	Text structure
1. describing the product and the targeted market	1. introducing the product and the targeted market.	1. Thesis
2. describing the strength of the product	2. describing the strength of the product	2. Argument 1
3. suggesting to use the product	3. persuading consumers to buy the product	3. Persuasion
4. giving a reason	4. giving a logical reason why buying the product	4. Argument 2

Designing this sequence of activities and text structure helps organize the ad's storyboard. The structure of the text can be adjusted according to its rhetorical function. The structure can be a presentation, an explanation, a description or a discussion.

4. Interpretation of the Interpersonal Meaning of the Text

The final step is to interpret the interpersonal meaning of the text, whether or not the text's structure produces the desired effect. Revision is necessary if the interpretation of the interpersonal meaning of the text shows that the structure of the text is not effective.

Interpersonal meaning is meaning that describes the social relationship between participants and the type of social interaction that takes place: giving or asking for information, giving or asking for goods and services.

Interpersonal meaning can be specified through the phonological system, intonation, and stress of words. At the lexical level, interpersonal meaning can be realized through lexical, descriptive, or behavioral systems. At the textual level, it can be expressed through the rhetorical function and structure of the text.

The interpretation of the interpersonal meaning covers three variables (Santoso, 2003: 150-151), they are:

(a) Affect

Influence is the producer's assessment of the participants (product and consumer). The manufacturer's reviews of his product are of course very positive, so the sentences used in the text are declarative with positivity.

This emotional interpretation is done to know whether the impression stated in the advertisement can be fulfilled or not.

(b) Status

Status is the degree of relationship between producer and consumer. The status shows the type of relationship between the two parties: is it a hierarchical or parallel relationship? State interpretation is performed to see if the producer's message is represented correctly in the text

structure. For example, hierarchical status provides a sense of superior-subordinate relationship, while parallel status creates a sense of intimacy.

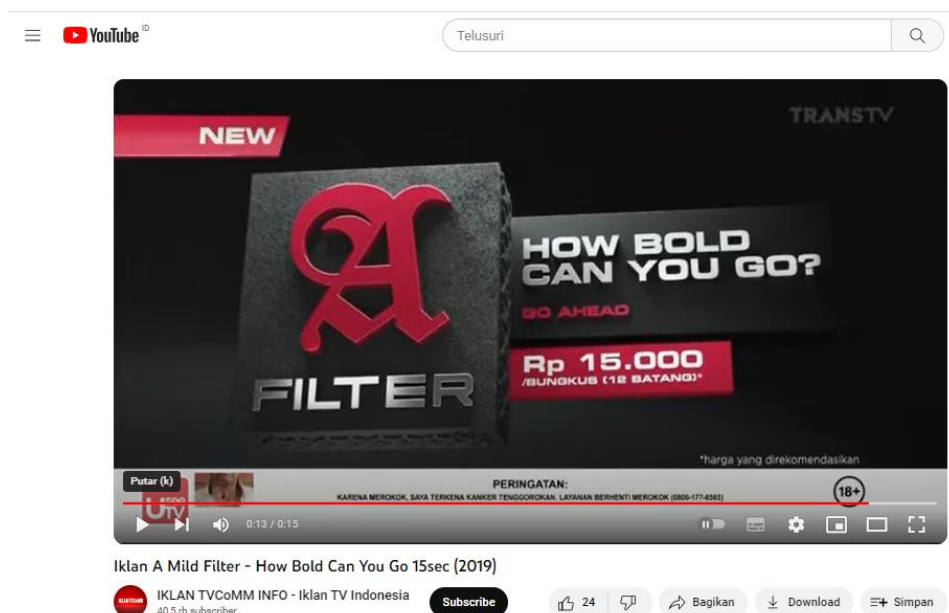
(c) Contact

In the linguistic sense, exposure refers to the degree of familiarity with language use. Contact interpretation shows how precise and precise the language is used. Language must be consistent with goals and desired effects. For example, if an advertisement is aimed at adults, the language must be appealing and meaningful.

CONCLUSIONS

Register analysis can be used to create effective advertisement. It can help to organize the advertisement text structure by following some steps. The stages are cultural context analysis, situational context analysis including analysis of field, tenor, mode analysis, arranging activity sequence and text structure, as well as interpretation of associated meanings. Advertisements designed using this method are linguistically effective in the sense that the structure of the text matches the linguistic function. Since language is the achievement of a social process, advertising designed using this method is expected to fit the social reality of the target market.

ENCLOSURE



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