

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertisement is a form of communication to persuade the audience to take action. It is becoming a part of people's daily life. This type of discourse exists everywhere, in newspapers and magazines, on television, billboards, radio, the internet and even the mobile phones.

In general, advertisement can be classified into commercial advertisements and public service advertisements. Companies use commercial advertisements to promote their products. The major purpose of this type of advertisement is to sell products and to make profits. Thus, the language of commercial advertisements should be persuasive. And public service advertisement uses the same techniques as commercial advertisements do. However, its purpose is to inform, educate and motivate the public about non-commercial issues, such as climate change, health, education, energy conservation, wildlife, environment, and so on. One of organizations that always concerns about it is World Wild Fund (WWF).

WWF is a non-profit organization, which has made great achievement for public service with the help of its public service advertising. Its public service advertisements can be seen at many places around the world and have influenced people's behaviors a lot.

Unlike most advertisements, WWF advertisements are advertised without having any body copies. Meanwhile Ning Yu (2008) states that most audience are more difficult to get the cognitive concept in the advertisements that consist of the

headline, slogan or the picture only than the advertisements that consist of body copy.

Body copy is a type of text in an advertisement which is to expand the basic concept with and informative and persuasive prose that sells the product. It is always much longer than other types of text in advertisement. For example in advertisement: *Stop Illegal Logging*, it has body copy as follows: *Illegal logging dapat menyebabkan kerusakan lingkungan dan satwa liar, Ayo hentikan Illegal logging sekarang juga.* In this advertisement, the meaning of the message has been obtained only from the body copy. And it has delivered the danger of doing the action directly to the audience. So it does not create different interpretation to the audience because its body copy says so. Moreover, the advertisement is supported by its picture, it shows a picture of a man cutting a tree with a seesaw. But if it is compared with the following WWF advertisement which has no body copy, the text says *“Fashion claims more victims than you think.”* The picture shows a leopard and a cub walk along through the savanna. Seen from the picture and the text, they are not related. It is less difficult to get the cognitive concept from the advertisement than the advertisement with a body copy, moreover for those who have no knowledge and experience on it.

To understand the cognitive concept of the advertisement, scholars have been aware of the fact that when one is explaining something to another person, whether in verbal or non-verbal modes, s/he instinctively tries to organize what s/he says in a way that will make it easier for the hearer or the reader to understand. Therefore, it needs experiential function to express some meanings. It

concerns with clause that have guised as the way representing patterns of experience.

In line with the statement above, Halliday (1985:45) states that “to be able to read, listen effectively and with understanding a certain text, we have to be able to interpret it in terms of systemic functional grammar. In addition, Bell (2001: 121) states that experiential function expresses cognitive meaning and draws the systems and networks of transitivity to create propositions, which convey the user’s experience of the external world of the senses and inner world of the mind. It has a constituent structure that can be described functionally in terms of process, participant, and circumstance, with process being the essential ingredient. It can be said that experiential function concerns with the clauses that have guises as the way of representing patterns of experience through the process of doing, process of being, process of existing, process of physiological and psychological, indicating perception, relational, activities of saying, commanding, asking, and etc. all of these elements can make the readers understand the verbal mode of the advertisement.

According to Gunther Kress and Theo van Leeuwen (1996:13), Alike verbal mode, Non-verbal has grammatical structure; different interpretations of experience can be encoded using not only verbal mode but also non-verbal mode. Non-verbal mode is any visual mode is designed to affect the audience in some purposeful way in order to express the cognitive meaning.

Following the public service advertisement above, one can see advertising as a special kind of discourse. It can be strongly inferred that advertising is a type of communication where cognitive meaning abound. This study departs with this

concept in mind and aims to explore the experiential function realization in verbal and non-verbal modes of WWF advertisements.

1.2 Problems of the Study

With respect to the background of the study, the problems of the study are formulated as the following:

- (1) What is the type of process dominantly used in verbal and non-verbal modes of WWF advertisements?
- (2) What is the type of circumstance dominantly used in verbal and non-verbal modes of WWF advertisements?
- (3) Why is the pattern of experiential function used in the way it is in verbal and non-verbal modes of WWF advertisements?

1.3 Objectives of the Study

In relation to the questions of the research problems, the objectives of the study are:

- (1) to describe the type of *process* used in verbal and non-verbal modes in WWF advertisements,
- (2) to describe the type of *circumstance* used in verbal and non-verbal modes in WWF advertisements, and
- (3) to explain the reasons for the pattern of experiential function in verbal and non-verbal modes in WWF advertisements.

1.4 Scope and Limitation of the Study

This study is limited on looking at experiential function especially in verbal and non-verbal modes in public service advertisements. The study is restricted to the print public service advertisements advertised by World Wide Fund (WWF) in 2012. The data source was taken from magazines, newspapers, and internet.

1.5 Significance of the Study

Findings of this study are expected to be useful theoretically and practically.

1. Theoretically, the readers can enlarge their knowledge on and help to understand experiential function realization especially for verbal and non verbal modes of WWF advertisement.
2. Practically, the findings of this study will also be useful for the next researchers to investigate the other phenomena related to experiential function realization in advertisement as well as the contribution for advertising companies to create a creative and persuasive advertisement as a form of communication.