Analyzing the Structure and The Texture of Japanese Advertisement

(A Systemic Functional Linguistics Approach)

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Abstract—**Advertising is a form of communication that discloses information or messages and promotes the speaker's intent to his or her opponent. The language used in advertising is the language that is easy to understand and persuasive so that the opponent can speak as the speaker means. This paper discusses the Japanese language of Japan's advertisement taken from printed and on-line magazines. This is the first research in Indonesia that analyses Japanese language, especially Japanese advertising with Systemic Functional Linguistics (SFL) Approach. This research is qualitative descriptive. There are two aspects of quality analysed in this research - the structure and the texture of advertisement. The objects or the data of the advertisement were obtained in three stages of advertising - pioneering, competitive and retentive stages. The results showed that many Japanese advertisements are in descriptive genre; a few are in explanation genre; and very few are in complex genre. All the advertisements used the grammar of material and relational processes. This paper has an opportunity to find the register of Japanese advertising that has never been written before in both Japan and Indonesia.**

Keywords—Analysis, Structure, Texture, Japanese Advertisement, SFL

I. INTRODUCTION

Advertising is a form of communication that discloses information or messages and promotes the speaker's intent to his or her opponent. The language used in advertising is a language that is easy to understand and persuasive so that the opponent can speak as the speaker means. In simple terms, advertising is defined as a message that offers a product intended for the people through a medium. Advertising, according to Amstrong and Kotler (2002: 153), is all the cost sponsors must be incurred to make presentations and non-personal promotion in the form of ideas, goods, or services.

The language in advertising becomes an expanding subject that encompasses the study of various disciplines covering Anthropology, Sociology, Linguistics, Discourse Analysis and Media Science (Tanaka 1994: 1). In Japanese language ads, there are symbols of images and the varied letters of Kanji, Kana and Roumaji. Hiragana and Katakana letters are from Japan, while Kanji is from China. Hiragana letters are used to write Japanese language originating from Japan while Katakana letters are used to write loanwords or language taken from foreign words outside Japan (Iwabuchi in Sudjianto & Dahidi, 2004).

Researches on Japanese advertisements in Indonesia have also been conducted (Savana, 2012; Prasetyo, 2016; Setiawan & Rusmiyati, 2016), but Japanese advertisement researches using Systemic Functional Linguistic (SFL) theory have not been found yet. Thus, the author has the opportunity to contribute something new in Indonesia that relates to the theory of Systemic Functional Linguistic in Japanese. There are two aspects of quality analysed in this research - the structure and the texture of advertisement. The structure with Genre analysed and the texture of advertisement with lexicon and grammar especially process of verb.

II. LITERATURE REVIEW

A. Language Meta-Functions

The study of languages in general can be grouped into two perspectives, namely formal and functional linguistics. Formal linguistics views language as a structure that can be analysed into smaller language units. Functional linguistics views language as a sign system that can be analysed based on language structure and language use. Language use is related to why and how language is used. In the perspective of SFL, language is a system of meanings and other systems (i.e. systems of forms and expressions) to realize meaning (Saragih, 2002: 1). This study is based on two fundamental concepts that distinguish SFL from other linguistic streams, namely (a) language as a social phenomenon in form of socio-semiotic and (b) language as a text that is in conjunction with the social context.

In their lives, humans need language in social interaction. Hence, the functional language is in the social context. Three notions are integrated in this functional concept. First, language is structured based on the function of language in human life. Second, in human life, the function of language includes three things, namely ideational (explaining and describing), interpersonal (exchanging information), and textual (constructing). These three functions by Halliday (1994) are called the language meta-functions that will determine the structure of the language. Third, each language unit is functional to a larger unit, in which the unit becomes an element. Thus, a group, a preposition, or a modifying clause, functions in a complex clause to construct such complexity in a text.

B. Transitivity

Because human beings are in diverse social processes, social patterns will determine the language and vice versa. Then, the variation of social experience is manifested in the variation of images of linguistic experience. The realization of linguistic experience of the language user is called transitivity. In SFL study, Halliday (1994: 107) suggests that a perfect unit of experience is realized in clauses of (1) processes, (2) participants, and (3) circumstances.

The process leading to the activity that occurs in clauses is called verbs in traditional and formal grammars. Participants are persons or objects involved in the process. Circumstances are the environment where a process involving participants takes place. Since the essence of experience is a process, in the clause level, process determines the number and the category of participants. It also determines the circumstances indirectly with the degree of probability.

The types of processes in this theory include material processes, mental processes, linguistic verbal processes, behavioural processes, relational processes, extensional processes, and heterological processes (Gerrot & Wignell, 1994; in Sutjaja, 2006: 47).

C. Language Meta-Functions

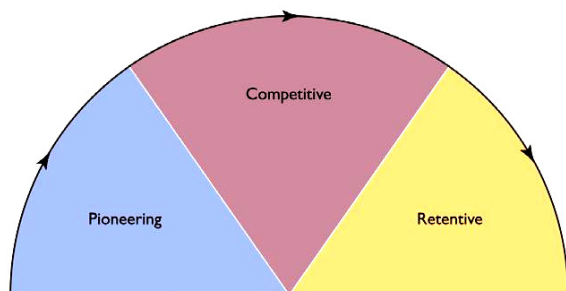The types of ads in the cycle stages of a product are shown below:

Fig. 1. The Stage of Advertisement

1. *Pioneering Advertising*

This type of ad is used in the introductory stage in the life cycle of a product. It deals with "primary" or basic requests. It conveys information about and sells categories of products with a particular brand. For example, initial ads for black and white television and colour television. Such ads attract consumer emotions and have a rational motive.

2. *Competitive Advertising*

Competitive ad is used when the product has achieved market growth, especially in the stage of market competition. It stimulates "selective" demands. These products usually sell certain brands of general product categories. There are two types of competitive ad:

a. *Direct Type*: trying to stimulate direct purchasing action.

b. *Indirect Type*: It tries to determine the values of the product in the hope that the actions of consumers will be affected and become the material of thought when the consumer is ready to buy.

Example: Airline advertising.

Air India tries to bid for consumer patronage either directly (direct action) by providing the price, time-table, and phone-number that the customer can use for ordering; or indirectly (indirect action), when the consumer names the name of Air India when talking to a travel agent.

3. *Retentive Advertising*

This ad is used when the product has reached a profitable status in the market, in the stage of maturity or decline. Generally, at such times, advertisers want to keep their product names in public. A much more malleable sales approach is used, or it is only the name in a "reminder" type of ad.

D. Text Genres

The genres of texts can be seen below:

1. *Descriptive Text*

Descriptive text is a text describing phenomenon/entity. The discourse unit of identification presents specifically the person or the object to be described

2. *Report Text*

A report text begins with general classification of the entity to be described. This section introduces objects/things/phenomena that will be discussed in a report text. Then, the second part of the discourse, also called the description section, contains the descriptions of the entities introduced in the first section. The description is related to the parts of the entity, or its types, or its classification.

3. *Procedure Text*

A procedure text consists of instructive texts in making or producing objects in which three discourse units must be present; they are the discourses of goals, materials, and steps. Meanwhile, for texts that teach how to complete

a task, there are only goal and step units. The unit of materials is often absent and optional.

4.   Recount Text

There are three discourse units used to construct a recount text, namely orientation, events, and re-orientation. The first two units are mandatory, while the third unit is optional or not required.

5.   Explanation Text

An explanation text is composed of two mandatory units of discourse, i.e. the unit containing general statements or introducing something to be described and the other unit containing explanations of the phases of the process of making or events arranged in a coherent manner.

6.   Exposition Texts (Analytical/Hortatory Exposition)

This exposition text is composed of three discrete units, and the last unit of each type is different. Hortatory exposition text is constructed on a thesis-argument-recommendation, while the analytical exposition text is constructed on a thesis-argument-reiteration. The first part of hortatory exposition text is used to introduce the topic and at the same time put the readers in a certain position. In this text, the writer or speaker wants to express his opinion so that the reader or the speaker can be in a pro or con side. This section is then followed by the presentation of the outline of the argument described in support of the opinions expressed in the thesis.

7.   Discussion Text

A discussion text is composed of issues (the issues raised), arguments for (pro-arguments), arguments against (contra-arguments), and conclusion (Recommendation). In the Issue discourse unit, a writer will begin by making a statement about the issue to be discussed. Furthermore, to reinforce the statement and also to draw the readers into the discussion discourse, the writer will give a preview, a kind of background on why the issue needs to be addressed. Often, in this section of preview, the writer provides information on how many points of view will be presented to see the issues raised in the statement.

8.   Narrative Text

With regard to its social and functional objectives, a narrative text must be made by compiling several units of discourse that must be present while other units are optional. The unit of discourse that begins a narrative text is called orientation. This section must be present because it describes the setting of place and time of the event to be told. In addition, this section also introduces the actors involved in the story.

III.   RESEARCH METHOD

The research was conducted using qualitative research approach; that is a descriptive, inductive, and intuitive approach. The instrument is the researcher herself avoiding

random sampling (Santosa, 2012: 24). Descriptive research is used to understand hidden or little known cultural phenomena. It can be described quantitatively through median, mean, and mode. Intuitive refers to the long experience of researcher in conducting research that can be used to help analyse the data and conceptualize phenomena. The instrument is the researcher meaning that the researcher is the one who goes directly to the research location to observe the phenomenon to get a picture of the plural reality and to understand something holistically.

In this research, the data sources were the advertisements from printed magazines, *Shuukan shincho, Kakurega, Tokyo Himawari, Josei Sebun, Sakidori*, and *Marisol* and from *UA* hand phone on-line magazines, *Seiko, Yahoo.jp, Nico-Nico Douga, Panasonic, Suntory* and others. The data were collected by conducting content analysis while the data analysis was a qualitative analysis as exemplified by Spreadly (in Santosa, 2012 and Santosa, 2014): (i) domain analysis, (ii) taxonomic analysis, (iii) component analysis, and (iv) cultural-theme analysis.

Domain analysis is an analysis used to find out the appropriate data so that after obtaining the factual data, it needs to be placed in the correct domain. Taxonomic analysis is used to classify the data by categories. It is used to organize and/or to classify the data by their natural categories. Component analysis is used to organize and link the data based on the domains and other categories. Component analysis aims to obtain a common thread of relationships among the domains and categories to obtain relationships between categories. Pattern relationship or interaction patterns is the embryo to get the basics of theory or cultural themes.

The analysis of cultural themes was undertaken in an attempt to obtain a grounded theory of research. The analysis was performed to find the common thread by observing the relationship patterns obtained from the component analysis, plus reflecting on the existing theoretical developments, as well as the secondary research data.

IV.   FINDINGS AND DISCUSSION

From the stage of advertising is pioneering, competitive and retentive then the authors provide an example of description,

1. Pioneering advertising-Ladonna

無料カタログでお好きみのウィックを「選んで」注文
自宅に届きたい日から、ウィック体験！
気軽に「ラドンナ」

[Muryou kataroggu de osuki no wikku wo (erande)chuumon jitaku ni todokitai hi kara, wikku taiken ! Karui ni (ladonna)]

（from the preferred catalog, selected, ordered and up to the house. Can try lightweight wig "Ladonna")

Discussion:

Process: Material Process (選んで: Choose).

Mood:

無料カタログでお好きみのウィックを「選んで」

Theme:

無料カタログでお好きみのウィックを「選んで」

2. Competitive advertisement- Purse

持ち歩く時は一緒、使う時は別々！レザー調ミニバッグと星柄エコトート２個セットが付録に「Source：Marisol10 月号（2017 年９月７日発売）」の付録は【Deuxième Classe×Marisol】のレザー調ミニバッグと星柄エコトート２個セット！2017 年９月７日

(Resource: Marisol. 2017.9.7)

[Mochiaruku toki ha isshou, tsukau toki ha betsu-betsu !, resa- cho mini pakku to oshigara eko to-to 2 ko setto ga tsuroku ni]

(Easy to carry anywhere, its use is different, because in one device there are 2 bag set.「From Marisol October edition【Deuxième】)

Discussion:

Process : Material Process (使う＝use).

Mood :

Mochiaruku toki ha isshou, tsukau toki ha betsu-betsu

Theme:

Mochiaruku toki ha isshou, tsukau toki ha betsu-betsu

3. Retentive advertisement-yahoo.jp

会員ならポイント最大３５倍普段お買い物がさらにお得

[*Kaiin nara pointo saidai 35 bai futsudan okaimonoga saran i otoku*]
(For members get 35 points to buy)

Discussion:

Proses : Material Proses (買い物＝buy).

Mood :会員ならポイント最大３５倍

Thema:
会員ならポイント最大３５倍

The recapitulation of the results of each stage analysis, the data used, the types of genres, and the process in Japanese advertisement can be displayed as follows:

Stages	Data	Genres	Proccesses
Pioneering	1.Ladonna Wig	Descriptive	Material Process
	2.Accoustic Guitar	Descriptive	Material Process
	3.USB Bag	Explanation	Material Process
	4.Cosmetics	Mixed	Relational Process
Competitive	1. Purse	Explanation	Material Process
	2.Hokkaido Ramen	Descriptive	Relational Process
	3.AU	Descriptive	Material Process
	4.Beer	Descriptive	Material Process
Retentive	1.yahoo.jp	Descriptive	Material Process
	2.Seiko	Descriptive	Material Process
	3.Suntory	Descriptive	Material Process
	4. Panasonic	Descriptive	Material Process

Fig. 2. Table of The Stage of Advertisement

Based on the above table, in the phases of pioneering, competitive, and retentive, the genres in the ads are mostly descriptive; few are explanations; and only one is mixed. Meanwhile, the process or verbs prominent in the ads are mostly of the material process and a little relational process.

V.   CONCLUSIONS AND SUGGESTIONS

Based on the above description, it can be concluded that most of Japanese language ads are displayed with a straightforward style of speech that is easily understood by the readers or the target of the ad, and a few are displayed in written style.

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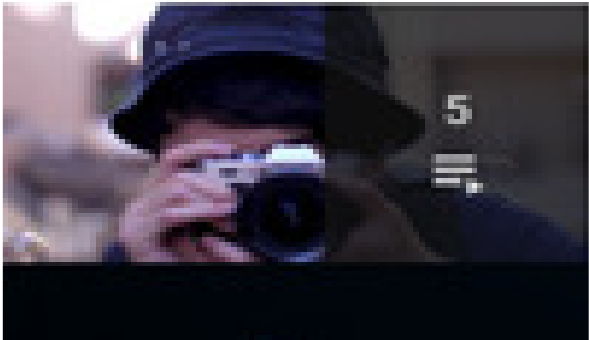
Appendix

Table

Pioneering	Genre	Processes
	Descriptive - Material Process	
	Descriptive - Material Process	
	Explanation - Material Process	
	Mixed - Material Process	
Competitive	**Genre**	**Processes**

	Explanation - Material Process
	Descriptive - Relational Process
	Descriptive - Material Process
	Descriptive - Material Process

Retentive	Genre Processes

	Descriptive - Material Process
	Descriptive - Material Process
	Descriptive - Material Process
	Descriptive - Material Process