

The Texture of Macro and Micro Genre on Advertisement in C'nS Magazine

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Abstract: Genre is made through social process which is goal-oriented stages. The aims of this research are to describe language texture and to know how the language is achieved in genre by using SFL approach. The method is descriptive qualitative and the data is advertisement in C'nS magazine. The primary data are words, clauses and sentences. Then, secondary data are profile of C'nS magazine and the result of some proper reserach related to genre. The collecting technique uses document analysis and purposive sampling for data sampling. This research shows that language texture of macro and micro genre composed by action verbs, emotive words, and others texture. The language textures describe a sequence event properly, so it shows staged social process. In addition, the type of language is informative language. Therefore, this advertisement in C'nS magazine is suitable for social function and the language is understand nicely.

Keywords: *genre, texture, language, advertisement, SFL*

Introduction

Social community creates the social process that include values and cultural norms. That social process is an interaction between member of community or group of community that has verbal's characteristic or verbal language. Besides that the interaction of that community also can be characterized non-verbal or non-verbal language (Santosa, 2003:10). That social process then is called genre. In social community, genre composes a text and it contains social event (Kress dalam Reid, 1987:36). In addition, Martin thought that genre is a stage, goal-oriented social process (Martin&Rose, 2007:8).

In social community, genre divided into macro genre and micro genre. Macro genre is a genre which is composed by other genres or it is usually called complex genre or genre-complexing. In other side, micro genre is a genre in level super-ordinate cultural (Martin&Rose, 2007:261; Hyland, 2007). By researchers, macro genre and micro genre are rare to analyze, this phenomenon can be proved by some previous research about genre. The previous researchers only described schematic structures of genre. That structure consisted of introduction, content and conclusion part (Yuan-Li & Tiffany Chiu,2015; Sejati, 2016; Rohani, 2010). Therefore, other research still analyze schematic structure in generally and they are still rare to explain and describe the structure in detail. By that review, the research analyses about macro genre and micro genre and the structure of them.

This research analyses genre using Linguistics Systemic Functional approach. This is based on Martin's views that genre in LSF can be seen as "a stage, goal-oriented social process", and it emphasizes in goal, interaction, different stages in genre and plots of language that is connected with the context (Martin in Hyland, 2007:25). In short, those elements in genre will be analyzed by using SFL and it would like to know how those elements are combined in a whole context and different activities (Hyland, 2007:28). In previous research, SFL is used to analyse the domain processes in one genre or to describe SFL system only in mood system (I Wayan Rasna dkk, 2010; Gardner, 2012; Silvia Pessoa dkk, 2017). That state proof that

analyzing genre using SFL approach have to explore more. Thus, the genre analyses using SFL approach can describe the language texture in detail on macro genre and micro genre.

This research aims to describe the texture of language in genre. That consists of macro genre and micro genre and it will indicate the grammatical characteristic of macro and micro genre. After the research describes the type or texture of macro genre in this stage, so it will be known the relevancy and the intention of language in each micro genre and macro genre including the achievement of social function on social process using SFL approach.

Genre in society has a lot of types. One of them is advertisement. In this research, researcher has an opportunity in exploring and analyzing macro genre and micro genre in advertisement text. Advertisement is chosen because advertisement is connected in social community and the text of advertisement has a lot of styles. The style of advertisement text that will be analyzed is advertorial advertisement. The advertisement has long description about a product. It is found in print media that is magazine. The magazine belongs to language institution LIA and the magazine is Cool 'n Smart (C'nS). Researcher focuses in junior magazine of C'nS. It is because to know the structure of macro and micro genre also the achievement of social function in using English as the reader target.

Method

This research is using descriptive qualitative method. In addition, the language phenomenon that is analyzed is genre. Then, one of them about genre is advertisement genre. Genre that is advertisement analyzed the texture or structure. Researcher analyses the composition of genre that includes other genres, macro and micro genre also explains how their characteristics. Linguistic Systemic Functional approach is used to answer the questions about genre analysis. It answers the question about how the texture characteristics of macro and micro genre also how the achievement of language in showing social function. This qualitative research is also case study. It is connected with the using of macro and micro genre in text advertisement. In fact, this research explains about advertisement because it has an influence in social life.

This advertisement is from magazine media. This research uses English magazine that is published for children. Cool and Smart magazine is an English magazine that is published by language institution LIA or Indonesia America Institution and this magazine is only English magazine for children to help them more in practicing English. Cool and Smart magazine or C'nS magazine has two edition. That is teenager edition or teen edition and children edition or junior edition. In this research, researcher focuses in junior edition on May until July 2018. In addition, it is to know the correspondence of language characteristics in genre for children's reader.

The research data are primary data and secondary data. Primary data are linguistics or language data that consists of words, clauses and sentences in advertisement genre. Moreover, secondary data are the previous research that is the result of genre analysis and some information about C'nS magazine from learning institution LIA. Furthermore, this research uses purposive sampling technique to determine samples according to research purposes. Those samples are taken to determine a part of population. After that, the data is collected by using collecting data technique. The collecting data uses document analysis. This is used to identify the types of document and this technique can answer research questions that is related to macro genre and micro genre.

This qualitative research uses verifying data or validity data. This verification is used to get trustworthiness with triangulation technique. In addition, this research applies resource and

method of triangulation technique. The first of triangulation technique is resource triangulation technique because research resource is the document. Then, the second triangulation technique is method triangulation technique. This technique related to how the data is gotten and analyzed by using document analysis. After checking data, researcher explains data analysis. The analysis data uses domain analysis, taxonomy analysis, componensial analysis and cultural theme analysis.

Result and Discussion

In this part of result and discussion, researcher describes the result of genre analysis of advertisement in C'nS magazine focuses in junior edition on May until July 2018. In a finding research, advertisement in C'nS magazine emphasizes on producing theme, so advertisements are products. The products are stuffs and it describes by long description. Also, it makes similar with essay or article. This kind of advertisement is advertorial advertisement. Advertorial advertisement explains the detail product by describing the whole product. What is the name of the product, how to get the product, how to use the product, the weakness and strengthens of the product, etc. The first finding is interesting because almost advertisement usually makes some points and the type of advertisement usually column advertisement or row advertisement. In addition, this kind of advertisement is found in C'nS magazine and served by paragraph's model, so it can help the children in understanding more about advertisement text, paragraph or text and language use.

Advertisement in C'nS magazine consists of *Takva*, *The Pocket Sajadah*, *Smartduvet* and *Pokeat* advertisement. *Takva* advertisement is advertisement that offers and promotes prayer mat. This prayer mat is suitable for children. The other advertisement is *Smartduvet* advertisement. It offers and promotes a stuff that is a blanket. The blanket is easy to use without waste energy in tidying up. The last advertisement is *Pokeat* advertisement. This presents the simplicity box-lunch, so the box-lunch can be easy to bring anywhere. The result analysis find that *Takva* advertisement has 22 clauses. It consists of 16 simplex clauses and 6 complex clauses. *Smartduvet* advertisement has 14 clauses. It divided into 6 simplex clauses and 8 complex clauses. *Pokeat* advertisement has 29 clauses. It divided into 18 simplex clauses and 11 complex clauses. Those clauses divided into thesis stage and supporting argument stages. The table below is a division of clause, rhetorical function or social function and stages :

Table 1. Clauses, Rhetorical Function and Stages of Smartduvet Advertisement

Clauses	Rhetorical Function	Stages
1 – 2c	Showing the opinion	Tesis
3a – 3b	Discussing first side	Supporting Argument 1
4 – 7	Discussing second side	Supporting Argument 2
8 – 13c	Discussing third side	Supporting Argument 3
14a – 14c	Discussing forth side	Supporting Argument 4

These clauses can divided the whole text into some stages because it is connected with external conjunction and internal conjunction. These conjunction is come from SFL analysis. The external conjunction from *Takva* advertisement are addition, consequence and time. The three external conjunction show the adding events, the sequence events and the explaining of why and how the event happened. External conjunction creates one stages in supporting the beginning of stages. Then internal conjunction from *Takva* advertisement are addition and comparison. These two internal conjunction show that the argument before is developed and is

added by argument or other evidence. Also it is used to attract the argument. Internal conjunction conveys new stages or new argument to make other stage.

In *Smartduvet* advertisement and *Pokeat* advertisement, each step is divided into internal and external conjunction. *Smartduvet* advertisement has external conjunction that consists of addition, consequence, time and comparison. The internal conjunction consists of addition and comparison. Moreover, *Pokeat* advertisement has internal and external conjunction. The external conjunction consists of addition and time conjunction. Internal conjunction consists of addition and comparison. All these conjunction determine clause in new stages or supporting argument. According to those analysis, *Takva*, *Smartduvet* and *Pokeat* advertisement is categorized as exposition genre. This is proven by dividing clauses analysis which is connected with internal and external conjunction in advertisement genre. That dividing makes thesis stage and supporting argument stages.

Another result in genre analysis shows that the whole category of advertisement is macro genre. Macro genre is genre that consists of another genres. Based on finding, there are some micro genre. Micro genre in that advertisements are discussion genre, explanation genre, description genre, procedure genre and exposition genre. In *Takva* advertisement, the macro genre is exposition but it is composed by exposition genre and descriptive genre. In *Smartduvet* advertisement, the macro genre is exposition but there are micro genre. That are descriptive genre and procedure genre. In *Pokeat* advertisement, the macro genre is exposition genre, but it is composed by micro genre. There are discussion genre and explanation genre. Those all genre is found in arranging clauses.

Macro genre and micro genre are arranged from language textures. Those can be seen from analysis result of each clauses in each advertisement. The columns below are an example of analysis language textures :

<i>The air</i>	<i>is</i>	<i>pumped</i>	<i>from the SmartDuvet box</i>
<i>S</i>	<i>F</i>	<i>P</i>	<i>C</i>
<i>Actor</i>	<i>Material process</i>		<i>Goal</i>

<i>which</i>	<i>is</i>	<i>connected</i>	<i>to the sheet with a pipe.</i>
<i>Conj.</i>	<i>F</i>	<i>P</i>	<i>C</i>
	<i>Material process</i>		<i>Range</i>

<i>Takva</i>	<i>Is</i>	<i>the world's first travel prayer mat</i>	
<i>S</i>	<i>F</i>	<i>C</i>	
<i>Token</i>	<i>IRP</i>	<i>Value</i>	

<i>It</i>	<i>'s</i>	<i>designed</i>	<i>in Japan</i>	<i>For travelling muslim</i>
<i>S</i>	<i>F</i>	<i>P</i>	<i>Adj.</i>	<i>C</i>
<i>Actor</i>	<i>Material process</i>		<i>Cir : loc : time</i>	<i>Goal</i>

SFL analysis analyzes the clauses which is made from action verbs, identity verbs and another grammatical elements. They are subject, object, complement and adverb. The dominant verbs in advertisement are action verbs. This is because advertisement made to persuade the reader and to direct the reader. In addition, it is to make the reader do something. Besides, there are identity verbs in advertisement genre. Those identity verbs is used to describe products to the reader. In order to that, there are emotive words. They give an image or impression in that product which is offered.

By the whole analysis, it can point that the language use has language textures. It shows that the language in the advertisement is informative language. Based on that advertisement, informative language give information related to the products, emphasize the detail information about the products. Also, the language textures persuade the reader to use the product implicitly.

The research about advertisement genre can be added with the analysis of each stages and also develop the object, or mix the object. By the Linguistic Systemic Functional approach, the object can be develop between micro genre and macro genre. Therefore, the research can always be analyzed and developed and also it can add the knowledge about language. In addition, the reader can be more wise in choosing text or literature.

Conclusion

This research uses genre concept to find the organizer of genre that is macro genre and micro genre. The genre that is used is advertisement genre. The macro genre is categorized as exposition genre. The stages are thesis and supporting argument. In each genre advertisement, there are micro genre as a composer. Those result of analysis is interesting because genre only arrange by opening, body and closing but also it is arranged by micro genre.

According to the purpose of the research, this research find the textures of language that it is arrange macro genre and micro genre. Macro genre is arranged by language textures that are verbs in identifying the object and verbs in persuading the reader to do something. Besides that, micro genre is arranged from the same language texture. That are verbs in identifying the stuff or discussing the stuff and emphasize for the reader to do something.

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