CLOTHES SALES ADVERTISEMENT AT MARKET PLACE ON THE INTERNET (APPRAISAL STUDY IN SYSTEMIC FUNCTIONAL LINGUISTICS)

NETTY NURDIYANI
Politeknik Negeri Semarang
netty.nur@polines.ac.id

ABSTRACT

Wide use of the internet in the Era of The Industrial Revoluiton 4.0 has provided chances for everybody to conduct a sale transaction in the internet. One can make an advertisement to promote his/her products or services. A product or service promoting advertisement will affect readers or buyer candidates to slect the advertised products or services. To find out such persuasive forms, an Appraisal System within the Systemic Functional Linguistics is used. This article was written to describe the three subcategories under the Attitude Domain, namely Affect, Judgment, and Appreciation. Data for the article were collected from the clothes sale advertisements at the Market Place on the Internet in December 2018. A purposive sampling was adopted to collect the data. Data analyses were implemented using the steps suggested by Spradely which included domain, taxonomic, component analysis, and cultural values. Results of the analyses showed that those three subcategories of Attitude, namely Affect, Judgment, and Appreciation were used by writers of the advertisements to promote their clothe products. The most common used Affect was the Security Affect: Confidence. Under the Judgment subcategory, the writers gave more negative Affect to the readers and gave positive Affect to themselves as a party having competence, honesty, and ethics. In their advertisements, the writers gave positive Appreciation to the promoted products. Positive evaluation contained in the Affect, Judgment and Appreciation comprised one attitude that the advertisement writers should possess. Such writers would be brave to expose and describe their products and judge themselves that they possess good attitude, competence and honesty.

PENDAHULUAN

The newly commenced Industrial Revolution 4.0 is an era in which an automation concept is applied. The period is a phenomenon that collaborate cyber technology and automation technology. The automation is implemented without using manpower. Such a process comprises an industrial attitude which considers manpower, time and cost efficiency. In addition, data exchanges should be conducted at a real time base using internet connection. Internet is getting smaller now, as big is as the size of fist. This is what we now call smartphone.

Internet facilitates people in their daily lives. Internet can be used as a medium to conduct business activities. This kind of interwoven act emerges a modern marketing concept in a form of a digital marketplace (Chandra, 2001; Sutejo, 2006). One factor related to marketing strategy is a promotion (Sutejo, 2006). Promotion is a way implemented by producers to expose the advantages of thir products and persuade customers to buy the products (Kotler, 1991; Eid dan Trueman, 2002; Sutejo, 2006). Promotion is synonymous to advertising and advertisement (KBBI, 2008). An advertisement is defined as news which encourages people to be interested in the advertised products/services (KBBI, 2008). Advertisements can be found in printed and electronic mass media. The message contained in the advertisement is designed in a persuasive language to influence clients about the products, services or ideas being advertised.

In the marketplace, advertisement is conducted in a persuasive language which may contain pictures of the advertised products. Advertisement language may comprise a strength that produces good images of the products so that public opinion about the products can be affirmed. For this reason, the presented product may become an object that the buyers consider to own.

Researches concerning to advertisements have been carried out by some people such as Tiani (2017), Megah and Noorh (2018), and Sukma (2018). Differences of their research focus are listed in Table 1.

Table 1 shows that this article is different from the previous researches. The differences are found in the source, data focus, and analysis focus. This article has similarity with the research conducted by Megah dan Noorh (2018), but they different in source of data and data focus.

Table 1. Related Research

Reseachers	Tiani (2017)	Megah dan Noorh (2018)	Sukma (2018)	This Article
Source	Printed media	billboard	banner	Online Ads
Data Focus	Cosmetic ads	Multi info ads	Campaign ads	Clothes Ads
Analysis Focus	judgement	attitude	appraisal	attitude

THEORETICAL BACKGROUND

This article was written by basing on the Apprasial theory under the Systemic Functional Linguistics. The theory was chosen based on an assumption that Appraisal can dig out feels or attitudes and the writers' judgment upon other person or thing negotiated to the readers (Martin dan Rose, 2007; Wiratno, 2019: 384). Appraisal theory is understood as an evaluative language showing that behind the use of a language there is an evaluation toward something both verbal and written (Martin dan White, 2005; Martin dan Rose, 2007). Appraisal is a development of an interpersonal meaning proposed by Halliday (Martin dan White, 2005). The framework of the Appraisal system developed by Martin dan Rose (2007) is shown in Figure 1.
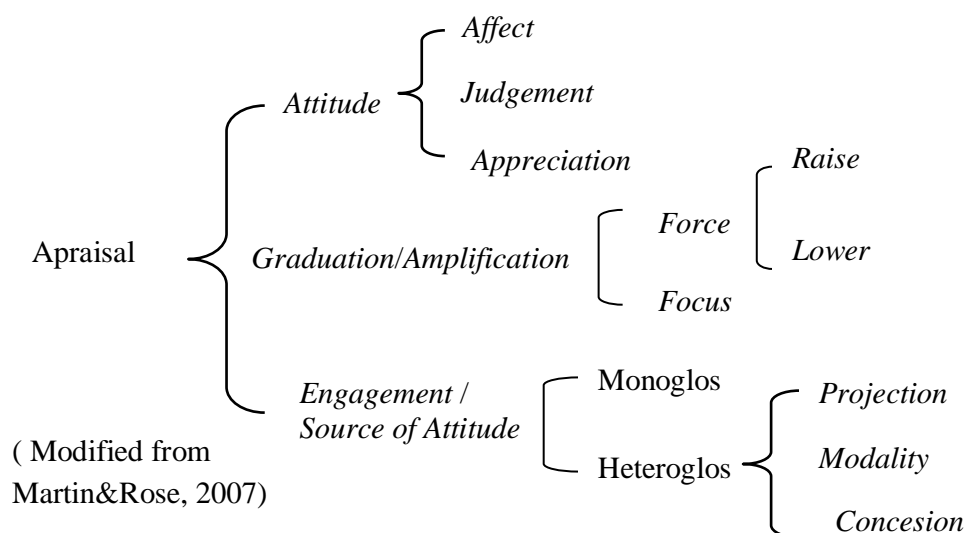

Fig 1. Appraisal System

The Appraisal system includes three subsystems, namely Attitude, Graduation/Amplification, and Engagement/Source of Attitude. Attitude is an evaluation towards other people, objects, and expression of the writers'/readers' feeling. Graduation/Amplification relates to the gradation of the evaluation which involves Attitude and Source of Attitude.

Attitude comprises an evaluation upon one's self, attitude/characters of others, or events realized verbally or written. The evaluation may either be positive or negative. The Attitude is categorized into three subcategories, namely Affect, Judgement, and Appreciation (Martin dan Rose, 2007).

1. Affect realizes wrtiters'/speakers' feeling upon people, objects, or acts. Affect can either be positive or negative.
2. Judgment is the writers'/speakers' evaluation upon one's attitude or characters. Judgment is distinguished into Social Esteem and Social Saction. Judgment can either be positive or negative.
3. Appreciation is an evaluation upon objects, such as television, scenery etc. There is no riagt or wrong evaluation within appreciation.

METHOD

This article is written to describe and explain data based on the existing categories. Results of the analysis comprise the exposure/description of oberserved objects which is presented in the form of narration.

Data were collecte from the specified samples. This implies that the data possessed specific requirements. The data were collected by using purposive sampling technique or as a criterion-based sampling technique (Santosa, 2017: 54). Source of data for this article was clothing advertisement at the market place on the internet in December 2018.

The data were analyzed qualitatively and inductively based on content analysis (Lincoln & Cuba, 1985; Sutopo, 2006; Santosa, 2017). Spradely (1980) suggested steps into content analysis research. There are four steps in such a research, namely domain, taxonomic, componential analysis, and cultural values. The flow of the analysisi is presented in Figure 2.
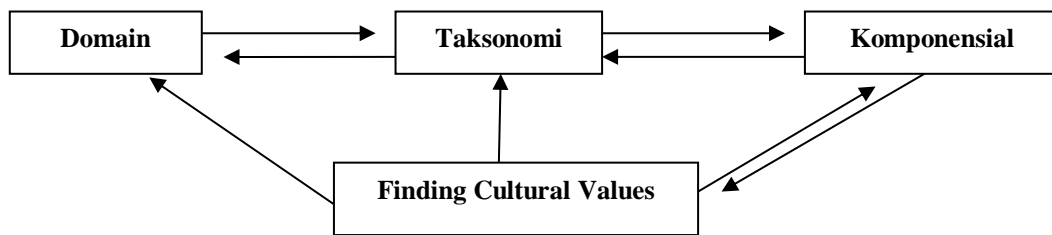

Fig 2. Data Analysis

The steps are as follows:

1. The domain analysis was implemented to separate Appraisal data from any other linguistic units which were not included as data to see the Appraisal patterns or structure;
2. The taxonomy analysis was used to find out the appraisal categories within the texts, namely the Atttitude category (Affect, Judgment, Appreciation);
3. Componential analysis was used to find out the fuction of graduation and genre within the texts;
4. Social value findings related to the clothe advertisement at the marketplace.

DISCUSSION

The Appraisal analysis to the clothe advertisement at the marketplace was only made for the Attitude domain, namely Affect, Judgment, and Appreciation. Issues related to the Appraised and Appraiser were also exposed. The description was related to one of the Appraisal categories, namely Engagement/Source of Attitude.

AFFFECT

Affect is a subcategory of Attitude to realize feeling. The observation upon the clothe advertisement exhibited the positive attitude of the advertisement writers. Results of the analysis showed when the writers (sellers) promote their products. The following table provide examples of affect realization in the clothe advertisements.

Table 2. Affect in the clothe advertisements

No.	Data	Appraised	Types of Affect	Category
1	yuuuk maaak… (come on mum)	Readers	Happiness: Affection	(+)
2	buruan sebelum kehabisan (hurry up before they ran out)	Readers	Security: Confidence	(+)
3	bismillah	God	Happiness: Affection	(+)

There were two types of affect in the clothing advertisement, namely Security: Confidence (14 Affects) and Happiness: Affection (7Affects).

The Security: Confidence affect was used to realize the writers' affect to present/promote the products or to persuade readers. Example (2) realizes the affect. Here, the writers influenced the readers to immediately buy their products before they ran out. From the other data (2a/14) (2a/14) the writers strenghtened their persuasion by using the phrase before they ran out (sebelum stok habiz). Another example showing this attitude was hurry up while it is still promo/ buruan mumpung masih promo (2b/13). In this example, the writer persuaded the buyers by using the word hurry up (buruan). The phrase while it is still promo (mumpung masih promo) comprised a reason for the buyers to immediately buy the products. The word mumpung means while or accidentally (KBBI, 2008). Here the writer influenced the readers to buy soon while there was still promo (discount). When the promo period was over, the readers could not get discount because the price would be returned to normal price.

Happiness: Affection was used for six times. Affection is a linguistic form to realize feeling or soft emotion (KBBI: 2008). In the texts, the affection was realized to greet the readers using specific titles such as bun, say, sis, mak… The used affect was certainly positive because it reflected happiness. In addition, there was a word bismil(l)ah which realized happiness and love; a love to Allah. This love was manifested through its meaning and usage. This word derived from Arabic and had the same meaning as Allah; (commonly uttered before doing something) (KBBI, 2008). (KBBI, 2008).

The two affects comprised a promotion from the wrters (sellers), from which the writers insisted their readers to buy the promoted products. This has a similarity with the opinions from (Kotler, 1991; Eid dan Trueman, 2002; Sutejo, 2006) that a promotion initializes the advantages of the products encourage the customers to buy them.

JUDGEMENT

Judgement is an evaluation toward people's attitude. In this cloth advertisement, the writers used nine judgments. They did not only judge others, but also judged themselves. The judgment consisted of 6 self-judgments and 4 judgments to readers. Types of the judgments are detailed in the table.

Table 3. Judgments in Clothe Advertisements

Data	No. Data	Appraised	Types of Judgment	Category
Be smart customer yaa (Be smart customer)	(1b)	Reader	SE: Capacity	(-)
jangan jadi CLBK (don't cheat)	(1c)	Reader	SE: Tenacity	(-)
Real pict…	(2)	Writer	SS: Veracity	(+)
dijamin kemiripan 99% (similarity guaranted 99%)	(7)	Writer	SS: Veracity	(+)
buat yang bingung… (for those who're confused)	(13b)	Reader	SE: Tenacity	(-)
..boleh nego.. (negotiable)	(19d)	Writer	SS: Propriety	(+)
…asal tidak php (don't lie)	(19e)	Reader	SS: Veracity	(-)
Pengiriman seluruh Indonesia (delivery all over Indonesia)	(20d)	Writer	SS: Capacity	(+)

Notes: SE : Social Esteem
        SS : Social Saction
Types of Judgment : capasity
                   : Tenacity
                   : Veracity
                   : Prorpiety

Although there were 5 types of judgment categories, only 4 categories were used. Here, the writers gave positive attitude towards themselves, and negative attitude to the readersw. Positive attitudes were made to show their veracity and capacity to do the business. These were expressed by using the phrases …real pict (2)…dijamin kemiripan/ similarity guaranted 99% (7), ..kualitas terjamin/ quality guaranted (16a), Pengiriman dari Solo/ Delivery from Solo (11b), Pengiriman seluruh Indonesia/ Delivery All over Indonesia

(20d). all the phrases judging the writers themselves showed positive attitude. Data numbers (2, 7, and 16a) realized the veracity attitude of the writers about the quality of their products. This is relevant to the Islamic business attitude as taught by the Prophet Muhammad saw, namely honest, trust, and do not … (Arifin, 2009: 153-163). The phrase boleh nego/ negotiable (19d) showed a good attitude performed by the writer to the readers. This phrase means that the buyer may bargain the price. This a common practice in trade.

Negative judgment to the readers was made by the writers to remind them of their attitude when making an online transaction, such as in the phrase …. jangan jadi CLBK, Chat Lama Beli Kagak/ don't cheat (1c). It was probable that the writers frequently found readers who chatted more but had not made any purchase. This attitude may be categorized as unreliable readers (negative tenacity). Another negative judgment was the readers' unwillingness to read the whole advertisements. This was realized in the following phrases:…dibaca dulu sebelum bertanya/ read first before asking,… Be Smart Customer yaa.. (1b). Judgment to the readers who were confused to choose was realized in Buat yang bingung mau nyari atasan dan bawahan yuk/ for those who are confused in choosing tops and bottoms…(13b). This confused attitude was categorized as a negative tenacity. To such readers, the writers would direct them by promoting the products. This was a certainly different attitude to readers having different attitudes. Here, the writers would judge such readers as liars. The judgment was expressed as … boleh nego dikit asal tidak php (pemberi harapan palsu: bohong)/ you may bargain but do not lie. The emergence of such judgment indicated the existence of such attitudes in an online business, where buyers like chatting but never buy.

APPRECIATION

Appreciation is an evaluation upon objects, such as paintings, tv programmes, scenery, a performance etc. In the clothe sale advertisements, appreciation is a subcategory of attitude which dominates the advertisements. The appreciation was realized as Reaction: Quality, Reaction: Impact, Composition: Balance, and Composition: Complexity. Samples of such appreciations are presented in this table.

Table 4. Appreciation in clothe sale advertisements

Data	No. Data	Appraised	Types of Appreciation	Category
Masih anget, baru selesai foto" syantiiiik (new arrival, recently photographed)	(2a)	clothes	Reaction: Quality	(+)
material: cotton yandet HQ	(3b)	textile	Reaction: Quality	(+)
daster milenial (millennial daster)	(5)	daster	Reaction: Quality	(+)
ukuran: lebar baju (LB): 88cm Size: width: 88cm)	(8)	tunik/tops	Composition: Balance	(+)
atasan cantik kualitas butik, harga asik (beautiful top with boutique quality, low price)	(10)	clothes	Reaction: Impact	(+)
Celana pensil selalu jadi favoriiiit sepanjang masa, untuk segala aktifitas tetep juara celana ternyaman (all time favorite pencil trousers, most common trousers for all activities)	(18)	trousers	Composition: Complexity	(+)

Note: Reaction: Quality
Types   of   Reaction: Impact
Apprecition
               Composition: Balance
               Composition: Complexity

From the analysis, itu can be found that the most dominant appreciation was reaction: Quality (+). This was reasonable because the purpose of the advertisement was to present interesting features which persuade readers as promising buyers to buy the advertized/promoted products (Kotler, 1991; Eid dan Trueman, 2002; Sutejo, 2006).

The subcategory Reaction: Quality relates to the emotional impact. Positive quality discusses happiness, beauty, or fascinating matters. They were realized by the writers in the following expressions: … Masih anget, baru selesai foto" syantiiiik/ new arrival, recently photographed (2),material cotton yandet HQ (3b), … daster milenial/ millennial daster ..(5). the three examples realize amusing things about the promoted clothes.

Masih anget/ new arrival (2) realized that the clothes were new arrival. The phrase baru selesai foto syantiik/ recently photographed ascertained that the clothes the newe arrivals which had been photographed and shared in the advertisings.

The phrase …material cotton yandet HQ (3b) was an amusing news about a good quality textile. The use of the word cotton exhibited an amusement of wearing comfortable clothing. The addition of phrase HQ (high quality) accentuated the clothing as a comfortable cloth to wear.

In sample (5) the writer used the phrase frasa daster milenial to focus on a certain segment. The term millenial was used to signalize the writers' intention to refer to youngsters (teenagers). This is relevant to the opinion of the Ministry of Women and Children Empowering (2018) which refers the millennial generation as the generation born in 1980-2000. The products were promoted in a price range of 35-45 thousands, a price range which is affordable by teenagers.

The subcategory Reaction: Impact is a language evaluation which raises attention. The words used are amazing and sensational. They are categorized as Reaction: Impact.

There were some words which expressed the subcategory. One of them was kualitas butik boutique quality (10). The word butik/ boutique was associated with something amazing. A boutiques is a clothe store selling exclusive clothes (KBBI: 2008). By using that promoting word, the writers tried to influence the readers' mind that the advertized clothe was extraornidarily amazing, and no confection clothes.

The subcategory Composition relates to a perception about proportionality (Composition: Balance) and detail (Composition: Complexity) within the texts. The subsubcategory Composition: Balance relates to harmony, balance, or proportion. Words/phrases used for the subsubcategory were lebar baju (LB)/width: 88cm Panjang Badan/Length (PB) 135 (8)… gamis keren harga 100ribuan, minimum 2pc yaa/ coll gamis with a price of 100 thousand, minimum 2 pcs (14)…dipakai gak sesak, gak gatal, gak sakit, dan gak alergi…cocok banget/ fit to the body, no itching, no pain, no allergic, very compatible… (15).

The examples realized the harmony of pattern (size), price and number of goods, and good textile. Exposure about size expressed harmony of parts of body which became focus to measure the body.

The harmony between price and number of goods comprised a balance commonly practiced in trading. In the texts, buying less than two pieces would usually be more expensive than the promoted price. More number of purchased goods will cheaper.

The phrases in the sample (15) signalized the harmony between the textile and the user's skin. The writers selected the words gak (means: no) which was more familiar for prospective buyers. The phrase dipakai gak sesak/ fit to the body negotiated a harmony or balance between the size of the clothes and the body. The phrase …cocok banget/most compatible… was used to ascertain about the harmony or balance.

The subcategory Composition: Complexity refers to something simple, complicated, exact, and elegant. Only two samples of this subcategory were found in the texts, namely Celana pensil selalu jadi favoriiit sepanjang masa, untuk segala aktifitas tetep juara, celana ternyaman/ all time favorite pencil trousers, most common trousers for all activities (18). In the texts, the writers affect the readers' mind to choose this simple trousers but applicable for all seasons by using the terms favorit sepanjang masa, tetep juara, nyaman/ most common trousers for all activities.

CONCLUSION
The analysis of the Appraisal System in the texts of advertisement of clothes in the marketplace shows the following results:

1. Potive affect is used by the writers to realize happy feelings. The evaluation was Happiness: Affection and Security: Confidence. The latter affect was used more because the writers are promoting their clothes. The diction peruades the readers to make transaction. No negative affection is found within the texts.
2. The writers' judgment to the readers is negative. The writers give negative judgment because the readers (propective buyers) as liars (SS: Veracity/-), confused (SE: Tenacity/), and asking more (SE: Capacity/-). Positive judgment is given to the writers themselves in their capacity as sellers. They affirm that they

are competence to do the business because they are honest (SS: Veracity/+), have ethics (SS: Propriety/+) and competence (PH: Capacity/+).

3. The writers evaluate the goods being advertized by using positive appreciation. This is one strategy of marketing, promoting positive values about the goods. The categories used are Reaction: Quality, Reaction: Impact, Reaction: Balance, and Reaction: Complexity. Reaction: Quality is used to lebel the promoted products using amusing features. Reaction: Impact is used to influence the readers by lebeling the products as amazing and extraordinary goods. Reaction: Balance is used to provide notes that the promoted clothes are harmonious, balance, and proportional to human size. Reaction: Complexity is used to provide an evaluation that the promoted clothes are simple and applicable for all seasons.

REFERENCES

1) Arifin, Johan. (2009). Etika Bisnis Islami. Semarang. Walisongo: Press.
2) Chandra, G. (2001). Pemasaran Global. Ed. 1. Yogyakarta: Penerbit Andi.
3) Departemen Pendidikan Indonesia (2008). Kamus Besar Bahasa Indonesia. Jakarta: Balai Pustaka.
4) Eid, R. dan Trueman, M. 2002. The Internet: New International Marketing Issues. Management Research News, 25 (12):5-67.
5) Kementerian Pemberdayaan Perempuan dan Perlindungan Anak. (2018) Statistik Gender Tematik: Profil Generasi Milenial Indonesia. Jakarta.
6) Kotler, P. (1991) Marketing Management. 7th Edition, Prentice-Hall, Englewood Cliffs.
7) Lincoln, Y.S. & Guba, E.G. (1985). Naturalistic inquiry. Beverly Hills: Sage Publication
8) Martin, J. R., & White, P. R. R. (2005). The Language of Evaluation. Appraisal in English. New York: Palgrave Macmillan.
9) Martin dan Rose. (2007). Working with Discourse: Meaning Beyond the Clause. New York: Continuum.
10) Megah S, S.I. dan Noorh, S.N.F.M. (2018). Appraisal Analysis of Judgement of englis billboard advertisements on road in batam. Anglo-Saxon. Vo.9, No. 2. 157-168. Desember. E-ISSN 2598-9995.
11) Santosa, R. (2017). Metode Penelitian Kualitatif Kebahasaan. Surakarta: UNS Press.
12) Spradley, J.P. (1980). Participan Observation. New York: Holt, Rinehart and Winston.
13) Sutopo, H. B. (2006). Metodologi Penelitian Kualitatif. UNS Press.
14) Sudaryanto. (1993). Metode dan Aneka Teknik Analisis Data. Duta Wacana University Press.
15) Sukma, B.P. (2018). Sistem Appraisal Pada Slogan dalam Kain Rentang Kampanye Politik Bakal Calon Kepala Daerah Kabupaten dan Kota Bogor. Ranah: Jurnal Kajian Bahasa, 7(2), 132-145. DOI: https://doi.org/10.26499/rnh.v7i2.603
16) Sutejo, B. S., (2006) Internet marketing: konsep dan persoalan baru dunia pemasaran. Jurnal Manajemen, Vol. 6, No. 1, November.
17) Tiani, R. (2017). Judgement sebagai sistem apraisal dalam iklan kecantikan visual media cetak. Nusa. Vol 12. No. 4. November.
18) Wiratno, T. (2019). Pengantar Ringkas Linguistik Sistemik Fungsional. Yogyakarta: Pustaka Pelajar.