

APPRAISAL SYSTEM ON THE TEXT OF PUBLIC SERVICE ADVERTISEMENTS IN TEBING TINGGI

RUSYDA NAZHIRAH YUNUS

University of Pembangunan Pancabudi, Medan Indonesia

Rusydanzhira@yahoo.co.id

ABSTRACT

This research purposes to identify the device Appraisal contained in the text of public service ads in Tebing Tinggi by applying Systemic Functional Linguistic Theory. This research has several objectives to describe the pattern of Attitude, Engagement and Graduation in the text of public service ads in Tebing Tinggi. The method of the research used the qualitative techniques of referential match. The data used comes from the public service ads board that consists of four pieces with the theme of drugs. The result of the research showed the third of Appraisal devices, they are Attitude, Engagement, and Graduation. However, the most widely device used is the Graduation. In accordance with the goal of Public Service Advertisements (PSAS) is used to provide information and persuade or encourage people to be better, thus the negative appreciation is also found in the text of PSAS in Tebing Tinggi.

Keywords: Appraisal, Attitude, Engagement, Graduation

1. INTRODUCTION

1.1 The background of the Problem

The development in the field of communication gets into the level of modernization and sophistication of communication media. Indonesia is one of the countries that are experiencing the development of communications.

The development of the advertising on society today has a variety of social and cultural issues concerning advertising, especially signs used, images displayed, information presented, meaning obtained, and how they affect the perception of the understanding and the behavior of the society (Piliang, 2012:321).

Service advertisement is advertising non-business that presents the social messages that aims to move the concern of the public to a number of social problems. The social problems mentioned was the condition that can threaten the harmony and public life. This type of advertisement is expected very active in participation in the public for paving overdue programs and benefits both sides, in this case they are the government and the community. Public Service Advertisement is part of social campaign that aims to sell the ideas to the interests or public service. The message of PSAS is usually like an invitation, statements or the appeal to the people who wants to do or not to do an action for the benefit of the general public or change the behavior that is not good to be better, for example the problem of the cleanliness of the environment, it can encourage respectly for differenc of

opinion, prohibit hard violence against children, family planning, drug abuse, taxpayers, etc.

During this time, public service advertisements presented less interesting, it is also not communicative, less smartphone, and impressed patronizing using negative attitude in the text. So people do not tend to want to read it. As a result, the wider community that is positioned as the target of service advertisement that will not be care about it and ignore the social message conveyed, and finally social message that is delivered becomes vain. In this research, the data is service advetisement with the theme of drugs. The theme is often considered negatively.

These public service advertisements carry on the noble task that builds communities through social messages which are packaged creatively through the language. This research uses the command apraisal advanced by the *White* (1998) because the appraisal system based on assessment that related to evaluation, the attitudes which are negotiated in a text, and how the values of a matter are produced and adjusted with a reader (Martin & White 2005). Appraisal system related with one metafunction of language, namely interpersonal system. Therefore, appraisal is closely related with the people who do communication and social relations among the communiative people.

1.2 The Formulation of the Problem

The research problems can be formulated as follows:

1. How is the true meaning of *interpretant* to the language in public service advertisements?
2. How is the use of aesthetic language code in the public service advertisements?
3. How is the disclosure of meaning (denotative and connotative) which is located in the public service advertisements?

1.3 The Objectives of the Research

The goals in this research are to obtain the data. They are as follows:

1. *Interpretant* of society to the language in public service advertisements.
2. The use of the language code of the aesthetic appearance in public service advertisements.
3. The use of connotative and denotative meaning is located in the public service advertisements.

1.4 The Benefits of the Research

There are some advantages of this research, they are as follows:

1.4.1. Theoretical Benefits

This research is expected to open the firmament and the understanding of the society in general to be able to understand and ponder the messages delivered by the PSAS.

1.4.2. Practical Benefits

This research is expected to be able to help advertising generator in an effort to increase understanding and creativity through the text language, and the signs of the language are used to design advertising, especially public service advertisements on an advertising board.

2. LITERATURE REVIEW

2.1 Appraisal System

In the social relations, when a person produces language, or speaks, and at the same time he presented three meanings (metafunction). But on the other hand, a person can see one side of the discourse of one of the meaning in metafunction and identify a different function that is realized from the patterns of different meaning (Martin & Rose 2003). Appraisal associated with an evaluation, attitudes are discussed or negotiated in a text, the strength of the emotions and feelings are involved in a text and how the values of things are produced and adjusted with a reader (Marin & Rose 2003). Appraisal related with the meaning of interpersonal, so it focuses

on communication of speaker Appraisal and social relations among the speakers.

Appraisal is a framework for analyzing the language evaluation (White 2011). Appraisal theory is an approach to explore, magnitude-6.6, and explain how the language used to evaluate using the establishment, build personal textual and set the positioning and interpersonal relationships (Martin & White 2005)

2.2 Definition of Advertisement

Advertisement is simply defined as a message that offers a product that is addressed to the community through a media (Kasali, 2007:9). While according to Djayakusumah (1981:1), "advertisements is a human effort in providing information about a production of goods or services to other human."

2.3 Purpose and Function of the Advertisement

2.3.1 The Purpose of Advertisement

Advertising campaign aimed to introduce a product, keep corporate image, persuade people to buy and others (Djayakusumah, 1998:12).

Furthermore Kosasih (2002:61) holds that the purposes of advertisement for the community are to attract the attention of consumer goods or services that are sold.

2.3.2 Function of Advertisement

The function of the advertising can be seen from some aspects of life such as:

1. In the field of education
Advertising campaign is to educate people about how to protect themselves from the fire, flood, environmental pollution of drugs and how to prevent osteoporosis.
2. In the field of economic
Advertising can inform the nearest and farthest product sales so that it is easy to determine where the product will be purchased. Thus it will save costs, time, money, and experience the advantages of having the product.
3. In the field of social
Advertising can help to move a change in living standards that is determined by the needs of the people all over the world. For example, through advertising can be moved by the financial assistance of food materials to the Indonesian people who suffer adversity.

3. RESEARCH METHOD

3.1 Research Method

The method used in this research is qualitative approach that is descriptive, namely the research describes, or explains a phenomenon that there is in the data regarding semiotic in public service advertisements (PSAS).

3.2 The Location and Time of the Research

This research was done in the City of Tebing Tinggi. It was conducted in March 2017.

3.3 Data and Data Sources

The data of this research is the text or the words and signs that are located on the PSAS and the data were obtained from the interview.

3.4 Data Collection Method

The collection method used to collect the data of this research is interviewing the respondents in and around the source data. Interview done is an unstructured interview. The other collection method is to use the table identification data. This table function catches the data related with the components of semiotic, good semiotic language, language code, the meaning, and the data associated with the process.

3.5 Data Analysis Techniques

Data Analysis Techniques in this research are done carefully, focused, and searched to the data sources. Techniques used in analyzing the data are as follows:

- a. Collect samples of public service advertisements from an advertising board.
- b. Read, understand, ponder and interpret data.
- c. Doing interviews to *interpretant*.
- d. Analyzing data and describing the semiotic that having most dominant image using the formula:

$$P = \frac{n}{N} \times 100\%$$

4.) FINDING AND DISCUSSION

Finding and discussion of the research will be described below.

4.1 Appraisal System on the Text of Public Service Advertisements in Tebing Tinggi.

Table 1. The number of the Appraisal Command which identified in the text of the Public Service Advertisement in Tebing Tinggi

Contrasting Appraisal	Hits Data
1. The Attitude	
a. Apek	
i. Apek Positive	1
ii. Apek Negative	2
b. The assessment	
i. Positive Assessment	1
ii. Negative Ratings	1
c. Appreciation	
i. Positive appreciation	
ii. Negative appreciation	5
2. Graduation	8
a. Forsa	-
b. The Focus	-
3. Positioning	-
a. Monogloss	2
b. Heterogloss	

Table 2. Contrasting Appraisal identified in the text of the Public Service Advertisement in Tebing Tinggi.

Contrasting Appraisal	Hits Data
1. The Attitude	
a. Apek	
iii. Apek Positive	1. <u>My son</u> stays away drugs
iv. Apek Negative	1. <u>Avoid</u> from now 2. cause a slow and <u>painful death</u>
b. The assessment	
iii. Positive Assessment	1. Doesn't mr feel <u>guilty</u>
iv. Negative Ratings	-
c. Appreciation	
iii. Positive appreciation	1. cause of the <u>slow</u> death cause to <u>damage</u> your future
iv. Negative Appreciation	2. <u>The worst of beasts</u> a deed 3. <u>Pending school fee</u> 4. 15,000 people died annually as a <u>result of</u> drug abuse
2. Graduation	
a. Forsa	1. <u>can</u> cause death 2. <u>Avoid drugs</u> 3. <u>Try</u> = dead 4. Avoid from <u>now</u> 5. An act is of one of the <u>needle demons</u> . 6. <u>Does'nt</u> mr feel sinful 7. Cause to damage your <u>future</u> 8. 15,000 people died <u>per year</u>
b. The Focus	-
3. Positioning	
a. Monogloss	1. Doesn't Mr feel <u>guilty</u>
b. Heterogloss	2. smoking <u>can</u> , school fee depends

4.2.1 The discussion

4.2.1. PSAS 1



4.1 Appraisal of Advertising Text 1.

Drugs, <u>can</u> cause of the <u>slow death</u> and be <u>painful</u> <u>Abandon</u> From <u>now</u>	Graduation>forsa>Intensification attitude of>Appreciation>Reaction>Impact (-) The attitude of>Apek>Unhappiness>Suffering (-) The attitude of>Apek>Tendency>Fear Graduation>Forsa>quantification
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The text service advertisements above, visualization displays that a man suffers. Apek negative is identified on the *painful expression* and shown also by the negative appreciation, it shows negative emotion if adjusted with the context. There is pain in the text and the context. Graduation refers to the weak or

strong assessment of the attitude given by the author. In the text, there is graduation intensification of advertisement from the word *can*. Intensification in the clause is the level. In this case, it is a painful death.

In PSAS, negative appraisal is more dominant than positive one and it impressed as gender biased. The text of these ads will be neutral if the language of positive and negative evaluation of balancing and pictures that used is not only man. There is no mistake if PSAS uses language that is more beautiful than with the use of negative language. Because the tendency of human beings does not like to read the words that based on the negative. The words such as "Drugs, Transient Happiness, Paradise is Away" will be better to read because of the negative attitude and it is closed by positive words and graduation used is more powerful.

4.2.2 PSAS 2



The table 4.2 Appraisal of Advertising Text 2.

<u>My Son</u>	The attitude
<u>Avoid drugs</u>	of>Apek>Happiness>Love (+)
<u>Cause damage</u>	Graduation>Forsa>Intensification
<u>Your future</u>	The attitude
	of>Appreciation>Reaction>Impact (-)
	Graduation>Forsa>Quantification

Advertisement is interesting because it is more neutral by combining negative and positive attitude in the text given. After positive attitude appears from Apek, then followed by the negative attitude of appreciation in the word "for damage". Graduation refers to the weak or strong assessment of the attitude given by the author. In the text there is graduation intensification advertisement from the word "avoid" which means to invite intensely, and also described the size including graduation quantification "your future" it is visible that the word strengthens evaluation level. It can be seen from the role of

gender attitudes given by advertisement in the text and the context which shows that a man is placed in the jurisdiction of the crime back, with the son of man can be in pictures icon.

4.2.3 PSAS 3



The table 4.3 Appraisal of Advertising Text 3.

<u>Try = dead</u>	Graduation>forsa>Intensification
<u>15,000 people</u>	Graduation>Forsa>quantification
<u>died annually as</u>	The attitude
<u>a result of drug</u>	of>Appreciation>Reaction>Impact (-)
<u>abuse</u>)

The text service advertisements above, visualization displays the weapons used by criminals, and generally men who use the gun but neutrality it happens because at the end of the gun is a needle, who makes the image that women are also subjects to these ads. The Attitude is revealed through appreciation for impacts of the fact. Graduation refers to the weak or strong assessment of the attitude given by the author. In the text there is graduation intensification advertisement from the repetition of the word "try". Intensification in the clause is the level that referred to the level of death. Graduation is located in the text to strengthen evaluation level, and it provides strong impression on the negative impact of drugs.

4.2.4 PSAS 4



The table 4. 4 Appraisal of Advertising Text 4.

The worst of beasts a deed	The attitude of
One of the demons needle	>Appreciation>Reaction>Quality (-)
Does Mr	Graduation>Forsa>Intensification
Do not feel guilty	Graduation>Forsa>Intensification
Smoking can, pending school fee	Positioning>heterogloss>intra-vocalization
	Positioning>heterogloss>intra-vocalization

In the text PSAS above, the visible negative attitude is an appreciation of the "worst of bad" this attitude shows directly negative works that is also mentioned as drug use. Graduation refers to the weak or strong assessment of the attitude given by the author. In the text there is graduation intensification advertisement from the word "the demons needle" that is *metáfora*. it related to social norms that something bad is illustrated like Satan/Demons. Further visible intensification on the word "us" which is the assertion of a treatment. There is a good positioning on the text PSAS. This is the assessment that comes from other people (heterogloss) using the denial of the "do not feel" and modality "can" to strengthen the evaluation of the incompatibility behavior of someone with social norms.

Advertising generator creates stereotype male as a head of the family that is obligated to pay the school fee. The friendly form of the word "mr" clearly indicates the masculinity in the text of the ad.

4 Conclusion

From analyzing of the texts of Public Services Advertisements (PSAS) in Tebing Tinggi, the conclusions are obtained as follows:

1. From the four PSAS that is made as the data research, three *Appraisal* is found, namely the attitude, Positioning and Graduation. But the most used is Graduation
2. In accordance with the purpose of Public Service Advertisements (PSAS) that used to provide information and persuade or encourage the community or public to be better, then negative appreciation is also found in the text of PSAS in Tebing Tinggi. Advertising generator or the government gave negative ratings so either the reader or the community is always aware and cautious.
3. The man in the text and the context of PSAS in Tebing Tinggi is also described as the figure who often engages in the jurisdiction of the crime.

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