

CHAPTER I

INTRODUCTION

The researcher discusses fast food restaurants, taglines, interpersonal metafunction, and speech function in the context of the study. The background of the study, the statement of the problems, the research objective, the significance of the research, and the definition of key terms are all discussed in this chapter.

1.1 Background of Study

Fast food restaurants are places to eat that serve food and beverages in a short amount of time, from ordering to serving. In most cases, it's served as a burger or fried chicken. However, fast food has evolved over time to include pizza, sandwiches, and even beverages. Consumers are confused about which food they want due to fierce competition and fast food restaurant innovation in developing new products. Most people, on the other hand, are looking for low-cost goods and services that are of high quality. In the business world, developers of fast food restaurants should have some business strategies in place to maximize their profits from customers. Advertising is one of the business strategies, and it can be found on TV, in newspapers, magazines, and on the internet. In general, advertising is a form of marketing communication that is used to encourage, persuade, or manipulate a target audience to take a new action. In this case, they are promoting their brand through the use of a tagline.

People use advertisements as a medium to deliver their purpose in promoting their product, so taglines are frequently found in advertisements. Consumer product advertising taglines, such as Burger King's "Have it Your Way," commonly use very

appealing words. They use some appropriate words with their marketing target, but readers who only read or see it once will not be able to understand it.

There is a transfer of information from the writer (speaker) to the reader in the communication process (listener). Humans, as socialized individuals, spend a significant portion of their lives interacting with other people in order to communicate. Communication is the act of expressing thoughts, feelings, or information (Hornby, 1975). Grammatical features such as speech function were used to describe this information.

Halliday proposed a linguistics approach that considers language as the basis for the construction of human experience (Halliday, 1985). Halliday's work is concerned with meaning. The meaning of a language cannot be separated from it. His discoveries and publications derive from a method known as Systemic Functional Linguistics (SFL). SFL is a linguistics approach developed by Halliday that places language in its social context. This approach is based on the grammar theory, which views language as a resource for communication rather than a set of rules.

People must consider the grammatical constructs contained in the meaning in order to express and communicate it effectively. As a result, different clauses may be used to serve the meaning or purposes. Clause has three purposes, according to Halliday (Halliday, 1985): clause as message, clause as exchange, and clause as representation. Within their correspondence, people use it to convey a message to others.

Clause is used in a variety of ways to convey information, and fast food restaurant developers often use it as a tagline. A tagline is a phrase of no more than seven words that appears in a logo or brand designed to appeal to a specific audience segment. As a result, the tagline can be inferred to be a clause used to draw customers' attention. It means that the tagline clause makes a strong impact on the marketing target and influences the business picture. The clause's mood is determined by the structure of such clauses.

Saragih defined interpersonal meaning as being realized at two levels: semantics (discourse) and lexicogrammar, which is referred to as mood, in his theory of speech function (Saragih, 2006). Human beings perform two roles at the semantic level, namely giving and asking or demanding in interactions. Information, goods, and/or services are the two types of commodities involved in the act of giving and demanding. The four speech functions, statement, question, offer, and command, were introduced as a result of this.

Mood considers which types of people are permitted to command others (not the speaker), the degree of informality and formality, and attitudinal lexis, which expresses the degree of liking or disliking. It means that the mood draws attention to the most important aspects of the clause. The mood elements can help determine this.

A mood is made up of two elements: a subject and a limit. The subject is the basis on which the speaker makes his case in information exchanges, as well as the person in charge of ensuring that the prescribed action is carried out or not in goods and service exchanges. In this case, the subject makes a remark about a certain type of person. Finite is one of the few verbal operators that expresses tense, modality, and polarity. It means that finite takes into account the time when the action occurred.

The goal of this study is to examine the speech function of each tagline used in every fast food restaurant where English is the primary language, and to identify mood types as a distinct feature in the clause of fast food advertising taglines. It determines what information is delivered by whom and to whom in the fast food advertising tagline by knowing the mood elements. As a result, the title of this research is "Speech Function In Fast Food Restaurant Tagline."

1.2 Statement of Problem

There are several function of speech in expressing the tagline of fast food restaurants which are used to deliver the ideas of the tagline. It leads the researcher to analyze those aspects by formulating the following questions:

1. What kinds of mood are used in the tagline of fast food restaurants?
2. How are the speech functions realized in the tagline of fast food restaurants?

1.3 Purpose of the Study

Based on the statement of problem above, there are three purposes in this study:

1. To analyze the types of mood used in the tagline of fast food restaurants.
2. To analyze the purpose of each tagline based on the function of speech.

1.4 Significance of the Study

The significance of this study has both theoretical and practical contributions. Theoretically, this research advances knowledge of Systemic Functional Grammar, particularly interpersonal metafunction in a fast food advertisement tagline that describes the mood system and speech function..

Practically, the findings of this study are intended to assist students who want to improve their understanding of interpersonal metafunction, and the study's findings may be useful in reducing difficulties. This research can also be used as a resource for lecturers who teach Functional Grammar so that they can improve their teaching techniques when it comes to interpersonal metafunction..

This study can be used as a starting point for conducting additional field research on interpersonal metafunction and comprehending grammar knowledge, which is used to create a unique form within the taglines in order to catch people's attention.

1.5 Previous Study

One of the subjects of a thesis research was the term tagline. A Pragmatic Analysis Of Tagline Used In Car Advertisement was written by Inderagiri (Inderagiri, 2013) from Muhammadiyah University in Surakarta. This research examines the linguistic forms and meanings of each car advertisement tagline. The pragmatic meaning of car advertising taglines is also described in this study. The tagline of a Japanese car advertisement was chosen by the researcher. It's because Japanese automakers such as Toyota, Suzuki, Mitsubishi, Daihatsu, and Honda continue to dominate global markets.

Thi Do (Do, 2018) from Hanken School of Economics, with the title The impact of tagline on brand image: A consumer experiment with a handmade locally brand, is the second researcher who uses the term tagline. The goal of this study is to see how much of a role taglines play in brand image associations and estimated product price as determiners of brand image and brand value for handmade and local foods.

The term "mood" had become one of the thesis's main topics. Yu (Yu, 2017) of Nanjing Forestry University in China is the author of the paper Interpersonal Meaning of Mood and Modality in English Public Service Advertising Texts. The researcher chose English public service advertisements (PSAs) as the object because they are intended to inform readers about social issues and persuade them to take positive actions. This paper investigates the interpersonal meaning of mood and modality in PSA texts using Halliday's systemic functional grammar.

The current research focuses on a fast food restaurant's tagline and analyzes mood types, as well as speech function. Unlike the previous study, which concentrated on Pragmatic meaning, this one focuses solely on mood types and speech function. Although the object of this study is similar to the first and second previous studies that used the term "tagline," the object in this study is focused on a fast food restaurant's tagline, which is different from previous studies that focused on transportation products, handmade and local foods, and public service text.