ABSTRACT

Riani, Anggi. 2021. Mood and Speech Function in Instagram Captions of Hand-sanitizer Brands, An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung, Advisor 1: Pepen Priyawan, S.S., M.Hum., Advisor 2: Erfan Muhammad Fauzi, M.Pd.

Keywords: Clause, Mood, Speech Function, Advertising

The background of this study is the product of hand-sanitizer in this Covid-19 pandemic era. There are many advertising about that products. One of them is in Instagram. There are @carexuk, @lifebuoy.uk, @sanitizerusa, @inyahands, and @nanospraytech. The advertisers upload their hand-sanitizer brands pictures with its captions. This study is aimed to find out the types of mood, the types of speech function, and the role of those mood and speech function in the advertising from those Instagram captions. The researcher uses qualitative research method to analyze the object. There are 77 clauses found in the Instagram captions of those five brands. Those clauses are classified into four types of mood. There are 54 declarative moods, 3 interrogative moods, and 20 imperative moods. Then, those clauses are classified into four types of speech function. But in this study, there are not found the types of speech function of offer. So there are 54 statements, 3 questions, and 20 commands. The role of those mood and speech function in the Instagram captions of hand sanitizer brands which is a kind of advertising is in line with the advertising functions itself. Those advertising functions are economical function, social function, marketing function, and communicating function. It can be concluded that the most dominant mood types is declarative mood. The most dominant speech function is statement. The role of those mood and speech function in the advertising of hand sanitizer brands in the Instagram captions is in line with the advertising functions itself, there are economical function, social function, marketing function, and communicating function.