CHAPTER I
INTRODUCTION

1.1 Background of Problem

Many captions about hand-sanitizer were posted in Instagram since the massive production of hand-sanitizer due to the demanding in Covid-19 pandemic. As CNBC news states that the demanding of hand-sanitizer is rising in this coronaviruses pandemic, it makes the retailers and online vendors rise the prices of their hand-sanitizer products (Taylor, 2020).

The language used in the captions can be different from one society to others but the units in that language is approved by those community. The units according to Chaer and Agustina who states 16 types of distinctive human language. One of them is language as a human communication tool which separated into sentences, clauses, phrases, words, morphemes, and phonemes (Rabiah, 2018, pp. 2-4).

Language can be in the form of oral or written. Oral language or spoken language is a language which is conveyed by oral or spoken, for example when someone conveys speech, lecture, or any others conversation. The product of this spoken language is speaking. Written language is a language which is conveyed by written text, such as in journal, article, letter, message, newspaper, etc. The product of this written language is writing.

Language can be found in newspapers, television, product packaging, even in our hand phones. In the use of language, it cannot be separated from the context of situation when the language is used. As according to Geoff Thompson, in the Systemic Functional model, the relevant aspects of the context of situation are grouped under field, tenor, and mode, each is seen as correlating with one of the three language meta-functions that are experiential, interpersonal, and textual that organize meanings and structures express them (Ghadessy, 1999, p. 102). Systemic Functional Linguistics (SFL) views texts as the instantiation of the system of language in social context (Imtihani, 2010, p. 87). The situation or social context in this study, as mentioned in the first paragraph, takes the object which is related to the current situation (Covid-19 pandemic) that is hand-sanitizer. Because this situation requires people to keep their distance, as recommended by the government, namely *3M*: *Mencuci tangan* (washing hands), *Memakai masker* (wearing masks), and *Menjaga jarak* (keeping the distance). Therefore, people limit their activities from face-to-face meetings in order to keep their distance. Hence more of them are turning to social media as a means of communication. They use various applications such as Facebook, Instagram, YouTube and so on. One of the most using application among them is Instagram. Instagram is the application that provide uploading

sharing, watching photos or videos and so on with various features. And we can add some captions to the uploaded photos or videos. Its function can be as a means of communication and promotional media. Because of that, Instagram does not contain personal accounts only but accounts for certain products also. They advertise their products by uploading photos or videos with interesting captions.

As mentioned in the previous paragraph, in this research, the researcher interests in analyzing the object using Systemic Functional Linguistics (SFL) proposed by Michael Alexander Kirkwood Halliday. Halliday states that there are three language meta-functions, those are ideational meaning, interpersonal meaning and textual meaning. The researcher interests in the interpersonal meaning. Interpersonal meaning means when someone speaks there must be meaning in it to be conveyed from the writer or the speaker to the reader or the listener which express speaker's attitude. These interpersonal meaning is realized in the lexico-grammar through selections from the system of mood (Gerot & Wignell, 1994, p. 22).

The system of mood found in clauses. That is because according to the Systemic Functional Linguistics study that the object of this study is clause. Mood is the speakers' attitude towards the audiences. There are three mood types of declarative mood, imperative mood and interrogative mood. As in the Oxford English Dictionary states that mood is the several groups of forms which serve to show whether it expresses a prediction, a command, or a wish, or the like (Hornby, 2015, p. 974). Besides mood, the interpersonal meaning also realized in wording through modality (Gerot & Wignell, 1994, p. 13). Modality is the speaker's judgment of the probabilities or the obligations. The modality is in finite. In this case, the speaker selects the speech role in their utterances and the addressee will also take the speech role at once. In this case, the clause is as an exchange. The speaker has the role of giving or demanding. It means in each clause there is a commodity which being exchanged there are goods and services or information. From that, the speech has the function which is called speech function. That speech function has four types, there are statement, command, question, or offer.

In this research, the researcher only focuses to the mood and speech function. It is because the researcher interests in analyzing mood and speech function. The speech function is a form rather than a clause as an exchange. Indirectly it will allude to the commodity which being exchanged and speech role. The mood and speech function is related to each other. The mood and speech function from one person to others are mostly different. It could be that they study the same objects but their mood and speech function are not the same. It can be analyzed through the clauses that they use in their writing or speaking.

For example, in advertising a product. The advertisers use different words, some of them are explaining, some of them are asking questions, and so on according to their purposes.

The advertisements are not only found in newspaper, televisions or magazines but also in social media. One of them is in Instagram. Advertisers have started to explore the social media that many people use, that is Instagram applications. Especially during this pandemic era, advertisers are aggressively advertising their products. One of the best-selling products during the Covid-19 pandemic is hand-sanitizer products. Hand-sanitizer is a sanitizer for hands from germs and viruses. Its form is gel or liquid. People use hand-sanitizer as an alternative to clean hands without using water. Hand-sanitizer contains alcohol with a minimum level of 60% which is believed to kill germs or microorganisms on the hands, including the prevention of the coronavirus disease. Because of that, people hunted hand-sanitizers to keep their hands clean. And the hand-sanitizer advertisers are increasingly taking the opportunity during this pandemic to advertise their products. Some of them are Lifebuoy, Carex, Enforce, Inyahands, and Nano Spray Tech hand-sanitizers.

From the description above, the researcher interests in analyzing mood and speech function in the advertisement in Instagram captions of Instagram accounts @lifebuoy.uk, @carexuk, @sanitizerusa, @inyahands, and @nanospraytech. From the mood and speech function will be known theirs roles in advertising. The researcher chooses this object because the researcher wants to know the mood and speech function in hand-sanitizer advertising products that are rising during this pandemic.

The previous studies about the interpersonal meaning or mood and speech function analysis which are similar to focus of this research is first from Shoffiyatun Ashidiqi (2018) who analyzed "*Interpersonal Meaning Analysis of Caption on Instagram Produced by Tertiary Students during 2017*". This research focuses in analyzing the interpersonal meaning elements in the Instagram captions produced by tertiary students during 2017 and to explain the speech function realized in caption on Instagram produced by tertiary students during 2017. The researcher uses Halliday's, Gerot and Wignell's, Thompson's, and Yule's theories. From this research, it is found the two elements of interpersonal meaning there are subject and finite. Subject is the most used by the tertiary students in producing caption on Instagram during 2017 is as token. Finite is the most used is present tense. And the most used of speech function is statement. The second, there is Siska Fauzi (2013) who analyzed "*Mood and Speech Function Realizations of Rights and Responsibilities in "Twitter's Terms of Service"*". This research focuses in analyzing the types of mood and the speech function of rights and responsibilities in "Twitter's terms of service". The

theories used by the researcher in this research are about language, spoken and written language, Systemic Functional Grammar, meaning, interpersonal meaning, mood, mood element, mood types, and speech function. From this research it is found that the mood types are 278 declarative clauses which consist of 143 declarative clauses of rights, 135 declarative clauses of responsibilities, besides it consists 7 imperative clauses. And the speech function are 276 which consist of 143 statements of rights and 133 statements of responsibilities, besides it consists 9 commands which found only in responsibility form. Therefore, right form used statement only to provide or give information to the readers. And responsibility form used statement and command to provide or give information and demand goods or services towards the readers. The third, there is Mohammad Muhyidin (2019) who analyzed "*Analysis of Speech Function and Mood System of WhatsApp's Terms of Service*". This research focuses in applying mood types and speech function using the theories by Halliday and Gerot and Wignell. The result of this research is in WhatsApp's terms of service found two types of mood there are declarative mood and imperative mood. The declarative mood is the more dominant than imperative mood. And it is found two of speech functions there are statement and command.

The difference between this study and the previous studies is the object of the research in which the clauses of the Instagram captions of hand-sanitizer brands. In this research, the researcher focuses to the mood and the speech function. And the researcher uses the theories of Systemic Functional Linguistics by Halliday and Matthiessen (2014) and Gerot and Wignell (1994).

The data source is taken from the Instagram accounts of @lifebuoy.uk, @carexuk, @sanitizerusa, @inyahands, and @nanospraytech. The Instagram account of @lifebuoy.uk and @carexuk are the Instagram accounts of Lifebuoy and Carex brands which are made by UK. The Instagram account of @sanitizerusa, @inyahands, and @nanospraytech are the Instagram accounts of Enforce, Inyahands, and Nano Spray Tech hand-sanitizer products which are made by USA. Many products of hand-sanitizer which are uploaded in their accounts, such as hand-sanitizer, hand wash and hand wipes. In this research, the data only focuses to the captions of hand-sanitizer product. The researcher only takes the caption which is uploaded in 2020 to be analyzed.

The researcher takes this object to be analyzed because the object is in high demand especially during this Covid-19 pandemic. Besides, there are many clause variations of the clauses in the captions which also advertises the products of hand-sanitizer. Therefore, the researcher conducts the research of "*Mood and Speech Function in Instagram Captions of Hand-sanitizer Brands*".

1.2 Statement of Problem

Based on the background of problem can be formulated into the research questions as follows:

1. What are the types of mood and speech function in the Instagram captions of hand-sanitizer brands?
2. How do these two features play a role in advertising?

1.3 Research Objective

Based on the research questions, the researcher focuses on mood and speech function in the Instagram captions of hand-sanitizer brands. The purpose of this research is to:

1. analyze the types of mood and speech function in the Instagram captions of hand-sanitizer brands.
2. analyze the role of mood and speech function in advertising.

1.4 Research Significance

The significance of this research is expected to give the contribution as follows:

1. Theoretical Significance

   The result of this study can be as a reference for further studies and as learning application about mood and speech function.

2. Practical Significance

   Hopefully the result of this study gives the contribution for:

   a. The Researcher
      1. This study can be useful for writer as a way to practice knowledge in college by conducting the research in order to complete education.
   b. The Readers of the Thesis
      1. This study can be as a reference for the readers who want to conduct the research about mood and speech function.
      2. This study can be as a reference to determine the relationship between mood and speech function as well as their role in advertising.
   c. State Islamic University of Sunan Gunung Djati Bandung
      1. This study can be as an additional reference for State Islamic University of Sunan Gunung Djati Bandung library.

1.5 Definition of Key Terms

1. Mood

   Mood is a structure of the clause which consists of subject and finite. As Gerot & Wignell states that the mood element consists of two parts, there are subject and finite element. The subject is a nominal group. The finite element is a part of verbal group. There are three mood types, declarative

mood, interrogative mood, and imperative mood (Gerot & Wignell, 1994, p. 38).

2. Speech Function

      Speech function is the way used by language user to communicate with the audience. It can be a kind of statement, question, command, or offer. As Halliday & Matthiessen (2014, p. 135) states that there are four speech functions of statement, question, command and offer.

3. Instagram Caption

      Instagram caption is a description or explanation of the uploading photos or videos in Instagram. Caption is the words that are printed underneath a picture to explain or to describe that picture (Hornby, 2015, p. 213).

4. Hand-sanitizer Brands

      Hand-sanitizer brands is the name or the trademark of hand-sanitizer products. Hand-sanitizer is the liquid, or the like, which is used to clean hands from bacteria, or the like, without using water. The sanitizer is from the verb 'sanitize' which means to remove the parts of something that could be considered unpleasant, to clean something thoroughly using chemicals to remove bacteria (Hornby, 2015, p. 1329).