

CHAPTER I

INTRODUCTION

This chapter discusses and presenting the background of research, research questions, research objectives, research significances, definition of key terms and the organization of writing.

1.1. Background of Research

Language has an essential function in human existence. Through language, humans are able to engage, communicate, and grow. Language can also assist humans build a social group, satisfy their need to be able to live in community, and serve as a medium for expressing their emotions, attitudes, thoughts, and other social behaviors. The use of language as a way of selling a product is one example of a change in language usage that has occurred concurrently with the evolution of society. Similar advertisements can be in the form of print or digital media advertisements employed by companies like IKEA.

Known as a large Swedish company, the name IKEA comes from the initials of its founder, Ingvar Kamprad Elmtaryd Agunnaryd (Kristoffersson, 2014). IKEA is a multinational corporation founded in 1943 that now operates over 389 stores in 48 countries. Apart from its mission to improve people's everyday lives, IKEA has some unique business ideas, such as offering a variety of well-designed, functional home furnishing products at affordable prices to as many people as possible. This is the reason of many people admire IKEA, which offers a diverse range of products.

For more than 75 years, IKEA has adapted to the intense business competition by continuously innovating and providing the best service to its customers. To reach its customers, IKEA conducts numerous promotions and dissemination of information about IKEA and its products via various social media platforms such as newspapers, radio, television, and different other promotional media platforms such as catalogues, which are the company's primary marketing tools. Catalogues, frequently referred to as the primary marketing tools, cannot be

divorced from their popularity. This is demonstrated by the fact that catalogues are printed each year. It's almost like an annual tradition that endures and evolves with IKEA. In 1951, IKEA began publishing its catalogue. The catalogue's contents include information about the company's products, which are then printed to facilitate distribution to anyone who may be interested in purchasing them.

Catalogues are frequently referred to as a connection between producers and consumers in the business world. This method of communication is used to promote a product, disseminate information, and influence and expand the target market and company. Additionally, the catalogue is designed to entice buyers to purchase the products offered. Companies must not only describe the products and services they offer in a catalogue but also describe each product detail in an attractive manner that will entice buyers to purchase the products offered by the company immediately. In other words, the catalogue is not only visually appealing but also employs effective language to pique the interest of consumers.

After 70 years of popularity, which aided in the growth of IKEA, we should all be prepared to bid farewell to the IKEA catalogue. After four years of consideration, IKEA has decided to discontinue catalogue printing in 2022. This decision was made because of the company's expectation of declining interest in catalogue printing. As a result, IKEA made the difficult decision to discontinue the publication of the IKEA catalogue.

This decision to discontinue catalogue publishing is based on IKEA's belief that consumers are more interested in shopping online than ever before, implying that printed catalogues are no longer necessary. This reason stems from IKEA's long-standing observation that customers are increasingly interested in ordering IKEA products online via mobile applications and social media. Additionally, the presence of COVID-19, which restricts direct consumer visits to IKEA stores, reinforces this. As a result, rather than an annual catalogue, IKEA now creates digital brochures accessible from anywhere globally. IKEA's ability to reach its customers and gain access to its market and consumers has been facilitated by the publication of this brochure.

As catalogues do, IKEA brochures frequently present information about products through language. The use of language contributes to the vitality of a brochure's contents because language serves a purpose in addition to its meaning. Functional Systemic Linguistics (SFL) is a branch of linguistics that studies language functions in various forms. Meaning-establishing words, clauses, and sentences are components of language that establish meaning. According to Halliday and Matthiessen (Halliday & Matthiessen, 2013), meaning can perform three different functions: it can serve as a message, serve as an exchange, and serve as a representation.

The clause as a message is concerned with revealing the speaker's message; the clause as an exchange is concerned with the meaning transaction that takes place between the speaker and the listener; and the clause as representation is concerned with the representation of some process that takes place while a person is experiencing ongoing human experience (e.g., a conversation). The clause refers to the state of mind as an exchange. The principle of the clause as an interactive event, according to Halliday and Matthiessen (Halliday & Matthiessen, 2013), underpins how mood operates. Therefore, the mood is thought to be associated with interpersonal significance. The term clause refers to a unit of communication between a speaker and a listener in interpersonal communication

Numerous researchers have applied mood analysis to a variety of objects. The previous studies on interpersonal meaning, mood, and speech function analysis comparable to the subject of this research are as follows: firstly, Anggi Riani (Riani, 2021) aimed to analyse the mood and speech function types present in the Instagram captions of five hand sanitizer brands (@carexuk, @lifebuoy.uk, @sanitizerusa, @inyahands, and @nanospraytech). The researcher analyses the object using M.A.K. Halliday's qualitative method. The findings of this study indicate that there are four types of mood (54 declarative moods, three interrogative moods, and twenty imperative moods), three types of speech functions (54 statements, three questions, and twenty commands), and several roles for mood and speech functions, including economic, social, marketing, and communication processes.

Secondly, Delya Nandita Andani (Andani, 2019) identifies the mood system expressed in Nadin Amizah's Instagram posts. Nadin Amizah is the owner of the Instagram account @cakecaine and a well-known public figure in Indonesia. This study aims to ascertain how language is used on Instagram captions by a young famous teenage girl from the perspective of the interpersonal meta function of Halliday's SFL, more precisely, the Mood System. Qualitative research methods will be used to conduct this Systemic-Functional Discourse Analysis. This study indicates that Instagram users employ a diverse range of mood systems, including declarative, interrogative, and imperative moods. In light of the study's findings, it is concluded that in Nadin Amizah's Instagram, the interaction between speaker and reader occurs via captions.

Thirdly, Alfi Sa'diah (Sa'diah, 2018) has two primary objectives: first, to identify the Mood Type contained in the Surah Al Rahman translation text, and second, to determine the Speech Role contained in each clause of each verse of the Surah Al Rahman translation text. The researcher concluded that out of 78 verses in Surah Al-translation Rahman's text, there are 86 clauses divided into 50 Declarative Mood clauses, 32 Interrogative Mood clauses, and four Imperative Mood clauses. The outcome of the second problem is not significantly different. 53 Give Information speech role clauses were discovered out of 86 clauses, followed by 32 Demand Information speech role clauses and 1 Demand Goods and Services speech role clause.

Lastly, Ghinaa Jayanthi Putri and Sutiono Mahdi (Putri & Mahdi, 2018) analyses moods using Halliday's theory (1985). Thirty-one financial services taglines from www.Bankinnovation.net are analyzed using descriptive analysis. Each tagline or slogan is an abridged version of a written positioning statement. Their purpose is typically to provide additional depth or description to an ideology or serve as a component of a movement's distinct campaign or desired image. The declarative, interrogative, and imperative moods are all identified. Twenty-two declarative moods, two interrogative moods, and seven imperative moods were identified during the analysis.

According to the four previous studies described above, mood analysis was performed on various objects in written form. As a result, the researcher chose the IKEA brochure as the object of the mood analysis study, despite previous studies had not discovered an IKEA brochure. Another reason researchers chose the IKEA brochure as the subject of this study is the brochure's uniqueness, as it is considered the company's primary marketing tool. This will distinguish this study from several previous ones.

After describing how many researchers study mood in various objects in the preceding paragraph, the following section will describe some previous research using IKEA as the object of study. In terms of previous research, which included IKEA as a subject of study, firstly, Anggia Valerisha and Raden Fahrizal Ahadisuryo (Valerisha & Ahadisuryo, 2020) aims to examine Swedish public diplomacy and nation branding in Indonesia using the IKEA brand as a case study and the Szondi model of public diplomacy and nation branding. The study employs a qualitative approach, with data collection occurring between 2014 and 2018. The findings suggest that the IKEA brand is distinctive. According to Szondi's model, the IKEA brand is positioned between public diplomacy activities and nation-branding, which Szondi refers to as the fourth model. There is a synergy between Swedish public diplomacy activities and its nation branding strategy through the IKEA brand. Not only has the IKEA brand succeeded in promoting its products and businesses, but it has also contributed to Sweden's positive image and reputation and increased social and economic engagement with Indonesia.

Secondly, (Sin et al., 2021) aims to determine the factors that influence consumer behavior at IKEA. Numerous variables such as social factors, a diverse product assortment, and price are analyzed to determine the consumer behavior of IKEA's customers. The Likert Scale was used to determine the final results from the respondents' completed questionnaires. 250 respondents who own or use IKEA products were surveyed. The Likert scale will assess an individual's perception, attitude, and opinion. The findings indicated that they chose IKEA due to its cost advantages and broad product assortment and the fact that IKEA is unique and cannot be compared to other retailers.

By examining previous studies that used IKEA as a case study, it is concluded that there is a lack of research utilizing a systemic functional linguistics approach, particularly in mood and interpersonal meaning. As a result, the researcher used a systemic functional linguistic approach to interpreting the mood conveyed by the IKEA brochure. The study's subjects were chosen based on the language contained in an IKEA brochure, where the language is both functional and meaningful.

In this study, the researchers picked the first digital IKEA brochure as a study object. This object was chosen due to the researcher's interest in IKEA and her curiosity about the language used to promote IKEA products. In addition, the researcher chose the IKEA brochure as a case study due to its uniqueness as the company's primary marketing tool and their way of marketing their product through storytelling, which describes the product's advantages, how to use the product, and offers the product to readers. This is what makes IKEA unique in terms of the language it uses when telling stories in brochures. Based on the preceding, the researcher will analyze a study titled "Mood and Its Function in the IKEA Brochure."

1.2. Research Questions

Based on the background of research, the brochure's use of language is included in the language phenomenon especially in language used in advertisement. The brochure's languages are containing several unknown functions of language, particularly in the context of systemic functional linguistics, which is expressed in the following two research questions:

1. What types of mood are used in the IKEA brochure?
2. What does each mood serve the function in the IKEA brochure?

1.3. Research Objectives

The following objectives, which are based on the research question, are set out as follows:

1. To find out the types of mood used in the IKEA brochure.

2. To find out the mood function served in the IKEA brochure.

1.4. Research Significances

The findings of this study are theoretically and practically significant to this topic. Theoretically, this study is useful for linguistic studies in general, in terms of understanding text as a functional discourse. This study shows that linguistics can contribute more to other disciplines, including social sciences. As a result, there are no analytical constraints in field linguistic studies.

In practice, this research is useful for students and readers who are interested in Systemic Functional Grammar (SFL). This study is an effective way to improve knowledge of how to use language functionally and to improve self-awareness in critically understanding texts and social phenomena. In general, this study contributes to society through language and discourse.

1.5. Definition of Key Terms

1. Mood

Mood is a clause structure that relies on the subject and the finite. Gerot and Wignell identifies the subject features as nominal group and the finite features as verbal group. There are three moods that indicate interpersonal meaning, including the declarative, interrogative, and imperative moods.

2. Speech Function

Speech function is technique for effectively conveying one's ideas in written or spoken communication. According to Halliday & Matthiessen, there are four types of speech functions: statement, question, command, and offer.

3. IKEA

IKEA is a Swedish multinational corporation that manufactures and distributes pre-assembled furniture such as beds, tables, wardrobes, home appliances, and accessories.

4. Brochure

A brochure is an advertising tool used to promote a company's goods or services. Brochures can range from a single page folded into sections, as in bifold or trifold brochures, to the more prevalent bound multi-page booklet. Typically, they are composed of images with accompanying text.

1.6. Organization of Writing

In order to present the thesis systematically and make it easy for the reader to comprehend the content, this research is organized into five chapters as follows.

The first chapter is an introduction. This chapter discusses the background of research, statement of problems, research objectives, research significance, definition of key terms, and organization of writing.

The second chapter is a review of relevant literature. This chapter describes the theories that are utilized to analyze data. The theories concern systemic functional linguistics, mood, speech function, and the IKEA brochure in its entirety.

The third chapter covers research methodology. This chapter provides an overview of the research methodology employed for the current study. There is method of research, sample of data, source of data, techniques of collecting data, and techniques of analyzing data discussed in this chapter.

The fourth chapter is finding and discussion. This chapter presents the findings in mood analysis and the discussion of findings regarding the clause contained in IKEA brochure and it's based on SFL theory.

The fifth chapter is a conclusion and suggestion. This chapter contains the study's conclusion after the analysis has been conducted. This chapter includes suggestions for further research.