

IDEATIONAL MEANING OF HIV AIDS SLOGANS: A SYSTEMIC FUNCTIONAL LINGUISTIC STUDY

Desi Qoriah
Garut University, Indonesia
gdesi_27@yahoo.co.id

Abstract

Ideational meaning, or some linguist called experiential meaning is the meaning that expresses the experience or the idea of someone on producing text. Ideational meaning is one of three metafunction in Systemic Functional Linguistic Study. Ideational meaning realized by transitivity in the clause. Transitivity involves processes, participants and circumstances. Ideational meaning represents an experience of the writer or the speaker of some text, that's why Ideational meaning also called clause as representation. Many people recognize this Ideational meaning to analyze the clauses. In this research, the writer will use Ideational meaning terms to analyze HIV AIDS slogans. HIV AIDS epidemic is a huge case around the world. Many organizations and people use a slogan to convey some messages or to advertize some information, including HIV AIDS case. This preliminary research has a finding that HIV AIDS slogans has 50% material process, 38% relational process, 6% mental process, 6% verbal process.

Keyword: Ideational meaning, transitivity, HIV AIDS slogan

INTRODUCTION

Based on UNAIDS case data of people who have been infected by this virus in 2016 are 35 million peoples. Since the start of HIV epidemic in the world, 78 million have been infected and 39 million have died of AIDS related illness. For Asia and Pasific in 2013, there are 4,8 million peoples living with HIV and 350.000 new infection. Indonesia is caused for concern of new infection risen by 48% since 2005.

A slogan is a short text that encapsulates an idea and which is associated with a product, company, organization or person. Slogan is written by someone as a media to express the meaning of its text. Slogan is also a part of language because it communicates and interacts the meaning. Slogans are used to introduce the product or service to their customers through their brand's message. Reece, Vanden Bergh, and Li, (1994, p.41) argue that "The primary use of a slogan (also called taglines or signature lines) is to summarize the brand's message and to provide continuity from one advertising execution to another in a campaign". In a social and politic, slogan use to socialize the program or the idea, other that people remember what the program that someone or institution want to convey. So, the writer feels incurious to analyze what can we find of HIV AIDS slogans. In this research the writer will analyze the slogans of HIV AIDS to find out the Ideational meaning which is realized by transitivity.

METHOD

This research uses a descriptive analysis method. It describes a type of processes on every data of HIV AIDS slogans that ever been used by *Komisi Penanggulangan AIDS* Garut West Java, Indonesia as an organization who concerns on HIV AIDS

case. The first step is collecting the slogan, and then analyze a transitivity of those slogans, and then describe those HIV AIDS slogans.

THEORETICAL FRAMEWORK

SFL also called Functional Grammar. It is a form of grammatical description originally developed by Michael Halliday in 1994. It is part of a social semiotic approach to language called SFL. The term *systemic* refers to the view of language as a network of systems, interrelated sets of options for making meaning. The term *functional* refers to Halliday's view that language as it is because of what it has evolved to do (1994). He made his revision with Matthiessen (2004:23) that meaning resides in systemic pattern of choice. (Bloor and Bloor, 2004:2)

Halliday believes that grammar is described as systems not as rules, on the basis that every grammatical structure involves a choice from a describable set of options. Language is thus a meaning potential. Halliday and Matheissen (2004) have described systems such as *mood, agency, theme*, etc.

Language is meaning in social life, and for this reason all languages have three kinds of semantic components. The three kinds are used for construing experience (the ideational component), resources for enacting human's diverse and complex social relations (the interpersonal component), and resource for enabling these two kinds of meanings to come together in coherent text (the textual function). Language has three different metafunction of meanings. In line with Halliday and Matthiessen (2004) the metafunctions could be called simply as functions. The three functions of meanings are clause as message, clause as exchange, and clause as representation. The clause as message relates to theme and rheme while the two other functions; clause as exchange and clause as representation relate to mood and transitivity.

Transitivity is used in clause as representation. Clause as representation means that the clause in terms of its role is a mean to represent something. We can explore the clause with the term 'who does what to whom', when, where, and how function.

Transitivity in clause as representation, involves processes, participants, and circumstances. Halliday and Matthiessen (2004:175) said that the clause as representation consist of three components:

1. A process unfolding through the time.
2. The participants involved in the process.
3. Circumstances associated with the process.

Here are more explanations about Processes, Participants, and Circumstances:

(a) Processes

Processes are central for transitivity. And the others, participants and circumstances are incumbent upon doings, happenings, feelings and beings. Processes realized by verbs. Verbs in traditional view have been defined as "doing words", but some verbs are not doing words at all, but rather express states of being or having. Functional grammar takes this further by considering how the ideational metafunction is realized through the system of transitivity.

(b) Participants

Participants are the second element in the clause as representation. Participants are expressed by noun groups including pronouns. Bloor and Bloor (2004:109) also state that “*the participants are the entities involved in the processes*”. Participants are the second important element that concern after the process. The entities represented by participants can be persons, objects, or abstractions: they can be the agent of the action or be concluded that participants are in the form of a nominal group.

(c) Circumstances

The last elements of clause as representation are circumstances. Circumstances are not elements that always appear in the clause, unlike processes and participants. They are expressed linguistically by adverbials, including adverbs, adverbial group and prepositional phrase. Halliday and Mathiessen (2004:261) mention that circumstances “*typically expressed not as nominal group but as either adverbial groups or prepositional phrase*”.

Halliday and Mathiessen (2004:261) explain nine main types of circumstance elements:

No	Type	Specific categories
1	Extent	Distance, duration, frequency
2	Location	Place, time.
3	Manner	Means, quality, comparison, degree.
4	Cause	Reason, purpose, behalf
5	Contingency	Condition, concession, default.
6	Accompaniment	Comitative, additive.
7	Role	Guise, product
8	Matter	
9	Angle	Source, view point.

Table 1: Type of Circumstance

This research tries to find out the transitivity in clause as representation. Transitivity involves processes of the clause. There are six types of processes: material processes, mental processes, relational processes, behavioural processes, verbal processes, and existential processes.

1. Ideational meaning (transitivity) on HIV AIDS slogans

Ideational meaning expresses the transitivity of the slogan. Transitivity is realized by the process of the clause. Ideational meaning views the clause consists of participant, process and circumstance. This research shows five types of processes that can be found on HIV AIDS slogans.

4.1 Relational process on HIV AIDS slogan

Data I

Knowledge is best prevention from HIV infection

Knowledge	Is	best prevention	from the HIV infection
Carrier	Attributive: Intensive	Attribute	Circumstance

In term of ideational meaning, data I involves relational process of attributive intensive. The word “*knowledge*” acts as a carrier of the clause, and the word “*is*” functions as a process attributive intensive and the phrase “*best prevention*” acts as an attribute in the clause, and prepositional group “*from the HIV infection*” as a circumstance. It shows an experience of the writer of the slogan about having a knowledge is the way to avoid from the virus infection, because the reader knows how it transmits and spreads.

Data 2

Condoms are cheaper than AIDS

Condoms	are	cheaper than AIDS
Carrier	Attributive: Intensive	Attribute

In term of ideational meaning, this data has a transitivity expresses relational-attributive intensive process. In clause “condoms are cheaper than AIDS” has three elements: participant, process, and circumstance. The participant is established by the word “*condoms*” assigns a carrier, and the process attributive intensive in this data is established by the word “*are*”. The last is circumstance which assign an attribute, is the word “*cheaper than AIDS*”. . The writer of that slogan informs the reader considered to use condom, even it takes cost and takes time, but cheaper than HIV AIDS infected our body.

Data 3

Information is ammunition

Information	is	ammunition
Token	Identifying: intensive	Value

This slogan has a relational identifying process type. This clause has two participants, a process and has no circumstance. The word “*information*” has a role as a token, the word “*is*” has a role as an identifying intensive process, and the word “*ammunition*” has a role as a value. The word “*information*” gives an identifying aspect to the word “*information*”. The slogan identifies the information as an ammunition. The writer of the slogan conveyed to the reader how much important information for the reader, until the reader can use the information as ammunition for continue and fight in his life.

Data 4

Together we can.

Together	we	can
Circumstance	Carrier	Attributive : Intensive

Based on ideational meaning term, this slogan has a form of relational attributive intensive process type. This slogan has participant, process and

circumstance. The word “together” indicate the circumstance of the clause which comes first before the subject, the word “we” indicates a carrier and the word “can” indicate a process of attributive intensive. The writer of this slogan tries to make the reader aware that something can be done well if we do it together, the writer wants the reader knows that we can solve something together.

Data 5

Prejudice is the child of ignorance.

Prejudice	Is	the child	of ignorance
Carrier	Attributive: Intensive	Attribute	Circumtance

From clause as representation view, this data indicates something or someone as an attribute of someone or something. It established a relational attributive intensive. This clause has two participants, a process and a circumstance. The participant “prejudice” has a function of a carrier, the verb “is” realized the relational attributive intensive process type, the participant “the child” functions as an attribute of the carrier, and the circumstance of this clause is realized by prepositional group “of ignorance”. The slogan shows about the writer experience that if you don’t care to something, it will creat the ignorance. The writer invites the reader to be care and give attention to people who have been infected and to this case, because they need us.

Data 6

The most important thing in illness is never to lose heart.

The most important thing in illness	is	never to lose heart
Carrier	Attributive: Intensive	Attribute

From ideational meaning view, data 7 expresses a relational process attributive intensive. In clause “the most important thing in illness is never to lose heart” contains participant, process and circumstance. Participant in this data is “the most important thing in illness” is called a carrier, and the word “is” functions as a process of attributive intensive, and adverbial group “never to lose heart” established an attribute of its carrier. The writer of the slogan wants the reader knows that when somebody gets sick or infected, he has to keep his heart to be strong, full of spirit because a power of heart is really important, more important than a medicine.

1.2 Material process on HIV AIDS slogan

Data 7

HIV AIDS affects all of us.

HIV AIDS	affects	all of us
Carrier	Attributive: Possessive	Attribute

In term of clause as exchange, this data has a form of relational attributive possessive process type. This clause has participant, process and circumstance. The

participant of this clause is the word “*HIV AIDS*” which acts as a carrier, the process of this clause is “*affects*” which has a characteristic attributive possessive, and the circumstance of this clause is “*all of us*”. The writer wants the reader knows that the affect not only belongs to someone who have been infected by this virus, but also belongs to us.

Data 8

Condoms: They go where you go.

Condoms: They	go	where you go
Actor	Material process	Circumstance

Based on clause as representation, this slogan established a material process or a process of doing and happening. The participant of this clause is the word “*they*” which acts as an actor, and the material process of this clause is the word “*go*”, and the circumstance of this clause is the word “*where you go*”The writer shows his experience to the reader especially the reader who has a potential of sexual behavior that the only one way to prevent the infection of HIV AIDS if you do a sex is condoms, so the writer suggest to the reader to bring those condoms everywhere.

Data 9

Love shouldn’t kill.

Love	shouldn’t kill
Actor	Process: material

In term of ideational meaning or experiential meaning, this data has a material process type. This slogan consists of participant and process, and has no circumstance. The participant in this slogan is realized by the word “*love*” that acts an actor or agent of the clause. The material process of this data is the words “*shouldn’t kill*”. The writer of the slogan tells to the reader that when you do something because of love, it doesn’t mean that you can spread this virus to someone you love, so the writer of this slogan tried to make the reader aware about this fact.

Data 10

Nobody can do everything but everyone can do something.

Data 10 is a clause complex, it means this data consists of two clauses. The first clause is “*nobody can do everything*” and the second clause is “*everyone can do something*”

Nobody	can	do	everything
Actor	Process: material		Goal

In term of clause as representation, the first clause of this slogan has a material process type. This data consists of two participants, and a process. The participant “*nobody*” acts as an actor or agent of the clause, the process “*can do*” acts as a material process of the clause, and the participant “*everything*” acts as a goal of that material process.

But	everyone	can do	Something
	Actor	Process: material	Goal

In term of ideational meaning, the second clause of this data established a material process. This slogan consists of two participants and a process. The participant “*everyone*” has a category as an actor / agent of the clause, the material process of this slogan is the word “*can do*”. The participant “*something*” has a category as a goal of the clause. The slogans show to the reader that everyone including the writer and the reader can do something. The writer of this slogan involves his self and states; we don’t have to do everything to be useful for someone, we just need to do something.

Data 11

Use condom every partner every time.

Use	condom	every partner	every time
Process: Material	Goal	Receiver	Circumstance

Based on clause as representation term, this slogan constructs a material process. It indicates an action that some entity does something which may be done to other entity. Data 10 involves a process, two participants, and a circumstance. The actor or agent in this clause is implicit. The word “*use*” in this clause, acts as a material process, the participant “*condom*” acts as a goal, the participant “*every partner*” acts as a receiver, and the adverbial “*every time*” acts as a circumstance. This slogan indicates the experience of the writer of this slogan about using condom is the best thing to do every time the reader do a sexual behavior. The writer of this slogan really wants to convey and makes the reader aware about how much important the using of condom for every partner and every time.

Data 12

Do the right things.

Do	the right things
Process: material	Goal

In term of transitivity, this slogan indicates a material process that shows a material action. This data consists of a process and a participant, and it doesn’t have a circumstance. The material process of this slogan is realized by the word “*do*”, and the participant “*the right thing*” functions as a goal of the process. The slogan tells the writer’s experience that do the right things can save our live. The writer asks the reader to decide and do the right thing, because many people do the wrong thing and finally get the problem.

Data 13

Spread the knowledge not the virus

This data is a clause complex which contains of two clauses. The first clause is “*spread the knowledge*” and the second clause has an elliptical finite and elliptical predicator “*(do) not (spread) the virus*”

Spread	the knowledge
Process: Material	Goal

In term of clause as representation, this data established a material process. It expresses a material doing which some entity does something that may be done to other entity. This clause has a process and a participant, and has no circumstance. The material process in this clause is composed by the word “*spread*” and the noun phrase “*the knowledge*” composed a goal of the process.

(do) not	(spread)	the virus
Process: material		Goal

In term of transitivity, this clause composed a material process. It expresses a material doing which some entity does something and may be done to some other entity. This data consists of a process and a participant, and doesn't have a circumstance. The material process of this data is established by the verb phrase “*(do) not (spread)*”, and the participant “*the virus*” established a goal of the process. The slogan also tells an experience of the writer to the reader that many people to much enjoy do the wrong way even it can spread the virus, so the writer of this slogan asks the reader to do not spread the virus through sexual behaviour, or sharing injection together.

Data 14

People are dying of AIDS.

People	Are	dying	of AIDS
Behaver	Behavioural process		Circumstance

This clause composed a physiological behaviour. It indicates a behavioural process in term of ideational meaning. This data has a formation of participant, process and circumstance. The participant of this clause is the word “*people*” indicates a behavior of the clause, the behavioural process of this clause is realized by verb phrase “*are dying*”, and the circumstance of this clause is realized by prepositional phrase “*of AIDS*”. The writer of the slogan invites the reader to be aware, because sometimes people don't care about this situation.

4.3 Mental process on HIV AIDS slogan

Data 15

I care, do you?

This slogan consists of two clauses, the first clause is “I care”, and the second is “do you (care)”

I	care
Senser	Process: mental

Do	you	(care?)
	Senser	Process: mental

The first clause of this slogan indicates a mental process which expresses a feeling of care. This clause has a mental process type. It consists of participant and process. The participant “*I*” functions as a senser, and the word “*care*” functions as a mental process. The second clause composed a senser “*you*” and the mental process “*care*”, but this process is ellipsed. This slogan shows an idea or experience of the

writer about involving her feeling to this HIV case. The writer tells us that he cares to this HIV epidemic, and wants the readers ask to their self, whether they care or do not.

4.4 Verbal process on HIV AIDS slogan

Data 16

Talk AIDS to stop AIDS

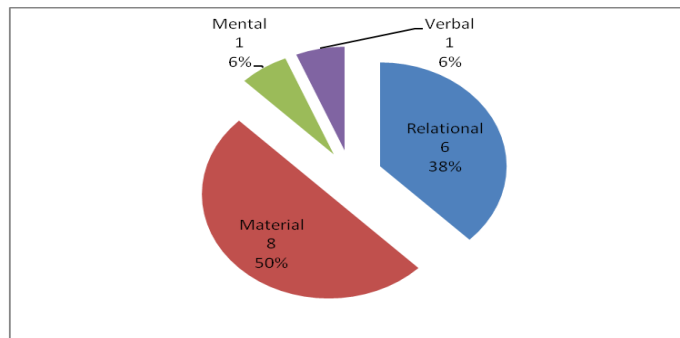
Talk	AIDS	to stop AIDS
Process: verbal	Verbiage	Circumtance

This data expresses a verbal process. It composed of participant, process and circumtance. The verbal process of this data is realized by the word “*talk*”, the participant “*AIDS*” fuctions as a verbiage, and the circumtance is realized by prepositional “*to stop AIDS*”. The writer tells his idea or his experience that talking or discussing about all HIV things, it can’t help us to stop AIDS problem.

CONCLUSSION

This preliminary research has a finding that from sixteen slogans of HIV AIDS, it composed four types of process; there are material process on the first rank (50%), the second is relational process (38%), and then mental process and verbal process have the same position, mental process 6% and verbal process 6%.

Ideational Meaning of HIV AIDS Slogan Chart



From the chart above, the biggest process type of HIV AIDS slogans is Material process. Material process in this case, means the writer wants to give information to the reader how to do something such as how to prevent, how to use something, how to solve, etc. It is more about activities rather than how to feel and how to say. The second process is relational process. Relational proces on HIV AIDS slogan, means the writer wants to relate one thing to other things. Relational process expresses information, fact, case, and all important thing that the writer want to inform to the reader. The third is mental proces. Mental process in this case expresses what the writer feel and think about HIV AIDS epidemic. The last is verbal process which expresses what the reader should talk about or communicate about.

REFERENCES

- Bloor, Merieland Bloor, Thomas. 2004. *The Functional Analysis of English* (2nd Edition); Great Britain; Hodder Education.
- Cole, Roberts. 1992. *The Practical Handbook of Public Relations*. Prentice Hall; Inc; New York.
- Cicilia San2, Heny Hartono, dan Angelika Riyandari, 2007. *The Ideology and Ideational Meaning Processes behind The Advertisement of Cosmopolitan Magazine*. Celt. Perpustakaan Unika, Volume 7.
- Deterding, David H & Poedjosoedarmo, Gloria R. 2001. *Grammar of English*. Singapore: Prentice Hall.
- Danes, F. 1994. Functional sentence perspective and the organization of the text. In F. Danes, ed. *Papers on Functional Sentence perspective* (106-128). Prague: Academia / The Hague: Mouton.
- Eggins, S. 1994. *An Introduction to Systemic Functional Linguistics*. Great Britain: Biddles Ltd.
- Feng, Hao. 2010. *Analysis of Interpersonal Meaning in Public Speeches – A case Study of Obama's Speech*. Beijing University of Technology, Beijing, China.
- Gerrot Linda and Peter Wignell 1995. *Making Sense of Functional Grammar* Sidney; Australia; Antipodean Educational Enterprise.
- Halliday, M.A.K. 1994. *An Introduction to Functional Grammar* (2nd Edition); Edward Arnold (Publishers) Limited.
- Halliday, M.A.K and Matthiessen, C.M.I.M. 2004. *An Introduction to Functional Grammar* (3rd Edition) London; Hodder Arnold.
- Sujatna, Eva Tuckyta Sari. 2013. *Understanding Systemic Functional Linguistics*; Bandung; Unpad Press.
- Sujatna, Eva Tuckyta Sari. 2013. *Mood System and Transitivity of Airlines Slogans A Comparison of National and Regional Airlines*. International Journal of English Linguistics