



## Transitivity System in Hotel Slogans: System Functional Linguistics Study

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### Abstract

Three metafunctions of meaning in Systemic Functional Linguistics are interpersonal meaning, textual meaning, and ideational meaning. In ideational meaning, it is realized through the transitivity system (Halliday, 2004). As for this study, it focuses on the analysis of processes type classification and what type of process that dominant in Bandung hotel slogans based on Halliday's theory about transitivity. To present the findings, a qualitative descriptive study is applied as the research design. The documentation method is used to collect 36 Bandung hotel slogans. It appears that the relational process is the most dominant in the hotel slogan clauses in order to represent their brand to affect the customer's mind.

**Keywords:** Ideational meaning, Transitivity system, Systemic Functional Linguistics, Hotel Slogan

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### 1. Introduction

A slogan is one of the tools used in advertising. Advertising is a business in which language used to persuade people to do things (McManis, Stollenwerk, & Zheng-Sheng, 1987). One of the strategies used to represent the brand by a company is using a slogan. This research is concerning the Bandung's Hotels slogans are presented in English.

Companies such as hotels use it as a way to promote the quality of their hospitality to the guests. In research about marketing operational in a hotel, one of the main points of the strength and opportunity of the hotel is its slogan (Choirisa & Armeilia, 2018). In other words, a slogan is used as the introduction of the service and the hotel's identity.

In advertising, the slogan enables companies to introduce themselves and their services. The identity that represents by the slogan performs a key role to make the brand affect the customer's consideration (Abdi & Irandoust, 2013). Moreover, it promotes the image of the company in the eyes of its consumer (Granat, 2003 in Nurhayati et al., 2018).

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Based on the perspective of the company, communicating their identity through a slogan can make the company different from its competitors (Dowling & Kabanoff, 1996). It can be said that commonly, a slogan is used persuasive language that could affect the customer's mind, not only that, but it also conveys communicative meaning (Kurniawan, 2018). Here, the slogan creator should consider the use of the language to produce such a proper slogan to hit the targeted customers. From a linguistics perspective in delivering the message of their brand using the slogan, it carries a meaning which is constructed by language.

Many different theories from linguistics perspective to understand slogans, one of them are Systemic Functional Linguistics (SFL). From SFL theory, language has three metafunctions, namely interpersonal meaning, textual meaning, and ideational meaning. Interpersonal meaning is realized by mood and residue (clause as exchange), the textual meaning is realized by theme and rheme (clause as message) and ideational meaning is realized by transitivity (clause as representation) (Halliday & Matthiessen, 2004).

In systemic functional linguistics (SFL), the ideational meaning is realized through the transitivity system (Halliday & Matthiessen, 2004). Ideational meaning is realized by transitivity which also referred to the clause as representation. The three elements such as process, participant, and circumstances belong to the transitivity system. The process is the center on that part of the clause that is realized by the verbal group and the participant is realized by a noun group, while circumstantial elements are optional in a clause (Bloor & Bloor, 2004).

Halliday and Matthiessen (2004) divide processes in transitivity into six types. They are the process itself material, behavioral, mental, verbal, relational, and existential. Transitivity is used to explain how meanings are represented in a sentence. Therefore, these varieties of processes are possible to find in a slogan.

There have been some researches about the slogans such as research about transitivity in a slogan conducted by Qoriah (2018) found that process that appears in HIV AIDS slogans is 50% material process, 38% relational process, 6% mental process, 6% verbal process. Here the mostly appear process is material process because its point is to instruct someone to do something to prevent the HIV AIDS. Slogan also analyze in different occasion such as slogan that is used by the multinational corporations in Indonesia. The result showed different process that dominance in the slogan (Nurhayati et al., 2018). This difference with the research by (Sujatna, 2013a), found the relational process dominated the process in the slogan in Airline's slogans. In addition, the use of slogans provides different processes depending on where the slogan is used.

Related to the function of language especially the ideational meaning, it is important to know how language plays a role in an advertisement of a company such as a hotel. By knowing the appropriate language to use in advertising a brand, this will affect the customer's preference. Therefore, the research aims to analyze the ideational meaning that contains in the slogan of hotels in Bandung.

It focuses on the analysis of processes type classification and what type of process that dominant in Bandung slogans hotel based on Halliday's theory about transitivity.

## **2. Method**

Qualitative research has the natural setting as the direct source of data and the researcher is the key instrument (Bogdan, R. C.; Biklen (1982) in Aminuddin, (1990)). As the key instrument in the study, the focus of the researcher is collecting, compiling, categorizing, understanding, and interpreting data (Creswell (2012)). Qualitative research has the natural setting as the direct source of data and the researcher is the key instrument (Sugiyono, 2013). The technique of data collection of this study is documentation. Qualitative research design allowed the researcher to collect data from documents. The documents may be public or private (Creswell (2012)). It is done by gathering the list of hotels in Bandung first, using a searching application to track the official hotel websites, and obtain the slogans.

The analysis of processes in the slogan was taken three steps. There are three processes in qualitative data analysis (Miles, Huberman, & Saldana, 2014). Firstly, data condensation, a process of selecting, focusing, and simplifying. Through selection, the researcher was selected, decided, and classified the data collections which should be included in six types of processes.

The first type of process is the process of doing or also called material process construe of what the participant is doing or what is happening to the participant, moreover, this process also construes a quantum of change in the flow of events as taking place through some input of energy (Halliday & Matthiessen, 2004). There are possible elements in participant in material namely, actor as the doer of the process, goal as the thing affected, beneficiary as for whom the process is said, scope as the thing unaffected by the process and instrument as something used as a tool.

The second process is the mental process, this process also called the process of sensing because it involves feeling, thinking, perceiving, and having emotional reactions to things (Sujatna, 2013). There are two participants in the mental process, they are sensor or experiencer and that which is experienced is given is a phenomenon.

The third process is the relational process which also called the process of being. It involves being and becoming. The relational process is divided into two relational processes, the first is attributive and the second is intensive. The possible participants are carrier, attribute, circumstantial, possessive, token, and value.

In the fifth process type, it is referred to as the process of psychological and physiological behavior. Acts like breathing, sneezing, smiling, dreaming, snoring, crying, and smile, etc are a verb that includes in the behavioral process. The Participant in this process is called behavior.

The sixth process in the transitivity system is the existential process. This process also called the processes of existence. The participant in existential is

existent, it is the thing that exists in the process. Usually marked with the copular verb or empty there (Bloor & Bloor, 2004).

Secondly, data display. This step is the process of collecting data that had been classified, analyzed, and arranged to present the data. Graphics, charts, and tables help the data collected to be more organized and easy to be described (Miles et al., 2014). In this research, the analyzed and classified data is displayed on the table form.

Thirdly, after data classification and data analysis are complete, the final step is to conclude the research. At this step, all the results were concluded discussed and provide the answer from research questions..

### 3. Findings and Discussion

Transitivity relates to clause as representation and the processes in transitivity are divided into six types of processes. Based on the findings, from the thirty-six English hotel slogans in Bandung the research find only three processes types that appear in the slogan. Those processes are relational, material and mental process.

#### 3.1. Relational process

There are twenty-four clauses categorized as a relational process. This type of process is the highest number found in this study. Twenty four clauses in the slogans are categorized as a relational process. The relational process involves states of being and becoming. There is a relational process of attributive and identifying. The analysis found 14 slogans that involving the relational process of attributive while there are 10 slogans that involving the relational process identifying process.

The verb be "is" is the common verb that is used in both attributive and identifying, although there is one verb that includes in this process. These types of processes as realized in the hotel slogans is presented in the table1 and table2 below.

**Table 1.** Relational process of attribute in Hotel Slogans

NO.	Participant: Carrier	Process: Attributive intensive	Attribute
1	Belviu Hotel	Is	Twice Your Value
2	The 101	(is)	Smart Stylish Experience
3	Malaka Hotel	(is)	Quality on a Budget
4	Prama Grand Preanger Hotel	(is)	Authentic Indonesian Hospitality
5	El Royale	(is)	When Tradition Meets Hospitality
6	Pop! Hotel	(is)	An Economy Hotel for Smart & Eco-Friendly Traveller
7	Danau Dariza Resort Hotel	(is)	Natural Recreation with Panoramic "Nusantara" Hospitality
8	The Ibis Hotel	(is)	Economy Hotel for Business and Leisure

9	Zest Hotel	(is)	Fresh and Exciting
10	Mason Pine	(is)	Nature Retreat in Bandung
11	Grand Tjokro Hotel	(is)	Best Facilities and Service for Every Trip
12	Grand Pasundan Hotel	(is)	An exceptional luxurious 4-star hotel in the heart of West Java
13	(The Papandayan Hotel)	(is)	Where You Can Experience A Balance In Life
14	Harris Hotel	Stay	Bright

**Table 2.** Relational process of identifying in Hotel Slogans

NO.	Participant: Token	Process: Identifying: intensive	Value
15	Zodiac	(is)	Best Budget Hotel Bandung
16	Bali World Hotel	(is)	The First and The Solution
17	ASTON Braga Hotel & Residence	(is)	Classy Hotel in the Centre of Braga Street
18	Noor Hotel	(is)	Muslim Boutique Hotel in the Centre Of Bandung
19	Novotel Bandung Hotel	(is)	Family and Pet Friendly Hotel
20	(Grand Mercure)	(is)	Upscale Hotel for Business Trips or Leisure
NO.	Participant: Token	Process: Identifying: possessive	Value
21	Serela	(is)	Bandung's Number 1 Great Value
22	Westpoint Bandung	(is)	The Soul of Bandung's Hospitality
23	The Trans Luxury Hotel	(is)	Introducing Indonesia's Reference in Luxury Hospitality
24	Yello Hotel	(is)	The Netizen's New Economic Hotel

### 3.2. Material Process

In material process, there are eight clauses that identified as material process. The verb such as serve, get ready, travel, retreat, come, and go indicated the material process as process of doing.

**Table 3.** Relational process of identifying in Hotel Slogans

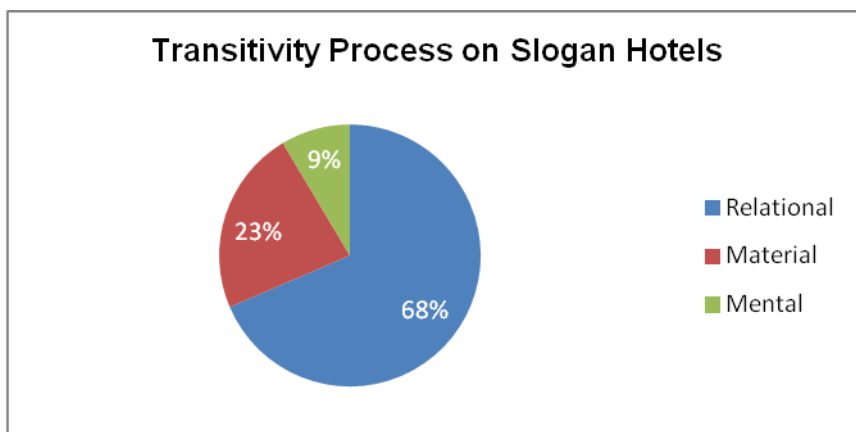
No.	Participant	Process: Material	Circumstances
25	(you)	Get Ready	to Play on at Our Boutique Hotel in Bandung
26	(you)	Travel	to a Place of Comfort
27	(you)	Stay in	the Centre of It All at Our Hotel in Bandung
28	(you)	Plan to Hotel NEO Dipatiukur	an Unforgettable Visit
29	(You)	Retreat	to A Luxury Heritage of Five-Star Hotel in Bandung
30	(You)	Come and Stay	(at Shakti Hotel)
31	Confort and satisfaction	Go	Hand in Hand
32	(We) Savoy Homann	Serve	With Heart

### 3.3 Mental Process

The last process type is mental process with only four clauses found in the slogan. The verb like experience and discover appears three times which involving the process of sensing.

**Table 4.** Mental Process in Hotel Slogan

No.	Senser	Process:Feeling	Phenomenon
33	(you)	Experience	Scenic Comfort At Our Hotel In Dago, Bandung
34	(you)	Experience	Nature In Total Comfort
35	(you)	Experience	The Heights Of Luxury In Bandung
36	(you)	Discover	Our 4-Star Luxury Hotel in Bandung



**Figure 1.** Transitivity Processes Percentage

Concerning the chart from the calculation in the analysis, there are three types of processes in transitivity on slogans. There are relational process, material process, and mental process. The most dominant process in Bandung hotel slogans is relational process. There are twenty-four relational processes or 68% of the whole analyzed slogans employed relational process. Also, this process is categorized into two modes, attributive and identifying. The relational

process employed by most of the hotel slogan in Bandung because they want to assign the quality that they want to display to the guest. Moreover, they also want to identify something such as the services, the foods, and the facilities they provide to the guest, in order to be seen by them. In the relational process, attributive employed more than identifying. The second dominance in the slogan process is the material process with eight clauses found in the slogan or 23% from the whole hotel slogan. The last process is mental process which involved 9% of clauses in the hotel slogans. Thus it makes carrier as the most dominant participant, relational attribute as the most dominant process, and location as the most dominant circumstances.

#### 4. Conclusion

Transitivity process analysis is not only used in a discourse, but it can also be used as a tool to analyze the slogan. Transitivity is used to know how human beings state their experience in the real world. The findings found 36 slogans of Bandung hotel and the relation process appear more often than other processes, especially in attributive mode. Therefore, it is suggested that the writer of the slogan for the hotel company should concern and comprehend the language to reveal more about the state of being in producing the slogans since it is would be more effective to communicate with market target through slogan. The writer can choose whether they want to identify themselves in the public eye to attract the guests or to state that the image they sell to the public.

It can be sum up that for the hotel slogan it is better to involve a relational process instead to involve other processes such as verbal process, behavioral process, and existential process. Each clause for certain purposes involves different types of processes.

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