

## Conference Paper

# The Experiential Meaning of *Dancow* Advertisements

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**ORCID:**Asmah Br. Munthe: <https://orcid.org/0000-0002-1264-8504>**Abstract**

Experiential process is a part of systemic functional linguistics, a theory of language that is oriented to the description of how language makes meaning in context. Systemic functional grammar views language as a resource for making meaning. This research was conducted to investigate the types of experiential meaning and the most dominant of experiential meaning used in *Dancow* advertisements in 1983, 1986, 2003, 2010 and 2014. This study was conducted by applying a descriptive qualitative method. Data were taken from television, websites and magazines. The relational process was found to be dominant, with a value of 40%, and it occurred 16 times. The material process had a value of 27.5% and was used 11 times. The mental process was on the third level with 25% and was used 10 times. Finally, the behavioral, verbal and existential process had the lowest percentage with 2.5% and was used 1 time.

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## 1. Introduction

The term advertisement is information that contains an interesting message about a product or service addressed to a wide community. The main purpose of advertisements is to persuade or to encourage people to be interested in using the products or services which are offered. Nowadays, advertisement is part of our life because we can know many kinds of products or services that we need in our daily needs. Advertisement is familiar in our life. We can find many advertisements everywhere in public places. Advertisement is delivered through various mass media including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail, and new media such as search results, blogs, social media, websites, or text messages.

A good advertisement will make the consumers' perception agree that their products or services have the best quality so the consumers will buy the products or services. When the consumers trust them, they will repeat orders. It is because their thought has

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been affected by the advertisement messages. One of the most famous product advertisements in Indonesia is *Dancow*. Since 1976, *Dancow* under the auspices of PT Nestle Indonesia has been produced milk locally in Indonesia. It makes many people trust that *Dancow* is the best milk for their children. However, PT Nestle Indonesia consistently maintains the quality of *Dancow's* milk products and its ability to understand consumers' needs.

Based on the explanation above, the researcher will explain about systemic functional grammar by M.A.K. Halliday in the advertisements. Systemic functional grammar is a theory of language that is oriented to the description of how language makes meaning in context. Systemic functional grammar views language as a resource for making meaning. (Eggins, 1994) So in systemic functional grammar, language has three functions, they are (1) Ideational function. In this function, language is used to understand the environment. The ideational function is divided into two sub-functions, logical and experiential. Logical function views language as natural logic and it is realized by the clause complexity system, while experiential function views language as a representation of human experiences, and it is realized by the transitivity process, (2) Interpersonal function. This function is used to maintain a human relationship, and (3) Textual function. It is used to organize the message of the text. (Anggraini, 2018)

In this study, the researcher takes a detailed analysis of *Dancow* advertisement in experiential meaning. This analysis will focus on the experiential meaning of *Dancow* advertisement. With this analysis, the researcher will know the kinds of experiential meaning in *Dancow* advertisements and the most dominant of experiential meaning in *Dancow* advertisement. Experiential meaning is part of the ideational function where the language function is used to understand the environment. It means that language is used to represent human experiences. Finally, the study provided explanatory motivations for the use of experiential meanings in advertisements.

## 2. Literature Review

Halliday (1985:106) states that experiential meaning can be defined as a way of representing patterns of experience. It is grounded by the principle that language enables a human being to build a mental picture of reality and makes sense of what goes on around them or inside them. Here the sentence is the central position because it embodies a general principle for modeling experience. Halliday constituted sentences into three elements, they are process, participant, and circumstance. In different processes, it constitutes in different participant terms.

## 2.1. Process

The process is released in the grammar using a verbal group, which is either one word, belonging to the class verb, or a group of words with a class verb word as the head of the group. In this process, there are six processes in experiential meaning, they are:

- **Material Process:** refers to processes of doing, usually **“concrete”** and **“real”** tangible actions; for example **“Rita cooks chicken curry for lunch”**. In this sentence, **“cook”** is the material process, because it is something done.
- **Mental Process:** refers to what we think or we feel. So, the mental process encodes the meaning of thinking or feeling. For example **“My little brother likes ice cream”**. The word **“likes”** refers to the mental process. Because it related to something about feeling.
- **Relational Process:** It could be said to be those of being or the process of being. The relational process consists of six principles.
- **Behavioral Processes:** refers to physiological or psychological behavior such as breathing, coughing, smiling, dreaming, and staring. They are partly like the material and partly like the mental. Therefore, Halliday introduces the boundaries of the behavioral process. For example **“The cat sleeps on the table”**. The word **“sleep”** refers to behavioral processes.
- **Verbal Process:** It is the process of saying, as in *what did you say?, I said the music is too loud here*. But “saying” has to be interpreted in a rather broad sense; it covers any kind of symbolic exchange of meaning, like, **“my watch says it's half-past ten”**. It means that it is time to go home now because the time has shown half-past ten.
- **Existential Process:** refers to something that exists or happens. Existential clauses have the verb “be”, in this respect, they seem to resemble relational process. But other verbs that commonly occur are mainly different from either the attributive or the identifying. One group is a small, set of closely related verbs meaning “exist” or “happen”; exist, remain, arise; occur, come about, happen, take place. The other group embodies some circumstantial feature; e.g of time (follow), place (sit, stand, lie; hang, rise, stretch, emerge, grow). Here is the example of the existential process **“there were several ducks in the river”**.

## 2.2. Participant

Participants are persons or things that are involved in a process. For example “**Mary** arrived in **Medan**”. From this sentence, there are two participants. They are **Mary** and **Medan**. **Mary** is the first participant and **Medan** is the second participant. Every process has its participants.

In the **material process**, there are two frequent participants, namely **Actor and Goal**. **The actor** is the constituent of the clause who does deed or perform the actions. While the **Goal** is the participant at whom the process is directed, to whom the action is extended. In the **mental process**, the participants are **senser and phenomenon**. The **senser**, who feels, thinks, or perceives, must either be human or an anthropomorphized non-human. It must be a conscious being. The **Phenomenon** is what is thought, felt, or perceived by the conscious senser.

In the **relational process**, they are constituted into some principles and they also have different participants based on the type of relational. Here are the principal types of relational processes.

TABLE 1: The Principle Types of Relational Process

Mode/Type	Attributive	Identifying
Intensive	Lisa <b>is</b> clever	Lisa <b>is</b> the singer
circumstantial	Jakarta Fashion Week <b>is on</b> Saturday	Tomorrow <b>is</b> the 14 <sup>th</sup>
possessive	Medan <b>has</b> the biggest lake in Indonesia	Teri <b>is Medan's</b> food

In the **behavioral process**, it has only one participant. Behavioral express a form of doing that does not usually extend to another participant. Therefore, the one obligatory participant is called **Behaver** and typically a conscious being (like Senser in the mental process). In the **verbal process**, it has three participants: **Sayer, receiver, and Verbiage**. **Sayer** is the participant responsible for the verbal process, does not have to be a conscious participant but anything capable of putting out a signal. **The receiver** is the one who to whom the verbal process is directed; **Beneficiary** of verbal message, occurring with or without preposition depending on position in the clause. **Verbiage** is a nominalized statement of the verbal process: a noun expressing some kind of verbal behavior statement, question, answer, or story.

In the **existential process**, it typically employs the verb “be” or synonyms as exist, arise, occur. The only obligatory participant in an existential process that receives a functional label is called the **Existent**. This participant, which usually follows the “there is/there are” sequence, any be a phenomenon of any kind and is often in fact an event, e.g. there was a battle.

### 2.3. Circumstance

Circumstances are defined as adverbial groups or prepositional phrases. Circumstances can occur not only with the material process but also in all process types. The following table showed the types of circumstances and examples of circumstances.

TABLE 2: Circumstances

Types of Circumstances	Subcategory	Probe	Example
Extent	Temporal Spatial	For how long? How far?	for three hours, every two weeks, for six miles
Location	Temporal Spatial	When? Where?	yesterday, last week, here, in the room
Manner Cause	- -	how? why?	quickly, very much, because of the rain, for better result
Contingency	-	In what circumstances?	in the event of rain, in the absence of proof
Matter Accompaniment	-	what about? together with?	about this about economics with(out) friends instead of the man
Angle	-	says who?	according to the weather forecast

To support the analysis, the researcher also presented two previous studies related to the fields of studies. These previous studies showed how the present study differs from the previous researches so that it produced the new findings. Yolferi’s article (2007) entitled *Experiential Meanings in Waspada Editorial*. This research aimed to know the kinds of experiential meaning, the dominant experiential meaning, and the background of social context in the text. Based on the findings, there are five processes of experiential meaning and four circumstances in the text. The material process and circumstance of location are the highest percentages which percentage 33,90% and 75,75%. In mass media texts usually, the verbal process is the most dominant. However, in this text, the verbal process was the second percentage with 30,51 %. It was because of the editorial text is the opinion of the editor on an issue that arises in society. The researcher did not make a priority of the form of the report which is implemented in the verbal process but the researcher prioritized the delivery of his opinion.

However, Damanik’s article (2017) entitled *An Analysis of Experiential Meaning in Poetry “William Wordsworth”*. This research aimed to pinpoint and analyze the occurrences of processes in poetry. Five poetries were taken as the subject of this research. The analysis found that there are five processes coded in the poetry of

William Wordsworth. They are material, mental, relational, behavioral, and existential. It also resulted that the most dominant process is the material process. It is meant that poetry tells about the poet's action in expressing his idea, feeling, and showing in life. This finding also showed that William Wordsworth as the poet used the material process to build imagery such as personification, simile, and metaphor. Related to the findings of this study, the application of analysis experiential meaning can be implicated in writing and reading academic as well as translators, students, and instructors. They are material (59%), mental (14%), relational (17%), Behavioral (5%), Verbal (0) and existential (5%). From these processes, the researcher concluded that the material process was the dominant process in poetry.

### 3. Research Method

This research is conducted by using descriptive qualitative research by Borg and Gall (1989). The data were taken from television, website, and magazine. There were five *Dancow* advertisements in a different year, the first in 1983, the second in 1986, the third in 2008, the fourth in 2010, and the fifth in 2014. Techniques of data collection were searching the *Dancow* advertisements and its scripts, downloading the video and its script, reading the script and watching the video, and collecting the data. The data were analyzed based on Halliday's theory about experiential meaning by the following techniques:

1. Identifying the data = the researcher identified the collected data into the types of experiential meaning based on Halliday's theory.
2. Classifying the data = after identified data, the researcher classified each type of experiential meaning.
3. Analyzing the data = when the researcher analyzed data, the researcher used some steps. They consist of description, interpretation, and explanation.
4. Concluding = the researcher concluded by giving a brief explanation from the result of the analysis.

### 4. Result and Discussion

This part reported the result of the research that was about the types of experiential meaning used in *Dancow* advertisements. Based on the result of the analysis, there

were six types of processes in the *Dancow* advertisement. The total processes that appeared in *Dancow* advertisements were 40 times. The biggest percentage was reached by the relational process that was 40% with the number of occurrences 16 times. The material process was subsequently in the second level that is 27.5% or used for 11 times. The mental process was on the third level that is 25% or used 10 times. At last, the behavioral, verbal, and existential process was the lowest percentage with 2.5% or used for 1 time. The following table showed the complete occurrences of experiential meaning in five *Dancow* advertisements:

TABLE 3

No	Process	<i>Dancow</i> Ads. 1983	<i>Dancow</i> Ads. 1986	<i>Dancow</i> Ads. 2003	<i>Dancow</i> Ads. 2010	<i>Dancow</i> Ads. 2014	Total	%
1	Material	2	1	1	3	4	11	27.5
2	Mental	3	2	2	2	1	10	25
3	Relational	5	1	3	2	5	16	40
4	Behavioral	1	-	-	-	-	1	2.5
5	Verbal	-	-	-	-	1	1	2.5
6	Existential	-	-	-	-	1	1	2.5

There were four types of experiential processes in *Dancow* advertisements in 1983. They were material, mental, relational, and behavioral processes. But the relational process was dominant with the number of occurrences 5 times and the behavioral process was the lowest with the number of occurrences 1 time. So, the total number of experiential meaning in *Dancow* advertisements in 1983 was 11 times.

There were three types of experiential processes in *Dancow* advertisements in 1986. They were material, mental, and relational processes. But the mental process was dominant with the number of occurrences 2 times and the material and relational process were the lowest with the number of occurrences 1 time. So, the total number of experiential meaning in *Dancow* advertisements in 1986 was 4 times.

There were three types of experiential processes in *Dancow* advertisements in 2003. They were material, mental, and relational processes. But the relational process was dominant with the number of occurrences 3 times and the material process was the lowest with the number of occurrences 1 time. So, the total number of experiential meaning in *Dancow* advertisements in 2003 was 6 times.

There were three types of experiential processes in *Dancow* advertisements in 2010. They were material, mental, and relational processes. But the material process was dominant with the number of occurrence 3 times and the mental and relational

process were the lowest with the number of occurrence 2 times. So, the total number of experiential meaning in *Dancow* advertisements in 2010 was 7 times.

There were five types of experiential processes in *Dancow* advertisements in 2014. They were material, mental, relational, verbal, and existential process. But the relational process was dominant with the number of occurrences 5 times and the mental, verbal, and existential process were the lowest with the number of occurrences 1 time. So, the total number of experiential meaning in *Dancow* advertisements in 2014 was 12 times.

Based on the data above, *Dancow* advertisements in 2014 was the highest number of experiential meaning 12 times. The relational process was the highest number with 5 times, the material process was the second number with 4 times and the mental, verbal and existential process were the lowest with the number of occurrences 1 time.

## 5. Conclusion

This research investigated the types of experiential meaning that are revealed in *Dancow* advertisements. There were five years which used in this research, those were: 1983, 1986, 2003, 2010, and 2014. For experiential meaning, the researcher used Systemic Functional Linguistics Theory by M.A.K. Halliday which provided six types of experiential meaning, they are, material, mental, relational, behavioral, verbal, and existential. This experiential meaning analysis worked for examining the linguistics features of the *Dancow* advertisements.

Based on the result, the researcher concluded that *Dancow* advertisements used a variety of language to promote their products. It was because it applied all types of experiential meaning proposed by M.A.K. Halliday which consisted of six significant types, those are material, mental, relational, behavioral, verbal, and existential. It was found that there were 40 experiential meaning in *Dancow* advertisements. The relational process was the most frequently occurred among the other processes. This process attained 40% or equal to 16 times of occurrence. In the second level, the material process attained 27.5% or equal to 11 times. It is then followed by the mental process as the third level which attains 25% or equal to 10 times. The verbal, behavioral, and existential process were the lowest level process occurred in 2.5% or equal to 1 time of occurrence.



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