The Analysis of Transitivity System in Tourism Destination Brochure Based on Systemic Functional Linguistic

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ABSTRACT

The effectiveness of using language in a brochure is not something that easy to interpret. Information and understanding must be clear and concrete. A good and correct brochure from Systemic Functional Linguistics (SFL) perspective is objectivity that can be understood in terms of appropriate content. The application of SFL in daily activities may simplify the meaning of text sentences so that people could decipher the meaning carefully and minimize misunderstanding the meaning of the related texts. The research was intended to: (1) identify and analyze a transitivity system in the tourism destination brochure of *Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep* (2) find out the dominance of the process type in the ideational metafunction in the language used in the brochure. This research was supported by the theory of Halliday and Matthiessen (2004). This study used a qualitative description to develop a research index in terms of analyzing, describing, and agglomerating the existing brochure at the Gili Labak tourism destination, Sumenep, Madura. The results found that transitivity systems have a role to make meanings in a clause and the relational process was the dominant type of process involved in the brochures. This research is expected to be a reference for further research by discussing Systemic Functional Linguistics thus it becomes the data that has solutions for the application of language that parses through processes in ideational metafunction.

Keywords: Brochure, Systemic Functional Linguistic, Tourism.

1. INTRODUCTION

1.1. Introduction

Indonesia is a country which has stunning and charming nature. Many people are willing to set their time to visit tourism that they have long wanted to. Therefore, the Indonesian government is raising the level of the tourism industry so that local residents and foreigners could be acquainted, enjoy recreation and history in related tourism areas. Lickorish and Jenkins (1997, p. 8) stated that "In destination areas, governments often provide supportive and direct services for the tourism industry. Infrastructure, the basis for tourism development, is still mainly provided by governments, as is much of the transport and police services". Hence, the government has role to provide and develop the tourism. From an economic perspective, thiis may provide financial contributions in the form of foreign exchange (the position of Indonesia's foreign exchange reserves at the end of June 2022 amounted to 136.4 billion US dollars), economic circulation of the country and increase national income. From a social perspective, it might strengthen communication between human beings and increase the welfare of the community such as getting jobs in new employment by the government such as in the fields of transportation, hospitality, handicraft industry, goods rental services, tour guide, and retail. Also, from a linguistic perspective, local residents and foreigners who visit or migrate to the area visited can learn the local language there.

In the place of this data source (Gili Labak, Sumenep) there are several things that make this research interesting, (1) many beautiful tourist attractions that are already widely known by local and foreigners, including youth and old. Based on supporting data that has been obtained from the *Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep*, there are a number of data on domestic tourists, 6,884 from January - August 2022 (2) The language used is not monotonous, but many languages are used in daily communication. (3) the number of language functions that can be studied from the SFL perspective.

Systemic Functional Linguistic (SFL) by Halliday and Matthiessen (2004) is a theory of language which focus on discuss the function of language. Grammar is a basic comprehending on this theory to construct the clause or sentence. However, Halliday and Matthiessen does not make the grammar itself as a system of rules but options. Li (2019, p. 2) "Systems not as rules, on the basis that every grammatical structure involves a choice from a describable set of options". There is a function of language term in SFL named metafunction. Metafunction has a purpose to construct of meanings of different kinds. Halliday divided metafunction as three such as ideational, textual and interpersonal. Ideational metafunction conveys the clause as represent experience of dealing

with what is going on and happening. There is a term named transitivity, Halliday (2004, p. 170) "The transitivity system construes the world of experience into a manageable set of process types". So that transitivity is construing a domain of experience particularly. Six branch processes are divided such as material, mental, behavioral, verbal, existential, and relational. Therefore, textual metafunction convey the clause as message which means the use of the language to structure a clause or text by using deictic to indicate the connection with other texts. In this metafunction, it is essential to elaborate the information in clause or text. Meanwhile, interpersonal metafunction conveys the clause as exchange which focus on the relationship between the speaker and listener. The relationship may in several forms such as good and services, comments, connections, and responses. Since the main objective of this study is the ideational metafunction, the researcher discussed whole data based on six processes in ideational metafunction.

Tourism brochure is one of the mediums with the aim of delivering information and promotion. This medium can be in the form of printed brochure and electronic brochure. Printed brochure could help, reach and invite potential tourists to fulfill the necessary information for tourists who are near tourism sites so that they are interested and prepared to visit related tourism. Meanwhile, electronic brochure is not much different from printed brochure as they cover a wider range of people who have internet access in every corner of this earth. According to the data of internet users in the world from 2021 to 2022, there are 4.9 trillion internet users worldwide. So that, the content which displayed and informed in the brochure is very crucial and vital.

The effectiveness of using language in brochure is not something that is easy to interpret. Information and understanding must be clear and concrete with a reality that can be reasoned according to the logic of the human mind. A good and correct brochure from the SFL perspective is objectivity that can be understood in terms of appropriate content. The application of SFL in everyday life may simplify the meaning of text sentences and find out the meaning structure of the sentence itself so that people could decipher the meaning carefully and minimize misunderstanding the meaning of the related text sentences.

Previous studies had done by several researcher about SFL contents in brochures. One of them is in the same region (Madura). First, Sriyono (2021) about translation of the transitivity system of Madura tourism texts. He used qualitative descriptive method. Source Text (as Indonesian text) and Target Text (as English text) was elaborated with experiential meaning in SFL and the translation text. The results are (1) transitivity system has a relation with the equivalent of the experiential meaning of tourism texts (2) the structural of transitivity system in ST and TT is constructed differently for readers. Second, Wen (2017) discussed about experiential

meanings in tourism brochures (golf, diving, and adventure) from a SFL perspective. The researcher used qualitative descriptive method to solve the research problems. Also, the researcher examined the types of process in ideational metafunction from an SFL. The results are found that material and relational process is dominant and Circumstance of Space often used in the brochures. Third, Jalilifar and Moradi (2018) about discover the purpose of evaluation on how Graduation resources are exploited in tourism discourse. They used mixed quantitative and qualitative method. Explore on Graduation values through interpersonal meanings in tourism brochures. For the result, there are Graduation strategies in tourism brochures. From all the previous studies above, the researcher in this study encountered the research gap to focus on discover the types of process in ideational metafunction to strengthen the tourist interest through tourism brochure.

The present study was conducted based on the systemic functional linguistic perspective by Halliday and Matthiessen (2004) (i.e., processes of ideational metafunction) on Gili Labak tourism brochure which was realized has impact to develop potential tourism interest.

1.3. Research questions

1. What contents are embedded in brochure by ideational metafunction approach?
2. What is the dominant type of processes in ideational metafunction embedded in the brochure?

1.4. Significance of the study

As for students, theoretically, this study will help students to comprehend the Systemic Functional Language (SFL) especially regarding ideational metafunction. Hence, this can improve the grades of the SFL course and particular similar linguistic course such as semantic and grammar. Also, beneficially this study can be as a reference to analyze and research regarding the same on theory and data for their thesis. As for future researchers, practically, this study conducts the benefits to the researcher who find out the SFL idea with the intention of references to fulfil the expected case study properly.

2. METHOD

2.1. Research Design

This method used qualitative descriptive by Cresswell (2014) to fulfill the objective research from points exploring, describing, and analyzing brochure which exist on Gili Labak, Sumenep tourism destination. In regard to the purpose for research a meaning in texts embedded in brochure, the researcher used two type of data such as primary data and secondary data. Related to that, the researcher retrieves the physical data of brochure around the source of data (Gili Labak) as primary data. Meanwhile, for the secondary data, the researcher used several data from internet such as social media which provided brochure like *Instagram* and *Facebook* to support and strengthen this research.

2.2. Samples/Participants

This study limits the retrieval data which only focus to the content of Systemic Functional Linguistic in brochure about tourism destination.

2.3. Instruments

The research instrument has an essential role in regard to succeeding the research. Hence, the researcher become conscious that the key instrument in this research is the researcher himself. Cresswell (2014) stated qualitative researchers are the ones who gather the information and collect data themselves through examining documents, observing behavior, or interviewing participants.

2.4. Data analysis

The researcher understands the theories and topics that are interesting to analyze by using Systemic Functional Linguistics which discusses the transitivity aspect of the ideational process. Followed by formulating the problem accompanied by scientific and significant research objectives. Then, proceed to the data collection process.

Data collection techniques are observation and recycling. The researcher took four steps to analyze the collected data. The findings are described to find out what are the characteristics of the meaning of the text, then classified based on the category. The data collected and the results of the analysis were checked by the researcher on data double-checking, as well as security measures to ensure accuracy and conformity with theory.

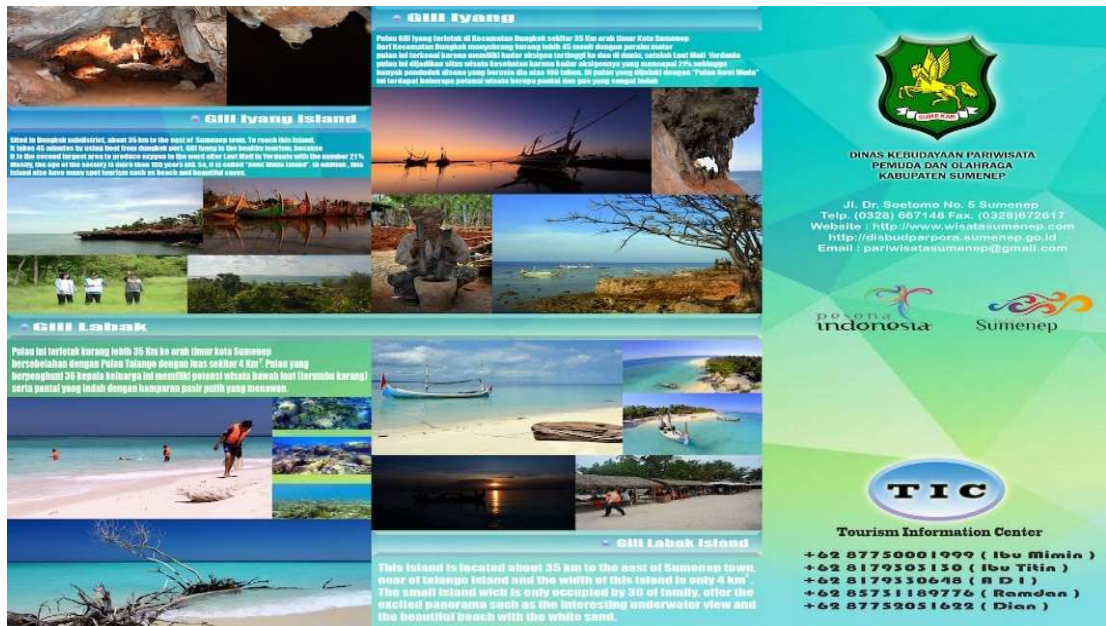# 3. FINDINGS AND DISCUSSION

3.1. Findings

Table 1. Transitivity System in The Brochure

Type of Process	Frequency	Percentage
1. Material Process	0	0%
2. Mental Process	0	0%
3. Verbal Process	0	0%
4. Behavioral Process	2	20%
5. Relational Process	7	70%
6. Existential Process	1	10%

From Table 1, it can be discussed after the data were gathered related to the Gili Labak, the types of process are found 10 frequencies in total. Behavioral Process are 2 data, Relational Process are 7 and Existential Process is 1 datum.

3.1.1. Text on Paragraph 2

Sited in Dungkek subdistrict, about 35 km to the east of Sumenep town. To reach this Island, it takes 45 minutes by using boat from dungkek port. Gili Iyang is the healthy tourism because it is the second largest area to produce oxygen in the word after Laut Mati in Yordania with the number 21%. Mostly, the age of the society is more than 100 years old. So, it is called "Awet Muda Island". In addition, this Island also have many spot tourism such as beach and beautiful caves.
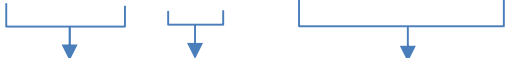
3.1.1.1. Behavioral Process

1.)   It   **takes**   45 minutes

    Behaver   B.p   Circumstance

    From the excerpt above, "it" positioned as the behaver means how long time to reach the island. For the "**takes**" stood for the behaving process which can be explained that means is needed to reach. "**Takes**" can be examined from its entity, it shows the correlation between physical and mental action. Meanwhile, for the "45 minutes" is encoded for the circumstance indicated the time required.

3.1.1.2 Relational Process

1.)   Gili Iyang   **is**   the healthy tourism
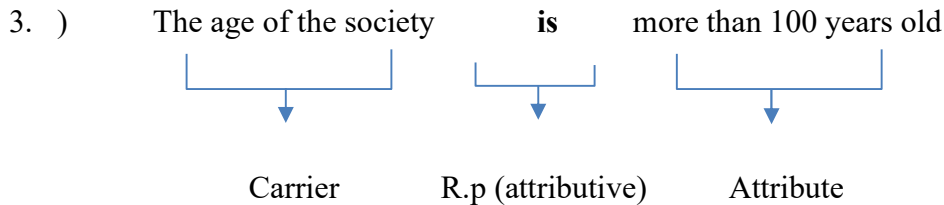
    Token   R.p (identifying)   Value

    Here "Gili Iyang" stood for the token which define the place with subject in active. "**Is**" can be categorized as a (be) relational process in identifying type because it is reversible. For the "the healthy tourism" is the value as the indicated object.
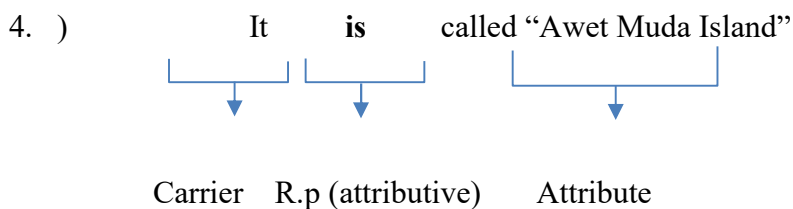
2.)   It   **is**   the second largest area
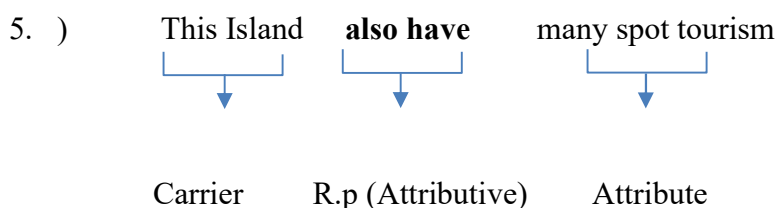
    Carrier   R.p (attributive) Attribute

"It" positioned as the carrier and third personal pronoun of Gili Iyang because it is a metathing represented by a fact likewise stated by Halliday (2004, p. 223). For the relational process (attributive) is encoded as "**Is**" has means giving attribute to the carrier "It". Meanwhile, "the second largest area" stood for the attribute to accomplish the clause.

3.)   The age of the society   **is**   more than 100 years old

                Carrier   R.p (attributive)   Attribute

From the excerpt above, "the age of society" positioned as a carrier and constructed as noun phrase. For the "**Is**" relational process (attributive) as the giving attribute to the carrier "the age of the society" which can be explained that to give clear information. Meanwhile, for the "more than 100 years old" stood for the attribute indicated the time of the society stand in past until present.

4.)   It   **is**   called "Awet Muda Island"

              Carrier   R.p (attributive)   Attribute

"It" as the carrier and third personal pronoun of Gili Iyang. For the relational process (attributive) is "**Is**" means giving attribute to the carrier "It". Meanwhile, "called Awet Muda Island" is the attribute to accomplish the clause as informative as news.

5.)   This Island   **also have**   many spot tourism

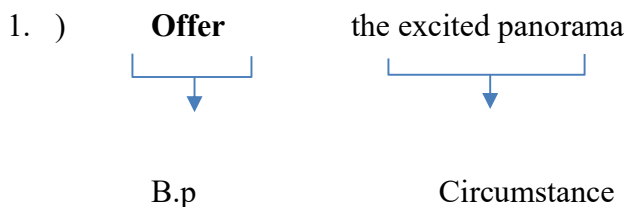   Carrier   R.p (Attributive)   Attribute

The excerpt above can be analyzed based on Halliday (2004, p. 245) that "This Island" is a carrier (possessor) stood for the subject and pronoun of Gili Iyang. "**Also Have**" is the relational process (attributive) with type called as "possession" which being ascribed to the "many spot tourism". Meanwhile, "many spot tourism" is the attribute that possessed to the carrier (possessor) named "this Island".
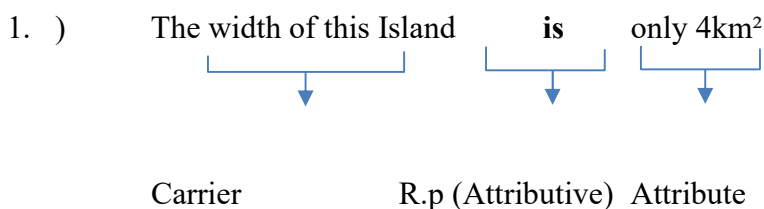
3.1.2. Text on paragraph 4

This Island is located about 35 km to the east of Sumenep town near of talango Island and the width of this Island is only 4km2. The small Island which is only occupied by 36 of family, offer the excited panorama such as the interesting underwater view and the beautiful with the white sand.

3.1.2.1. Behavioral Process

1.) **Offer**   the excited panorama

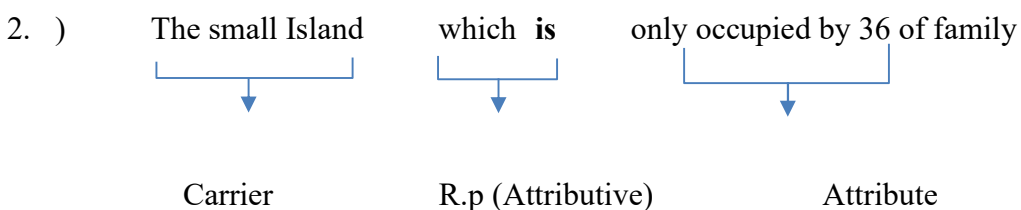   B.p   Circumstance

From the excerpt above, the "**offer**" is categorized as the behaving process which can be explained that means is offering something. "**Offer**" can be examined from its entity, it shows the correlation between physical and mental action. Meanwhile, for the "the excited panorama" stood for the circumstance indicated the thing offered.

3.1.2.2. Relational Process

1.) The width of this Island   **is**   only 4km^2

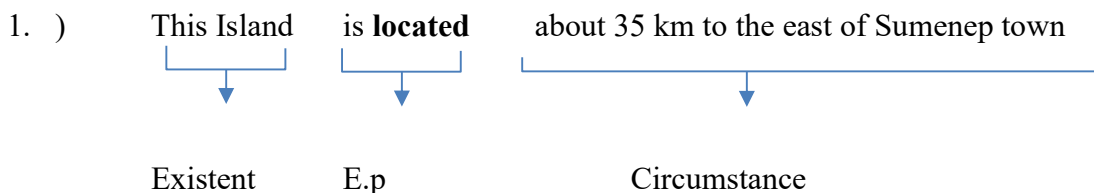   Carrier   R.p (Attributive) Attribute

This "the width of this Island" positioned as the carrier and adjective phrase which define the width of Gili Labak Island. "**Is**" stood for a (be) relational process in attributive type because it is ireversible. For the "only 4km^2" is the attribute that is pasted as the indicated adjective.

2.) The small Island   which **is**   only occupied by 36 of family

       Carrier   R.p (Attributive)   Attribute

The excerpt above can be analyzed that "The small Island" is a carrier stood as the subject and pronoun of Gili Labak. For the "**Is**" is categorized as the relational process (attributive)

which giving attribute to the carrier "the small Island"". Meanwhile, "only occupied by 36 of family" is the attribute that possessed to the carrier.

3.1.2.3. Existential Process

1.)   This Island   is **located**   about 35 km to the east of Sumenep town

         Existent   E.p   Circumstance

From the excerpt above, the "this Island" positioned as the existent and pronoun of Gili Labak Island. This existent indicates the thing is existed in somewhere else. "Is **located**" stood for existential process of giving information about existed the Gili Labak Island. Meanwhile, for the "about 35 km to the east of Sumenep town" refers to the circumstance indicated where Gili Labak Island located is.

3.2. Discussion

Based on the finding, the researcher found that the contents which essential to know and understand from ideational metafunction are its transitivity systems and types of process. Also, the dominant type of process found by the researcher is relational process occurred 7 out of 10 frequencies with highest percentage 70%. The conclusion that can be drawn in this research is there is a similar approachment with Sriyono (2021) and Wen (2017). The similarity embeds on the theory and method, using Systemic Functional Linguistics by Halliday and Matthiessen, meanwhile for the research method used qualitative descriptive. However, the difference lies between their research and this research is that those were not make the dominant type of process as the objective of research, meanwhile this research indeed.

3.2.1. Dominant Process Type

The findings and analysis show that the relational process is the most dominant process type in ideational metafunction which was found in *Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep* tourism destination brochure. Relational process is a transitivity system that discusses being (becoming) and (having). Sentences can be interpreted in terms of the process such as becoming and having. This process has two types, namely Attributive and Identifying. The two types that have different participation. Participants in Attribute is a

Carrier and Attribute while Identifying is a Token and Value. The participants in particular clause in Attributive is irreversible meanwhile Identifying is reversible.

There are similarities between this research and other research. Harwiyati (2016) found relational process as the dominant process type with 38,5% percentage and 30 out of 78 frequencies in her research. Harwiyati focused on analyzing transitivity system on Joko Widodo's Speech at the APEC CEO summit 2014 in Beijing, China. She was conducted the correlation between Critical Discourse Analysis and Systemic Functional Linguistic using Halliday's theory (2014) about transitivity system. Ayuningtyas (2020) also found that relational process as the dominant with 38,3% percentage and 18 out of 47 frequencies. She focused on identifying transitivity system in John Franklin Stephen's Speech in United Nations 2018. Also, she encoded the experience of clause by using System Functional Linguistic by Hallliday (1994). Putri dkk. (2020) found that relational process as the dominant. They analyzed transitivity system in the lyrics with 39,60% percentage and 40 out of 98 frequencies . Meanwhile, the percentage and frequency in this research is 70% and 7 out of 10.

Furthermore, relational process occured more often than other types of process in this research because the function of language in *Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep* tourism destination brochure is to provide information and persuade the reader to visit this tourism.

Dissimilar with relational process, other types of process can be occured which focus on disccusing what is happening, mind construct, and existing on depending context in a clause. Based on the result of the study by Wahyuni dkk. (2019) the most dominant process appeared by material process in memoir, Apendi and Mulyani (2020) found that material process is the dominant process in analysis of transitivity system of students' descriptive texts and Halima (2019) also material process which often appeared in a short story. Meanwhile, the study conducted by Wulansari and Waluyo (2016) behavioral process is more often appeared than others which embbeded in a poem. So that, the dominant process in many form is depend on the function of language whether to give information clearly or discuss what is happening or even other contexts such as existing of a thing and discover the feeling or mind of the speaker.

4. CONCLUSIONS

4.1. Conclusion

In transitivity system, there were essential elements that the researcher found in *Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep* tourism destination

brochure namely participants, processes, and circumstances. In this research, all process types could be found with varieties of the function: Behavioral process, Relational process, and Existential process. Furthermore for the participants almost in the clause, following participants were found: Behaver, Token, Value, Carrier, Attribute, Possessor, Possessed, and Existent. For the circumstances, there were three circumstances those descibed along with participants behaver and existent.

The dominant process is relational process occurred 7 out of 10 frequencies with highest percentage 70%. The behavioral process with the 20% percentage took second rank. The third is existential process with 10% percentage. Relational process mostly give the general informations to the reader through language context in the related brochure. Behavioral process is used to discussed how the author describes the experience to reach the place. Meanwhile, existential process is used to giving fact where the place located is.

4.2. Suggestions

In regard to the weakness of this research, the researcher suggests for other researchers who may be interested in this field of study to explore and retrive the data immediately if the source of data very far away from the living house. That is because the physical broshure data kind of hard to find. The researcher also suggests that to decide carefully whether use book edition from Halliday and Matthiessen (1999), (2004) or (2014).

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