IDEOLOGY AND IDEATIONAL MEANING FOUND IN ADVERTISEMENTS FROM COSMOPOLITAN MAGAZINE

A THESIS

By

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ENGLISH LETTERS STUDY PROGRAMME
FACULTY OF LETTERS
SOEGIAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2008
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FOUND IN ADVERTISEMENTS
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A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the
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Christians Love

Love suffers long and is kind;
love does not envy;
love does not parade itself, is not puffed up.

Does not behave rudely,
does not seek its own, is not provoked, thinks no evil.

Does not rejoice in iniquity,
but rejoices in the truth.

Bears all things, believes all things,
Hopes all things, endures all things.

- 1 Corinthians 13: 4 - 7 -

This thesis is dedicated to Jesus Christ, and also to my beloved parents and brothers.
STATEMENT OF WORK'S ORIGINALITY

I honestly declare that the thesis I wrote does not contain the works or parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should.

Semarang, February 22, 2008

Cicilia San San Indah N.U.
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ABSTRACT


Advertisements are important for most of people recently. With the advertisements, people can understand that there are products and services they need. Knowing the fact that advertisements develop everyday, the advertisers try to make the most appropriate texts to present. In the modern era, advertisement’s texts are made softly. It makes people unaware that they are persuaded to buy the products/services offered.

The explanation above guided the writer to analyze the advertisement’s texts. For the data, the writer used advertisements from Cosmopolitan magazine; which are printed in English. Here, the writer analyzed the ideology and processes of ideational meaning of the data.

The writer is interested in analyzing the ideology and processes of ideational meaning of the data because of some reasons. Firstly, a text contains ideology because language appears if there is an ideology in mind. So the data must reflect some ideologies. Due to the reason, the writer analyzed the ideology reflected in the data. Secondly, ideology can be seen from the language. Language will have the meaning if there is a process. Due to the reason, by using a theory of Systemic Functional Grammar, that is Transitivity system, the writer analyzed the processes of the data.

In analyzing the ideology of the data, the writer chose four basic assumptions. They are beauty, prestige, health and other. Then, in analyzing the processes of the data, the writer used Halliday theory that discusses about six types of processes. They are material (doing/event) process, mental (thinking/sensing/feeling) process, relational (attributive/identifying) process, behavioural process, verbal process and existential process.

After analyzing the data, the writer found that beauty ideology got the highest result, that is 45,5% and relational process (identifying) also got the highest result, that is 41,4%. Based on the result, it is clear that as a female magazine, Cosmopolitan presents advertisements that offer beauty products/services. Moreover, relational process (identifying) is used more because the producer and the advertiser are aware that they cannot compel the consumers to buy the products/services offered. The use of the process is aimed to show the products/services that will raise the curiosity of the consumers and to persuade the consumers to buy the products/services.
ABSTRAK


Dalam menganalisa ideologi, penulis menentukan 4 asumsi dasar. 4 asumsi dasar tersebut adalah kecantikan, gengsi, kesehatan dan lain-lain. Kemudian, dalam menganalisa proses, penulis menggunakan teori Halliday yang mendiskusikan mengenai 6 tipe proses. 6 tipe proses adalah proses material (doing/event), proses mental (thinking/sensing/feeling), proses relational (attributive/identifying), proses behavioural, proses verbal dan proses existential.

Setelah menganalisa data, penulis mendapatkan bahwa ideologi (kecantikan) menunjukkan hasil tertinggi, yaitu 45,5% dan proses relational (identifying) juga menunjukkan hasil tertinggi, yaitu 41,4%. Berdasarkan hasil tersebut, telah jelas bahwa sebagai sebuah majalah wanita, Cosmopolitan menyajikan iklan-iklan yang menawarkan produk/servis kecantikan. Proses relational (identifying) lebih sering digunakan karena para produsen dan pembuat iklan sadar bahwa mereka tidak dapat memaksa konsumen untuk membeli produk/servis yang ditawarkan. Penggunaan proses tersebut bertujuan untuk mempromosikan produk/servis yang akan meningkatkan keingintahuan konsumen dan untuk mempengaruhi mereka untuk membeli produk/servis tersebut.
TABLE OF CONTENT

PAGE OF TITLE ........................................................................................................... i
PAGE OF APPROVAL .................................................................................................... ii
PAGE OF BOARD EXAMINERS .............................................................................. iii
PAGE OF DEDICATION ............................................................................................ iv
STATEMENT OF WORK’S ORIGINALITY ............................................................... v
ACKNOWLEDGMENTS ............................................................................................... vi
ABSTRACT .............................................................................................................. vii
ABSTRAK ................................................................................................................... viii
TABLE OF CONTENT ............................................................................................... ix
LIST OF TABLE .......................................................................................................... xii
LIST OF FIGURE ........................................................................................................ xiii
LIST OF APPENDICES ............................................................................................... xiv

CHAPTER I INTRODUCTION

1.1 Background of the Study .................................................................................. 1
1.2 Scope of the Study ......................................................................................... 7
1.3 Problem Formulation .................................................................................... 7
1.4 Objective of the Study .................................................................................. 7
1.5 Significance of the Study ............................................................................... 7
CHAPTER II REVIEW OF LITERATURE

2.1 Communication ................................................................. 11
2.2 Advertisement as a Tool of Communication ....................... 13
2.3 The Influence of Advertisement in the Social Classes .......... 14
2.4 Cosmopolitan as a Popular Female Magazine .................... 16
2.5 Systemic Functional Grammar and Ideational Meaning ....... 18
  2.5.1 Material Process ......................................................... 21
  2.5.2 Mental Process ......................................................... 21
  2.5.3 Relational Process ..................................................... 22
  2.5.4 Behavioural Process ................................................... 22
  2.5.5 Verbal Process ......................................................... 23
  2.5.6 Existential Process ..................................................... 23
2.6 Ideology in the Advertisement ............................................. 24

CHAPTER III RESEARCH METHODOLOGY

3.1 Data Collection ................................................................. 27
  3.1.1 Materials ............................................................... 27
  3.1.2 Instruments ............................................................ 28
  3.1.3 Procedures ............................................................. 31
3.2 Data Analysis ................................................................. 32
CHAPTER IV DATA ANALYSIS AND INTERPRETATION

4.1 Processes of Ideational Meaning Found in Advertisements from Cosmopolitan Magazine

4.1.1 Material Process ................................................................. 36
4.1.2 Mental Process ................................................................. 39
4.1.3 Relational Process ............................................................. 41
4.1.4 Behavioural Process .......................................................... 43
4.1.5 Verbal Process ................................................................. 44
4.1.6 Existential Process ........................................................... 46

4.2 Ideology Found in Advertisements from Cosmopolitan Magazine

4.2.1 Beauty .............................................................................. 49
4.2.2 Prestige ............................................................................ 51
4.2.3 Health .............................................................................. 54
4.2.4 Another ............................................................................ 56

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion ........................................................................... 59
5.2 Suggestions .......................................................................... 58

BIBLIOGRAPHY ........................................................................ 60

APPENDICES ............................................................................. 64
## LIST OF TABLE

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.3</td>
<td>Example of Transitivity System</td>
<td>21</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Example of Table Analysis</td>
<td>32</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>The Result of Descriptive Statistics (Process)</td>
<td>34</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Example of Material Process (doing-active)</td>
<td>36</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Example of Material Process (doing-passive)</td>
<td>38</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Example of Material Process (event)</td>
<td>38</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Example of Mental Process (thinking)</td>
<td>40</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Example of Mental Process (sensing)</td>
<td>40</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Example of Mental Process (feeling)</td>
<td>41</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Example of Relational Process (attributive)</td>
<td>42</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Example of Relational Process (identifying)</td>
<td>43</td>
</tr>
<tr>
<td>Table 4.9</td>
<td>Example of Behavioural Process</td>
<td>44</td>
</tr>
<tr>
<td>Table 4.10</td>
<td>Example of Verbal Process</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.11</td>
<td>Example of Existential Process</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>The Result of Descriptive Statistics (Ideology)</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.12</td>
<td>Example of Beauty Ideology</td>
<td>50</td>
</tr>
<tr>
<td>Table 4.13</td>
<td>Example of Prestige Ideology</td>
<td>51</td>
</tr>
<tr>
<td>Table 4.14</td>
<td>Example of Another Ideology</td>
<td>57</td>
</tr>
</tbody>
</table>
LIST OF FIGURE

Figure 2.1  Shannon and Weaver’s Model of Communication ..................... 11
Figure 2.2  Transitivity System Scheme ................................................. 20
Figure 3.1  The Scheme of Analysis ...................................................... 30
LIST OF APPENDICES

Appendix 1. List of Clauses ................................................................. 64
Appendix 2. Table of Data Analysis (Process) ................................. 70
Appendix 3. Table of Analysis (Process) .............................................. 76
Appendix 4. Table of Analysis (Ideology) ............................................ 81
Appendix 5. The Result of Descriptive Statistics (Process) ............. 89
Appendix 6. The Result of Descriptive Statistics (Ideology) .............. 90