INTERPERSONAL METAFUNCTION ANALYSIS
OF SMARTPHONE SLOGANS

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Abstract

Slogan is one of the important language tools which contribute to brand's image and are created to be easily resonated in customers' mind. This study analyses smartphone slogans from their linguistic perspective. Since the smartphone has been extensively advertised, companies have created different slogans for each edition. Slogans are usually formulated in short-purposive phrases and their creation intends to straightforwardly magnetize purchasers, and it is a significant form of language to support the marketing campaign. They are commonly embodied in clauses or sentences which is part of grammar. The Systemic Functional Linguistics (SFL) approach was conducted to scrutinize the realization of the lexicogrammar level revealed through MOOD's interpersonal meaning of these smartphone slogans. By using the mixed descriptive quantitative-qualitative method and UAM CorpusTool, it was found that the number of MOOD realizations in this study; declarative clause 6,4% or N=51; interrogative clause 0,1% or N=1; and imperative clause 3,4% or N=27. The result showed that the declarative clause is the most frequently employed in creating smartphone slogans to give information and offer products. In conclusion, from selected smartphone slogans, predominantly, companies show that they have a wider knowledge of the products by delivering, informing, offering, demanding, and commanding customers. In other words, one of the determinants of a smartphone company's success in attracting potential customers is bringing together product advantages and market needs to produce effective advertisements and hit the ears of potential customers.

Keywords: Lexicogrammar, Interpersonal meta function, Smartphone slogan, MOOD

INTRODUCTION

There have been numerous languages of advertisements nowadays that can be analysed by researchers due to their massive production and marketing campaign in the global market economy as well as industrial revolution 4.0. Language in advertising is carefully considered by marketers from its word structure, lexis, and length of the message in describing the product and to captivate potential buyers. On the other hand, with such an enormous amount of digital information around the world either digital (e.g social media and online news platforms) or non-digital (e.g banners, billboards, newspaper, and magazine ads), to attract consumers' attention, both verbal and nonverbal language must strongly affect costumer's emotional feeling, hearts and behaviour through brand image, and a good impression.

One of the essential language aspects of advertising is the slogan. Ranju and Mukesh Trehen (2009), defined a slogan as a short, simple, straightforward phrase or a catchy sentence that is easy to remember, sweet, easily pronounceable, and pleasing to ear. In addition, it should be related to product features, product quality, and product superiority. Medici and Folena in d'Onofrio (1981) called the slogan a sharp and to the-point, quintessence of the advertising expression. Its popularity has been compared to the proverb and the maxim in particular. It is also always based on emotive words, psychologically shooting, suggestive, and with a lively human interest.

A dramatic growing emergence of advertisements especially in the middle to the end of the 20th century and at the beginning of the 21st century has employed language characterized by captivating and suggestive as well as interesting as a linguistic study. Cook

(1992) devoted himself to studying the language of advertising from a linguistics and discourse analysis perspective and stated in his book that slogans were also popular in the so-called 'social propaganda'. Nevertheless, the assertive-categoric character of various forms of advertising language is found in the dominant, the 'dogmatic' aspect, of the slogan behind linguistic or psycholinguistic in particular.

There are many advertisements nowadays that shape society's culture and behavior in a good or bad way, or *vice versa,* advertisements are representations of the sociocultural element of people where the advertisements are being offered. Thus, this research is important to investigate the characteristics of the language of advertising, especially smartphone slogans, as the companies' strategies to attract attention and persuade consumers. The study of slogans from the perspective of communication and marketing has extensively occupied scientific literature, yet the study of slogans from systemic functional linguistics is infrequently conducted.

Since the end of the 20th century, the telephone has been extensively commercialized, even companies through its marketing divisions created a different slogan for every single edition. Slogans are usually formulated in short-purposive phrases and are straightforward intentionally to magnetize potential customers. The slogan is a form of language to support a market campaign. Gali et.al., (2016) stated that a brand comprises three elements: brand name, logo, and slogan. Kohli, Luthesser, & Suri (2007) in Gali et.al., (2016) explained that slogans can serve as "hooks" or "handles" in capturing the meaning of a brand and in relating what makes the brand special.

Albeit slogans are important in constructing brand images and attracting potential customers to buy the products, academics have paid little attention to the study and analysis of smartphone slogans particularly from the systemic functional linguistics. Ergo, in this study, 110 smartphone slogans are examined by using a systemic functional linguistics approach. In this approach, interpersonal meta-function, reveals the work that interpersonal lexico-grammatical resources have to do by way of enacting social relations (Martin: 2018). In the following section, the researcher will elaborate on the related literature reviews.

The researchers who study language have found that language has systems. The system of language from various communities can be widely discerned from its language structure. As it evolves, functionalists see language from its function and its relation to the context of culture and the context of the situation. Halliday (2014) intensively promoted to study of the language structure embedded with its functions. Meanwhile, in this study, the researcher focuses on systems of lexical choices and systems of grammatical choice, namely further as the lexico-grammatical aspect of language. Whenever we produce a clause for instance, it is usually generated from one of three types of clauses; declarative (e.g. The baby is crying., interrogative (e.g. Is the baby crying?), or imperative (e.g. Cry!) (Eggins: 2004).

In Systemic Functional Linguistics (SFL), the language stratum consists of an elementary layer such as phonology which studies language sound and its meaning, lexico-grammar, and semantics. In phonology for instance, when a speaker calls somebody's name "Mom" in a low and lengthy tone, it probably means that the speaker demands goods or services. For having assigned an exclamation mark (!) as in "Mom!" with exhorted tone or interrogative punctuation at the end (?) as in the small piece of language unit "Mom?" with a mild tone, even though without any WH-question previously, it will consequently yield different meanings. For instance, the word "Mom!", from a psychological perspective, can be analysed as the existence and affection which urgently needed from the addresser (most likely

son(s) or daughter(s)). The three meta-functions in SFL will be employed in this research to analyse the ideational, interpersonal, and textual meaning at the lexico-grammar level.

The ideational function represents the inner and outer experience of the world either of the speaker or the addressee. The interpersonal function performs social interactions among humans. Meanwhile, the textual function creates a discourse texture (to create coherent and cohesive texts). For instance, the word "Mom", which is expressed in a low or middle and lengthy tone, probably illustrates that the speaker (child) demands goods and services. This immediate analysis is very superficial and will not be sufficient without considering the context of the situation that embraces SFL. Therefore, to describe further, (Eggins: 2004) asserted that context is necessarily essential in elaborating systems of language because the particular units of language, such as text, texts display continuity not merely with elements within their boundaries, but with the contexts within which they take place.

The interpersonal function is required to investigate the different sorts of clauses in the text, from simple to sophisticated, complex structures, as well as their meanings, from the three types of meta functions in the SFL lexico-grammar level that were previously explained. According to Derewianka (2011) in Yanto and Pravitasari (2023), language is facilitated through the concept of "interpersonal" meaning by "social interaction, relationships formed and maintained, personal identity developed and projected, opinions and expressions with the views of others".

According to Halliday (1975), interpersonal meta-function refers to the notion that conversation is the essential component of all communication processes and that language can be utilized to deliver information. Weninger (2020) claims that the interpersonal (i.e., personal and interactive) meta function of a text influences people's perceptions of and interactions with one another. In other words, communication is at the core of language. It is intended to grab other people's interests. Even if the lexicogrammatically level meaning was collaboratively formed through a system of language, experiential meaning still closely relates to transitivity, textual meaning to the theme, and interpersonal meaning to MOOD. All of the smartphone slogans examined in this research are in English, and the SFL framework mostly discusses English clauses.

In systemic functional linguistics, the structure of the language is studied in relation to its functions. As a result, every conventional opening remark in a conversation between a speaker and an addressee must involve a speech function, such as a statement, demand, offer, command, or question. Every opening action in discussion must be generated from one of these speech functions, and each speech function entails both a speech role and a commodity choice, as stated by Eggins (1994). Adapted from Halliday and Matthiessen (2004), the table below. It explains commodities trade more plainly by outlining the providing and receiving of goods, services, and information, followed by examples for each distinction.

Commodity exchange Role in exchange	(a) **goods and services**	(b) **information**
(i) giving	'offer' Would you like this teapot?	'statement' He's giving her the teapot
(ii) demanding	'command' Give me that teapot!	'question' What is he giving her?

Table 1. Commodity exchange and its role in exchange (Halliday & Matthiessen: 2004)

Two clause structures that are identical to one another can be deduced from the table above to have distinct roles and purposes. 'Would you like this teapot?' is an interrogative sentence that begins with the modal verb "would," which is used to expressly propose goods and services. From the standpoint of English linguistics, the modality "would" can be understood in a number of ways, such as the polite counterpart to the verb "will," an invitation, a willingness to ask, a request, making plans, or a past habit. Systemic functionalists are in charge of evaluating whether the sentence performs in a specific way based on a variety of SFL theories.

The projected analysis of each of the aforementioned clauses is as follows:

1. *Would you like this teapot? (interrogative clause)*

Would	*you*	*like*	*this*	*teapot*	*?*
Modality	**Subject**	**Finite**	Dem.pron	noun	
			Complement		
	MOOD		**RESIDUE**		

2. *He is giving her teapot. (declarative clause)*

He	*is*	*giving*	*her*	*teapot*
Subject	**Finite**	Predicator	Complement	
MOOD		**RESIDUE**		

3. *Give me that teapot! (imperative clause)*

Give	*me*	*that*	*teapot*	*!*
Predicator	**Complement**	Dem.pron	Noun	
RESIDUE				

4. *What is he giving her? (interrogative clause)*

What	*is*	*he*	*giving*	*her*	*?*
Wh question	**Finite**	**Subject**	Predicator	Complementary attributive	
	MOOD		**RESIDUE**		

Table 2. Design of analysis of interpersonal metafunction

Only two types of sentences can be inferred to have MOOD at the lexico-grammar level; imperative and interrogative. Imperative clauses often contain Subject+Finite, whereas imperative clauses typically have Finite+Subject. Meanwhile, interrogative has no Subject and Finite or it is only Residue. According to Halliday and Matthiessen (2004), the Finite is defined in terms of the clause's role in giving the statement definiteness and anchoring it so that we can debate it. Systemic functional linguists employ the tag test to identify the Finite. They also define a predictor that serves the purpose of identifying the precise event, action, or process under discussion. It follows the lone finite element in order.

A slogan is defined as a brief, memorable phrase used to promote a good or service. The image of the product that contains the benefits of the good or service is what makes a good slogan. The commercial for smartphones is one type of advertisement that frequently emerges in this current era. To the increasing population and massive internet penetration accounted for 79,5% of data from the Indonesian Internet Service Providers Association (APJII), Indonesia is a highly significant market for smartphone consumption.

According to Crystal and Davy (1983), the main goals of advertising messages are to inform and convince potential buyers. These two functions, meanwhile, are not equally crucial since in publicity, persuasion takes precedence over knowledge. Besides building awareness, the goal of advertising is to increase product sales. Advertising uses a range of deception techniques to increase consumer desire for their goods. Due to the high quality of

the products and services being supplied, as well as the ads function in the business's marketing plan, it takes efficient advertising to pull in customers' willingness to purchase. As a result, the usage of advertising has an impact on the rise or fall in product sales across a wide range of businesses. That is why a smartphone product such as iMac improves its applications, performance, and capabilities to perform yearly enhancements.

Almost every commercial for a smartphone product is in the form of a phrase. In the current study, the researcher emphasizes the context of the hypothetical conversation between the creator of the slogan and potential customers. To entice potential customers, the advertiser produces unique phrases that encapsulate the elegance and advantages of the iMac product as follows:

iThink, therefore iMac (1998)
Hello.Again (1998)
Blows mind. Not budgets. (1998)
Where did the computers go? (2004)
From the creators of iPod (2004)
Now showing. The new iMac G5 (2005)
The new, all-in-one iMac (2006)
The ultimate all-in-one. Now shipping with Leopard (2007)
More power. Thinly disguised (2008)
Beauty. Brains. And now more brawn. (2008)
Performance and design. Taken right to the edge. (2012)

Table 3. iMac slogans from year to year

The researcher uses the SFL approach to analyze the interpersonal meaning of smartphone slogans. From a functional linguistic approach *per se,* the analysis of advertising discourse has grown in popularity. Halliday (2004) made major contributions to the idea that the way language is organized is a reflection of the purposes it fulfills. He sees ideational, interpersonal, and textual communication as the three metafunctions of language. The interpersonal metafunction is concerned with how social connections are portrayed in the text, with reader engagement, with the writer's perspective on the message, and with the writer's attitude toward the audience. Textual function refers to how the text is put together. Given that it enables a text to be cohesively linked both within and to the circumstance, it can be seen as facilitating or enabling a text (Halliday, 2004).

Some research on the interpersonal metafunction of advertising have been previously conducted. Fuertes-Olivera and Velasco-Sacristan (2001) examined the meta-discourse found in slogans and headlines, Yiquiong and Rui-Ying (2004) examined the social function of 30 British commercials for gadgets, computers, and vehicles. The relevance of interpersonal factors in the themes and rhemes of the clauses of Chinese and British advertising texts has been analyzed by Zhou (2006). To be more precise, interpersonal metafunction analysis from a systemic functional linguistics approach has not yet been employed to study smartphone slogans. Therefore, this research raises the research question of what type of and how many interpersonal meanings realized from its lexico-grammatical level appeared on selected smartphone slogans.

METHOD

In this study, 110 slogans for smartphones were gathered from YouTube and the websites of smartphone companies. Utilizing Halliday's Systemic Functional Linguistics'

interpersonal metafunction, smartphone slogans were examined by using UAM Corpustool as a tool conducted by Michael O'Donnell and his team.

There were three steps in the analysis. First, the researcher imported 110 slogans to UAM Corpustool. The tool will automatically label them into certain linguistic units, such as nouns and determiners. They also be chunked into Subject and Finite for declarative clauses and Finite and Subject for imperative clauses. The third step, in order to determine whether Mood and Residue are correctly positioned. The researcher then explained the discussion in the part after that as the ending phase. Thus, this research employs qualitative research to describe a number of clause types used in the smartphone slogan data resources.

FINDINGS AND DISCUSSION

This section presents the key findings of this research that focus on identifying what type of interpersonal function and how many of each type are on the selected smartphone slogan. From the data of 110 smartphone slogans that have been collected, clauses are most likely in the form of declarative mood (51 clauses). Declarative Mood outnumbered among other clauses, which shows that the information being given by advertisers is excellent and fact-based. This MOOD type increases how appealing the text is to readers and listeners. The imperative clause accounted for 27 clauses. This clause setting conveys a request or order. Both the command and request functions are differentiated by the situation's context and domain. The interrogative mood type is the least frequent. From the collected data, the Interrogative Mood is represented by only 1 clause.

After uploading the data, UAM Corpustool automatically classified several clauses into three types, with the results shown in the table below:

FINITE-CLAUSE-TYPE3	N	%
- declarative-clause	51	6.4
- interrogative-clause	1	0.1
- imperative-clause	27	3.4
TOTAL:	79	9.9%

Table 4. Analysis result by UAM Corpustool

The following table is data which will be discussed in this research:

	Slogan	No	Slogan
1	1000 percent tablet 100 percent smartphone.	56	Everyone's invited.
2	A tablet like no other.	57	Everything changes with iPad.
3	Absolute power.	58	Explore beyond limits.
4	Absolute speed.	59	Explorer carry the world.
5	All watches tell time, This one helps you make the most of it.	60	Extended fun smart connectivity.
6	Apple Watch is here.	61	Fantastic quad performance.
7	Be creative.	62	Feel the game.
8	Beautifully indifferent.	63	Feel your finger.
9	Better than Bigger.	64	For the colorful.
10	Bigger than Bigger.	65	For those who do.
11	Bigger, easier.	66	Forward thinking.
12	Connecting people.	67	Futures belong to you.
13	Design your life.	68	Go international.
14	Designed for humans.	69	Go, get it.
15	Elegance for a new generation.	70	I hate slow.
16	Empowering people.	71	In search of incredible.
17	Enjoyment matters.	72	Every inch in iPad.
18	Innovation for everyone.	73	The next big thing.
19	Innovation in every interaction.	74	The playground is open.
20	Inspiring innovation, Persistent perfection.	75	The power of lightness.

21	iPad mini 3 with Touch ID.	76	The power of Now.
22	It does everything like nothing else.	77	The premium class tablet.
23	It's go time!.	78	The slimmest, the lightest.
24	It's time to make a big impression.	79	The world's most advanced mobile operating system.
25	It's time.	80	The World's most innovative smartphone.
26	It's your turn.	81	There's an Apple Watch for everyone.
27	Keep moving.	82	Think big, Think Mini.
28	Less is more.	83	Think different.
29	Let your finger talk.	84	This changes everything, Again.
30	Let's make things better.	85	Tomorrow never waits.
31	Life companion.	86	Rock solid, heart touching.
32	Life smart.	87	See the great, feel the great.
33	Life's good.	88	Sense of perfection.
34	Like no other.	89	Simply for your life.
35	Live in a world of infinite possibilities.	90	Slim but powerful.
36	Loving it is easy, That's why so many people do.	91	Two good to be true!
37	Make it possible.	92	Values your lifestyle.
38	Make the everyday grand.	93	Wake up, Be bold.
39	Make, Believe.	94	We hear you.
40	More possibilities on the go.	95	We know when you're doing it.
41	My true travel match.	96	We want you!
42	Never settle.	97	Where do you want to go today?
43	New world, new thinking.	98	With LG it's all possible.
44	Next generation.	99	Works like nothing else.
45	Nothing like anything.	100	You didn't really ask for it, so here you go.
46	One touch.	101	Your everyday hero.
47	Organise every day.	102	Your lifetime partner.
48	Our most personal device yet	103	Your potential, Our passion.
49	Progress is a beautiful thing.	104	Your tablet buddy on the go.
50	Quietly brilliant.	105	The amazing every day.
51	Release the smart in everyone.	106	The Blackberry playbook is here.
52	Rising star.	107	The most user-oriented notebook.
53	Slim, fun, and smart gadget.	108	Smart move.
54	Slim, light, and stylish.	109	Stands out.
55	Small wonder.	110	Step up to the next level of gaming.

Table 5. Data collected for this research

1. Declarative clauses

2. Imperative clause

3. Interrogative clause

The clause's declarative mood demonstrates that the expression is firm, factual, and definitive, while the imperative mood conveys authority. It describes the status and or power relations of the actors in the discourse and presents a deletion of the Subject (agent/doer). On

the other hand, the participants' interpersonal relationships with regard to their social rank and roles are also reflected by the interrogative Mood.

The study has revealed that in addition to lexico-grammatical elements, contextual considerations also play a role in determining the interpersonal meaning of a structural choice. This aligns with Thompson (2004) to identify meaning choices, we have to look outwards at the context in the kind of society we live in do we typically need or want to say. From the perspective of interpersonal metafunction, the analysis conducted in this study will improve comprehension of smartphone slogans or conventional slogan marketing. The following tables are a sample to be discussed in this research as the representation of each type of clause:

a. Interrogative clause

1) Where do you want to go today? (Microsoft, 1994)							

Where	*do*	*you*	*want*	*to*	*go*	*today*	*?*
WH/Complement	**Finite**	**Subject**	Predicator	Complement			
MOOD			RESIDUE				

In 1994 there was the gradual development of internet penetration in the world and the demand for computer software. It was the foremost leader in software development at that time with hundreds of employees. The slogan "Where do you want to go today?" was Microsoft's second global image title advertising campaign. The campaign involved broadcast, print, and outdoor advertising and was launched in November 1994. It spent $100 million through July 1995. This showed that a marketing campaign accompanied by a slogan is important to show brand image. Kohli., et.al (2007) stated every slogan is not merely a differentiation strategy. The most effective slogans are likely to be those that emphasize points of difference that are not only meaningful but also congruent with existing brand perceptions.

The slogan "Where do you want to go today?" implies infinite opportunity, capability, and freedom of choice. Two decades later advances in technology have escalated customers' needs to not only want to go to different locations but the options regarding 'how' they get there has also increased.

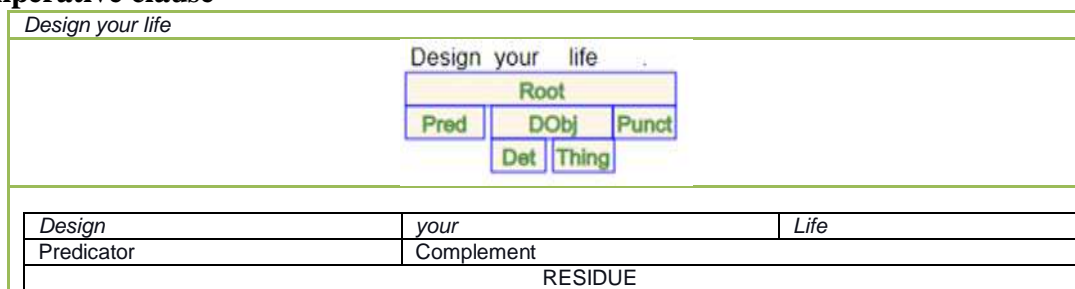### b. Declarative clause

Progress is a beautiful thing (iPhone 5)				

Progress	*is*	*a*	*beautiful*	*thing*
Subject	**Finite**	Complement		
MOOD		RESIDUE		

Building brand image and awareness are among the slogan's key objectives. One of the ways to acknowledge potential customers about product superiority is by using adjectives.

Laosrirattanachai (2018) found that adjectives with positive meanings and not too specific to any product are often used in slogans. Ke & Wang (2013) found the top 8 adjectives frequently emerging in advertising slogans: good, beautiful, real, better, best, great, perfect, and pure. Additionally, "progress is a beautiful thing" implies that the iPhone Apple company always commits to upgrading its hardware and software to meet customers' needs.

This is also in accordance with Skorupa & Duboviciene (2015) that the basic function of advertising is an informational and communicative function, a means of communication between the advertiser and the target audience. The main function is to promote the awareness of the brand, to provide information to both consumers and business clients, to facilitate the purchasing process, and to persuade consumers that one brand is better than another.

c. Imperative clause

Design your life		
Design your life .		
Root		
Pred	DObj	Punct
	Det Thing	

Design	your	Life
Predicator	Complement	
RESIDUE		

The imperative tone represented by 'Design your Life' implies that every customer will be able to modify their time management, information, and knowledge management or challenges and experiences in their lives. While this slogan also emphasizes the illocutionary act from customers. Boush (1993) stated that brand slogans could alter the perceptions of the similarity of potential brand extensions to existing family-branded products and consequently of their evaluations as suitable extensions.

CONCLUSION AND SUGGESTION

110 smartphone slogans have been collected and examined using UAM Corpustool. The most common type of clause used in smartphone slogans is the declarative clause, followed by the imperative clause and interrogative clause. To influence customers' attention and behavior, advertisers often employ language to build relationships with potential buyers. The research investigated smartphone slogans from the SFL approach. The results showed that there is a relationship between a clause's interpersonal meaning and lexico-grammatical structure.

It is found that smartphone company has the authority to give information and knowledge about the product. It can be concluded that from selected smartphone slogans, predominantly, companies show that they have a wider knowledge of the products through delivering, informing, offering, demanding, and commanding customers. Ergo, success in acknowledging their prospective customers about their products will attract more customers. According to the findings, it is suggested that ideational and textual metafunctions should be included in future research to ensure that the data collected yields comprehensive contextual results.

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