

“HOW DO THE BROCHURES SPEAK?” SYSTEMIC FUNCTIONAL LINGUISTICS ANALYSIS IN ONLINE PARENTING BROCHURES

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Abstract

Online brochures are one of the preferred choices in describing the advertisement's worth of many linguistic features. 'Parenting' strategies are one of the topics which are discussed in the online brochures. We can find the quotes and problem-solving about 'parenting' spread in cyberspace. Online parenting brochures are made by a personal or community to share that importance. The clause in parenting brochures discourse has a semantic meaning of its speech function. The language of the brochures was examined by using Halliday's theory of Systemic Functional Linguistics (SFL), then it was found that the language in the brochures was formulated interpersonally. The meanings of the clause are developed in any interactive features in exchanging the giving and demanding move of speech function. This research was conducted qualitatively by analyzing 48 clauses in the brochures. It was found that the most commonly used linguistic clause in the brochures was the statement (71%) as a way of giving information to the readers. Then the rest was the command (29%) for the parents or the childminder to be applied in nurturing the children. Besides, multimodal strategies were also used to make the brochures more eye-catching. The semiotics modes used in the brochures were supported by the meaning making of the discourse. The readers were also invited to comprehend the urgent situation of the topic discussed.

Keywords: *interpersonal meaning; multimodal; online parenting brochures; systemic functional linguistic*

1. Introduction

A brochure can be distributed in various ways to share the meaning with others. Not only the design of the brochure that has been delivered, but the brochure also contains linguistic features that will be interesting to be observed. What we can get from the brochure is not only about what topic and description to be said but also about how the message should be said (Santos & Mukminin, 2022). Online brochures are easily accessible and significant nowadays as a communication tool. Many organizations and businesses use brochures as a promotion tool that can be one of the strategies in marketing (Soegotto & Istiqomah, 2019). Non-profit brochures are often found on the internet. They appear as one of the expressions of social community or individuals that care about the situation in the

world. In this research, the writers discuss the selected brochures focused on 'Parenting'. It is one of the special topics to be discussed since most of the time the parents need to consult and have a big talk about nurturing their children at home. So many theories from the expert and also the suggestion from the parenting activist are spread on the online wall in the form of brochures. It is delivered both in long and short kind of messages. There are many cases that should be solved in parenting that would be the nice theme in the parenting such as the language acquisition step of a child (O'Grady, 2005), the child social coordination process (Hoff & Marilyn, 2007), different character, responses, and emotions of a child (Strayer & William, 2004), and the crucial elements in educating a child (Alexander & Sandahl, 2016). All these kinds of essential topic will have distinctive ways when written on the brochures. The interpersonal language strategies when expressing persuasiveness in the brochures will give a significant impact to make the reader aware of the situation of the discourse.

2. Literature Review

In the rules of language, a sentence begins from several words which come from a group of syllables that will form a series of sentences or words that must be continued and coherent by the context of the situation (Kasni, Asrofil, & Asfar, 2022). The situation will be different in what topic we are talking about in the sentence that we can call a clause. The clause as a sentence of course has a specific meaning by the problems it comes from and for whom it will be spoken. The relation between the speaker and listener or reader of a text is interpersonal communication. In this research, the interpersonal meaning found in the brochure is analyzed by using the theory of SFL (Systemic Functional Linguistics: Halliday & Matthiessen (2014)) which would be understood by the readers.

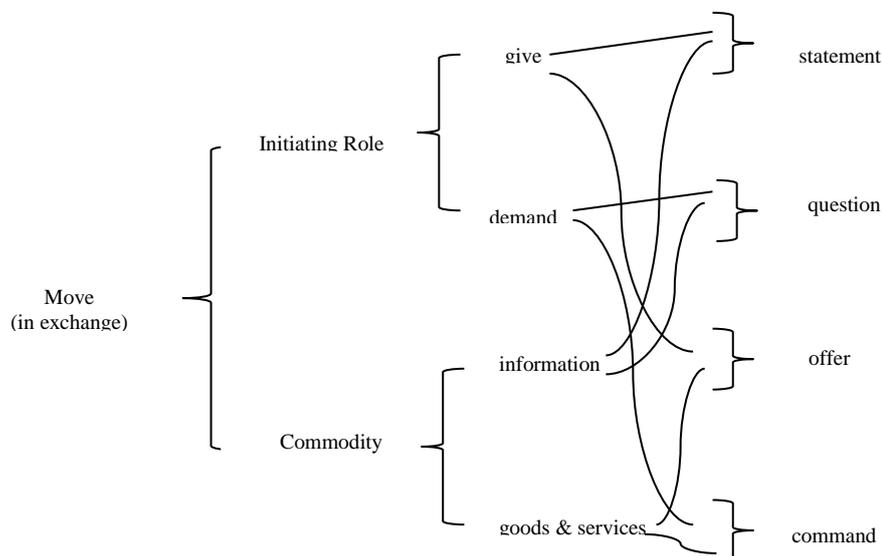


Figure 1. The semantic system of speech function (Adapted from Halliday & Matthiessen: 2014)

People are producing text in speaking and writing. When the text is produced, we can understand the function of the text according to the context. In the semantic system, speech function is one of the important sides that should be understood to comprehend the meaning of the text. In the context of a brochure, the text of course is designed in specific

purposes to gain the meaning-making by the community or individual making it. The trade that happens in the course among the participants of the course is related to the work of language especially in interpersonal exchange (Syafitri, 2022).

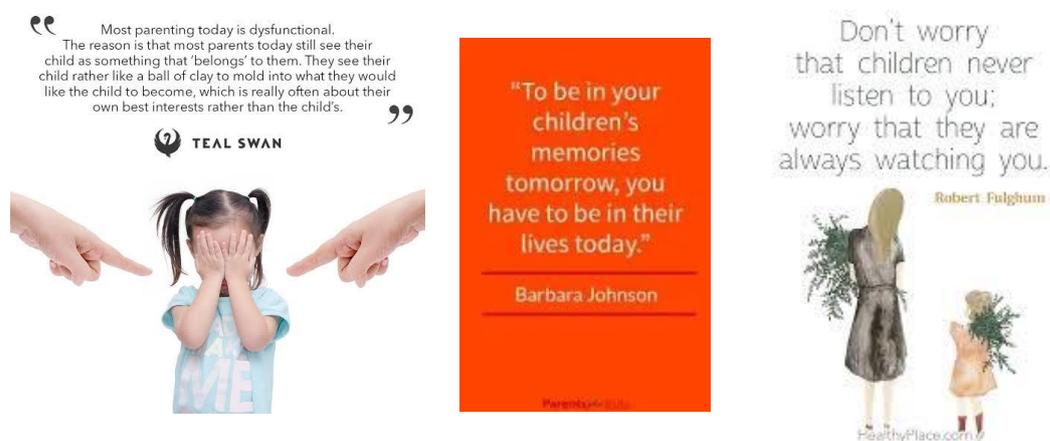
Besides the interpersonal theory in SFL, it is also important to find the multimodal aspect in the design of the text. The multimodal form in the image can be in positive or negative responses in support, participation, and active roles, or rejection, hostility, and hatred (Kasni, Asrofil, & Asfar, 2022). It is also important since Multimodal discourse takes into account the fact that many scholars pay attention to the analysis of the verbal side and only a few try to find the meaning of the non-verbal (Luca, 2020). Without nonverbal languages, our understanding of language (text) will be limited therefore understanding of language (text) should be in "multimodality" as well as to make the complexity of a language become clear (Asfar & Surianti, 2022).

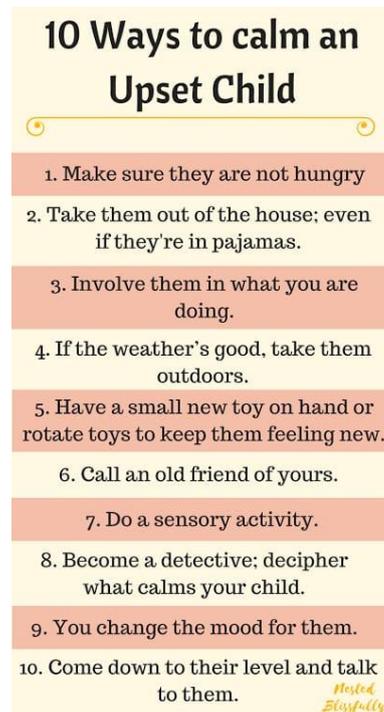
3. Research Method

The research is conducted qualitatively by collecting data, presenting data, analyzing the data, and drawing a conclusion. It is a descriptive qualitative research that explains the experiences from the written or spoken words. This research explores the characteristics of a phenomenon from the text of the brochures. Besides, this research also uses a literature study for discovering theoretical references that are relevant to the problem found. The data are collected, investigated, and described in order to make the clarification of the data which can be more than words (Creswell, 2014). The data are taken from five online brochures about parenting from many sources on the internet. After the data are analyzed, they are described based on the linguistic features used in the brochures. It is needed to take the goal of the brochure aims which is to provide information to the public (Yusuf, 2022). Descriptive phenomenology is a way to identify the particular description of the brochures verbally or visually.

4. Results and Discussion

There are five brochures that are related to how to be parents and how to face the children from the online parenting brochures that become the data in this research. The pictures below show that the style of the writing is quite similar which is in the points or in a kind of quotes. The descriptions in the text of the discourse show that they are empowered by a theory of how the readers can engage and interpret the text.





4.1. Linguistics Features

Interpersonally the clauses are grouped based on the speech function in the process of making meaning. It is important since language is the constituent structure that makes sense and functions in context (Halliday & Matthiessen, 2014). Giving or demanding goods & services or information is put in the table below:

Commodity exchanged

Role in exchange	Information
(i) giving	<p>'statement'</p> <ol style="list-style-type: none"> You are worthy of all good things in life. You are a wonderful listener. You have kindness in your heart. You are the light of my life. You have no limits on what you can accomplish. You are truly amazing. You have a unique imagination that allows you to see things other cannot. You care for others deeply. You make my heart so happy when you _____(fill in action) You handled that situation very bravely. You are born to do great things. I am proud to call you my child. You are a fast learner at _____(fill in task) I love how generous you are to others, even when it is difficult. I love hearing your voice. I will always believe in you. I can't imagine my life without you. I enjoy hearing your thoughts. You make others smile.

	<ol style="list-style-type: none"> 20. I will always be there for you. 21. You solve problems creatively. 22. No one controls who you are but you. 23. You encourage me to keep learning new things along with you. 24. Your hugs make my heart happy. 25. I love you to the moon and back. 26. We are thankful God gave us you. 27. Happiness is a choice and you choose it every day. 28. I am proud of who you are. 29. You are and always will be beautiful/handsome. 30. Most parenting today is dysfunctional. 31. The reason is that most parents today still see their child as something that 'belongs' to them. 32. They see their child rather like a ball of clay to mould into what they would like the child to become, which is really often about their own best interests rather than the child's.
Role in exchange	goods-&-services
(ii) demanding	<p>'command'</p> <ol style="list-style-type: none"> 1. Make sure they are not hungry 2. Take them out of the house; even if they're in pyjamas. 3. Involve them in what you are doing 4. If the weather's good, take them outdoors. 5. Have a small new toy on hand or rotate toys to keep them feeling new. 6. Call on old friend of yours. 7. Do a sensory activity. 8. Become a detective; decipher what calms your child. 9. You change the mood for them. 10. Come down to their level and talk to them. 11. Always do what is right, no matter the consequences. 12. Don't worry that children never listen to you. 13. Worry that they are always watching you. 14. To be in your children's memories tomorrow, you have to be in their lives today.

In this kind of text, only two kinds of speech function are found as a form of language features in the parenting brochures, those are statements and commands. On the other side, question and offer are not found. The question demands information and the offer gives goods or service. These two kinds of speech action of course have a special role in the exchanging process of a language. The statement and command on the other hand, also have a more powerful judgment that can be more strict to be followed by the parents. It can be, because of these reasons, we rarely find the kind of speech function.

In the mood element of the clauses we can see that English is very rich of the grammatical variation. It is expressed typically by the structure in the discourse. It is found

that the subject and finite operator are found as the part of a verbal group. The finite element can show the kind of the tenses or modality.

You	are	Worthy of all good things in life.
You	have no	Limits on what you can accomplish.
I	am	Proud of who you are.
Subject	Finite	Residue
Mood		

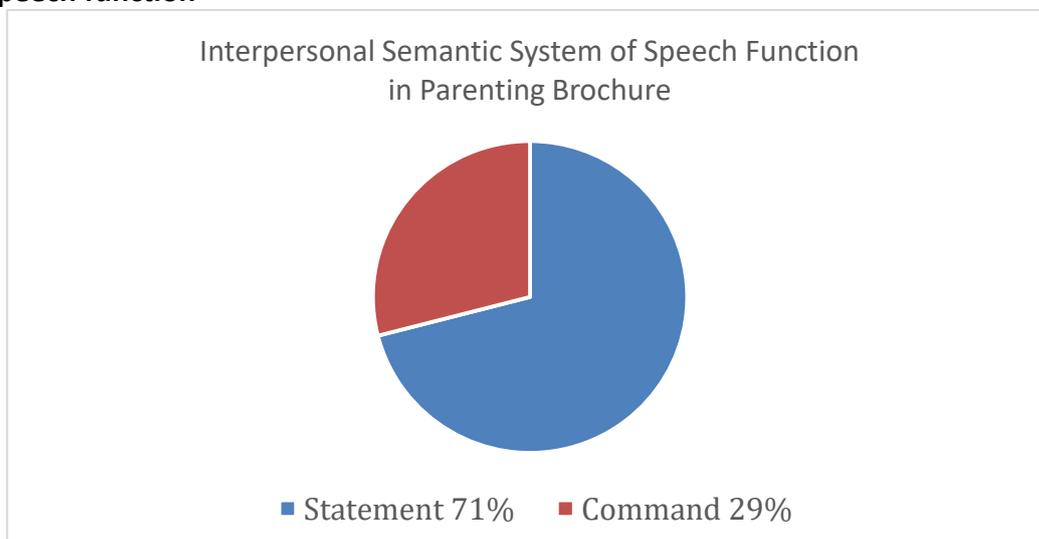
The tense or modality used is related to its temporal operators. When the message of the text is to act and say something to the child by the parents, it is normally and suggested to use the present tense and positive polarity. In other case, when the parents are suggested by the clause in the discourse it can be formed in the negative polarity to make the parents feel that there is something incorrect.

Polarity	Present	Operators
Positive	<ul style="list-style-type: none"> - You are the light of my life. - I am proud to call you my child. - Most parenting today is dysfunctional. 	Are, am, is.
Negative	<ul style="list-style-type: none"> - Make sure they are not hungry - Don't worry that children never listen to you 	Are not, don't.

The brochures are also enriched by Modal operators, those are can, will, and have to. It also fulfills the class of the low, medium, and high classes. This kind of modal is used to interact with the children and build the self-confidence of the child after facing his/her mom or dad.

	Low	Medium	High
Positive	What you <u>can</u> accomplish	I <u>will</u> always believe in you.	You <u>have to</u> be in their lives today
Negative	I <u>can't</u> imagine my life without you.	-	-

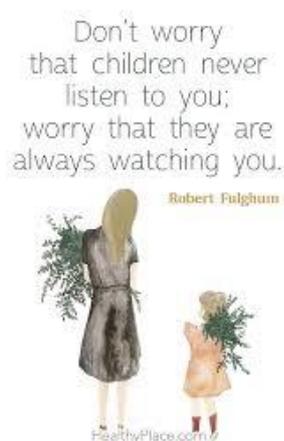
4.2 Speech function



The verbal process happens in the statement as one of the fundamental role in speech function (a) giving and (b) demanding (Halliday & Matthiessen, 2014). This is seen from the percentage that in the interpersonal analysis of the brochure in the parenting theme, it is found that the statement clauses are very dominant in the text (71%). It shows how the clause takes the function to share the information for the reader. In the clause as an exchange of the statement as the representation, the speaker (who is making the information by individual or community to the text) does not only want to share the clauses by himself/herself but, he/she is also requiring the responses of the reader. In this case, the response can be the same argument or the following action by the explanation in the text. Furthermore, the information is given through the verbal form by carrying out a command (29%) that the reader can refuse to answer or provide the good or service demanded. It shows that this two kinds of speech functions are supporting the persuasiveness of the brochures as anon-profit text but a humanitarian appeal. Both of these Interpersonal Semantic System of Speech Functions could be inferred from the verbal process and should not be misinterpreted because this is important for the parental role towards the children.

4.3 Multimodal

It is crucial not only to designate the speech function as the primary focus of the study but also to delve into the significance of multimodality as a supported framework within the realm of semiotic meanings. It is intended to qualify the description of the multimodal that will need to be conscious of the meaning-making process (Kress and Van Leeuwen, 2010). We can compare the brochures with the other media as a discourse that articulates the modes other than speech or writing. In the multimodal articulation of the picture in the brochure, it is seen that it has two forms that is forms of aesthetics and forms of practice. To complete the understanding of speech function, multimodal analysis will help us to maintain the meaning by exploring the meaning of the visual terms that is used in the brochures. We can see from the brochures below:



Let us look now in more details that both of the brochures show that the pictures are a kind of social action in semiotics. We can see that the pictures are transformative actions of individuals. The first picture shows that there is a mother with her daughter standing together, how the picture tells us that the mother is giving the example and the daughter follows what to do. It is a kind of social action that is related to the statement in the

brochures that implies we should worry that the children will always watch what we are doing as a parent. Then, the second picture also indirectly tells the readers to see what the effect is as a center point in the brochure for the children. The pointed fingers picture refers to the parents that are authoritative to the child which can make them sad or depressed while the children also have the right to say or do something happily with the parent's guidance.

Besides, the coloring of the pictures does not show a sharp contrast. The picture has a white background with a smooth color of the individuals in. It seems that the picture maker wants to show a simple example of the real-life parenting issues that usually happen between parents and children. The focus is not on the pictures like the profit brochures that need to make the picture to be more eye-catching by color. What is important here is the picture is saying something to the audience even if there is no explanation followed. The image, on the particular point of view, can be in the form of positive responses in support, participation, active roles, and other positive actions (Kasni, 2022). The brochure comes to provide information to the public (Yusuf, 2022) to be an interesting topic focused on the written information about the signs in language.

5. Conclusion

Brochures play a crucial role in information exchange, particularly in the digital era, where numerous individuals, organizations, and institutions utilize them to disseminate information. The way in giving information by using picture through brochures is needed to make the information become effective and attractive just in one click. The clauses sharing in brochures show that the meaning making process as the interpersonal strategies is mostly dominated in statement. The statement is used as the representation of a clause, as an exchange communication to deliver the information (Halliday & Matthiessen, 2014). Besides, the use of pronoun is also analyzed in the discourse of parenting brochures and it is seen that 'you' is used frequently in addressing the parents as a reader and 'I' when the brochures gives the tricks for the parents in saying something to their children. The meaning which is formed in the brochures is not put in random. All of the clauses are put together by the pictures to build the understanding of the readers. Affirmative sentences are considerate to stress the message.

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