

SYSTEMIC FUNCTIONAL LINGUISTICS: MOOD SYSTEM AND TRANSITIVITY OF FAST-FOOD RESTAURANT SLOGANS

Mohammad Muhyidin

IAIN Kediri

muhyidinmoh@gmail.com

Abstract

This study aims to find out types of mood systems and systems of transitivity used in fast food restaurant slogans and to find out how fast food restaurant slogans use mood systems and transitivity. The researcher used a descriptive qualitative design. The researcher takes McDonald's, KFC, Burger King, Subway, and Pizza Hut as slogans. There are four types of mood systems, namely declarative, imperative, interrogative and exclamative. Based on the analysis of the slogans used in fast food restaurant, the most dominant types used is declarative mood (73,7%), while the second types is imperative mood (15,8%), the third place is interrogative mood (10,5%), and there is no exclamative mood (0%). According to analysis of the transitivity system based on Halliday's theory, the result of this analysis found material processes (47,4%) is the most dominant process, while relational processes (36,8%), mental processes (15,8%), and there is no verbal, behavioural and existential processes used in fast food restaurant slogans. Based on Halliday's theory, mood types have their own function in the clause. Mostly, the function of the slogans is found in the declarative mood, is the writer (companies) conveys the information and makes a statement to the reader (customer). While imperative mood is found in fast food restaurant slogans also has a function. Its function is for the writer (companies) to convey the command and order to the reader (customer). Although interrogative only two clauses are found in fast food restaurant slogans, it function is the writer (companies) asks the question to the reader (customer).

Keywords: *mood system, transitivity, slogan*

Introduction

Systemic Functional Grammar (SFG) is a grammatical model developed by M. A. K. Halliday in the early sixties. According to Halliday, language as a social phenomenon is functional, it is concerned with the mechanisms of text structure, function, and meaning of language. Language has three different metafunctions. Metafunction is to explain language based on its function. The mood system belongs to the interpersonal meaning of language; it can answer the question 'who is involved' and the functions of meaning belong to the clause as exchange, every clause has mood and residue, but not all of clauses. According to Halliday, there are various uses or functions of the sentence

appropriate with grammatical categories which are called declarative (statement sentence), imperative (commands, requests), and exclamative (exclamations) (Eb1 Yeibo, 2011). Those types of mood have their functions. Therefore, the researcher chose the theory of mood systems are apply to the fast food restaurant slogans in order to know the meaning and the function of each slogan. The data that is used in this research can be a word, sentence, or clause.

The slogan is a recognition tool that consists of smart phrases and expressions that function as a form of recognition for the brand, organisational image, campaign theme or marketing communication image. The word 'slogan' is known differently in various countries. Slogans in advertising have become an important part of today's public life, (Qunsheng & Wang, 2013). We can find slogans in a street, bus stand, office, market place or in a public place. Some of the examples which is found easily such as beverage slogans, shoe slogans, computer slogans, electronic slogans, cigarette slogans, etc. Those slogans can be run on television, radio airwaves, and banners in public streets.

In the modern era, the demand for fast food is needed by customers will be rise, so fast food restaurants should be able to supply a service in every location to facilitate the customers. One of the strategies to attract people is slogans. Most people, when they think about restaurant slogans, their first mind directly is of fast food restaurants. Because they have large marketing and advertising budgets, their commercial are everywhere, but just a few restaurant can make use of a good slogan. Actually, an effective restaurant is very simple, and the best slogans is memorable and catchy. According to Frybuger in Pratiwi, one of the ways to promote to the products to society is by using advertisement is defined as a form of communication intended to promote the scale of a product of service.

In this study, the researcher analyzed the mood system and transitivity in slogan is used for each fast food Indonesia restaurant such as KFC, Mc-Donalds, Burger King, etc. Those are have branch not only in Western fast food restaurant but also fast food restaurant exist in Indonesia. In systemic functional linguistics (SFL), the ideational meaning is realized through the transitivity system (Halliday & Matthiessen, 2004). Ideational meaning is realized by transitivity which also referred to the clause as representation. The three elements such as process, participant, and circumstances belong to the transitivity system. The process is the centre on that part of the clause that is realized

by the verbal group and the participant is realized by a noun group, while circumstantial elements are optional in a clause (Bloor & Bloor, 2004). Halliday and Matthiessen (2004) divide processes in transitivity into six types. They are the process itself: material, behavioural, mental, verbal, relational, and existential. Transitivity is used to explain how meanings are represented in a sentence. Therefore, these varieties of processes are possible to find in a slogan. It focuses on the analysis of process type classification and what type of process that dominates in slogans, a hotel, based on Halliday's theory about transitivity.

Methods

Qualitative research has the natural setting as the direct source of data and the researcher is the key instrument (Bogdan, R. C.; Biklen, 1982) in Aminuddin, 1990). As the key instrument in the study, the focus of the researcher is collecting, compiling, categorizing, understanding, and interpreting data (Creswell, 2012). Qualitative research has the natural setting as the direct source of data, and the researcher is the key instrument (Sugiyono, 2013). The technique of data collection in this study is documentation. Qualitative research design allowed the researcher to collect data from documents. The documents may be public or private (Creswell, 2012). It is done by gathering the list of fast-food restaurant slogans in Kediri as the field to collect the data. The data are Subway, McDonald's, KFC, Burger King, Subway, Pizza Hut, and Rocket Chicken, using a searching application to track the official hotel websites, and obtain the slogans. The analysis of processes in the slogan took three steps. There are three processes in qualitative data analysis (Miles, Huberman, & Saldana, 2014). Firstly, data condensation, a process of selecting, focusing, and simplifying. Through selection, the researcher selected, decided, and classified the data collections that should be included in some types of processes. There are data reduction, data display, and conclusion or verification.

Findings and Discussions

Halliday & Matthiessen (2004) divide processes of transitivity into six types. They are the process itself: material, behavioural, mental, verbal, relational, and existential. Transitivity is used to explain how meanings are represented in a sentence. Therefore, these varieties of processes are possible to find in a slogan. The data can be seen from

this table, the researcher found three mood system and three transitivity system used in fast food restaurant slogans as seen in the following table:

Table 4.1. Mood System and Transitivity in Fast Food Restaurant Slogans

Data	Slogans	Mood System	Transitivity
(1)	McDonalds – <i>I'm Lovin' it</i>	Declarative	Mental
(2)	Pizza Hut – <i>Now you're eating</i>	Declarative	Material
(3)	KFC – <i>Finger-lickin' good</i>	Declarative	Relational
(4)	Burger King – <i>Have it your way</i>	Declarative	Relational
(5)	Subway – <i>Eat Fresh</i>	Imperative	Material
(6)	McDonald's – <i>Where else but McDonald's?</i>	Interrogative	Relational
(7)	KFC – <i>Buy a bucket of chicken, have a barrel of fun</i>	Imperative	Material
(8)	Burger King – <i>We do it like you'd do it</i>	Declarative	Material
(9)	Burger King – <i>Food for fast times</i>	Declarative	Relational
(10)	Subway – <i>The Way A Sandwich Shoud be</i>	Declarative	Relational
(11)	KFC – <i>Nobody does chicken like KFC</i>	Imperative	Relational
(12)	Pizza Hut – <i>Gather 'Round the Good Stuff</i>	Declarative	Material
(13)	KFC – <i>Colonel Quality, Guaranteed</i>	Declarative	Relational
(14)	KFC – <i>Follow your taste</i>	Imperative	Material
(15)	McDonald's – <i>We love to see you smile</i>	Declarative	Mental
(16)	McDonald's – <i>You deserve a break today</i>	Declarative	Material
(17)	McDonald's – <i>Do you believe in magic?</i>	Interrogative	Mental
(18)	Burger King – <i>Sometimes you have to break the rules</i>	Declarative	Material
(19)	Pizza Hut – <i>Makin' it great again and again</i>	Declarative	Material

1. The Analysis of Mood Used in Fast Food Restaurant Slogans

According to Halliday, mood is familiar with clause as exchange. It is system of interpersonal meaning analysis focused on Subject, Finite, Predicator, Complement and

Adjunct. The arrangement of clause structure in mood system is indicated with declarative mood, interrogative mood, imperative mood and exclamative mood. The analysis was focused on the types of mood, but not all mood system can be found in fast food restaurant slogans.

Table 4.2. Total Number and Frequency of Mood System

Type of Mood		Frequency	
1.	Declarative	14	73,7%
2.	Imperative	3	15,8%
3.	Exclamative	0	0%
4.	Interrogative	2	10,5%
Total of Mood Type		19	100%

Based on the analysis of the mood system, the researcher found nineteen slogans used in a fast food restaurant. The most dominant type used is declarative mood (73,7%), while the second type is imperative mood (15,8%), the third place is interrogative mood (10,5%), and there is no exclamative mood (0%). The dominant declarative mood indicates that the writer of the slogans is conveying the information. In imperative mood shows that companies use slogans the companies wants customers attracted their products. We can see on Table 4.2 that the most dominant mood system used in the fast food restaurant is declarative mood, while the less dominant is exclamative mood.

Declarative mood dominates slogans because it allows for a concise and impactful way to present information or make a statement. Slogans are typically short, memorable phrases designed to convey a specific message, and the declarative structure effectively delivers this information to the audience. Declarative sentences are straightforward to understand. This is crucial for slogans, which are often heard or read quickly and need to be instantly understood. The declarative mood functions to give information or make a statement. This aligns well with the purpose of slogans, which aim to convey a key message or feature of a product, service, or idea.

In the English language, exclamative mood sentences are less frequently used compared to other types like declarative, interrogative, and imperative. Exclamative mood is primarily used to express strong emotions or feelings, and it often ends with an exclamation point. While declaratives, which make statements, and interrogatives, which ask questions, are more common in everyday communication.

a. Declarative Mood

Declarative sentences commonly have subject + verb word order, but sometimes there is no subject. The declarative mood has the elements subject + finite. Declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. The function of this slogan is the writer (companies) wants to give information for the reader (customer).

Data (2) Pizza Hut – *Now you're eating*

Now	you're	Eating
Mood	S	F
Residue	Mood	

Declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. Declarative in the slogan above is used by the writer (Pizza Hut) to give information or statement to the reader (customer).

Data (3) KFC – *Finger-lickin' good*

KFC	(is)	Finger-lickin'Good
S	F	C
Mood	Residue	

It can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. The slogan above is to give information customer that KFC is one of the good fast food restaurant that exist in Indonesia.

Data (4) Burger King – *We do it like you'd do it*

(4) We	Do	It	Like
you'd	Do	It	
S	F	Residue	
Mood			

The slogan (4) from table shows it is categorized into declarative mood since the mood element is subject + finite which the pronoun *We* and *you* as *Subject*. The verb *do* considered to be finite. And the pronoun *it* and the adjective *like* is residues.

Data (5) **Burger King** – *Have it your way*

(Burger King)	Have	It your way
S	F	C
Mood		Residue

From the slogan (5) above is declarative mood. It can be seen by using pattern/formula = subject+finite (in Mood block). The slogan above can be analyzed that the subject of this clause is *Burger King*, the verb *have* as finite. This slogan illustrate have Residue since complement is *it your way*.

Data (6) **Burger King** – *Food for fast times*

(6) Burger King	(is)	Food for fast times
S	F	C
Mood		Residue

The slogan (6) from table shows it is categorized into declarative mood since the mood element is subject + finite which the pronoun *Burger King* as *Subject*. The verb *is* consider to be finite. And *food for fast time* is the complement and also residue of this clause.

Data (7) **Subway** – The Way A Sandwich Should be

(7) (Subway)	(is)	The way A sandwich should be
S	F	C
Mood		Residue

In addition, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. Declarative in the slogan above is used by the writer (*Subway*) to give information or statement to the reader (customer). In this Subway's slogan shows that it is the one of fast food restaurant which serve sandwich.

Data (8) **Pizza Hut** – Gather 'Round the Good Stuff

(8) Pizza Hut	(is) Gather	'Round The Good Stuff
S	F	C
Mood		Residue

The slogan (8) from table shows that the slogans used in Pizza Hut restaurant is categorized declarative, it can be seen the indicator of declarative mood that it can be seen the form of this clause is Subject+Finite= Mood and complement as residue The noun

Pizza Hut in this slogan as Subject, the verb (*is*) include finite, and '*Round the good stuff*' as complement of this clause.

In addition, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. A function of slogan above is use to convey information as the indicator of declarative mood, i.e. to give information reader (customer).

Data (9) **KFC** – Colonel Quality, Guaranteed

(9) (KFC)	(is)	Colonel quality, Guaranteed
S	F	C
Mood		Residue

From the slogan (9) above is declarative mood. We can know the indicator of declarative mood by using formula= subject+finite (in Mood block). The slogan above can be analyzed that the subject of this clause is *KFC*, the verb *is* as finite. This slogan illustrate have Residue since complement is the adjective *Colonel quality, guaranteed*.

In addition, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. The function of declarative in the slogan above is used by the writer (*KFC*) to give information or statement to the reader (customer). In this KFC's slogan shows that it is the one of fast food restaurant which have colonel quality and guaranteed.

Data (10) **McDonalds** – We love to see you smile

(10) We	Love	to see
You	Smile	C
S	F	
Mood		Residue

In addition, we can know the indicator of declarative mood by using formula = subject+finite (in Mood block). So, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. Declarative mood has the function, it function of the slogan above is use to convey information as the indicator of declarative mood, i.e. to give information customer.

Data (11) **McDonalds** – You deserve a break today

(11) You	Deserve	a break today
S	F	C
Mood		Residue

In addition, we can know the indicator of declarative mood by using formula = subject+finite (in Mood block). So, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. The function of declarative in the slogan above is used by the writer (*McDonalds*) to give information or statement to the reader (customer).

Data (12) **Burger King** – Sometimes you have to break the rules

(12) Sometimes	You	have to break	the rules
Mood Aj	S	F	C
Mood			Residue

In addition, declarative mood can be seen by using formula = subject+finite (in Mood block). So, declarative mood can be identified from the position of the subject that precedes finite appropriate with the declarative's formula. The function of slogan above is use to convey information, i.e. to give information customer.

Data (13) **Pizza Hut** – Makin' it great again and again

(13) (Pizza Hut)	(is) Makin'	Great	again and again
S	F	C	Aj
Mood		Residue	

From the slogan (13), it shows that the slogans used in Pizza Hut restaurant is categorized declarative mood, it can be seen by using formula = subject+finite (in Mood block). The analysis of slogan above is the noun *Pizza Hut* in this slogan as Subject, the verb (*is*) *makin'* include finite. This slogan illustrate have Residue since complement of this clause is *to see* then adjunct is the adverb *again and again*.

Data (14) **KFC** – Nobody does chicken like KFC

(14) Nobody	Does	Chicken like KFC
S	F	C
Mood		Residue

From the slogan (14), it shows that the slogans used in KFC restaurant is categorized declarative mood, it can be seen by using formula = subject+finite (in Mood block). The analysis of slogan above is the pronoun *Nobody* in this slogan as Subject, the verb *does* include finite. This slogan illustrate have Residue since complement of this clause is *chicken like KFC*.

b. Imperative Mood

The mood element of imperative mood always be a predicator. Imperative Mood may be used to convey a command. Thus the use of imperatives can indicate that the writer of the fast food restaurant slogans is in a position of greater power than the readers or the customers. Imperative sentences express directives, such as orders, instructions, requests, invitation, etc.

Table 4.2. Imperative Mood in Fast Food Restaurant Slogans

Data	Slogans	Mood Type
(15)	Subway – <i>Eat Fresh</i>	Imperative
(16)	KFC – <i>Buy a bucket of chicken, have a barrel of fun</i>	Imperative
(17)	KFC – <i>Follow your taste</i>	Imperative

The table 4.2 shows that three slogans in fast food restaurants are imperative mood. The slogan (15) from table shows that the slogans used in Subway restaurant is categorized into imperative mood. This slogan illustrate have Residue since the predicator is *Eat* and *fresh* as complement of this clause.

In addition, indicator of imperative mood could be no mood (subject+finite) they consist of predicators and complements (residue). The function of slogan above is use to make command, i.e. to make command reader (customer). Data (16) **KFC** – *Buy a bucket of chicken, have a barrel of fun*. From slogan (16) in table shows that the slogans used in KFC restaurant is categorized into imperative mood. This slogan illustrate have Residue since the predicator is *Buy* and *have*, while *fresh* as complement of this clause.

In addition, indicator of imperative mood could be no mood (subject+finite) they consist of predicators and complements (residue). The function of slogan above is use to make command, i.e. to ask the reader (customer) to do something deals with its order in fast food restaurant. The slogan (17) from table shows that the slogans used in KFC restaurant is categorized into imperative mood. This slogan illustrate have Residue since the predicator is *follow* and *your taste* as complement of this clause. In addition, indicator

of imperative mood could be no mood (subject+finite) they consist of predicators and complements (residue). The function of slogan above is use to make command, i.e. to the reader (customer) to do something deals with its order in fast food restaurant.

c. Interrogative Mood

In a written text (where there is no opportunity for the reader to reply to them), questions can often be used to keep the channels of communication open. Interrogative sentences express questions (yes/ no question/ wh- questions), however they often have other functions. In interrogative sentences, the subject is typically after the verb (if there is only one verb) or between the auxiliary and main verbs. But sometimes the order is subject + verb.

Table 4.3. Interrogative Mood in Fast Food Restaurant Slogans

Data	Slogan	Mood Type
(18)	McDonalds – <i>Do you believe in magic?</i>	Interrogative
(19)	McDonald's – <i>Where else but McDonald's?</i>	Interrogative

The table 4.3 shows that two slogans in fast food restaurants are interrogative mood. Below is the explanation of each data :

Data (18) **McDonalds** – *Do you believe in magic?*

Do	You	Believe	in magic?
F	S	P	C
Mood		Residue	

From the slogan (18) above can be classified into interrogative mood. This slogan illustrate have Mood since the finite is *do*, the subject is you, while Residue since the predicator is *believe* and *in magic?* as complement of this clause. In addition, indicator of interrogative mood is the subject of interrogative mood is typically after the verb (if there's only one verb) or between the auxiliary and main verbs. The function of slogan above is use to make question, i.e. to the writer ask a question the reader (customer).

Data (19) **McDonald's** – *Where else but McDonald's?*

Where	Else	but	McDonald's
S	Mood Aj	Aj	C
Mood		Residue	

The slogan (19) from table shows it is categorized interrogative mood. Interrogative mood in this slogans has function to give question to the readers. The adverb *Where* include in wh- word and consider to be *Subject* in this sentence. The preposition *but* consider to be mood adjunct, as explanation before that Mood adjunct is one of the elements of mood. In addition, to make understand how the slogan used that interrogative mood can be identified from the subject. The subject is typically after the verb (if there's only one verb) or between the auxiliary and main verbs. Although interrogative mood is less dominant mood in fast food restaurant slogans, it also has a function. There are only 2 clauses which show interrogative mood. The clause express the writer of the slogan's question.

2. The Analysis of Transitivity System Used in Fast Food Restaurant Slogans

Systemic Functional Grammar (SFG) is appropriate approach to analyze text. We can find out cohesiveness and relationship the text (textual meaning), express content and communicate information based on our experience (Ideational meaning through transitivity), and we find expression attitude and evaluation concern with a particular experience. Halliday believes that the most important part of text which have to analysis is clause, because clause is the higher elements of the text. In SFG, transitivity contribute of clause as representation which divided into three main elements, namely participants, process type and circumstances. Then, the system of transitivity or process types divided into six processes, namely: material, mental, relational, verbal, behavioural and the last process is existential.

Table 4.4. Total and Frequency of Transitivity

Types of Transitivity	Frequency	
Material	9	47,4%
Mental	3	15,8%
Verbal	0	0%
Existential	0	0%
Behavioural	0	0%
Relational	7	36,8%
Total of Transitivity	19	100%

Slogans aim to communicate a message quickly and effectively. By using material processes, they can highlight actions and events that are central to the brand or product. Material process emerges as the dominant transitivity process. This means that actions and events are the most frequently described aspects of the slogan's meaning,

representing how something is done or happens. Slogans often use verbs and phrases that depict tangible activities, making material processes a primary way to convey the slogan's message. A material process highlights actions and happenings, like someone doing something to another.

a. Material Process

Material processes are process of doing, physical action. There are two types of material process: happening and doing. Happening material process is characterized by the absence of goal, while doing material process is characterized with the presence of goal. Participants in material process consist of an Actor, a Process and a Goal.

Table 4.5. Material Process in Fast Food Restaurant Slogans

Data	Slogans	Process Type
(1)	Pizza Hut – <i>Now you're eating</i>	Material
(2)	Subway – <i>Eat Fresh</i>	Material
(3)	KFC – <i>Buy a bucket of chicken, have a barrel of fun</i>	Material
(4)	Burger King – <i>We do it like you'd do it</i>	Material
(5)	Pizza Hut – <i>Gather 'Round the Good Stuff</i>	Material
(6)	KFC – <i>Follow your taste</i>	Material
(7)	McDonalds – <i>You deserve a break today</i>	Material
(8)	Burger King – <i>Sometimes you have to break the rules</i>	Material
(9)	Pizza Hut – <i>Makin' it great again and again</i>	Material

The table 4.6 shows that nine slogans in fast food restaurants are material process. Below are the explanation more about the data (1) – (9) :

Data (1) **Pizza Hut** – *Now you're eating*

Now	you're	Eating
Circ: Time	Pt: Goal	Pr: Material

The slogan (1) from table shows it is categorized processes of doing as the indicator of material process. The adverb *Now* include in circumstantial elements about time. The pronoun *you* as Goal, it means that *you* which is affected by the action. And the

verb *eating* in progressive form related to the verbs of action that is why it is classified into material process.

Data (2) **Subway** – *Eat Fresh*

(You)	Eat	Fresh
Pt: Actor	Pr: Material	Pt: Goal

From slogan (2) in the table shows it is categorized material process. The pronoun *you* include in participant as Actor. The adjective *fresh* as Goal, it means that *you* which is affected by the action. And the verb *eat* related to the verbs of action that is why it is classified into material process.

Data (3) **KFC** – Buy a bucket of chicken, have a barrel of fun

(You)	Buy	a bucket of chicken	have	a barrel of fun
Pt: Actor	Pr: Material	Pt: Goal	Pr: Material	Pt: Goal

The material process has indicator is two participants namely Actor and Goal. The slogan (3) from table shows it is categorized processes of doing as the indicator of material process. The analysis is the pronoun *you* in this clause as Actor, it means that *you* perform the verb action in material process are *buy* and *have*. So that is why this verb is classified into material process. *A bucket of chicken* and *a barrel of fun* that which is affected by the action.

Data (4) **Burger King** – We do it like you'd do it

(4) We	Do	It	Like
you'd	Do	It	
Pt: Actor	Pr: Material	Pt: Goal	

The slogan (4) from table shows it is categorized processes of doing as the indicator of material process. The pronoun *we* and *you* as Actor. The pronoun *it* as Goal, it means that *we* and *you* which is affected by the action. And the verb *do* related to the verbs of action that is why it is classified into material process.

Data (5) **Pizza Hut** – Gather 'Round the Good Stuff

(5) Pizza Hut	(is)	Gather 'Round The Good Stuff
Pt: Actor	Pr: Material	Pt: Goal

The material process has indicator is two participants namely Actor and Goal. The slogan (5) from table shows it is categorized processes of doing as the indicator of material process. The noun *Pizza Hut* in this clause as Actor, it means that *Pizza Hut* are the one of the performing the action. The verb *is* related to the verbs of action, so that is why this verb is classified into material process. And *Gather 'Round The Good Stuff* is the Goal.

Data (6) **KFC** – *Follow your taste*

(You)	Follow	your taste
Pt: Actor	Pr: Material	Pt: Goal

The slogan (6) from table shows it is categorized processes of doing as the indicator of material process. The analysis of KFC's slogan, the pronoun *you* as Actor, it means that *you* is the one performing the verb action *follow*, *your taste* as Goal. And the verb *follow* related to the verbs of action that is why it is classified into material process.

Data (7) **McDonalds** – You deserve a break today

You	Deserve	a break	Today
Pt: Actor	Pr: Material	Pt: Goal	Circ: Time

The material process has indicator is two participants namely Actor and Goal. The slogan (7) from table shows it is categorized processes of doing as the indicator of material process. The pronoun *you* in this clause as Actor, it means that *you* as the performing the action. The verb *deserve* related to the verbs of action, the adverb *today* include in circumstantial elements about time, and *a break* is the Goal. So that is why this verb is classified into material process

Data (8) **Burger King** – Sometimes you have to break the rules

Sometimes	You	have to break	The rules
Circ: Time	Pt: Actor	Pr: Material	Pt: Goal

The slogan (8) from table shows it is categorized processes of doing as the indicator of material process. It can be seen that the adverb *sometimes* include in circumstantial elements about time. The pronoun *you* as Actor, . it means that *you* as perform the action. The participant goal is *the rules* and the verb *have to break* related to the verbs of action. In addition, material process in the clause uses action verb. The elements of material process contain process itself and two participant. That is why it is classified into material process,

Data (9) **Pizza Hut** – Makin' it great again and again

(You)	Makin'	it great	Again and again
Pt: Actor	Pr: Material	Pt: Goal	Circ: Time

The material process has an indicator is two participants, namely Actor and Goal. The slogan (9) from the table shows it is a categorized process of doing as the indicator of material process. The analysis is the pronoun *you* in this clause as Actor, it means that *you* perform the verb action in the progressive form. So that is why this verb is classified as a material process.

b. Mental Process

Mental process is the process related to feeling, thinking and seeing. Mental clauses contain a Sensor, a Process and a Phenomenon. According to Halliday, there are three category of meaning in the mental process :

1. Perception (seeing, hearing, etc.)
2. Affection (liking, fearing, etc.)
3. Cognition (thinking, knowing, understanding, etc.)

Table 4.6. Mental Process in Fast Food Restaurant Slogans

Data	Slogans	Process Type
(10)	McDonalds – <i>I'm Lovin' it</i>	Mental
(11)	McDonalds – We love to see you smile	Mental
(12)	McDonalds – <i>Do you believe in magic?</i>	Mental

The slogan (10) from table shows that the slogans used in McDonalds is categorized processes of affection as the indicator of mental process. The pronoun *I'm* as Senser, it means that *I* is the one who feels (emotionally). The verb *Lovin'* in progressive form related to the verbs of sensing and feeling so that is why it is classified into mental process. While the pronoun *It* as phenomenon, and refers to *McDonalds*.

Data (11) **McDonalds** – We love to see you smile

(11) We	Love	to see you smile
Pt: Senser	Pr: Mental	Pt: Phenomenon

From the table above, the slogan (11) can be identified that the slogans used in McDonalds is mental process. It can be seen the pronoun *We* as Senser, it means that *We* is the one who feels (emotionally). The verb *love* related to the verbs of sensing and feeling so that is why it is classified into mental process. While *to see you smile* as phenomenon.

Data (12) **McDonalds** – Do you believe in magic?

(12) Do	you	believe	in magic?
	Pt: Senser	Pr: Mental	Pt: Phenomenon

From the table above, the slogan (12) can be identified that the slogans used in McDonalds is mental process. It can be seen the pronoun *We* as Senser, it means that *We* is the one who feels (emotionally). The verb *believe* related to the verbs of sensing and feeling so that is why it is classified into mental process. While *to see you smile* as phenomenon.

c. Relational Process

Relational process is process of being. There are two types in this process, namely ng and relational-attributing. Relational-Identifying has two participants are Token and Value. The second type is relational-attributing which has two participants are Carrier and Attribute. We can analyze the clause and categorized to relational process if the clause have two participants and process of relational. Based on the fast food restaurant slogans, the verbs indicated the relational process is verb be (is).

Table 4.7. Relational Process in Fast Food Restaurant Slogans

Data	Slogans	Process Type
(13)	KFC – <i>Finger-lickin' good</i>	Relational
(14)	Burger King – <i>Have it your way</i>	Relational
(15)	McDonald's – <i>Where else but McDonald's?</i>	Relational
(16)	Burger King – <i>Food for fast times</i>	Relational
(17)	Subway – The Way A Sandwich Should be	Relational
(18)	KFC – Nobody does chicken like KFC	Relational
(19)	KFC – Colonel Quality, Guaranteed	Relational

The table 4.7 shows that seven slogans in fast food restaurants are relational process. The data (13) – (19) are explained below :

Data (13) **KFC** – *Finger-lickin' good*

(13) (KFC)	(is)	Finger-lickin' good
Pt: Value	Pr: Rel-Ident	Pt: Token

The slogan (13) from table is categorized into relational-identifying process. The analysis of this clause that *KFC* as Value, and *finger-lickin' good* as Token. It means that *finger-lickin' good* represents *KFC* restaurant, but not *KFC* represents *finger-lickin' good*. In addition, relational-identifying process has formula Subject+Object which have relationship, it can not be separated (can be separated with To Be). Relational process in this clause have indicator that is process about condition or existence someone or something. Then, clause in this slogan can be reversible. So, we can identify of clause based on the indicator or formula.

Data (14) **Burger King** – *Have it your way*

(Burger King)	Have	it your way
Pt: Carrier	Pr: Rel-Attr	Pt: Attribute

From table above, the slogan (13) can be identified into relational-attributing process. The analysis of this clause that *Burger King* as Carrier, and *it your way* as Attribute.

Data (15) **McDonald's** – Where else but McDonald's?

Where	Else	but McDonald's
Pt: Carrier	Pr: Rel-Attr	Pt: Attribute

From table above, the slogan (15) can be identified into relational-attributing process. The analysis of this clause that *Where* as Carrier, and *but McDonalds* as Attribute.

Data (16) **Burger King** – Food for fast times

(16) (Burger King)	(is)	Food For fast time
Pt: Value	Pr: Rel-Ident	Pt: Token

The slogan (16) from table can be identified into relational-identifying process. The analysis of this clause that *Burger King* as Value, and *food for fast times* as Token. It means that *food for fast time* represents *Burger King* restaurant, but not *Burger King* represents *food for fast times*. In addition, relational-identifying process has formula Subject+Object which have relationship, it can not be separated (can be separated with To Be). Relational process in this clause have indicator that is process about condition or existence someone or something. Then, clause in this slogan can be reversible. So, we can identify of clause based on the indicator or formula.

Data (17) **Subway** – The Way A Sandwich Should be

(17) Subway	(is)	The way a sandwich should be
Pt: Value	Pr: Rel-Ident	Pt: Token

From table above, the slogan (17) can be identified into relational-identifying process. The analysis of this clause that *Subway* as Value, and *the way a sandwich should be* as Token. It means that *the way a sandwich should be* represents *Subway* restaurant, but not *Subway* represents *the way a sandwich should be*.

Data (18) **KFC** – Nobody does chicken like KFC

(18) Nobody	Does	Chicken like KFC
Pt: Carrier	Pr: Rel-Attr	Pt: Attribute

From table above, the slogan (18) can be identified into relational-attributing process. The analysis of this clause that *Nobody* as Carrier, and *chicken like KFC* as Attribute.

Data (19) **KFC – Colonel Quality, Guaranteed**

(KFC)	(is)	Colonel Quality, Guaranteed
Pt: Value	Pr: Rel-Ident	Pt: Token

From table above, the slogan (19) can be identified into relational-identifying process. The analysis of this clause that *KFC* as Value, and *Colonel Quality, Guaranteed* as Token. It means that *Colonel Quality, Guaranteed* represents *KFC* restaurant, but not *KCF* represents *Colonel Quality, Guaranteed*.

Conclusion

There are four types of mood system, namely declarative, imperative, interrogative and exclamative. Based on the analysis of the slogans used in fast food restaurant, the most dominant types used is declarative mood (73,7%), while the second types is imperative mood (15,8%), the third place is interrogative mood (10,5%), and there is no exclamative mood (0%). According to analysis of the transitivity system based on Halliday's theory, the result of this analysis found material processes (47,4%) is the most dominant process, while relational processes (36,8%), mental processes (15,8%), and there is no verbal, behavioural and existential processes used in fast food restaurant slogans.

Based on Halliday's theory, mood types have own function in the clause. Mostly, the function of the slogans is found in declarative mood is the writer (companies) convey the information and make statement to the reader (customer). While imperative mood is found in fast food restaurant slogans also have function. Its function is the writer (companies) convey the command and order to the reader (customer). Although interrogative only two clauses is found in fast food restaurant slogans, its function is the writer (companies) ask the question to the reader (customer). The interrogative clause is used to make the slogan more acceptable and easier to involve in this slogan. Mood system is suitable theory applied in slogans, because dominant function is to give information or make a statements. In analysis of fast food restaurant slogans, the

researcher find out three process, namely material, mental and relational. The processes of transitivity has own characteristic and function. Material processes has indicator that is processes of doing, have two participants and using verb action. While the indicator of mental processes are processes of sensing, seeing, feeling, and thinking. They are usually in the simple present or past tense. We can also find in progressive form. While the indicator relational processes are the participants in a relational-attributing generally not reversible, and the participants in a relational-identifying clause are. Therefore, we can identify the clause based on the indicator.

References

- Ayoola., Moses Olusanya. (2013). An Interpersonal Metafunction Analysis of Some Selected Political Advertisements in Some Nigerian Newspapers, *International Journal of Humanities and Social Science*, Vol. 3 No. 8, 2013. p. 122.
- Bogdan, R. C., Biklen, S. K. (1982). *Qualitative research for education: An introduction to theory and methods*. Boston: Allyn and Bacon, Inc.
- Bloor, T., Bloor, M. (2004). *The Functional Analysis of English (Second)*. USA: Arnold.
- Deterding, D., Poedjosoedarmo, G. R. (2001). *Grammar of English*. Singapore: Prentice Hall.
- Gerot, L., Wignell, P. (1995). *Making Sense of Functional Grammar (2nd ed.)*. Sydney: Gerd Stabler.
- Halliday, M.A.K., Matthiessen, C. I. M. (2004). *An Introduction to Functional Grammar (3rd ed.)*. London: Edward Arnold.
- Lisa A., Guion. (2002). *Triangulation: Establishing the Validity of Qualitative Studies*, Institute of Food and Agriculture and Science University of Florida (September 2002), p. 1
- Martin, J. R., Matthiessen, C. M.I.M., & Painter, C. (1997). *Working with Functional Grammar*. London: Edward Arnold.
- Morris, J. (2004). The slogan Doctor Nike: Just Do it. *Management Today*, 2004 (Sept),
- Matthew B. Miles., A. Michael Hubberman. (1984). *Qualitative Data Analysis* (Deverly Hills, California: SAGE Publications), p. 21.
- Reece, B. B., Bergh, B. G. V., & Li, H. (1994). What Makes a Slogan Memorable and Who Remembers It. *Journal of Current issues and Research in Advertising*. 16(2), 41-57.
<http://dx.doi.org/10.1080/10641734.1994.10505018>
- Sugiyono. (2013). *Metode Penelitian (Studi Kasus)*. Metode Deskriptif, (April 2015), 31–46.
- Sujatna, E. T. S. (2012). Applying Systemic Functional Linguistics to Bahasa Indonesia. *International Journal of Linguistics*, 4(2), 134-146.
<http://dx.doi.org/10.5296/ijl.v4i2.1506>

- Sujatna, E. T. S. (2012). Sundanese Verbs in Mental Processes: A Systemic Functional Linguistics Approach. *International Journal of Linguistics*, 4(4), 468-476. <http://dx.doi.org/10.5296/ijl.v4i4.2577>
- Sujatna, E. T. S. (2013). *Understanding Systemic Functional Linguistics*. Bandung: Unpad Press.
- W. Creswell, J. (2012). *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (Fourth). Boston: Pearson.