

THE UTILIZATION OF APPRAISAL SYSTEM FOR COPYWRITING STRATEGY IN FOOD'S ADVERTISEMENT (A SYSTEMIC FUNCTIONAL LINGUISTIC APPROACH)

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ARTICLE INFO	ABSTRACT
Received: Revised: Approved:	<i>This paper investigated the appraisal system used in the copywriting of food advertisements. The purpose of this research was to describe the utilization appraisal system in food advertisements. This study is qualitative and descriptive research. The data gathered from emotive words that contain about attitudes (affect, judgment, and appreciation) in the caption and picture of food advertisements. The instagram account of burgerking, pizzahut, and richeese factory as the data source. The result is the implementation of affect, appreciation, and judgment for copywriting strategy of the advertisement.</i>
KEYWORDS	Keywords: appraisal system; systemic functional linguistic; food advertisement; copywriting;
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INTRODUCTION

Advertising is one of the most important parts of a product. Without advertising, the product will not be known to many people. Advertisements are usually shown on television or radio. According to Abdelaal (2014) stated that advertisement is not only an economic entity, but it also deals with values, attitudes, and ideas shaping culture. In addition, Vahid (2012) defines advertising as “a social language, a genre of persuasion almost a world in its own right, with its own languages, customs, and history, and one that sets the tone and pace for large parts of our lives. However, nowadays many advertisements are also shown on social media. In line with technological developments, advertisements are no longer limited to being conveyed visually in scenes of videos or delivered in audio as in radio. However, nowadays advertisements can also be conveyed through product images on social media along with interesting captions. So, it can be seen that the role of language is very large in product's marketing. Advertisers must pay attention to the use of language that is impossible to escape. The use of language in advertising is what give rise to new job, called copywriter. A copywriter is someone who does copywriting for a product. While copywriting, is a technique of making material, usually in the form of writing, to invite potential consumers to buy some goods or services. Copywriting is usually done by making captions under the image of product's advertisement uploaded on

social media. Finally, it is clear, the reason why the use of language is so important in the world of advertising.

The massive use of social media today is a manifestation of technological developments that are accelerating faster. One of the most social media that is widely used in advertising are Instagram, YouTube, and Facebook. The use of advertising on these three social media can reach millions or billions of people. In detail, YouTube is able to reach 2.5 billion people, with the potential for advertising reaching 32.4%, so that the ads can reach approximately 830.1 million people. Then, according to the digital 2022 global overview report, until January 2022, the social media with the most users is Facebook. The reach of advertising on Facebook is able to reach 26.7% of the total user population, so that advertising on Facebook is estimated to be able to reach around 776.9 million people. Furthermore, according to the digital 2022 global overview report, it is reported that the potential reach of Instagram ads reaches 18.7% of its total users, and the ads are estimated to be able to reach around 276.3 million people. All surveys were obtained from the website databoks.katadata.co.id.

In the study of Systemic Functional Linguistics (SFL), researchers found a new breakthrough to approach copywriting by using a study on the appraisal system. The appraisal system is one of the studies of Systemic Functional Linguistics. Within the framework of Systemic Functional Linguistics (SFL), these units are viewed from the perspective of the function they serve in a higher unit, which is, in this case, the clause (Lise Fontaine and David Schönthal, 2019:118). It is widely believed that there are two types of units, group and phrase, that are broadly comparable between the levels or ranks of sentence and word. Wu (2013) states the appraisal framework has grown out of the functional perspective in linguistics. In addition, Martin (2003) states the appraisal framework is a particular approach to exploring, describing, and explaining the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positioning and relationships.

The use of advertising language, made by paying attention to the proximity of consumers. Therefore, attitude, appreciation, and gradation are important points in making copywriting. By providing an approach to emotions to consumers, it is expected that consumers are interested in buying products. The use of attitude, appreciation, and gradation is a study of the appraisal system. Appraisal is one of three major discourse semantic resources construing interpersonal meaning. Appraisal itself is regionalised as three interacting domains – ‘attitude’, ‘engagement’ and ‘gradation’. Attitude is concerned with our feelings, including emotional reactions, judgements of behaviour and evaluation of things. Engagement deals with sourcing attitudes and the play of voices around opinions in discourse. Gradation attends to grading phenomena whereby feelings are amplified and categories blurred. Attitude is itself divided into three regions of feeling, ‘affect’, ‘judgement’ and ‘appreciation’. Affect deals with resources for construing emotional reactions. Judgement is concerned with resources for assessing behaviour according to various normative principles. Broadly speaking engagement is concerned with the ways in which resources such as projection, modality, polarity, concession and various comment adverbials position the speaker/writer with respect to the value position being advanced.

This study used data sources from food advertisements in both English and Indonesian languages. The researcher investigated the copywriting strategy used by looking at the appraisal system approach. This research was inspired by previous studies. The first research conducted by Nugraheni (2011) entitled “Sistem Appraisal pada teks iklan komersial di tabloid *Nova*”. This research is aimed to identify the appraisal properties in the text of commercial advertisement in *Nova* tabloid. There are 17 texts of commercial

advertisement as the samples of data of research. The second research conducted by Puriyantina et al (2018) entitled “The Realization Of Attitude Analysis On Male And Female Second-Year Students’ Narrative Texts”. This study was aimed to find out the realization of attitude analysis in the students narrative texts. Penelitian ketiga datang dari Vidhiasi (2021) dengan judul “An Analysis of Appraisal System of Paw Patrol Lyric”. This study aimed to look at the appraisal system contained in the lyrics of the opening song of the PAW Patrol series, which aired on the NickJr Channel. The researcher wanted to find the dominant appraisal system in the lyrics. The researcher also wanted to know how the lyricist positioned the listeners and viewers of the film through the song’s lyrics.

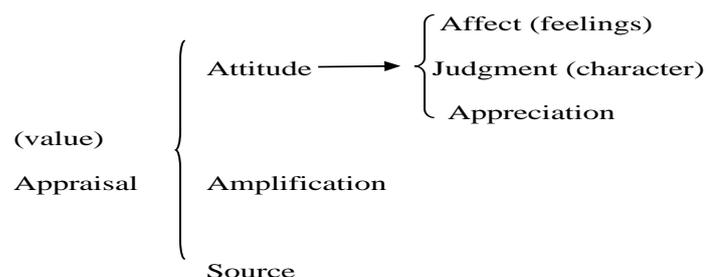
The fourth research conducted by Cahyono et al (2019) entitled “Investigating Lecturer’s Attitude In Appraising Students’ Tasks (An Sfl Perspective)”. This research investigated the Appraisal in how a lecturer positions his attitude in evaluating his students’ writing tasks. The lecturer evaluated the students’ assignments by commenting on their writings. The data were analyzed by employing appraisal subsystem of attitude consisting of affect, judgment, and appreciation proposed by Hood (2010). The result showed that the lecturer produced three subsystems of attitude namely judgment, appreciation, and affect in appraising his students’ works. The next research conducted by Setieya et al (2019) entitled “Appraisal Attitudes by the Judges on Indonesian Idol “Grand Final” Session”. This research was carried out to investigate the appraisal attitudes by the judges on Indonesian idol “grand final” session. The objective of the research is to find out the types of attitude applied by the judges on Indonesian idol “grand final” session. Based on that previous research, there is no researcher who conducted the appraisal system as one of the copywriting strategy approach. So, this research explains the implementation of attitudes as appraisal system for approaching the copywriting strategy.

RESEARCH METHOD

This research was qualitative descriptive. The data from this research gathered from emotive words that consisted in the appraisal system aspect. The data source from this research was food advertisements found in instagram accounts of *burgerking*, *pizzahut*, and *richeese factory*. The data analyzed by concerning in the appraisal system such as attitudes and amplification as copywriting strategy.

RESULT AND DISCUSSION

The appraisal system consists of attitude, amplification, and source. This research focuses on the aspect of attitude. In the attitude aspect, there are affect, judgment, and appreciation. To find out more details, it can be shown as follows:



Affect (feelings), Judgment (Characters), and Appreciation (value).

People express their feelings in discourse and there are vary in two general ways. Firstly, it can be good feelings or bad feelings, so affect can be positive or negative.

Secondly people can express their feelings directly, or infer how people are feeling indirectly from their behaviour, so affect can be expressed directly or implied. This following advertisement is the implementation of affect in the food advertisement of *pizzahut* which is taken from instagram account of *pizzahut*:

Attitude	Affect	<i>Boring</i>
	Judgment	<i>Sweaty mailman</i>
	Appreciation	<i>toasty</i> <i>cheesy</i> <i>delivered to door</i> <i>singing telegram</i> <i>a wedding toast</i>

Based on the table above, it can be found affect that express a boring feeling. This expression used on the caption of that advertisement “*and people say Venn diagrams are boring*”. The description of that expression is intended to be reversed, that when the Venn diagram describes pizza, people will not feel bored. Furthermore, in that ad, judgment was found on the phrase “*sweaty mailman*”. In the judgment, the character of a pizza delivery man who sweats when delivering pizza is described. The picture of that expression showed that the employees of *pizzahut* seem to be working hard. Furthermore, there is an appreciation found in the ad. If judgment describes the characteristics of an actor, then appreciation describes the characteristics of a work or item.

The use of appreciation in the advertisement aims to describe the characteristics of the product. Some of the emotive words included in the appreciation include *toasty*, *cheesy*, *delivered to door*, *singing telegram*, and *a wedding toast*. Emotive words can be described as follows. Advertisers use the word *toasty* because to describe products that are still warm when they get home. Furthermore, advertisers also describe their products as *cheesy* which means the advertised pizza products are cheap. Then, in the speech *delivered to door*, it means that the pizza is delivered directly to the door. Next, there is a *singing telegram* phrase which is an appreciation assessment of the product. The use of this phrase is one that shows that *pizza hut* does a good service by giving *singing telegrams* to its customers who want it.

In addition to the findings above, for other food advertising products, it was also found the use of appraisal as a tool for copywriting. The following is an example of another data finding related to the appraisal system as one of the linguistic elements exploited for copywriting purposes:



The utilization of the appraisal system on the advertisement, in more detail can be displayed in the following table:

Attitude	Affect	<i>Nikmatin</i> <i>Bocorin dong</i>
	Judgment	<i>Cheesemates</i> <i>Bestie</i>
	Appreciation	<i>Rasa pedas menantang</i> <i>Ultimate</i> <i>X-treme</i> <i>X-tra hot</i> <i>Hot</i> <i>Medium</i>

Based on the table above, it can be found elements of the appraisal system such as affect, judgment, and appreciation. In the aspect of affect, there are several verbs that show closeness in informal Indonesian, such as *nikmatin* and *bocorin dong*. Informal language or slang is often used with close friends or family. This is also used by advertisers to attract buyers. Furthermore, in the judgment aspect, there are several greeting words such as *cheesemates* and *bestie*. The both words are used to describe the character of customer who is projected close to the advertiser. Then, in the appreciation aspect, there are some words that describe the character of the product as follow: *rasa pedas menantang*, *ultimate*, *x-treme*, *x-tra hot*, *hot*, and *medium*. The use of words that represent the character of the product aims to build an impression to the buyer about the product. It must also match the vision of the advertisement, which is a food product by promoting spicy taste. Furthermore, there were also advertisements that used the appraisal system, such as the following:



Based on the advertisement, it can be found elements of affect and appreciation. There is no judgment aspect in this advertisement, either it appears in the advertisement image or in the caption. For more details, it can be presented in the following table:

Attitude	Affect	<i>Fruitastic</i> <i>Ngerasa seger</i>
	Judgment	
	Appreciation	<i>Watermelon blast</i> <i>Fruitarian drink</i>

Based on the table above, it can be found the *affect* and *appreciation*. The use of *affect* such as *fruitastic* and *ngerasa seger*. On the other hand, the use of *appreciation* such as *watermelon blast* and *frutitarian drink*. The word use of *fruitastic* in *affect* is for giving the impression to the customer who will feel fresh taste and delicious when drink this product. After that, there is an appreciation aspect used in the advertisement in the phrases of *watermelon blast* and *frutitarian drink*. The use of the phrase *watermelon blast* is to provide an element of uniqueness to the beverage product. In this phrase, *watermelon* is described as being able to explode by juxtaposing the word *blast*, so that it becomes a *watermelon blast*. The purpose of this phrase is to describe the *watermelon* fruit which will feel like it will explode in the mouth when it is drunk, so that the taste of the watermelon will be very pronounced. Furthermore, the phrase *frutitarian drink* is intended by the author to provide an assessment of the beverage product. This assessment represented that the beverage is a suitable beverage for fruit lovers or frutarians.

Furthermore, the following is an advertisement that uses the appraisal system as a copywriting strategy:



Based on the advertisement, it can be described in the following table some of the features of the appraisal system:

Attitude	Affect	<i>Ngebayanginnya aja ga kuat Udah ditunggu-tunggu banget OMG</i>
	Judgment	<i>Cheesemates</i>
	Appreciation	<i>Kejunya wah Pedasnya hah Viral yang satu ini</i>

Based on the table above, it can be found affect, judgment, and appreciation. In the aspect of affect, it can be found fragments of phrases such as *Ngebayanginnya aja ga kuat* (*I can't strongly imagine of that*). The use of this snippet aims to give the food a feeling that the food is really delicious and the customer should try it. Furthermore, there are other emotive utterances as *Udah ditunggu-tunggu banget* (*I have been waiting for long*). The use of this utterance aims to describe the feeling of the advertised food with a passionate feeling want to try the food. After that, there was an expression of surprise such as *OMG* or *Oh My God*. This expression is used to describe a feeling of surprise. Then, in the judgment aspect there is the word *cheesemates* which is a description of the character of customer. The use of this expression also aims to provide a sense of closeness between advertisers and product buyers. Furthermore, in the appreciation aspect, there is an expression of *Kejunya wah* (*very cheesy*) and *Pedasnya hah* (*very spicy*), which describes

the character of the product. This product is promoted as having a delicious cheese taste and a very spicy taste. Then, there is an expression ‘viral’ that has a meaning to describe this viral product. It is used to attract the attention of the customers.

Graduation: force and focus

Aspects of attitudes such as affect, judgment, and appreciation are the most important aspects in advertising. However, the aspect of graduation is no less important. The use of this graduation has two elements, namely force and focus. Force is usually characterized by intensifiers, attitudinal lexis, metaphors, and swearing. Next, focus is marked with sharpen and soften. The following is the data for force and focus projected into the table:

Force	Intensifiers	<i>Fruitastic, Ultimate, X-treme, X-tra hot, Udah ditunggu-tunggu banget</i>
	Attitudinal lexis	<i>Ngebayanginnya aja ga kuat, OMG, Cheesemates, ngerasa seger</i>
	Metaphors	<i>Watermelon blast, rasa pedas menantang, fire chicken</i>
Focus	Sharpen	Menu viral yang satu ini Level kepedasan favorit

Force

In this aspect, the result can be found as *intensifiers*, *attitudinal lexis*, and *metaphors*. The use of *intensifiers* represented by the expression of *fruitastic*, *ultimate*, *x-treme*, *x-tra hot*, and *udah ditunggu-tunggu banget* (*it has been waiting for long*). The use of *intensifiers* showed to give forcing on the product. The aim is the product in accordance with the customer’s hope. In the expression of *fruitastic*, *fruit* is *noun* can be exchanged to be *adjective*, because the word *fruit* changed to *fruitastic*. This expression described that this product is very full of fruit taste. Then, another *intensifiers* used to represented the level of spoicy such as *ultimate*, *x-treme*, *x-tra*, and the word of ‘banget’ (very) dalam kalimat *udah ditunggu-tunggu banget* (***it has been very waiting for long***).

Another expression that expressed by *intensifiers*, there were expressions that expressed by *attitudinal lexis*. These expression such as *Ngebayanginnya aja ga kuat* (*I realy can’t imagine*), *OMG*, *Cheesemates*, *ngerasa seger* (*feel fresh*). The use of *attitudinal lexis* such as *ngebayanginnya aja ga kuat* (*I realy can’t imagine*), used for describing the passionate feeling to want feel the product soon. The aims of this expression is to interest customers to try this product. Then, the expression of *Oh My God* is the representation of admiration to that product. It is as if the product is described as extraordinary. Furthermore, the greeting word *cheesmates* is used to describe the closeness between advertisers and product buyers. After that, the expression *ngerasa seger* (feels fresh) is used to represent the nuances after consuming the product.

Beside of the both elements, force is also found in metaphors. These metaphors are expressed in figurative words. For example, metaphorical words like *watermelon blast*. Watermelon is the name of the fruit, and in this advertisement was described can be exploded. The purpose of this metaphor was to express the watermelon taste of the beverage which feels explodes in the mouth. The next metaphorical expression, there was an expression of *rasa pedas yang menantang* (challenging spicy taste). This expression depicts a spicy taste similar to human, which can be challenging. The purpose of this expression was the spicy taste in the product is worth it to try for spicy lover. The use of terms with metaphors to refer the product names was also used, such as *fire chicken*. The use of this metaphor to represent fire, which of course feels hot, was projected with a spicy taste. So, the word chicken which is juxtaposed with fire aimed to represent the chicken that has a spicy taste.

Focus

After describe the *force*, it can be found the aspect of *focus*. In this aspect, there were both types as *sharpen* and *soften*. In this advertisement, it just can be found the aspect of *sharpen*. The reason was the *soften* aspect more contains the weakness atmosphere. So it could not use for the advertiser. On the other hand, the aspect of *sharpen* could be exploited to strength that product. The aspect of *sharpen* that could be found such as *Menu viral yang satu ini (the viral menu of this day)* dan *Level kepedasan favorit (the level of favo rit spicy)*. The use of *viral* on that expression used to claim that product has been known by more people. Next, the second expression, the aspect of *sharpen* in the *level kepedasan (the stage of spicy)* that give a choice for customer to decide the customer's level of favorit spicy.

CONCLUSION

The use of appraisal system for copywriting of the food advertisements were very large to use by the advertiser. The use of attitudes, represent the close between advertiser and customer. In addition, appraisal system also can be used to describe the quality of product that will be promoted. Affect tells about the feeling of advertiser to give the customer's intereset, judgment tells about the character of the circumstance around the advertisements, and appreciation tells about the character of product.

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