LANGUAGE METAFUNCTIONS ANALYSIS OF THE UNILEVER'S ENVIRONMENTAL CAMPAIGN VIDEO

THESIS

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THE UNILEVER'S ENVIRONMENTAL CAMPAIGN VIDEO
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ABSTRACT

Karim, A. (2023). *Language metafunction analysis of Unilever environmental campaign video.* English Literature Department, UIN Sunan Ampel Surabaya. Advisor : Endratno Pilih Swasono, M.Pd

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This study aims to discover the language metafunction and messages in Unilever's video campaign entitled *"Unilever 2025 Plastic Packaging Commitments."* This study has two research questions: (1) what are the language metafunctions in Unilever's campaign videos? (2) what message is contained in the Unilever's campaign videos?

The researcher used descriptive qualitative approach in doing the analysis. In this study, the researcher used the theory from Halliday and Matthiessen's 2014, regarding language metafunction and messages through speech function analysis. The data was taken from the official Unilever Youtube channel. The researcher identified three language metafunctions, namely ideational metafunction, interpersonal metafunction, and textual metafunction, and analyzed the messages in the video campaign using the speech function.

In this study the researcher found 23 clauses and 58 visuals. In this campaign video, there is an ideational metafunction that consists of a process dominated by material, participant dominated by actors and goals, then circumstance dominated by manner. Furthermore, this video campaign has an interpersonal metafunction that includes mood types dominated by indicative, residue, and speech functions dominated by statements. Finally, textual metafunction consists of theme types dominated by topical type and rheme. The result of the second question is that there are ten messages contained in this video campaign consisting of seven statement messages and three command messages. These statements consists of: (1) the Presence of plastic produced by Unilever in the environment; (2) Plastic still has its place; (3) Circular economy; (4) Making all packaging recyclable, reusable, or compostable; (5) Partnering with stakeholders; (6) Promoting behavior change; and (7) Setting ambitious targets. While the commands are consisted of: (1) Join us on this journey; (2) Help us close the loops on the plastic; and (3) Make our blue planet blue again.

Keywords: language metafunction, message, campaign video, Unilever

ABSTRAK

Karim, Ashabul. (2023). *Analisis metafungsi bahasa dalam video kampanye lingkungan Unilever.* Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Endratno Pilih Swasono, M.Pd

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Penelitian ini bertujuan untuk mengetahui metafungsi bahasa dan pesan-pesan -yang terdapat dalam video kampanye Unilever yang berjudul "Unilever *2025 Plastic Packaging Commitments."* Penelitian ini memiliki dua pertanyaan penelitian yang terdiri dari (1) apa saja metbahasa yang terdapat pada video kampanye Unilever? (2) pesan apa yang terdapat pada video kampanye tersebut?

Peneliti menggunakan pendekatan deskriptif kualitatif untuk menganalisa data. Pada studi ini, peneliti menggunakan teori dari Halliday (2014) mengenai metafungsi bahasa dan pesan melalui analisis fungsi bicara. Data diambil dari saluran Youtube resmi Unilever. Peneliti mengidentifikasi tiga metafungsi bahasa yaitu metafungsi ideational, metafungsi interpersonal dan metafungsi textual. Kemudian menganalisis pesan yang terkandung didalam video campaign tersebut menggunakan fungsi bicara.

Pada penelitian ini, peneliti menemukan 23 klausa dan 58 visual. Hasil dari penelitian ini adalah bahwa pada video kampanye ini terdapat tiga metafungsi bahasa yaitu metafungsi ideational, metafungsi interpersonal dan metafungsi textual. Pada video kampanye ini terdapat metafungsi ideational yang terdiri dari proses didominasi oleh material proses, partisipan didominasi oleh *actor* dan *goal* kemudian *circumstance* didominasi oleh *manner*. Selanjutnya, pada video campaign ini terdapat metafungsi interpersonal yang meliputi tipe mood didominasi oleh *indicative*, *residu* dan fungsi bicara didominasi oleh statement. Dan yang terakhir, metafungsi textual yang terdiri dari tipe theme didominasi oleh tipe topical dan rheme. Hasil dari pertanyaan kedua adalah terdapat 10 pesan yang terkandung pada video kampanye ini yang terdiri dari 7 pesan statement dan 3 pesan perintah. Pesan statement tersebut terdiri dari: (1) Keberadaan plastik yang diproduksi oleh Unilever di lingkungan; (2) Plastik masih ada tempatnya; (3) ekonomi sirkuler; (4) Membuat semua kemasan dapat didaur ulang, dapat digunakan kembali, atau dapat dibuat kompos; (5) Bermitra dengan pemangku kepentingan; (6) Mempromosikan kebiasaan baik; dan (7) Menetapkan target yang ambisius. Sedangkan pesan perintahnya terdiri dari: (1) Bergabunglah dengan kami dalam perjalanan ini; (2) Dukung kami dengan menjaga daur ulang plastik; dan (3) Jadikan Planet kita menjadi lebih baik.

Kata Kunci: metafungsi bahasa, pesan, video kampanye, Unilever

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CHAPTER I
INTRODUCTION

This chapter presents the basis of the research, including the background of the study, research questions, scope and limitations, research problems, and definition of the key term.

1.1 Background of the Study

Many people are frequently discussed environmental issues. Every year, environmental issues gain importance, and the state of our ecosystem directly affects how humans live. Global warming, ozone layer loss, the greenhouse effect, and acid rain are some environmental issues currently receiving international attention. According to the Intergovernmental Panel on Climate Change (IPCC) (2020), since the middle of the 20th century, the world average temperatures have improved by increased greenhouse gas emissions created by humans. Thus, this will negatively affect human life in several ways. It consisted of increasing agricultural failure and drought due to a warmer planet, loss of residential land due to rising sea levels, extinction of species, and destructing of ecosystems. All of the factors above cause environmental problems.

Environmental issues need serious action for human survival. Due to this problem, several social movements use various media outlets to campaign against these environmental issues. According to the International Freedom of Expression Exchange (2020), a campaign is any activity to influence the public via social change. According to the Komisi Pemilihan Umum (KPU) (2004), there are four

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types of campaigns, there are: (1) product-oriented campaigns are campaigns that aim to build a positive image of products to consumers; (2) candidate-oriented campaigns are campaigns that aim to build a good image of candidates for political purposes; (3) ideologically or cause-oriented campaigns are campaigns that have specific objectives and are often called social change campaigns; and (4) an attacking campaign is a negative campaign or often called a black campaign. The third type listed above—a social campaign—is the one that is most frequently used. One kind of ideologically or cause-oriented campaign is an environmental campaign because the goal of this campaign is to increase awareness of current environmental issues.

The environmental campaign provides a wealth of information about the condition of the environment, its causes, and solutions. As a result, the campaign needs to be able to get the point through to the public. These messages can be distributed through posters, banners, billboards, speeches, conversations, videos, and leaflets, among other media (Muttaqin, 2021). One of the campaign media used is video. Video is used extensively as a communication medium in this digital era. The video displays audio and visuals so that it is more widely used because it is easier for the audience to understand. As a result, many platforms and websites provide video as a communication tool. One of them is YouTube.

One of the companies that actively campaign for environmental issues on YouTube is Unilever. The activities of Unilever's environmental campaigns are publishing videos highlighting environmental concerns on the company's official YouTube channel. The channel was established on April 23, 2006. The channel

has 18.8 thousand subscribers and 473 video uploads with 3,760,430 views. Unilever focuses on product promotion in its YouTube videos. However, since 2010, Unilever has had a business strategy known as The Unilever Compass, focusing on benefits for society and the environment. According to Unilever (2020), Unilever compass is a business strategy that will make the company develops with responsibility. The strategy is applied by involving environmental and societal health. The goal of the strategy above is to build a healthy, safe, clean, sustainable, and comfortable world for living things, including humans, animals, and plants. They talk about plastic waste, climate change, and solutions in several campaign videos focused on environmental issues.

In the campaign video, there are many meanings and messages contained therein. There is a combination of various communication elements as meaning-making sources, such as verbal and visual elements, in the form of video. Anstey and bull (2010) describe verbal elements consisting of aspects such as vocabulary, generic structure, and the grammar of an oral and written language. In contrast, the visual elements consist of aspects such as color, vectors, and viewpoints. For this reason, the study of the meaning analysis contained in the video will be an interesting topic to discuss. To understand the meaning in a video, people need an analytical tool to comprehensively represent meaning. Therefore, one of the studies of the meaning is language metafunction analysis based on System Functional Linguistics (Henceforth, SFL) proposed by Halliday and Matthiessen as an analysis of the verbal elements in the video.

SFL is a theoretical approach that analyses the relationship between social contexts and linguistics aspects (Halliday & Matthiessen, 2014). SFL describes the functions of language, how it represents and describes text, how people use language, and how language is constructed for various purposes (Andriyani, 2021).In SFL theory, Halliday (1975) divides the way we use language into different metafunctions. Metafunction is the language component that aims to explain and describe the meaning and function of the language itself. According to Halliday (2014), there are three components of metafunction, including the ideational (clause as representation), the interpersonal (clause as an exchange), and the textual (clause as message).

Metafunction analysis is exciting to study, and many researchers analyzed their studies with various sources, for example, in speech (Pahlevi, 2015). In this study, he focused on the speeches of Martin Luther King. His study aims to determine the components of metafunction and the context of situations in Martin Luther King's speech. The theories he used were Halliday (1985), Gerrot and Wignell (1994), and Enggins (2004). The first result in this study dealing with three metafunctions. in ideational metafunction, the dominant process used was a material process because the clause used in the speech primarily represents the physical activity, such as in the clause "*to join with you today."* in interpersonal metafunction the dominant mood used was the declarative mood, because the clause primarily used in the speech represents of declare information or opinion, such as in clause "*It would be fatal for the nation*." in textual metafunctions, the dominant theme used was the topical theme because the topic in clause mainly in

the form of the nominal group such as in clause "*We refuse to believe.*" Second, The context of the situation, the field found in this speech is *"negro slavery in America,"* the mood is written text, and the tenor uses informal language.

Another study analyzed the metafunction of finding interactive dialogue (Mustikawati & Sumarlam, 2017). This study aims to find the interpersonal metafunction, modes, and modalities in Mata Najwa's interactive dialogues program on Metro TV. This study found that the dominant mood used was the declarative mood. It is because clauses or sentences used in the conversation frequently contain statements addressed to the judgment or answer the presenter's questions. The dominant modality found in this study was the high obligation modulation marked in the word "Harus." It is because the word "Harus" is frequently used in response to strengthening a statement.

Another study that analyzed metafunction was found in Instagram captions (Fauziyah & Nurjannah, 2019). In this study, they focused on Instagram captions used by 17 users from students. Their study aims to determine the interpersonal functions realized when conveying their messages through illocutionary acts. They used Halliday's (1996) theory about functional grammar and speech function and Searle's (1979) & Yule's (1996) theory about the indirect illocutionary act. The results found that using declarative mood was more dominant used by users in writing their Instagram captions. It is because all the data was used in the form of declarative clauses. However, the dominant indirect illocutionary acts were directives. It is because the captions frequently represent the functions of command, recommend, and request. From this study, they concluded that

sometimes declarative mood not only functions as a statement but also has other functions, such as declarative and expressive.

Furthermore, different studies analyze the metafunctions found in speech (Umiyati, 2019). Her study focused on Donald Trump's speech about recognizing Jerusalem as Israel's capital. She used the theory from Halliday and Matthiessen (2004) to analyze the textual metafunction. In addition, she analyzed the mood and theme based on the theory of Bloor and Bloor (1998). The results found the topical or ideational theme was dominantly used in this study. It happened because Donald Trump tried to attract listeners' attention to the messages he conveyed in his speech and gave many statements to inform listeners about his recognition that Jerusalem is Israel's capital. In addition, the researcher also found the dominant mood used in this study was the declarative mood. It is because Donald Trump frequently used statements to convey his opinion about Jerusalem.

Another study analyzed metafunction found in the newspaper (Hutabarat et al., 2020). This study focused analyzed the ideational metafunction in the Jakarta Post regarding the good news of COVID-19. The results showed three transitivity systems found in this study: participants, process, and circumstance. The dominant process found was the material process. It is because mainly clauses used represent physical activity. Besides, the dominant participant found was the actor. It is because the actor is the main participant in the material process. Thus, the dominant circumstance found was time. It is because clauses frequently provide information about the time.

Another study analyzed metafunctions in several objects, for instance, on YouTube, websites, and print media for advertisements (Andriyani, 2021). Andriyani (2021) focused analyzed the interpersonal metafunction on the mood, speech function, and modality systems in *"Make Over"* advertisements. She used three theories in this study, namely Halliday's Systemic Functional Linguistics (SFL), Kress and Leeuwen's (2006) theory on multimodal, and Cheong's (2004) theory on the generic structure to determine interpersonal meaning through visual analysis. She used nine advertisements from YouTube, websites, and printers. As a result, she revealed that there are two mood systems used in all advertisements: declarative and imperative. The declarative mood type was used in YouTube and website ads, while the imperative mood type was used in print ads. She found two kinds of speech functions, namely, statements and commands. From the findings above, she concluded that YouTube ads and the "Make Over" website used more declarative and statement types. Itis because they aim to provide information about their products. Besides, print ads use imperative types because they aim to invite or order consumers to buy their products. She also found a generic structure in the nine advertisements, but they have differences. In Youtube advertisements, "Make Over" was more dominant in visual elements than linguistic elements because Youtube is a media in the form of videos. Meanwhile, in website and print advertisements, she found that the generic elements in both advertisements had a dominant component between visual and linguistics. It is used to make it easier for consumers to find product images and information related to these products in text form.

Another study analyzed metafunction found in a short story (Nisrina & Nasrudinillah, 2021). This study focused on children's literature, a short story entitled "Jack and The Beanstalk." Their study aims to find out the systemic functional linguistics contained in each clause of the short story "Jack and The Beanstalk" through its ideational, textual, and interpersonal meanings. They used the theory from Martin, Matthiessen & Painter (2010). The results found that material process and unmarked topical themes were used more in the short story "Jack and The Beanstalk." So this study concluded that the author of *Jack and The Beanstalk* short story used simple language, such as using more material processes to be easily understood by children but still conveyed something that stimulated children's wild imaginations and innocent nature.

Based on the studies above, several studies focused on examining one type of metafunction (Andriyani, 2021; Hubarat et al., 2020; Umiyati, 2019). Andriyani (2021) focuses on the study of interpersonal metafunctions. Hutabarat et al. (2020) focused on ideational metafunctions, and Umiyati (2019)focused on textual metafunctions. The studies above used metafunction analysis based on Halliday's SFL theory. Meanwhile, Nisrina and Nasrudinillah (2021) examine three types of metafunctions. There were ideational, interpersonal, and textual in short stories without involving visuals. Besides, Fauziyah and Nurjannah (2019) analyzed visual and verbal elements but only studied interpersonal function. So from the previous study above, it is known that none of the studies about three types of metafunctions in a campaign video analyze verbal and visual elements. In

this study, the researcher used language metafunction based on Halliday and Matthiessen's (2014) to analyze verbal text.

In this study, the researcher used one selected Unilever campaign video of *"Unilever 2025 plastic packing commitments"* as the object of study. The video described Unilever's commitment to combat waste by recycling, reusing, and encouraging all facets of society to restore the world. The selected Unilever campaign video is suitable for this study because many verbal elements were realized by audio. The verbal element is realized by oral and written language, but in this video, Unilever just used oral language as the verbal element. So, the video is suitable to be analyzed with the theory of Halliday's language metafunction (2014). The researcher also used this theory to investigate the messages in the selected video of Unilever 2025 plastic packing commitments.

1.2 Problems of the Study

1. What are the language metafunctions elements in the Unilever environmental campaign video?

2. What messages does Unilever deliver in the Unilever environmental campaign video?

1.3 Significance of the Study

The significance of the study is expected to enrich the knowledge about language metafunctions in the video. The study is used to understand how to analyze language metafunctions in a selected Unilever environmental campaign video. Thus, the researcher also obtains messages Unilever wants to deliver based

on the language metafunction in the selected Unilever environmental campaign

video. The researcher hopes the study can develop the understanding of

metafunctions application in discourse, especially in video form.

1.4 Scope and Limitation of the Study

The study focused on analyzing the language metafunction in the selected

Unilever environmental videos. The study only focused on analyzing verbal-

spoken text in the video. In the verbal-spoken text, the researcher used Halliday

and Matthiessen's (2014) metafunctions theory which consists of ideational,

interpersonal, and textual functions. Then, the researcher also analyzed the

messages based on speech function by Halliday and Matthiessen (2014).

Furthermore, the study used a selected video of Unilever's environmental

campaign entitled *"Unilever's plastic packaging commitment 2025"* as the object

of study.

1.5 Definition of the Key Term

Language metafunctions are functions contained in a text which simultaneously

construct the meaning based on the context.

A campaign video is a visual media tool designed to promote a specific cause,

product, service, or idea through a persuasive and engaging message delivered via

video format.

Unilever is a multinational consumer goods company that produces and sells

various food, home care, and personal care products**.**

Environmental issues are any problem or challenge caused by human activity that negatively impacts the natural world, including but not limited to pollution, climate change, deforestation, and habitat destruction.

CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter contains several theories related to this research. The theories related to this research are language metafunctions and several of their types.

2.1 Language Metafunction (SFL)

Systemic Functional Language (SFL) is a theoretical approach that analyses the relationship between social contexts and linguistic aspects (Halliday & Matthiessen, 2014). At SFL, language has two primary aspects, namely systemic and functional. Systemic refers to a hierarchical language system that works simultaneously from lower to higher systems. The lower system is phonology or graphology, and the higher systems are lexicogrammatical and semantics. Each level cannot be separated because each of these levels is an aspect that has an interrelated role in realizing the meaning of discourse. The three systems allow people to choose how they use language depending on the context and purpose. Halliday and Matthiessen (2014) say, "Language as meaning-making means that speakers and writers have a systematic choice in a particular context." It implies that SFL gives someone a choice in constructing meaning in a language.

Meanwhile, Halliday and Matthiessen (2014) state that language as functional is understanding how people use it in the context of language. It means that language is used in situational and cultural contexts to express the purpose or function of a social process. Language functions represent several realities,

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including the reality of experience and logic, social reality, and semiotic reality. These functions simultaneously create meaning in language based on the context.

SFL is not the same as traditional grammar and transformational grammar. According to Butt et al. (1998), traditional grammar is associated with "groups of words" such as nouns, adjectives, verbs, adverbs, pronouns, articles, conjunction, and preposition. "Group of words" are categorized based on how it used in the sentences but ignoring the correctness and purpose of words in the context. Traditional grammar examines the meaning of language at the level of each word. On the other hand, SFL classifies language into three levels. It consists of semantics, lexicogrammar, and phonology or graphology. The use of these three levels doesn't ignore the appropriateness of the context.

However, SFL is not the same as transformational grammar which was developed by Chomsky .Transformational grammar looks at the meaning of language at the syntactic level. Syntax and SFL (Systemic Functional Linguistics) are two different linguistic frameworks that focus on different aspects of language analysis. Syntax primarily deals with the structure and arrangement of words in a sentence, while SFL examines language as a functional system that serves various social and communicative purposes. Halliday(1985) explains that syntax focuses on the formal structure of sentences and the rules that govern their construction, whereas SFL goes beyond syntax to examine the broader meaning and communicative functions of language within a cultural context.

According to Halliday (1975), language develops in response to three types of socio-functional "needs." First, comprehend the experience or reality around us. Second, interacting with society. Third, creating messages by organizing word placement in clauses. These three needs are called language metafunctions.

Language metafunctions are functions contained in a language that simultaneously form meaning according to context. These functions refer to the language function to interpret human experience or logic, to interact with the social world, and to convey messages. The three functions were later called Halliday as metafunctions. Halliday divides metafunctions into three functional components: ideational, interpersonal, and textual. Halliday & Matthiessen (2014, p 361) state, "the metafunctions are the ideational (clause as representation), the interpersonal (clause as the exchange) and the textual (clause as message)." It means that the three structures express three largely independent sets of lexicogrammatical options. Ideational metafunction examines the meaning of the text based on language's function to represent the reality of nature and to reflect what is happening in the real world. Interpersonal metafunction examines the meaning of the text based on the function of language as an exchange tool when a person interacts with others to communicate their experience. Meanwhile, the third metafunction is textual metafunction, which is interpreted as language's function to organize the message.

2.1.1 Ideational Metafunction

The ideational metafunction is the language metafunction to organize, understand and express our experience of the world and our consciousness. Halliday & Matthiessen (2004, p. 29) state that ideational metafunctions are language as reflection and provide a theory of human experience.

According to Halliday and Matthiessen (2014, p. 361), ideational metafunctions have two modes of construing experience. There are experiential and logical. The experiential function expresses the meaning or reality of experience, while the logical function realizes the logical meaning (logico-semantic) or logical reality that connects one clausal unit and another.

The ideational metafunction is realized by the transitivity system. Transitivity describes as a resource for construing experience configured from a process, participants, and circumstances. Halliday and Matthiessen (2014, p.361) explain that Transitivity expresses representational meaning: what the clause is about, which is typically some process with associated participants and circumstances.

2.1.1.1 Process type and participant

Processes are the core of the clause from the ideational metafunction and are primarily about the action, event, or state in which the participants are involved. This process is typically realized by the verbal group in the clause. The process is categorized into six processes, namely: material, verbal, relational, mental, existential, and behavioral processes (Halliday and Matthiessen, 2004, p. 171-206). Meanwhile, the participant is a person or object involved in the process. So,

the participant can be said to be a subject or object with a certain name or a pronoun (Hutabarat et al., 2020.) The participant is realized by the nominal group in the clause.

a. Material

Material processes involve physical and real activities carried out by the participants. Due to its nature, material processes can be observed with the senses, for example, in the word "cooking," "hitting," and others. The participants in Material Processes are *Actor* and *Goal*. The actor is the entity who or which does something. Besides, the Goal is the entity that may be done.

For instance, in the material process, *they are building a new house*. In this case, the word "they" is an actor, "building" is the material process, and "a new house" is a goal.

b. Mental

Mental processes show activities involving the senses, cognition, emotions, and perceptions, which occur in humans, for example: seeing, knowing, and others. The participants in Mental Processes are 'Senser' and 'Phenomenon'. The Senser is defined as a conscious being, for only those who are conscious can feel, think, or see. The Phenomenon is that which is sensed: felt, thought, or seen. For instance, in the mental process, *Gwen sees the phone*. In this case, "Gwen" is a senser, "seeing" is the mental process, and "the phone" is a phenomenon.

c. Relational

The relational process functions are used to connect one entity with another entity. This process serves to identify or categorize an entity. Relational processes

are divided into attributive and identifying. Attributive is a process that determines the quality of an entity. The attributive process is primarily realized with the words "be," "became," "seem," and others. The attributive process has two participants, namely the carrier and the attribute. A carrier is an originating entity that has qualities or characteristics. In contrast, the attribute is an explanation of the quality or character of a carrier.

Meanwhile, Identifying is the process of identifying an entity. The identifying process is usually realized with the words "is," "are," "means," and others. The identifying process has two participants, namely, token and value. The token is the identifiable entity. Besides, the value is the identity of the token. Example of the relational process: *Sarah has a phone*. In this case, "Sarah" is the carrier, "has" is a process of relational attributive, and "a phone" is an attribute.

d. Behavior

Behavioural is a process that explains human psychological and physiological behavior such as breathing, smiling, dreaming, and others. The behavioral process only has one participant, namely the behaver. Behaver is a conscious being who performs the behavior.

Example of behavior process: *Sven is laughing*. In this case, "Sven" is a behavior, and "laughing" is a behavioral process.

e. Verbal

The verbal process is the process that represents the activity of saying. The verbal process shows activities involving information, such as words *say, talk,*

tell, ask, and others. The verbal process has two participants, namely sayer and verbiage. Sayer is someone who does the activity of saying. Meanwhile, the verbiage is the name of verbalization itself.

For instance of the verbal process : *Vela said she was hungry*. In this case, "Vela" is a sayer, "said" is a process of verbal, and "she was hungry" is verbiage.

f. Existential

The existential process indicates the existence of an entity. The existential process is typically expressed by the word "there," "exist," "arise," and others. The only participant in the existential process is existent. Existence can be explained as a phenomenon of any kind.

Example of the existential process: *There is a lady at the door*. The word "is" a process, "a lady" is existent, and "at the door" is a circumstance of place.

To be able to find out the classification of the process and its participants can be seen in the following table:

Table 2.1 Six Processess and Participans

NO.	Process Types	Participants	
		Participant I	**Participant II**
1.	Material	Actor	Goal
2.	Mental	Senser	Phenomenon
3.	Relational a) Identifications b) Attributtive	Token Carrier	Value Attribute
4.	Behavioral	Behaver	-
5.	Verbal	Sayer	Verbiage
6.	Existential	Exixtent	

2.1.1.2 Circumstances

Circumstances are information about the situation of the process. Gerrot and Wignell (1995) explain that circumstance can answer questions such as what, where, when, why, how, and how many. Circumstances can be realized by the adverbial group in time, place, manner, cause, accompaniment, matter, and role. The explanation of circumstance is as follows, according to Gerrot and Wignell (1995):

a. Time tells when and is verified by when? How frequently? How long? Example: *Emmie ate bread last night.*

b. Place is being questioned by where and telling about where? How far? How long? Example: *Abby going to the supermarket.*

c. Manner is the circumstance that provides information about the means, quality, or comparison of the process. Example: *Poppy goes by taxi.*

d. Accompaniment is a circumstance that provides information about with or without something or someone in the process. Example: *Luna left work without her briefcase.*

e. Cause is the circumstance that provides information about purpose or reason. Example: *She went to Bali for vacation.*

f. Matter is the circumstance that tells about what or with reference to what is in the process. Example: *This surah tells about Jewish civilization*

g. Role is informing as what. Example: *Bruno acts as the boss.*

The following is an example of ideational metafunction analysis in the clause below:

Table 2.2 Example of Ideational

Firda	threw	plastic	in the trash	yesterday
actor	Process: Material	goal	Circumstance : place	Circumstance : time

The clause based on the ideational function is classified in the material process. The material process is a process in the ideational function that reveals the physical actions performed by humans. Therefore, this clause is included in the material process. It represents a physical action; namely, the "threw" that was done by firda.

2.1.2 Interpersonal Metafunction

The interpersonal metafunction is a function to interact with people, to create relations with people around us, and to express our opinions about states or events. According to Halliday (1975), interpersonal metafunction shows the idea that language can be used to communicate information. The interpersonal function is realized with the mood system and speech function (Halliday, 2014).

2.1.2.1 Mood System

The mood system consists of mood and residue. The mood is an interaction provider that uses language to give or demand something (Haliday, 2014). The mood element is divided into two parts: (1) the Subject, which a nominal group represents, and (2) the finite element, which is part of the verbal group (Gerrot & Wignell, 1995). Besides, the residue consists of three types: (1) the predicator, (2) A complement, and (3) An adjunct (Halliday and Matthiessen, 2014).

Mood types depend on the subject's position and the finite used in the clause. According to Halliday and Matthiessen (2004), there are two main categories of mood types: indicative and imperatives.

a. Indicative

The indicative mood is realized by the feature of the Subject and finite. The order of Subject and finite is realized in the declarative and interrogative clauses. The declarative clause is construed from the word order of Subject before finite. Meanwhile, Interrogative is characterized by the word order finite before object for yes-no interrogative and Subject before finite for WH-interrogative.Example of indicative:

The motorcycle had two bicycle wheels

b. Imperative

The imperative mood, in several cases, does not necessarily involve a Mood element (Subject and Finite), for example, in clauses "look !", "wake up!" and others. However, there are structures of imperatives that involve a Mood element, e.g., Don't you look ?, Don't you hear? And others example of imperative:

Don't you put it there!

2.1.2.2 Speech functions

Speech function is a way of communicating ideas to others. So the receivers or listeners can fully get the idea. When someone speaks, he needs something from his listeners, or it can be called interaction. Halliday and Matthiessen (2014) describe interaction as an exchange where the giver expects acceptance, and the asker expects giving in response. Furthermore, the Speech function is established

based on giving and asking for information or goods and services. According to

Halliday (1994, p. 69), in any communicative language, there are four basic

speech functions: giving information, asking for information, giving goods and

services, and asking for goods and services. The usual labels for these functions

are Statement, Question, Offer, and Command. For an easy explanation, see the

following table :

Table 2.3 Speech Function

	information	Goods and services
giving	Statement *I will make a drink*	Offer *Shall I make you a drink?*
asking	Question *Will you make a drink?*	Command *Make me a drink!*

Speech function construction is realized by mood types, namely : (1) a

statement is realized by a declarative clause, (2) a question is realized by an

interrogative clause (yes-no interrogative or a WH-interrogative), (3) a command

is realized by an imperative clause, and (4) an offer is realized by an interrogative

clause. But, in several cases,the offer is not realized by any mood types (Halliday

& Matthiessen, 2014).

The following is an example of interpersonal metafunction analysis in the

clause below:

Table 2.4 Example of Interpersonal Function

Firda	threw	plastic	in the trash	yesterday
Mood : indicative	Residue			
Statement				

In the interpersonal metafunction, the clause above represents the speech function of "statement."It conveys to give information to viewers that someone has done a job. The mood in this clause consists of the Subject in the word "firda" while the residue consists of predicator, complement, and adjunct.

2.1.3 Textual Metafunction

The textual metafunction is a function that views language as a message to form text. As Halliday (1985) stated, The textual clause function is to construct a message. This function gives someone the ability to know the topic of the language. The textual metafunction in its function as a message is realized through the theme system. The theme system of a clause is represented by an organized Theme and Rheme.

The theme is defined as the topic about which the clause is said. Halliday (2014,p.89) says the theme is "the element that serves as the point of departure; it locates and orients the clause within its context." that is what the clause is about. Meanwhile, the rheme is defined as the remainder of the clause where the theme is developed. Rheme contains new information. Rheme can be described as residual messages (Bloor and Bloor, 1995). This is also in line with the opinion of Gerrot And Wignell (1995, p.83), who argue that the theme is 'what I'm talking about' and the Rheme is 'what I'm saying about it'. Theme and Rheme are applied together as a message structure in the text as a conveyer of information to listeners. The theme is known by its position, which is the initial element of a

clause. Furthermore, the Rheme is formed by all other constituents following the theme.

2.1.3.1 Types of Theme

The theme can be divided into Topical, Textual, and Interpersonal. A clause can have any, all, or none of these categories present.

a) Topical theme

The topical theme is usually but not always the first nominal group in the clause. Topical themes are typically realized by nominal group complexes, adverbial groups, prepositional phrases, or embedded clauses. Example of the topical theme: *Fian went to Bali yesterday.*

b) Textual Themes

The textual theme relates the clause to its context. Textual theme can be Continuatives or Conjunctive Adjuncts. Example of textual Theme: *Well, we must revise it now.*

c) Interpersonal Themes

The interpersonal theme is a pre-Rheme item that indicates the relationship between the text's participants or the position or point of view expressed in the clause. Interpersonal themes are typically realized by Modal Adjuncts, Vocatives, Finite or Wh-elements. Example of interpersonal Theme: *Perhaps jack has a reason to do it.* The following is an example of textual metafunction analysis in the clause below:

Table 2.5 Example of Textual Function

Firda	threw	plastic	in the trash	yesterday
Theme : Topical	Rheme			

According to the textual function, the clause above is formed from the arrangement of Theme and Rheme. Meanwhile, the theme in the clause above consists of the Subject, namely "firda". It means the speaker wants to emphasize talking about someone named Firda. Besides, the Rheme in this clause is found in the group"threw a plastic in the trash yesterday," which contains information about the theme.

2.2 Campaign Video

The campaign is a series of individual or group communication activities that are institutionalized with the aim of getting a certain impact or effect. According to the International Freedom of Expression Exchange (IFEX), a campaign is any activity that aims to influence the public via social change, and all campaign activities should be expected to have an impact. A campaign aims to increase the target audience's awareness and knowledge to attract their attention and foster favourable perceptions or opinions of an institution's or organization's activity to build community trust and a positive reputation through intensive message delivery over an extended period of time. A campaign is an effort to spread a message from the message makers to the public. These messages can be distributed through posters, banners, billboards, speeches, conversations, videos, and leaflets, among other media (Muttaqin, 2021).

The campaign video was created for various reasons, including increasing awareness of the cause among a million people worldwide because it is simple to create and distribute. Additionally, campaign videos may be saved on social media platforms with memory so they can be viewed repeatedly. For many reasons, a campaign video is a powerful tool for spreading a message. Shareable, saveable, watchable at a later time, and repeatable until the intended meaning of the video has been absorbed and internalized by the audience.

2.3 "Unilever 2025 Plastic Packing Commitments."Video

The *"Unilever 2025 Plastic Packing Commitments."* video was uploaded by Unilever on October 7, 2019, on Unilever's official YouTube account. This video is 2.14 minutes long, and 11 people are talking. The 11 people in this video look like Stakeholders, workers, researchers, suppliers, and recyclers from Unilever. This video opens with a statement by the CEO of Unilever stating the existence of plastic waste that is polluting the environment today. Then it is continued with statements by Unilever about the existence of plastic waste, which makes Unilever rethink how they use plastic for their products. To keep making their products safe, efficient, and economical, Unilever thinks that plastic has its own place. And the place for plastic is not in the environment but in something called a circular economy. Unilever explained the concept of circular economy as where plastic is reused, recycled, and made compostable and economically valuable.

For this reason, in this video, Unilever is committed to using 50:50 between pure and recycled plastic by 2025. Then by 2025, they will collect and process much more plastic than they sell. Unilever will make 100% of the plastic they use

reusable, recyclable, and compostable. In this video, Unilever invites several

parties, such as their consumers, suppliers, workers, and many more, to help and

join their action on plastic because no matter how much his contribution will

make a real difference. At the end of this video, the CEO of Unilever invites

everyone to help Unilever in its actions to close plastic pollution in the

environment and make the earth a better place.

2.4 Environmental Issues

Environmental issues are among the most pressing challenges facing

humanity today. These issues have emerged as a result of human activities that

have caused harm to the natural environment. The degradation of the environment

has been attributed to various factors, including industrialization, urbanization,

population growth, and deforestation, among others.

One of the key environmental issues facing the world today is climate

change. Climate change refers to the long-term changes in the Earth's climate,

including changes in temperature, precipitation, and weather patterns. Climate

change is largely caused by human activities such as the burning of fossil fuels,

deforestation, and land use changes. The effects of climate change are already

being felt across the globe, including rising sea levels, more frequent and severe

weather events, and changes in ecosystems and agricultural production.

Plastic pollution is one of the most significant environmental issues that have

emerged in recent times. Plastic pollution refers to the accumulation of plastic

products in the environment that negatively impacts wildlife, human health, and

the environment. According to Jambeck et al. (2015), an estimated 8 million

metric tons of plastic waste enter the oceans annually, with the number expected to increase in the coming years. Plastic pollution has been identified as one of the most significant threats to marine life, with over 700 species affected by entanglement or ingestion of plastic debris (Gall and Thompson, 2015). Plastic debris also releases toxic chemicals into the ocean, affecting the health of marine life and, in turn, human health.

Furthermore, plastic pollution has a significant impact on terrestrial ecosystems. Plastic debris releases toxic chemicals, which can leach into the soil, affecting plant growth and health. Additionally, plastic debris in landfills can contaminate groundwater, affecting drinking water quality (Kaza et al., 2018). Several experts have called for a shift towards a circular economy to address the issue of plastic pollution. The circular economy is a regenerative system that aims to reduce waste and promote the reuse of materials (Kirchherr et al., 2018). By transitioning towards a circular economy, plastic waste can be reduced significantly, and the environmental impact of plastic pollution can be minimized.

In conclusion, plastic pollution is a significant environmental issue that requires urgent action. The impact of plastic pollution on marine and terrestrial ecosystems, as well as human health, cannot be ignored. A shift towards a circular economy is necessary to reduce plastic waste and mitigate the negative impacts of plastic pollution.

CHAPTER III
RESEARCH METHOD

3.1 Research Design

In this study, the researcher used a qualitative descriptive method to analyze

the video's language metafunction elements. Creswell (1994) considered

qualitative research a process of inquiry to understand a social or human

problem. Furthermore, Ospina (2004) explained that qualitative research includes

the interpretation of a phenomenon in its natural setting. Qualitative research is

used to obtain and analyze data as deeply as possible for the description of the

language metafunctions can be carried out properly later.

In this study, the researcher qualitatively described selected Unilever

environmental campaign videos using Halliday's language metafunction analysis.

Based on the results of this metafunction analysis, the researcher interpreted the

messages to want to deliver in the selected video.

3.2 Data Collection

This sub-chapter has several parts: research data, data source, research

instrument, and data collection techniques.

3.2.1 Research Data

The research data is verbal audio in the form of words, clauses, and sentences

contained in the"*Unilever 2025 plastic packing commitments"* video. The

researcher focused on narration audio that represented verbal data to examine the

language metafunction and the represented meaning in the "*Unilever 2025 plastic*

packing commitments" video.

3.2.2 Data Source

The data source of this study was Unilever's environmental campaign video uploaded on Unilever's official Youtube, namely*"Unilever 2025 plastic packing commitments",* with a duration of 2.14 minutes; there are 23 clauses represented by audio. The video was taken from https://youtu.be/tmZi-w95xk8 on Unilever's official Youtube channel account.

3.2.3 Research Instrument

The researcher was the main instrument that undertook the whole research. The researcher had roles in accessing, identifying, and categorizing the data based on language metafunction in the *"Unilever 2025 plastic packing commitments"* video.

3.2.4 Data Collection Technique

The technique of collecting data was done by documentation. The researcher collected data on the selected Unilever environmental campaign video, *"Unilever 2025 plastic packing commitments"*. The steps taken to collect data were:

1) The researcher downloaded Unilever's environmental campaign video on Youtube entitled *Unilever 2025 plastic packing commitment* from https://youtu.be/tmZi-w95xk8.

2) The researcher watched the video to find the verbal spoken data for each scene in the video.

3) The researcher transcribed the verbal spoken data into written data

4) The researcher took the data by writing all spoken in the form of sentences

based on written data to facilitate data analysis.

3.3 Data Analysis

The researcher followed some procedures in analyzing the language

metafunction in the Unilever environmental campaign video. The steps are as

follows:

1) Identifying Data

The researcher identified each sentence from the transcribe from a selected

video entitled *Unilever 2025 plastic packing commitments* using language

metafunction theory. The researcher identified ideational metafunction (process,

participant, and circumstance), interpersonal metafunction (mood residue and

speech function), and textual metafunction (theme and rheme). The researcher

used the table to identify types of language metafunctions to make the data more

accessible. For example :

Table 3.1 Example of Identifying Data

	There	is	a lot of plastic pollution	in the environment.
Ideational		Finite	Subject	Complement
	Process: Existential		existent	Circumstant: place
Interpersonal			Mood: Indicative	Residue
	Declarative statement			
Textual	interpersonal		topical	Rheme
	Theme			

2) Classifying Data

After all of the data was identified, the researcher classified the data into a table to make a clear and easier understanding. The classification of the data is as follows:

Table 3.2 Classifying Data

Data	Ideational			Interpersonal		Textual
	Process	Participant	Circumstance	Mood	Speech function	Theme
Data 1						
Data 2						
Etc.						

After classifying the language metafunction component in all data, the researcher counted the types of language metafunctions used in all data.

3) Interpreting Data

Next, the interpretation stage is to find the message that Unilever wants to deliver to viewers in an environmental campaign video. In this stage, the researcher interpreted and gathered all represented meanings based on language metafunction analysis on that video. Furthermore, the researcher made narrative paragraphs to describe and explain the messages related to the metafunction of the language used.

4) Discussing Data

The researcher explained and described the data found to answer the questions. Then the researcher explained the analysis based on these data. Meanwhile, in presenting the data, the researcher presented the analysis results by

explaining the language metafunction in the Unilever environmental campaign video. The researcher also linked the findings and results of data analysis with previous studies. In addition, the researchers also discussed how Unilever conveyed messages to the public through the video.

5) Drawing Conclusion

Finally, the researcher concluded the results of this research based on all the steps above to answer the research problem.
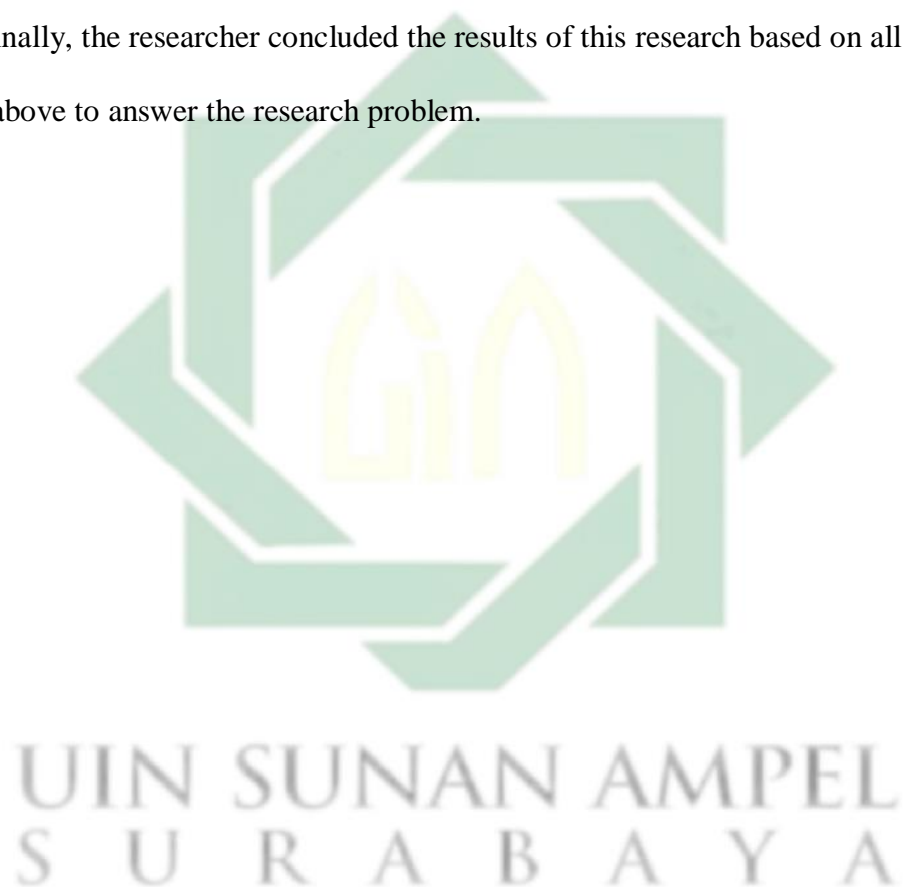
CHAPTER IV
FINDINGS & DISCUSSIONS

This chapter is an essential part of the research. In this chapter, the researcher

presents the findings and discussions to answer research questions number one

and two.

4.1 Finding

This section explains the findings to answer the research questions of this

study. The first finding from the data analysis is about what are language

metafunctions found in the *Unilever 2025 plastic packing commitments* video.

The second finding from the data analysis is about what are the represented

meanings of language metafunctions in the "*Unilever 2025 plastic packing*

commitments" video.

4.1.1 Language Metafunction

In this subchapter, the researcher found language metafunction elements. For

detailed information can be seen the table bellow :

4.1 Table of Language Metafunction

No	Metafunction Elements			Frequency
			Material	12
			Mental	3
		Process	Realational identifiying	1
			Relational Attributive	6
			Verbal	1
1.	Ideational		Existential	2
			Actor	7
			Goal	11
		Participant	Senser	3
			Phenomenon	3
			Token	1

			Value	1
			Carrier	6
			Attribute	6
			Sayer	1
			Verbiage	1
			Existent	2
		Circumstance	Time	4
			Place	4
			Matter	2
			Manner	7
			Cause	3
			Acompanient	2
			Role	1
2.	Interpersonal	Mood	Indicative	20
			Imperative	3
		Speech function	Statement	20
			Command	3
3.	Textual	Theme	Topical	22
			Interpersonal	7
			Textual	8

In this study, the researcher used 23 clauses, and it found the language metafunction of the three components. The three components are ideational, interpersonal and textual metafunction. In ideational, the researcher found process, participant, and circumstances. The processes were found in material, mental, relational, verbal, and existential. Participants were found in actor, goal, senser, phenomenon, token, value, carrier, attribute, sayer and existent. Circumstances were found in the place, time, manner, matter, cause, accompaniment and role.

The researcher found interpersonal in mood types, residue and speech function. In mood types, the researcher found indicative and imperative. The residue was found in each clause of the video. In the speech function, the

researcher just found statements and commands. However, offer and questions were not found in speech functions.

Meanwhile, the researcher found the theme and rheme in textual metafunction. In theme types, the researcher found topical, interpersonal and textual. Besides, the rheme was found in each clause.

Ideational Metafunction

In this study, the researcher found ideational in process, participant, and circumstances. Processes were found in material, mental, relational, verbal, and existential. Participants were found in actor, goal, senser, phenomenon, token, value, carrier, attribute, sayer and existent. Circumstances were found in the place, time, manner, matter, cause, accompaniment and role.

4.1.1.1.1 Process

Processes are the core of the clause from the ideational metafunction and are primarily about the action, event, or state in which the participants are involved. This process is typically realized by the verbal group in the clause. The process is categorized into six processes, namely: material, verbal, relational, mental, existential, and behavioral processes (Halliday and Matthiessen, 2004, p. 171-206)

a. Material

The material process is a process that involves physical and real activities carried out by the participants. Due to its nature, material processes can be

observed with the senses, for example, in the word "cooking," "hitting," and others. The example is as the following:

Datum 1

The context of the following clause was spoken by three different people sequentially. These people look like scientists, employers and waste recyclers at Unilever. They talk about the company's efforts to reduce plastic waste and minimize its environmental impact. The clause was uttered after a discourse discussing how plastic should be addressed. Here is the clause:

0.59: "*It's kept in a loop to stop it from ever finding its way into the environment*"

A detailed explanation follows below:

It	is	**kept**	in a loop	to stop it from ever findings its way into the environment
Actor		**Process : Material**	Circumstant : Place	Circumstance : cause

The word "kept" in the clause is classified as a material process because it describes an action or process being done to the subject, "it." The context "it" refers to plastic. Material processes are used to describe actions or events that take place in the world, and they typically have an actor (the entity doing the action) and a Goal (the entity that is affected by the action).

b. Mental

Mental processes show activities involving the senses, cognition, emotions, and perceptions, which occur in humans, for example: seeing, knowing, and others. One of these examples is the following :

Datum 2

The clause was uttered by a person, there is a stakeholder at Unilever who discussed that Unilever's *"we"* was trying to rethink the plastic packaging used in their products. In this clause, he only fills in the backsound, while the display in this clause shows the plastic packaging used in their products with the location inside the factory. Here is the clause:

0.18: "*So, now more than ever, at Unilever we're rethinking the way that we use plastic packaging in our products*"

A detailed explanation follows bellow:

So now	more than ever	at Unilever	we	are	re-thingking	the way that we use plastic packaging	in our products
Circumstance : Time	Circumstance : place	senser			**Process : mental**	Phenomenon	Circumstance : Manner

The word "re-thinking" is a mental process because it represents a cognitive activity of the speaker, which in this case is the process of reconsidering or reflecting on the way that plastic packaging is used in their products.

c. Relational

The relational process functions are used to connect one entity with another entity. This process serves to identify or categorize an entity. Relational processes are divided into attributive and identifying.

Attributive is a process that determines the quality of an entity. The attributive process is primarily realized with the words "be," "became," "seem," and others. One of these examples is the following :

Datum 3

The clause was spoken by four different people. These people are scientist and another employee of Unilever. The four people spoke in turn, discussing that plastic is still used in their distribution process for efficiency and product safety. Here is the clause:

0:32: "*For the safe efficient and economic distribution of our products, plastic still has its place*"

The detailed explanation is following bellow:

For the safe, efficient and economic distribution of our products	plastic	**still**	**has**	its place
Circumstance : Cause	Carrier	**Process : Relational atrributive**		Attribute

The word "has" is a relational verb because it establishes a relationship between the subject "plastic" and the attribute "its place". The attribute "its place" is a nominal group that refers to the appropriate or suitable position or use of plastic in the distribution of the company's products. The word "has" establishes the relationship between this attribute and the carrier "plastic," indicating that plastic is still considered to be a viable and useful material for the distribution of the company's products.

Meanwhile, Identifying is the process of identifying an entity. The identifying process is usually realized with the words "is," "are," "means," and others. One of these examples is the following :

Datum 4

The clause was spoken by a person indicated as Unilever's CEO. In the previous clause, he explained that there was a lot of plastic pollution on behalf of Unilever, and in this clause, he said that this was very bad for their image. Here is the clause:

0.11: *"And that is not okay with us."*

A detailed explanation follows below:

And	that	**is not**	okay	with us
Token		**Process : relational identifiying**	Value	Circumstance :accompanient

From the clause above, the word "is not" is a relational identifying process that links the token "that" to the value "okay". The use of "is not" in this sentence highlights the identifying function of language, as it identifies pollution as something that is not acceptable to the speaker. Additionally, the use of "us" as a circumstance highlights the suggestion that the speaker is speaking on behalf of the company and its stakeholders.

d. Existential

The existential process indicates the existence of an entity. The existential process is typically expressed by the word "there," "exist," "arise," and others. One of these examples is the following :

Datum 5

This clause was uttered by a person who indicates Unilever's CEO. In the previous clause, he explained that Unilever needed its consumers, suppliers, and

employees to join its agenda. And continuing in this clause, he says that there are

things that the audience can do to make a better change to the earth. Here is the

clause:

1:55:*"Because there are things that you can do, that will make a real difference."*

A detailed explanation follows below:

Because	there	are	things	you can dothat will make a real difference
	Process :Existensial		Existent	Circumstance : Manner

From the above clause, the word "there are" is an existential process that

indicates the existence of "things" that the audience can do. The use of "there are"

in this sentence highlights the existence of these things and suggests that they are

available or accessible to the audience. The sentence encourages the audience to

take action and suggests that these actions will positively impact the environment.

e. **Verbal**

The verbal process is the process that represents the activity of saying. The

verbal process shows activities involving information, such as words *say, talk,*

tell, ask, and others. One of these examples is the following :

Datum 6

The clause was spoken by a person who indicates Unilever's CEO. In the

previous clause, he revealed that currently, Unilever is rethinking how to use

plastic packaging in their products. So in this clause, he provides information that

Unilever has been increasingly drastic in using plastic in their product packaging.

Here is the clause:

0.26:*"You could say we're getting drastic with plastic."*

A detailed explanation follows below:

You	could	**say**	we're getting dratic	with plastic
sayer		**Process : verbal**	verbiage	Circumstance : Manner

In the clause above, the word "say" represents the process that represents the activity of saying and showing activities that involve information. In this clause, the word *"say"* means that Unilever provides information that they have been getting drastic in their use of plastic. The context *"you"* in this clause is the audience.

 Participant

The Participant is a person or object involved in the process. The participant can be said to be a subject or object with a certain name or pronoun (Hutabarat et al., 2020.) The participant is realized by the nominal group in the clause. The participants found in the *Unilever 2025 plastic packing commitments* video were actor, goal, senser, phenomenon, token, value, carrier, attribute, sayer and existent.

a. Actor

The actor is typically the entity or individual who performs the main action in a clause. One of these examples is the following :

Datum 7

This clause was uttered by a person who indicates Unilever's CEO. He speaks in the background of several images showing huge piles of trash in various places. Here is the clause:

0:14: *"In fact, it hasn't just made us think."*

A detailed explanation follows below:

In fact,	**it**	hasn't	just made	us think
Circumstance : manner	**actor**	Process : Material		Goal

In the above clause, the word "it" is acting as the actor in the clause. The use of "it" here refers to an implied antecedent, likely the images of trash piles being shown in the background. The pronoun "it" functions as the actor because it is the entity causing the material thinking process to occur. Then the context *"us"* of the clause above is Unilever.

b. Goal

The goal is a participant role that refers to the entity or location that is affected by the action in the clause. One of these examples is the following :

Datum 8

The clause was uttered by a person who indicates Unilever's CEO. In the previous clause, he explained that the pile of trash made Unilever think. Then, this clause clarifies that it is not only thinking but making Unilever think again. Here is the clause

0.16: *"It is made us re-think."*

A detailed explanation follows below:

It	is	made	**us**	re-think
actor		Process : Material	**Goal**	Circumstances : Manner

In the clause above, the pronoun "us" functions as the participant of goal because it identifies the entity affected by the re-thinking process. "is made" in this sentence suggests that the re-thinking process is ongoing or continuous rather than a one-time event. This highlights the importance of the issue being discussed and its ongoing impact on the speaker and their audience. And the context *"us"* in the clause is Unilever.

c. Senser

The senser is a participant role that refers to the entity responsible for sensing or perceiving something. One of these examples is the following :

Datum 9

The clause was uttered by a person indicating a stakeholder at Unilever who discussed that Unilever's *"we"* was trying to rethink the plastic packaging used in their products. In this clause, the stakeholder at Unilever only fills in the background sound, while the appearance in this clause shows the plastic packaging used in their products with a location inside the factory. Here is the clause:

0.18: *"So now more than ever, at Unilever, we're rethinking the way that we use plastic packaging in our products."*

A detailed explanation follows below:

So now	more than ever	at Unilever	**we**	are	re-thinking	the way that we use	in our products

Circumstance: Time	Circumstance: place	**senser**	Process: mental	Phenomenon plastic packaging	Circumstance: Manner
				plastic packaging	

In the clause above, the word *"we"* is labelled as Senser because it represents the participant's role, which refers to the entity responsible for feeling or perceiving something.

d. Phenomenon

The phenomenon is a participant role that refers to the entity or concept being experienced, perceived, or represented in the clause. One of these examples is the following:

Datum 10

The clause was said by a person indicated as an employee at Unilever. He said that Unilever cannot completely dispose of plastic. Thus, the use of plastic is still used by Unilever. Here is the clause:

0.29: *"We don't want to get rid of plastic entirely."*

A detailed explanation follows below:

We	don't	want	**to get rid of plastic**	entirely
Senser	Process: Mental		**Phenomenon**	Circumstance: Manner

In the above clause, a "to get rid of plastic" clause represents a participant role that refers to the entity or concept being experienced. In this case, the clause becomes a phenomenon because the clause becomes something that is experienced by *"we",* which means Unilever.

e. Carrier

The carrier is a participant role that refers to the entity or material that carries or supports the phenomenon or attribute in the clause. One of these examples is the following :

Datum 11

The clause was spoken by four different people. These people are employees of Unilever. The four people spoke in turn, discussing that plastic is still used in their distribution process for efficiency and product safety. Here is the clause:

0:32: *"For the safe, efficient and economic distribution of our products, plastic still has its place."*

A detailed explanation follows below:

For the safe, efficient and economic distribution of our products	**plastic**	still	has	its place
Circumstance: Cause	**Carrier**	Process: Relational attributive		Attribute

In this clause, the word *"plastic"* is labelled as the carrier because it represents the participant's role, which refers to the entity or material that carries or supports the phenomena or attributes in the clause.

f. Attribute

The attribute is an explanation of the quality or character of a carrier. One of these examples is the following:

Datum 12

This clause is spoken by two people in turn. They are Unilever employees. The clause ends by displaying the sea according to the end of the word in this clause. Here is the clause:

0:39: *"But that place isn't our environment, not in our streets, not in our rivers, and not in our oceans."*

A detailed explanation follows below:

But	that place	isn't	**our environment,**	not in our streets, not in our rivers and not in our oceans
	Carrier	Process: Relational attributive	**Attribute**	Circumstance: Place

The clause above contains the word *our environment*, which acts as a participant of the attribute which functions as a description of the carrier, namely *that place*. So that in the context, the participant of an attribute in this clause explains that the surrounding environment is not a place for plastic packaging to be.

g. Token

The token is the identifiable entity. One of these examples is the following :

Datum 13

This clause was uttered by a person who indicates Unilever's CEO. In the previous clause, he explained that there was a lot of plastic pollution on behalf of Unilever. And in this clause, he said this was worse for their image. Here is the clause:

0.11: *"And that is not okay with us."*

A detailed explanation follows below:

And	**that**	is not	okay	with us
	Token	Process: relational identifying	value	Circumstance: accompaniment

In the clause above, the word *"that"* is labelled a Token because it represents an identifiable entity. In that word, *"that"* means plastic pollution or plastic waste, which is not good for *"us"* or Unilever.

h.   Value

The value is the identity of the token. One of these examples is the following:

Datum 14

The clause was spoken by someone who indicates as a stakeholder at Unilever. In the previous clause, he explained that there was a lot of plastic pollution on behalf of Unilever, and in this clause, he said that this was very bad for their image. Here is the clause:

0.11: *"And that is not okay with us."*

A detailed explanation follows below:

and	that	is	**not okay**	with us
	token	Process : relational identifiying	**value**	Circumstance :accompanient

In the clause above, the word *"not okay"* is labelled as Value because it represents the identity of the Token. "okay" is a descriptive word that explains the token word "that". So it has the meaning of the word *"not okay",* identifying that

the word *"that"* is not suitable for *"us"*. In this context, the word *"us"* represented Unilever.

i. Sayer

The sayer is a participant role that refers to the entity or person who utters or communicates the message in the clause. One of these examples is the following :

Datum 15

This clause was uttered by a person who indicates Unilever's CEO. In the previous clause, he revealed that currently, Unilever is rethinking how to use plastic packaging in their products. So in this clause, he provides information that Unilever has been increasingly drastic in using plastic in their product packaging. Here is the clause:

0.26: *"You could say we're getting drastic with plastic."*

A detailed explanation follows below:

You	could	say	we're getting dratic	with plastic
sayer		Process: verbal	verbiage	Circumstance: Manner

In the clause above, the word *"you"* is labelled as sayer because it represents the participant's role, which refers to the entity or person who utters or communicates the message in the clause. The word *"you"* in the clause above has a context: the audience/viewer.

j. Existent

The entity or concept said to exist is typically realized as a phenomenon. One of these examples is the following :

Datum 16

This clause was uttered by a person who indicates Unilever's CEO. In this clause, he only fills the background sound, while the appearance is the plastic waste in the ocean. Here is the clause:

0:01: *"There's a lot of plastic pollution in the environment."*

The detailed explanation is following bellow:

There	is	**a lot of plastic pollution**	in the environment.
Process : Existential		**existent**	Circumstant : place

In the clause above, the word *"a lot of plastic pollution"* is labelled as Exixtent because it represents an entity or concept that is said to exist, usually manifested as a phenomenon. This word is proof that the phenomenon of plastic pollution exists in today's environment.

Circumstance

Circumstances are information about the situation of the process. Gerrot and Wignell (1995) explain that circumstance can answer questions such as what, where, when, why, how, and how many. Circumstances found in *the Unilever 2025 plastic packing commitment* video were in the place, time, manner, matter, cause, accompaniment and role.

a. Time

Time indicates when the process or situation represented by the clause occurs or occurs, and they can be either specific or general. One of these examples is the following :

Datum 17

This clause was uttered by a person who indicates Unilever's CEO. He discussed that Unilever was trying to rethink the plastic packaging used in its products. In this clause, he only fills in the background sound, while the appearance in this clause shows the plastic packaging used in their products with the location inside the factory. Here is the clause:

0.18: "*So, now more than ever, at Unilever we're rethinking the way that we use plastic packaging in our products*"

The detailed explanation is following bellow:

So now	more than ever	at Unilever	we	are	re-thinking	the way that we use plastic packaging	in our products
Circumstance: Time		Circumstance: place	senser		Process: mental	Phenomenon	Circumstance: Manner

In the above clause, the word *"So now, more than ever"* represents the time that indicates when the clause occurred. This word provides additional information about the time in this clause, namely, now.

b. Place

The place is a type of circumstance that provides additional information about the location or spatial relationship of the process or situation represented by the clause. One of these examples is the following :

Datum 18

This clause was uttered by a person who indicates Unilever's CEO. In this clause, he only fills the background sound, while the appearance in this clause is the plastic waste in the ocean. Here is the clause:

0:01: *"There's a lot of plastic pollution in the environment."*

A detailed explanation follows below:

There	is	a lot of plastic pollution	**in the environment.**
Process: Existential		existent	**Circumstance : place**

In the clause above, the word *"in the environment"* represents the place in the clause. This word provides additional information that the specific place where the clause occurs is in the environment.

c. Manner

Manner is the circumstance that provides information about the means, quality, or comparison of the process. One of these examples is the following :

Datum 19

This clause was uttered by a person who indicates Unilever's CEO. He speaks in the background of several images showing huge piles of trash in various places. Here is the clause:

0:14: *"In fact, it hasn't just made us think."*

A detailed explanation follows below:

In fact,	it	hasn't	just made	us think
Circumstance: manner	actor	Process: Material		Goal

In the clause above, the word *"in fact"* acts as a circumstance of manner. The manner of the clause shows the quality of the clause. In the context of the clause above, the quality of presenting facts about the state of plastic waste in the environment causes Unilever to think about how to handle it.

d. Accompaniment

Accompaniment is a circumstance that provides information about with or without something or someone in the process. One of these examples is the following :

Datum 20

The clause was spoken by one person, namely a stakeholder at Unilever. In the previous clause, he explained that there was a lot of plastic pollution on behalf of Unilever, and in this clause, he said that this is worse for their image. Here is the clause:

0.11: *"And that is not okay with us."*

A detailed explanation follows below:

And	that	is not	okay	with us
	token	Process: relational identifying	value	**Circumstance: accompaniment**

In the above clause, the word *"with us"* acts as a circumstance of accompaniment. So, the word provides information about the presence of someone involved in this clause, namely *"us",* which means Unilever.

e. Cause

The cause is the circumstance that provides information about purpose or reason. One of these examples is the following :

Datum 21

The clause was spoken by four different people. These people are employees of Unilever. The four people spoke in turn, discussing that plastic is still used in their distribution process for efficiency and product safety. Here is the clause: 0:32: *"For the safe, efficient, and economic distribution of our products, plastic still has its place."*

A detailed explanation follows below:

For the safe, efficient and economic distribution of our products	plastic	still	has	its place
Circumstance: Cause	Carrier	Process: Relational attributive		Attribute

In the above clause, the word *"for the safe, efficient, and economical distribution of our products"* acts as a circumstance cause. The circumstance caused in this word is the reason for the core clause, which means that Unilever still uses plastic due to its products' safety, efficiency, and economical distribution.

f.   **Matter**

The matter is a type of participant role that refers to the substance or material involved in the process or situation represented by the clause. One of these examples is the following:

Datum 22

This clause was uttered by a person who indicates Unilever's CEO. He invited or ordered the audience to make the earth blue again jointly. And the clause ends by displaying a blue sea that is clean of plastic waste. Here is the clause:

2.02: *"And let's make our blue planet blue again."*

A detailed explanation follows below:

And	let's make	our blue planet	**blue again**
	Process: Material	Goal	**Circumstance: Matter**

In this clause, the word *"blue again"* is identified as a circumstance of matter. The circumstance of matter in this clause explains the specifications that return to *"our blue planet"*. In this context, the circumstance of the manner in the clause above explains the clean earth specifications.

g.   **Role**

The role is a general term to refer to the different participant functions involved in the process or situation represented by the clause. One of these examples is the following :

Datum 23

This clause was spoken by two different people who indicated as Unilever employees. They say it alternately. The context of this clause was uttered after a series of Unilever explanations about their commitment to handling plastic packaging for the next five years. Here is the clause:

1:12: "*And as part of that, we will get rid of more than 100,000 tons of plastic packaging completely.*"

A detailed explanation follows below:

and as part of that	we	will	get rid	of more than 100.000 tonnes of plastic packing	Completely
Circumstance: Role	Actor		Process: Material	Goal	Circumstance: Manner

In the above clause, the word *"and as part of that"* acts as a circumstance of role. The circumstance of role in this clause functions to explain the role of we, in this case, Unilever.

4.1.1.2 Interpersonal Metafunction

In the interpersonal metafunction, the researcher found mood types, residue and speech function. In mood types, the researcher found indicative and imperative. In the speech function, the researcher just found statements and commands. Meanwhile, offer and questions were not found in this study. The residue is always found in each clause.

4.1.1.2.1 Mood

The mood is an interaction provider that uses language to give or demand something (Haliday, 2014). The mood element is divided into two parts: (1) the Subject, which is represented by a nominal group, and (2) the finite element, which is part of the verbal group (Gerrot & Wignell, 1995). Mood types depend on the subject's position and the finite used in the clause. According to Halliday and Matthiessen (2004), there are two main categories of mood types: indicative and imperatives.

a. Indicative

The indicative mood is realized by the feature of the Subject and finite. The order of Subject and finite is realized in the declarative and interrogative clauses. The declarative clause is construed from the word order of Subject before finite. One of these examples is the following :

Datum 24

This clause was uttered by a person who indicates Unilever's CEO. In this clause, he only fills in the background sound, while the appearance in this clause is the plastic waste in the ocean. Here is the clause:

0:01: *"There's a lot of plastic pollution in the environment."*

A detailed explanation follows below:

There	is	**a lot of plastic pollution**	in the environment.
	Finite	Subject	Complement

Residue	**Mood: Declarative**	Residue

In this clause, the word "a lot of plastic pollution" acts as a declarative mood composed of subject + finite. The declarative mood in this clause shows the statement's meaning to the interlocutor, in this case, the viewers.

Meanwhile, Interrogative is characterized by the word order finite before object for yes-no interrogative and Subject before finite for WH-interrogative. But, in this study, the interrogative mood was not found.

b. Imperative

The imperative mood, in several cases, does not necessarily involve a Mood element (Subject and Finite), for example, in clauses "look !", "wake up!" and others. However, there are structures of imperatives that involve a Mood element, e.g., Don't you look ?, Don't you hear? And others. One of these examples is the following :

Datum 25

The clause was spoken by a Unilever stakeholder toward the end of the video. This clause was said after a series of Unilever explanations about their commitment to plastic waste. Here is the clause:

1.58: *"So please help us to close the loop on plastic."*

A detailed explanation follows below:

So	please help	**us**	to close the loop on plastic

Adjunct	Predicator	Subject	Complement
Residue		**Mood: Imperative**	Residue

The mood system contained in the clause is imperative that shows the meaning of an order or invitation. So that in its context, this clause invites viewers to help them close the chain of plastic packaging pollution.

c. Residue

The residue consists of three types: (1) the predicator, (2) A complement, and (3) An adjunct (Halliday and Matthiessen, 2014). One of these examples is the following

Datum 26

This clause was uttered by a person who indicates Unilever's CEO. He speaks in the background sound beside several images showing huge piles of trash in various places. Here is the clause:

0:14: *"In fact, it hasn't just made us think."*

A detailed explanation follows below:

In fact,	it	hasn't	just made	us think
Adjunct	subject	finite	predicator	complement
residue	Mood: indicative		**residue**	

In the above clause, the words *"In fact"* and *"just made us think."* were labeled as residue. *"In fact"* and *"just made us think."* consists of *"in fact,"* which is an adjunct, *"just made,"* which is the predictor, and *"us think,"* which is a complement.

4.1.1.1.1 Speech function

Speech function is a way of communicating ideas to others. So the receivers or listeners can fully get the idea. When someone speaks, he needs something from his listeners, or it can be called interaction. Halliday and Matthiessen (2014) describe interaction as an exchange where the giver expects acceptance, and the asker expects giving in response. Furthermore, the Speech function is established based on giving and asking for information or goods and services. According to Halliday (1994, p. 69), in any communicative language, there are four basic speech functions: giving information, asking for information, giving goods and services, and asking for goods and services. The usual labels for these functions are Statement, Question, Offer, and Command. In this study, the researcher found the type of speech function only in statements and commands.

a. Statement

A statement can be seen as an act of representing, where the speaker presents their perspective or understanding of a situation, event, or fact. Statements can take various forms, such as declarative sentences, questions, or exclamations.

Datum 27

This clause was uttered by a person who indicates Unilever's CEO. He speaks in the background, and several images show huge piles of trash in various places. Here is the clause:

0:14: *"In fact, it hasn't just made us think."*

A detailed explanation follows below:

In fact,	it	hasn't	just made	us think
statement				

The clause as a whole is a statement. Because the clause contains a fact, this can be seen from the initial word in the clause, which is a declarative sentence.

b. Command

A command, on the other hand, is a speech function that expresses a directive or an imperative relationship between the speaker and the listener. In SFL, a command can be seen as an act of doing or acting where the speaker attempts to influence or control the behavior of the listener. Commands typically take the form of imperative sentences and verb phrases that express a request, order, or instruction.

Datum 28

This clause was uttered by a person who indicates Unilever's CEO. He said it was an expression of order for many parties to participate in their activities, including spectators, suppliers, retailers, and employees. Here is the clause:

1:45: *"We also need you, our consumers, our suppliers, our retailers, our*

employees, and many others to join us on this journey."

A detailed explanation follows below:

We	also	need	you, our consumers, our suppliers, our retailers, our employees, and many others	to join us	on this journey
Command					

The clause above, as a whole, is a Command because the clause contains the asking from Unilever to the audience. The meaning in this clause means that *"we"* means Unilever require *"you,"* their audience, consumers, suppliers, retailers, and employees, to join Unilever in their activities. The context in this clause is for the audience.

4.1.1.3 Textual metafunction

In textual metafunction, the researcher found the theme and rheme. In theme types, the researcher found topical, interpersonal, and textual. Besides, the rheme always found each clause.

4.1.1.3.1 Theme

The theme is defined as the topic about which the clause is said. Halliday (2014,p.89) says the theme is "the element that serves as the point of departure; it locates and orients the clause within its context." that is what the clause is about. The theme can be divided into Topical, Textual, and Interpersonal. A clause can present any, all, or none of these categories.

a. Topical

The topical theme is usually but not always the first nominal group in the clause. Topical themes are typically realized by nominal group complexes, adverbial groups, prepositional phrases, or embedded clauses. One of these examples is the following :

Datum 29

The clause was spoken by a person who indicated as a stakeholder at Unilever. In the previous clause, he revealed that currently, Unilever is rethinking how to use plastic packaging in their products. So in this clause, he provides information that Unilever has been increasingly drastic in using plastic in their product packaging. Here is the clause:

0.26: *"You could say we're getting drastic with plastic."*

A detailed explanation follows below:

You	could	say	we're getting dratic	with plastic
subject	finite	Predicator	complement	adjunct
Topical Theme	Rheme			

In the above clause, the word "you" acts as a Topical theme because it is composed of nominal words. The topical theme in the clause shows a topic of conversation which in context is viewers.

b. Interpersonal

The interpersonal theme is a pre-Rheme item that indicates the relationship between the text's participants or the position or point of view expressed in the

clause. Interpersonal themes are typically realized by Modal Adjuncts, Vocatives, Finite, or Wh-elements. One of these examples is the following :

Datum 30

This clause was spoken by two different women. The first woman looks like a Unilever researcher and the second looks like a plastic waste recycler. The clause was said after explaining the state of plastic packaging that pollutes the environment. Here is the clause:

0:48: *"No - where plastic belongs is inside something called the circular economy."*

A detailed explanation follows below:

No	where plastic belongs	is	inside	something called the circular economy
Adjunct	Subject	Finite	Predicator	Complement
interpersonal	topical	Rheme		
Themes				

In this clause, the word *"No,"* acts as an interpersonal theme. The interpersonal theme in this clause functions as a liaison to the previous clause. In its context, the interpersonal theme relates to the previous clause using a rejection response to the state of plastic packaging, which should not pollute the environment.

c. Textual

The textual theme relates the clause to its context. Textual themes can be Continuatives or Conjunctive Adjuncts. One of these examples is the following :

Datum 31

This clause was uttered by a person who indicates Unilever's CEO. He speaks in the background of several images showing huge piles of trash in various places. Here is the clause:

0:14: *"In fact, it hasn't just made us think."*

A detailed explanation follows below:

In fact,	it	hasn't	just made	us think
Adjunct	subject	finite	predicator	complement
textual	Topical	rheme		
theme				

In the above clause, the word "in fact" acts as a textual theme because it is composed of Conjunctive Adjuncts. The textual theme of this clause shows clauses related to the context, which in this case is the context of facts that show the state of plastic packaging, which makes Unilever think about how to handle it.

4.1.1.3.2 Rheme

Rheme contains new information. Rheme can be described as residual messages (Bloor and Bloor 1995, p.72). This state is also in line with the opinion of Gerrot And Wignell (1995, p.83), who argue that the theme is 'what I'm talking about' and the Rheme is 'what I'm saying about it.' Theme and Rheme are applied together as a message structure in the text as a conveyer of information to listeners. One of these examples is the following :

Datum 32

The clause was said by someone who indicates as an employee at Unilever.

He said that Unilever cannot get rid of plastic entirely. Thus, the use of plastic is

still used by Unilever. Here is the clause:

0.29: *"We don't want to get rid of plastic entirely."*

A detailed explanation follows below:

We	don't	Want	to get rid of plastic	entirely
Subject	Finite	predicator	complement	adjunct
Topical theme			**Rheme**	

In this clause, "don't want to get rid of plastic entirely" is identified as Rheme

composed of finite, predicator, complement, and adjunct. Rheme in this clause

shows new information about plastic. In its context, the rheme means information

about Unilever which does not want to eliminate the plastic element as a whole in

its packaging.

4.1.2 The Messages deliver in Unilever Environmental Campaign Video

In this subchapter, the researcher analyzes the Unilever campaign video

through the lens of the interpersonal metafunction in SFL. Interpersonal

metafunction is concerned with how language is used to negotiate social

relationships, and it plays a key role in conveying messages in communication. By

analyzing the interpersonal metafunction in the Unileverenviromental campaign

video, the researcher will be able to interpret the conveyed messages and identify

the strategies used to persuade and engage the audience. Specifically, the researcher examines the use of speech functions such as statements, offers, questions, and commands and how they are employed to convey meaning and establish social relationships. Halliday and Matthiesen(2014) state that by analyzing speech functions such as statements, questions, and commands, it is possible to identify how social relationships are being established and negotiated and to interpret the messages that are being conveyed.

4.1.2.1 Statement

A statement is a type of speech function in which the speaker presents information or makes a proposition. It is also called a declarative function. The purpose of a statement is to convey information, to make a claim, or to express a belief. According to Halliday (2004), "A statement is the most basic speech function, and the one most directly associated with the ideational metafunction, since it is through statements that we present our construals of reality" (p. 36). Below are messages data of the statement from the video :

1. The existence of plastic produced by Unilever in the environment.

Unilever informs about the presence of plastic waste that they produce, which pollutes the environment. This message is interpreted based on the following analysis:

Datum 33

The context of the clause above is said at the beginning of the video. This clause was uttered by a person who indicates Unilever's CEO. In this clause, he only fills

the background sound, while the appearance in this clause is the plastic waste in

the ocean. Here is the clause:

0.01: "*There's a lot of plastic pollution in the environment*."

The detailed explanation follows below:

There	is	a lot of plastic pollution	in the environment.
	Finite	Subject	Complement
Process: Existential		existent	Circumstance: place
		Mood: Declarative	Residue
statement			
interpersonal		topical	Rheme
Theme			

In the ideational metafunction, the clause above uses an existential process

that shows the meaning of the existence of something. The clause has one

participant, "a lot of plastic pollution," as the existence. The circumstance

contained in this clause is the place that explains the location of the plastic waste.

So, in ideational metafunction The sentence conveys that there is a significant

amount of plastic pollution in the environment. The main content is focused on

describing the existence of plastic pollution.

In the interpersonal function, the clause above is a clause with the declarative

mood system (subject+finite) indicating a statement's meaning. The speech

function of the clause is a statement that aims to provide information to the

viewers specifically the prevalence of plastic pollution. This statement can be seen

as a way for the speaker to assert their knowledge or expertise on the topic of environmental pollution. The statement could also be interpreted as a call to action or a warning to encourage the listener to take steps to address the issue of plastic pollution. The sentence implies that the speaker is informing or sharing information about the presence of plastic pollution. It suggests that the listener may not be aware of the specific amount of pollution present.

In the textual function, the clause above has two themes: "There is" as the interpersonal theme and "a lot of plastic pollution" as the topical theme. Therefore, the clause emphasizes the discussion about the existence of a lot of plastic pollution. The sentence is structured as a simple declarative statement, with the subject "There" indicating the existence, the copula "is" expressing a state of being, and the complement phrase providing details about the plastic pollution in the environment. The sentence is straightforward in its organization and flow within the discourse.

In summary, the sentencee communicates the existence of a significant amount of plastic pollution (ideational meaning), suggests that the speaker is sharing information (interpersonal meaning), and is structured as a simple declarative statement (textual meaning).

2. Plastic still has its place

Unilever acknowledges that plastic still plays an important role in the safe and efficient distribution of its products.

Datum 34

The clause was spoken by four different people. These people are employees of Unilever. The four people spoke in turn, discussing that plastic is still used in their distribution process for efficiency and product safety. Here is the clause:

0:32: "*For the safe, efficient, and economic distribution of our products, plastic still has its place*."

A detailed explanation follows below:

For the safe, efficient, and economic distribution of our products	plastic	still	has	its place
Adjunct	subject	finite	predicator	complement
Circumstance: Cause	Carrier	Process: Relational attributive		Attribute
Residue	Mood: Declarative		Residue	
statement				
textual	topical			
Theme			Rheme	

In the ideational metafunction, the clause uses a relational attributive process that determines the quality of an entity. The clause has two participants: "Plastic" as the carrier and "its place" as the attribute. In this case, the clause describes plastic as still having its place for safety, efficiency, and economy. The sentence conveys that plastic continues to play a necessary role in ensuring the safe,

efficient, and economic distribution of the speaker's products. It emphasizes that plastic is essential for achieving these objectives

In the interpersonal metafunction, the clause uses the declarative mood system (subject+finite), indicating that the clause contains a statement. The speech function of the clause is a statement, which means that the clause aims to provide information to the reader. The clause suggests that the speaker acknowledges the negative impact of plastic pollution on the environment. However, they argue that plastic is still necessary for the safe, efficient, and economical distribution of their products. It can be seen as an attempt to balance environmental concerns with practical considerations related to the distribution of goods. The sentence reflects the speaker's perspective and argumentative stance. It indicates that the speaker believes in the importance of plastic for the safe, efficient, and economic distribution of their products. It aims to persuade or justify the continued use of plastic.

In the textual metafunction, the clause has two themes: "For the safe, efficient and economic distribution of our products," which is the textual theme, and "plastic" as the topical theme. The clause emphasizes the discussion about plastic and its important value in its usage. The sentence is structured as a complex sentence, beginning with a prepositional phrase "For the safe, efficient, and economic distribution of our products." This phrase provides the context or purpose for the statement that follows. The main clause "plastic still has its place" asserts the continued relevance and necessity of plastic.

In summary, the sentence "Plastic still has its place" expresses the ideational meaning that plastic continues to have a role or purpose. It conveys an interpersonal meaning of the speaker's subjective stance or opinion. The textual meaning is a simple declarative statement affirming the ongoing significance of plastic in specific contexts.

3. Circular Economy

Unilever emphasizes the importance of the circular economy, where plastic is either reused, recycled, or made compostable.

Datum 35

This clause was spoken by two different women. The first woman looks like a Unilever researcher, and the second woman looks like a plastic waste recycler. The clause was said after explaining the state of plastic packaging that pollutes the environment. Here is the clause:

0:48: "*No - where plastic belongs is inside something called the circular economy.*"

A detailed explanation follows below:

No, where	plastic belongs	is	inside	something called the circular economy
Adjunct	Subject	Finite	Predicator	Complement
	Carrier	Process: Relational attributive		Attribute

	Mood: Indicative	Residue
Statement		
interpersonal	topical	Rheme
Themes		

In ideational metafunction, the clause uses a relational attributive process that determines an entity's quality. The clause has two participants: "Plastic" as the carrier and "something called the circular economy" as the attribute. The clause describes plastic as having circular economic value. The sentence suggests that plastic should be placed within a concept known as the circular economy. It implies that the speaker believes plastic should be managed and utilized within a system that promotes sustainability, recycling, and reuse

In the interpersonal metafunction, the clause uses the declarative mood system (subject+finite), which indicates that the clause contains a statement. The speech function of the clause is a statement, which means that the clause aims to provide information to the reader. The message conveyed by this clause is that plastic does not belong in traditional product distribution methods and that the circular economy is a more appropriate place for it. The speaker is advocating for a more sustainable and environmentally conscious approach to the use of plastic, which aligns with the principles of the circular economy.

In the textual metafunction, the clause has two themes: "No, where," which is the topical theme, and "plastic belongs" as the topical theme. The clause emphasizes that the appropriate place for plastic is within the circular economy,

which contradicts the general view of plastic usage. The sentence consists of a simple declarative structure with a negation marker "No" at the beginning. It introduces the counterargument and follows with the subject "where plastic belongs" and the copula "is." The subsequent phrase "inside something called the circular economy" elaborates on the proper placement or management of plastic.

In summary, the sentence "No - where plastic belongs is inside something called the circular economy" expresses the ideational meaning that plastic should be integrated into the circular economy concept. It conveys an interpersonal meaning of disagreement or rejection of traditional plastic usage models. The textual meaning is a declarative statement presenting the counterargument and advocating for plastic's placement within the circular economy framework.

3. Making all packaging recyclable, reusable, or compostable.

Unilever is committed to ensuring that 100% of its plastic packaging is designed to be recyclable, reusable, or compostable by 2025.

Datum 36

This clause was spoken by five different Unilever employees. The five employees are a woman in the lab, a woman in the office, a man in the production room, and the remaining two in the hall. They say the words in turn. Here is the clause:

1.33: "*And in the next five years, 100% of the plastic we do use will be reusable, recyclable, or compostable every last bit of it.*"

A detailed explanation follows below:

And in the next five years	100% of the plastic we do use	will be	reusable, recyclable, or compostable	Every last bit of it
Adjunct	Subject	Finite	Predicator	Complement
Circumstance: Time	Goal		Process: Material	Circumstance: Manner
Residue	Mood: Indicative		Residue	
Statement				
Textual	Topical	Rheme		
Theme				

According to the ideational metafunction, the clause uses a material process that shows real activity carried out by a participant. The clause has one participant, "100% of the plastic we do use," as the goal. The circumstance in the clause is time, which is "in the next five years." It can be concluded that ideationally, the clause describes the real action that Unilever will take on their plastic packaging in the next five years.

According to the interpersonal metafunction, the clause uses the mood system declarative (subject+finite), which indicates a statement about something. The speech function in the clause is a statement. Furthermore, the clause informs the action that Unilever will take on their plastic packaging. The clause suggests that the speaker is committed to using plastic sustainably, to ensure that all plastic

used will be reusable, recyclable, or compostable within the next five years. The speaker is making a promise or commitment to take action toward a more sustainable future, which can be seen as a positive message in terms of environmental stewardship.

According to the textual metafunction, the clause is formed with the word order "And in the next five years" as the textual theme because it is composed of conjunction. Meanwhile, "100% of the plastic we do use" becomes the topical theme because it is composed of a nominal group. It can be concluded that the clause emphasizes the target time committed by Unilever for their action on plastic packaging. Then it can be known that 2025 is the time discussed because the video was made in 2020.

In summary, the sentence above conveys the ideational meaning that the speaker plans to ensure all plastic they use will have sustainable end-of-life options. It reflects an interpersonal meaning of commitment and dedication to addressing plastic waste. The textual meaning connects the statement to the previous context, introduces the future timeframe, and emphasizes the comprehensive nature of the commitment.

4. Partnering with stakeholders.

Unilever recognizes that addressing the plastic waste problem requires collaboration and partnerships with governments, suppliers, and consumers.

Datum 37

This clause begins with the appearance of the plastic packaging they use in their products. This clause was spoken by three different Unilever employees. The

three people are two production employees and one woman in the laboratory.

Here is the clause:

1.22: "*In the next five years, working with our partners will help collect and process more plastic packaging than we sell.*"

A detailed explanation follows below:

In the next five years	working	with our partners	we	will	help collect and process	more plastic packing than we sell
Adjunct	Predicator	Complement	Subject	Finite	Predicator	Complement
Circumstance: Time	Process: Material	Goal	Actor		Process: Material	Goal
Residue			Mood: Declarative		Residue	
Statement						
Interpersonal Theme	Topical		Rheme			

In the ideational metafunction, the clause contains a material process that shows real activity performed by participants. The clause has two participants, with "our partners" as the goal and "we" as the actor. The circumstance in the clause is time, which is "in the next five years." Therefore, it can be concluded

ideationally that the clause shows the real action that Unilever will take with its stakeholders toward their plastic packaging in the next five years.

In the interpersonal metafunction, the clause uses the declarative mood system (subject+finite) that shows the meaning of a statement about something. The speech function in the clause is a statement. Furthermore, the clause informs the reader about the action that Unilever will take with its stakeholders. The clause suggests that the speaker is committed to taking action towards reducing plastic waste, with the goal of collecting and processing more plastic packaging than they sell within the next five years. Using language such as "working with our partners" emphasizes the collaborative nature of the effort and suggests that the speaker is willing to work with others to achieve this goal.

In the textual metafunction, the clause is formed by the arrangement of the words "And in the next five years" as the textual theme because it is composed of conjunctions. Meanwhile, "working with our partner" becomes the topical theme because it is composed of a nominal group. It can be concluded that the clause emphasizes the target time that Unilever commits to working together with its stakeholders. It can be known that the year 2025 is the time referred to because the video was made in 2020.

In summary, the sentence *In the next five years, working with our partners will help collect and process more plastic packaging than we sell* conveys the ideational meaning of a future plan to collect and process a larger amount of plastic packaging than the amount being sold. It reflects an interpersonal meaning of commitment to sustainability and collaboration with partners. The textual

meaning is a complex sentence that introduces the future timeframe, emphasizes the cooperative effort, and highlights the aim of surpassing the amount of plastic sold with the amount collected and processed.

5. Promoting behavior change.

Unilever is committed to raising awareness and promoting behavior change among consumers to reduce plastic waste and to encourage responsible disposal and recycling of plastic packaging.

Datum 38

This clause was uttered by a person who indicated as a stakeholder at Unilever. In the previous clause, the stakeholder instructs the audience to join their journey. Then in this clause, he says, "Because there are things that you can do that will make a real difference," which means that when they join, there will be many things they can do. Here is the clause:

1.55: "*Because there are things that you can do that will make a real difference.*"

A detailed explanation follows below:

Because	there	are	things	you can do that will make a real difference
Adjunct		finite	Subject	Complement
	Process: Existential		Existent	Circumstance: Manner
Residue	Mood: Indicative		Residue	
Statement				
	Interpersonal		Topical	Rheme

Themes	

In the ideational metafunction, the clause uses an existential process that indicates the existence of an entity. The participant in the clause is "things" as the existence. The circumstance in the clause is "you can do that will make a real difference" as the manner. Therefore, ideationally, the clause indicates the meaning of the existence of something that can make a big change aimed at the reader.

In the interpersonal metafunction, the clause uses the declarative mood system (finite+subject) that indicates the meaning of a statement about something. The speech function in the clause is a statement. Furthermore, the clause informs the reader about the changes that everyone can make. The message conveyed by this clause is that the speaker is inviting or suggesting that the listener take action toward making a difference, emphasizing that individual actions can have a meaningful impact on the issue at hand.

In the textual metafunction, the clause uses two themes: "because there are" as an interpersonal theme and "things" as a topical theme. So, textually, the clause suggests that there are actions that can be taken, and those actions will have a significant impact or effect. The clause serves to provide a reason or justification for taking action.

In summary, the sentence above conveys the ideational meaning that certain actions can bring about significant change. It has an interpersonal meaning of motivation and encouragement, addressing the listener directly. The textual

meaning establishes the cause-and-effect relationship, highlights the availability

of actionable options, and emphasizes the potential impact of those actions.

6. Setting ambitious targets

Unilever has set ambitious targets for itself to reduce plastic waste, including

halving its use of virgin plastic by 2025 and achieving net-zero plastic waste by

2025.

Datum 39

This clause was spoken by two different Unilever employees. They say in

turn. This clause says that in the next five years, Unilever will halve its use of

pure plastic and recycle it. Here is the clause:

1.08: "*In the next five years, we'll half the amount of virgin and recycled plastic*

that we use."

A detailed explanation follows below:

In the next five years	we	will	halve	the amount of virgin, unrecycled plastic that we use
Adjunct	Subject	Finite	Predicator	Complement
Circumstance: Time	Carrier		Process: Relational attributive	Attribute
Residue	Mood: Indicative		Residue	

Statement		
Interpersonal	Topical	Rheme
Theme		

In the ideational metafunction, the clause uses a relational attributive process that shows the coherence between an entity and a specific character or attribute. The clause has two participants, "we" as the carrier and "the amount of virgin, unrecycled plastic that we use" as the attribute. The circumstance in the clause is the time frame "in the next five years," which frames the time commitment made by Unilever. Thus, ideationally, the clause conveys a future action that will reduce the amount of virgin, unrecycled plastic used.

In the interpersonal metafunction, the clause uses the declarative mood system (subject + finite), which conveys a statement about something. The speech function in the clause is a statement. Furthermore, the clause informs the reader about Unilever's ambition in the next five years regarding the plastic they produce. The message conveyed by this clause is that the speaker is committed to reducing the amount of virgin, unrecycled plastic they use within the next five years. The speaker is making a promise or commitment to take action toward a more sustainable future, which can be seen as a positive message in terms of environmental stewardship. The use of specific language and measurable goals emphasize the speaker's commitment to this goal and leave no room for ambiguity.

In the textual metafunction, the clause is formed with the word order "And in the next five years" as the textual theme, as it is structured as a conjunction. "We" becomes the topical theme as it is a nominal group. Thus, textually, the clause specifies the time frame within which the action will take place and creates coherence, emphasizing the collective responsibility of the speaker and the audience.

In summary, the sentence *In the next five years, we'll halve the amount of virgin and recycled plastic that we use* conveys the ideational meaning of a future goal to reduce the usage of both virgin and recycled plastic by half. It reflects an interpersonal meaning of commitment to sustainability and responsible resource management. The textual meaning establishes the future timeframe, highlights the intended action of halving plastic consumption, and specifies the target as both virgin and recycled plastic.

4.1.2.2 Command

A command is one type of speech function in SFL. It is also known as an imperative function. The speaker uses a command to instruct or direct the listener's actions. Halliday (2014) states that the imperative is a speech function that encompasses a command, request, or appeal and is thus closely associated with the interpersonal metafunction, which deals with the manifestation of social relations and attitudes among speakers (p. 34). This quote highlights the idea that commands are closely related to interpersonal metafunction, which deals with expressing social relations and attitudes between speakers. The use of commands

can convey power, authority, or urgency and can significantly impact the social

dynamics of a given communication situation.

Below are the messages data of the command from the video :

1. Join us on this journey

Unilever invites its consumers, suppliers, retailers, employees, and others to join

them on this journey to reduce plastic waste.

Datum 40

The clause was spoken by a person who indicated as a stakeholder at Unilever. He

said it was an expression of order for many parties to participate in their activities,

including spectators, suppliers, retailers, and employees. Here is the clause:

1. 45: "We also need you, our consumers, our suppliers, our retailers, our

employees, and many others to join us on this journey."

A detailed explanation follows below:

We	also	need	You, our consumers, our suppliers, our retailers, our employees, and many others	to join us	on this journey
Subject	Finite	Predicator	Complement	Predicator	Complement
Senser		Process: Mental	Phenomenon	Process: Material	Goal
Mood: Imperative		Residue			

Command	
Topical	Rheme
Theme	

In the ideational metafunction, the clause in question uses both mental and material processes. The mental process in the first clause expresses Unilever's emotional need for the viewers' contribution. The second clause uses a material process that denotes a concrete activity directed at the reader. The clause has three participants: "we" as the senser, "You, our consumers, our suppliers, our retailers, our employees, and many others" as the phenomenon, and "our journey" as the goal. Thus, ideationally, the clause conveys the idea that the speaker, likely representing a company or organization, is embarking on a journey and needs various groups of people, including consumers, suppliers, retailers, and employees, to join them on this journey. The message conveyed by this clause is that the speaker is inviting or requesting participation from various stakeholders, emphasizing the collaborative nature of the effort and the need for support and involvement from others. Using inclusive language and emphasis on shared responsibility emphasizes the importance of community and working together towards a common goal of reducing plastic waste.

In o the interpersonal metafunction, the clause uses the imperative mood system (subject+finite), conveying a command. The speech function of the clause belongs to the command category. Furthermore, the clause invites readers to participate in their journey to addressing plastic packaging.

In the textual metafunction, the clause is formed with the word "we" as the topical theme because it is composed of conjunction. Using commas to separate the different groups of people being addressed makes the message easy to read and understand. The repetition of the phrase "our consumers, our suppliers, our retailers, our employees, and many others" creates a sense of unity and inclusivity, further reinforcing the textual function. Using the word "journey" creates a metaphorical structure that ties the message together and helps convey a sense of shared purpose.

In summary, the sentence *We also need you, our consumers, our suppliers, our retailers, our employees, and many others to join us on this journey* conveys the ideational meaning of the speaker or their organization requiring the involvement of various stakeholders for a shared endeavor. It reflects an interpersonal meaning of a call to action and collaboration, addressing multiple groups directly. The textual meaning uses inclusive language, emphasizes the importance of collective engagement, and specifies the stakeholders to be involved in the journey.

2. Help us close the loop on plastic

Unilever encourages its stakeholders to help close the loop on plastic by reducing, reusing, and recycling plastic waste.

Datum 41

The clause was spoken by a Unilever stakeholder toward the end of the video. This clause was said after a series of Unilever explanations about their commitment to plastic waste. Here is the clause:

1.58: "So please help us to close the loop on plastic."

A detailed explanation follows below:

So	please help	us	to close the loop on plastic
Adjunct	Predicator	Subject	Complement
	Process: Material	Goal	Circumstance: Cause
Residue		Mood: Imperative	Residue
command			
Interpersonal		Topical	
Theme			Rheme

In the ideational metafunction, the clause uses a material process to convey a real action that Unilever hopes the audience will take. The clause has one participant, "us," which refers back to Unilever. The circumstance in the clause serves as the cause, indicating the purpose behind the action. Therefore, ideationally, the clause conveys a message of taking real action that Unilever hopes viewers will take to reduce plastic pollution in the environment.

In the interpersonal metafunction, the clause uses the imperative mood system (subject+finite) to convey a command. The speech function of the clause is a command, urging the audience to help in reducing plastic waste and emphasizing the importance of their contribution. The message conveyed by this

clause is that the speaker is appealing to the listener to take action and contribute to the collective effort to reduce plastic waste.

Textually, the clause is formed with the phrase "so, please help" as the interpersonal theme, which serves as a vocative. The word "us" is the topical theme, formed from a noun. These elements create a cohesive and coherent clause that requests assistance in achieving an environmental goal. Using "so" as a discourse marker suggests that the speaker is building on previous information, possibly related to recycling or environmental issues, to make their request. "please" adds a polite and respectful tone to the request, while the infinitive clause "to close the loop of plastic" provides a clear and specific goal for the audience to work towards.

In summary, the sentence *So please help us to close the loop on plastic* conveys the ideational meaning of seeking assistance or collaboration to create a sustainable system for plastic. It reflects an interpersonal meaning of making a polite request for the listener's involvement. The textual meaning presents an imperative statement, provides a reason or connection, and specifies the action of closing the loop on plastic.

3. Make our blue planet blue again

Unilever concludes the video by emphasizing the importance of taking action to reduce plastic waste and protect the environment.

Datum 42

The clause was spoken by a person who indicated as a stakeholder at Unilever. He invited or ordered the audience to make the earth blue again jointly.

The clause ends by displaying a blue sea that is clean of plastic waste. Here is the clause:

2.02: "*And let's make our blue planet blue again.*"

A detailed explanation follows below:

And	let's make	our blue planet	blue again
Adjunct	Predicator	Subject	Complement
	Process: Material	Goal	Circumstance: Matter
Mood: Imperative			Residue
Statement			
Textual	Interpersonal	Rheme	
Theme			

In the ideational metafunction, the clause uses a material process to convey an action that Unilever wants its audience to take: to help make the planet blue again. The clause has "our blue planet" as its goal participant, and the circumstance "blue again" describes the original nature of the Earth. In essence, the clause is about restoring the natural colour of the planet by taking action. The message conveyed by this clause is that the speaker is calling on the listener to take action toward the specific goal of protecting the planet and restoring its health. The use of motivational language and emotional appeals emphasizes the urgency and importance of this goal and encourages the listener to take action toward a more sustainable future.

In the interpersonal metafunction of the clause uses the imperative mood (subject+finite) to convey a command, emphasizing the importance of environmental preservation and restoration. The use of inclusive language and an imperative tone creates a sense of urgency and shared responsibility among the speaker and the audience for the planet.

In the textual metafunction, the clause is formed with the coordinating conjunction "and" as its textual theme, linking it to the previous idea or point. The use of "let's make" as a vocative in the clause emphasizes the need for action and encourages the audience to take part in the effort to restore the Earth's natural beauty. "Our blue planet" as a topical theme emphasizes the value of preserving the natural beauty of the Earth. Overall, this clause urges the audience to take action to restore and preserve the Earth's natural beauty for future generations.

In summary, the sentence *And let's make our blue planet blue again* conveys the ideational meaning of restoring the planet to its natural state by addressing environmental concerns. It reflects an interpersonal meaning of calling for collective action and collaboration. The textual meaning is an imperative statement that emphasizes the shared responsibility and the objective of making the planet "blue" again, symbolizing its original beauty and ecological balance.

4.2 Discussion

The first study question's findings indicate that this campaign video consists of three metafunctional elements: ideational, interpersonal, and textual. The researcher discovers all the components, including process, participant, and

circumstance, in the ideational metafunction. The process can be divided into seven parts. However, in this video, only material processes, mental processes, relational processes (relational identifying and relational attributes), verbal processes, and existential processes were identified. A total of 23 data in the process type were discovered, with the material process accounting for the majority (12 data). Participants I and II made up the two sections of the participant items. The researcher discovered 20 pieces of information in Participant I, including actor, senser, token, carrier, sayer, and existence. The researcher discovered 22 items of information in Participant II, including goal, phenomenon, value, attribute, and verbiage. These two participants, the actor with 7 data and the goal with 11 data, are dominant in the process. The researcher then discovered 23 data for all circumstances, including place, time, manner, matter, cause, accompaniment, and role. The manner with 7 data is the most commonly used type of circumstance in this campaign video. According to findings from research on ideational metafunctions, Unilever's actual efforts or course of action to address environmental change are well represented in this campaign video.

The researcher also discovered all components in interpersonal metafunctions that were composed of several mood types, residues, and speech functions. The study discovered 23 pieces of data and information about the mood type in this video campaign, both indicative and imperative. With 20 data, the dominant mood type in the mood type is indicative. Moreover, each sentence in this campaign video has residues. Finally, the researcher discovered 23 data that were statements and commands on the speech function. The statement type is the most common in

the speech function, accounting for 20 data. All interpersonal metafunctions have complementary results. Hence it may be inferred that Unilever disclosed material in this campaign video that comprises facts or truths to explain the message it was trying to express. According to Andriyani (2020), YouTube prefers a declarative setting since it has an endless capacity for audio-visual elements. In their research, the declarative mood dominates, and both Budianti (2018) and Ammatullah, F., Rosa, R. N., and Fitrawati (2019) suggest that the declarative mood serves an informative purpose. According to Hafrianto (2019), this statement serves as both a source of knowledge and a validation of the concept. Since YouTube is a widely used platform, this function can dominate, making content easier for the general public to understand by adopting a declarative atmosphere (Andriyani, 2021).

The researcher also discovered all things in textual metafunction, including theme type and rheme. The researcher discovered 37 data in the theme type category, including topical type, interpersonal type, and textual type. The topical type, which is utilized with 22 data, is the dominating type in the theme type. Nevertheless, this campaign video contains a rheme in every clause. According to Umiyati (2019), topical types are definitely used more frequently in verbal items than other kinds. Moreover, the topical kind was used more frequently, according to Fahlevi's (2015) study, which also found the same results. He claims that this happens because each clause is required to have just one subject theme. This definition is also in line with Eggins (2004) that when a clause element appears in the first position in a clause, it is referred to as a Topical Theme. So it can be

concluded that this campaign video is presented with nominal groups, prepositional races, or adverbial groups.

The result of the second research question is about conveying the message contained in this video campaign. Researchers analyzed messages using interpersonal metafunctions. This is because that interpersonal metafunction is related to how language is used to negotiate social relations and plays a key role in conveying messages in communication. In the results of the second research question, the researcher found that the messages in the video were divided into two categories: statements and commands. The statement category consists of (1) the presence of plastic produced by Unilever in the environment; (2) Plastic still has its place; (3) circular economy; (4) Making all packaging recyclable, reusable, or compostable; (5) Partnering with stakeholders; (6) Promoting behavior change, and (7) Setting ambitious targets. While the commands consist of (1) Join us on this journey; (2) Help us close the loops on the plastic; and (3) Make our blue planet blue again. On the second research question, the researcher chose to analyze the message delivery rather than the representative meaning because the message has the communicative purpose of the speaker and the message has a more specific outcome, i.e., the researcher examines the use of speech functions such as statements, offers, questions, and commands and how they are used to convey meaning and construct social relations. This is in line with Halliday and Matthiesen (2014), who states that by analyzing speech functions such as statements, questions, and commands, it is possible to identify how social relations are constructed and negotiated and to interpret the messages being

conveyed. So, based on this explanation, it can be inferred that Unilever is trying to inform audiences through the campaign video about plastic waste and how to handle it, as well as how everyone should work together to safeguard the environment so that it recovers to blue again.

CHAPTER V
CONCLUSION & SUGGESTION

This chapter presents the conclusions and suggestions based on the research findings. It consists of two subsections: conclusions and suggestions for further research on the same topic and subject.

5.1 Conclusion

This study aimed to conduct a language metafunction analysis of the Unilever environmental campaign video and to answer two research questions. Firstly, it identified the language metafunction elements present in the video, and secondly, it explored the messages delivered by Unilever in the video. The analysis found that the ideational metafunction strongly focused on presenting facts, data, and information about environmental issues and Unilever's efforts to address them. However, interpersonal and textual metafunctions were employed effectively to engage the audience and convey the desired messages.

The process is mainly characterized by the process material, with most participants being actors and goals, while most circumstances are related to manner. Additionally, the video campaign includes an interpersonal metafunction, which includes mood types, residue, and speech function. Indicative mood type is the most frequently used, while statement type is the dominant speech function. Every clause in the video campaign has a residue. Finally, the video campaign also has a textual metafunction consisting of theme types and rheme. The topical theme is the dominant theme type, while every clause in the video campaign has a rheme.

The second research question is to analyze the message conveyed in the video using speech function theory. The findings of this question were divided into two categories: statements and commands. The statements included the presence of Unilever-produced plastic in the environment, the relevance of plastic, the circular economy, making packaging recyclable, reusable, or compostable, partnering with stakeholders, promoting behavior change, and setting ambitious targets. On the other hand, the commands were to join Unilever on its journey, help close the loops on plastic, and make the blue planet blue again. The message in this video was only divided into these two categories as there were only statements and commands in its speech function.

5.2 Suggestion

The video conveyed several messages, including the importance of sustainability and the need for individual and collective action to address environmental issues. This study has significant implications for our understanding of language use in environmental communication and the role of language metafunctions in shaping the message conveyed to the audience. Hopefully, this study will encourage further research into the use of language in environmental campaigns and its effectiveness in influencing the audience.

For future research, the researcher could explore the use of language metafunctions in other types of environmental communication, such as social media posts, blogs, and news articles. It would also be interesting to examine the impact of language use on audience perceptions and behavior and the role of

cultural and social factors in shaping the effectiveness of environmental communication.

Thus, the last, the researcher would like to suggest that further researchers use the other theory and combine it with language metafunction, such as multimodal or genre theory.

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