

# Advertisements As Teaching Materials: Discourse And Gender Perspective

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**Abstract.** Teaching systemic functional linguistics for postgraduate students needs to be more creative and contextual catching with the language used in business matters. Engaging language Metafunction and Indonesian advertisements create alternative teaching materials for lecturers. This research problem is that how do students reveal the meanings of ideational and interpersonal constraints with the discourse and gender in which exists in Javanese culture. Writers used descriptive content analysis to design this research with having 10 popular Indonesian advertisements along in some media. The result shows that the material process is more dominant used to inform the products by filling many verbal words on its texts. Otherwise, interpersonal meaning uses a more declarative mood to present and provide the benefit and quality of its product by delivering more predicators on its texts. Indonesian students' discourse perspective portrays that ideology and cultural background is the main reason they chose the advertisements as the teaching materials to discuss. Moreover, gender perspective realizing that females prefer discussion about cosmetics products while males explore more on automotive products. The conclusion draws advertisements designer inserting texts within products for exchanging information to get the people's interest and benefit through using proper texts, discourse, and gender perspective to perform the perfect of its product. The writers suggest that analyzing texts used in advertisements might be the best early practice to explore language metafunction.

**Key words:** scrutinizing, texts; language metafunction; indonesian advertisements; discourse; and gender perspective.

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## INTRODUCTION

During this era, online learning became more necessary. The world attacks the virus known as coronavirus disease (COVID-19) that happened in 2019 until 2021. Various sectors had affected, including industry, economy, education, etc. People should stay at home and encourage public distance to avoid the transmission of the disease. To decrease transmission of COVID-19, all education sectors such as institutions, schools, colleges, etc need to continue learning through online learning. Especially postgraduate teachers from all nations, therefore change their approach from physical to digital learning. The form of the educational materials given at the Postgraduate School has been developed in online learning. The influence of educational resources can enhance the learning process. Language engagement for alternative teaching materials is created by the writers through the correlation between linguistics metafunction and Indonesian advertising.

(Halliday, 2004a) specifies three metafunctions implemented in every language. The interpersonal metafunction, textual metafunction, and ideational (experiential) metafunction. The ideational metafunction reflects field variations achieved by both the

selection and lexical choice of transitivity. Interpersonal metafunction comprises the evaluation of the speaker and of its meanings to control the behavior of the listener and its function in the communicative context. In other words, the theme and the rheme are the implementations of how our empirically, logically, and interpersonally are structured. Textual metafunction is carried out in theme and rhyme.

In advertisements, language, pictures, music, and other ways of creating meaning in marketing communication are utilized. (Kotler & Keller, 2012) points out that advertisements are separated into persuasive and informative. Informative advertisement is an advertisement to develop user engagement and understanding of the product, while a persuasive advertisement is an advertisement to generate liking from customers and preferential treatment of customers. The crucial part of informative and persuasive advertisements is to promote goods and services effectively. The writers had designed with teaching language material in particular with the use of a language metafunction in advertisements. The advertisement inequality of gender always trails behind advertising. In advertising, gender stereotyping happens when gender roles differ from equality. In both language and visuals,

gender stereotypes dominate in advertising. (Cordeiro, 2017) points out that in understanding how management and organizations work, SFL and the study of language metafunctions are used in collaboration with discourse analysis research in management science. Discourse Analysis (DA) investigates how language generates and moderates social and psychological processes (Mullet, 2018). To disclose such stereotypes, the texts, pictures, signs, and actions in the commercial were analyzed using discourse analysis in language and gender.

This study aims to explore how students understanding language metafunctions particularly ideational and interpersonal metafunctions implemented in marketing communication of advertising and how it could be a new insight to teachers who struggling with English language material. Some authors have mainly been interested in questions concerning language metafunction and advertisements. (Nurhayati et al., 2018) have attempted to conclude that visual advertisements in a metafunction system are also capable of presenting a social link between the text, the producer of the text, and the audience. In addition, Indonesians' cosmetic ads can create text, elaborate signals associated internally and with the contexts inside the meta-function system. But (Andriyani, 2021) is more concerned with interpersonal metafunction in an advertisement of an Indonesian local cosmetic brand. It can be concluded that by using the imperative mood that seeks something to ask for or that the listener does something, in this example, to buy the products. Both of the finding elaborations leads the writers to improve this research. In contrast, the writers here had analyzed the language metafunction that exists in the advertisements through gender perspective in discourse analysis. Teachers are responsible for facilitating learners to grasp how to enhance the language metafunction material. Systemic Functional Linguistics (SFL) awareness as the basis for teachers must also be given the ability to deliver material of teaching. Furthermore, To improve the students' capability in the meanings of ideational and interpersonal with the discourse and gender which exists in Javanese culture, It is very essential to the student and teacher concerning the SFL framework and its pedagogical meanings in the process of teaching and learning.

## Literature Review

### Teaching systemic functional linguistics

(Harrison, 2004) argued that SFL is a theory that examines social linguistic functions. This approach calls for the examination of "real" phenomena to comprehend the purpose of language in a variety of circumstances and the method in which language operates. Systematic functional linguistics examines how meaning and emphasis on language teaching is produced in diverse situations. A student who learns SFL has a wide range of theoretical and analytical methods (Suzanne Eggins, 2004). (Banks, 2002) explains that the component of semantic in the SFL model is interpreted three terms of metafunctions which are, ideational, interpersonal, and textual. For the sake of simplicity, the metafunctions have been used to explain how language is arranged to fulfill three basic purposes; 1) the desire to share thoughts and feelings (the ideational metafunction), 2) to build social relations and identity (the interpersonal metafunction), and 3) to generate coherence (the textual metafunction) (Ledin & Machin, 2019).

Moreover, Potradinata, S. L. A. (2018) states that ideational/experiential meaning incorporates experiential language qualities of real-world representation. The interpersonal relations between listener and speaker have meanwhile been addressed in the interpersonal meaning. Textual meaning means what makes a text of a language. Ideational meanings are the significances of how we represent linguistics experience. We constantly talk about something or someone doing something, irrespective of what language we employes (Alaei, M., & Ahangari, S. 2016).

(Thompson, 2014) examined that the Experiential/Ideational uses words to communicate about the universe. Interpersonal meaning is the language used to communicate with others. Language in its circumstances to be organized is called textual meaning. There are six kinds of processes to analyze the ideational meaning. They are a material process (doing/eventing). Mental process (think/sense/feel). relational process (identifying/attributing). Behavioral process, verbal process, and existential process (San et al., 2018) Chouliaraki and Fairclough argue that Clauses with "indicative" and "imperative" moods are the most commonly used. There are differences between each of them in terms of their systemic characteristics. They differ in that the former contains a finite verb, while the latter lacks one, and that the former has a subject, while the latter does not. Declarative or interrogative clauses are

examples of indicative clauses. As for the latter, they are either labeled or untagged. In the latter category, there are either WH-type or Yes/No-type alternatives.

In her analysis, (Sameer & Al Dilaimy, 2020) observes there are several ideational meaning processes which are shown in table 1 :

**Table 1.** Process of ideational meaning

No.	Processes of Ideational Meaning	Meaning	Participants
1.	Material	Doing, happening	Actor, goal
2.	Relational	Being	
3.	Behavioral	Behaving	Behaver
4.	Mental	Sensing	Phenomenon, sener
5.	Existential	Existing	Existent
6.	Verbal	Saying	Sayer, receiver, verbiage.

Thompson believes interpersonal meaning implies that people utilize language to connect with others, develop and sustain relationships with each other, influence their behavior, convey our opinions about the things in the world and generate or modify their behaviors (Ping & Lingling, 2017).

The language users establish, negotiate and take up their place in social interactions through the interpersonal metafunction and it covers clauses in exchange according to (Halliday, 2004b). Analysis of mood, modal, and pronouns is the primary part of the interpersonal function (Yang, 2017). (Susanto, D. A., & Watik, 2017) found interpersonal meaning is always recognized as far as the texts involved which concerned in each media.

In addition, Textual metafunction is language-focused by arranging and structuring linguistic information in the clause, which deals with cohesive, coherent generation of text. In the Theme and Rheme, a textual metafunction is carried out (Umiyati, 2019). Theme and Rheme are the two terminologies that define the method in which information in a sentence is presented. In short, the information about the subject in Rheme (R) is added to the author's topic or Theme (T) (Rahardjo, R., Hidayat, D. N., & Alek, 2021).

(Rohmah, 2015) suggested that spoken text verbally transmits to the listener a message from the speaker. Written texts send to the reader through printed media, such as newspapers, advertising, and political pamphlets, a message from the writer. According to (Dewi, 2017) Many

audio-visual advertisements are always available in electronic media such as television. Each advertisement has its significance. Advertising may be categorized based on the aim and purpose involved in advertising in non-commercial and commercials. Selling and buying are not included in non-commercial advertisements and certain concepts, morals, or pleas from government agencies, groups, or societies are transmitted to the public. Business advertisements are divided into commercial consumer advertisements and prestige advertisements. Commercial consumer advertisements include consumer products, such as drugs, cosmetics, etc. and prestige advertising services such as insurance, banking, etc (Ayoola, 2013)

Following (Ananda et al., 2019)'s view, indoor and outdoor advertisements can be found around. Indoor advertisements include TV, radio, and advertising on the website amongst others, whereas outside advertising is posters, billboards, and brochures. (Yasmin, M., Naseem, F., & Raza, 2018) demonstrate that Despite imperative changes to female involvement in every sector, media especially advertisements may also be seen as the major and effective instrument for reinforcing gender stereotypes.

Furthermore, Male's and female's advertising are distinct in certain fields, for example, males are more likely to show themselves as moving, strong, and heroic while females are presented as trendy, seductive, enchanting, and quiet. There are additional differences in color, look, distance, angle, frame size, etc. Furthermore, metaphorical meaning is generated by the connection between words and visuals. For males and females, images in advertisements interact differently with verbiage found in (Liang, 2014). The results of the research of metafunctions on visual text in Indonesian cosmetics advertising show that every visual marker in cosmetic advertising may directly or indirectly represent the characteristics of world experience in the sign system. The metafunction system can portray a social link between text, the producer, and viewers in Indonesian cosmetics advertisements (Nurhayati, I. K., Suganda, D., Rahmasari, G., & Bajari, 2017)

**METHODS**

This study used linguistics metafunction analysis by evaluating 10 prominent Indonesian ads. The investigation of the language metafunction was accomplished by qualitative technique since this study aimed to identify why

learners revealed in the Javanese culture the significance of ideational and interpersonal constraints with linguistics and gender. According to the definition, SFL emphasizes on meaning and context of language produced, whereas qualitative data are about texts and the major aim of qualitative data analysis is to find patterns to gain insight into the text (To et al., 2015). The writers utilized descriptive content analysis to collect the data. (Alyousef & Alsharif, 2017) notes that the qualitative ethnographic research aims to describe socially placed academic multiliteracy and numeracy representations and explain them. In developing the meaning formation, this article relies on Halliday's idea of a linguistic metafunction. In addition, an ideational and interpersonal malfunction has been selected to comprehend how advertising is a useful teaching material for lecturers. In the current study, the instrument used is students' perspective in the meaning of ideational and interpersonal with language and gender revealed in Javanese culture through 10 popular Indonesian advertisements.

The data is collected in many phases; firstly, students identify 10 prominent Indonesian advertisements in various media. After certain media advertisements were uncovered by the students, they were identified the ideational and interpersonal aspects were revealed in the advertisements. The data elaborated in great detail on language and gender revealed in Javanese culture by the students. Lastly, the lecturers employed text analysis as teaching material to learners.

## RESULTS AND DISCUSSION

The data analysis is from 11 advertisements in Indonesia. the data of Indonesian advertisements are taken from various media such as websites, television, marketplace, etc. The following categories provide an overview of the developing trends in the 11 Indonesian advertising.

### Findings of the Advertisements

#### interpersonal metafunction and ideational (experiential) metafunction

##### Adv.1: Panasonic

##### Clauses in Experiential Meaning

Panasonic corporation	is	a worldwide leader in the development of diverse electronics technologies and solutions for customers in consumer electronics.
participant	Process	circumstances
carrier	relational	attribute

From the table above the analyzing clauses of experiential meaning, the selected clause is as the relational clause that is the participant, Panasonic describes itself with its attributive circumstances.

##### Clauses in Interpersonal Meaning

Panasonic corporation	is	a worldwide leader in the development of diverse electronics technologies.	and solutions for customers	in the consumer electronics
subject	finite	adjunct	complement	adjunct
Mood: declarative		residue		

Depends on the interpretation of the interpersonal meaning, the goal of the clause is exchanging information.

##### Adv.2: Pocari Sweat

##### Clauses in Experiential Meaning

Pocari Sweat	is	an isotonic drink as a substitute for body fluids	that are lost every day
Participant	Process	Circumstances	Circumstances
Carrier	Relational	Attribute	Attribute

Based on the interpretation of the meaning of experience, the selected clause is categorized as a relational clause where the participant, Pocari Sweat, is an isotonic drink that is useful for replacing body fluids that are lost every day, for with attributive circumstances, "that is lost every day" give emphasizes that it is important to drink Pocari Sweat every day and not be accompanied by strenuous activity.

##### Clauses in Interpersonal Meaning

Pocari Sweat	is	an isotonic drink	as a substitute for body fluids	that are lost every day
Subject	Finite (present)	Predicator	Complement	
Mood: declarative		Residue		

Based on the interpretation of interpersonal meaning, the selected clause aims to **exchange information**, because Pocari Sweat is an isotonic drink that is suitable for sports activities, it can be seen from the use of sports talent in advertisements in the media and sponsors in sports competence.

##### Adv.3: Garnier Pure Active

##### Clauses in experimental meaning

Is	this mask	right for me?
Process	participant	circumstances
Relational	carrier	attribute

Yes, if you	have	oily skin with clogged pores
Participant	Process	circumstances
Carrier	Relational	attribute

And are looking	for a mask to absorb excess oil and pollution residue.	
Finite	Predicator	complement
Mood: declarative	residue	

And you	are looking for	a mask to absorb excess oil and pollution residue.
Participant	Process	Circumstances
Actor	material	Goal

How	is	it	different?
Hw	Finite	Subject	Complement
Mood: Interrogative	residue		

How is	it	different?
Process	Participant	circumstances
Relational	Carrier	attribute

This unclogging mask	pore face	is	enriched	with Kaolin Clay and natural Matcha Green Tea Extract
Subject	finite	Predicator	Complement	
Mood: declarative	residue			

This pore unclogging face mask	is enriched	with Kaolin Clay and natural Matcha Green Tea Extract
Circumstances	Process	Participant
Goal	material	Actor

Its creamy texture	absorbs	excess sebum & pollution residue on the skin	
Subject	Finite	Predicative	Complement
Mood: declarative	Residue		

Its creamy texture	absorbs	excess sebum & pollution residue on the skin
Participant	Process	Circumstances
Actor	Material	Goal

The mask	is enriched	with Salicylic acid
Circumstances	Process	Participant
goal	Material (passive)	Actor

Enriched with Salicylic acid.	The mask	visibly unclogs	your pores	
Conjunctive adjunct	Subject	Finite	Predicator	Complement
Residue	Mood: declarative	residue		

The mask	visibly unclogs	your pores
Participant	Process	Circumstances
Actor	Material	goal

Skin	appears	purified in just 10 minutes
Participant	Process	Circumstances
Actor	Material	Goal

From the data above we can see that the existence of interrogative mood intends to raise woman's awareness of their physical appearance. The function of interrogative moods in Garnier's advertisement above is to raise a rhetorical question for women regarding their skin problems.

From the discussion above we can conclude that the processes used in the advertisement are varied. The writers not only present the material process to inform the product but also he uses a relational process to give rhetorical question directly to the consumers. It is because women are assumed that they already know what the product that is being advertised in other words the product is popular in society.

The advertisement also gives some explanations that make women more interested in the product by the existence of declarative moods.

### Clauses in Interpersonal meaning

Is	this mask	right for me?
Finite (present)	Subject	Complement
Mood: Interrogative	Residue	

### Adv.4: Hermès Paris

#### The clause in ideational meaning

Hermès	has remained	faithful to its artisanal model and its humanist values.
participant	process	circumstances
carrier	relational	attribute

Based on the interpretation of the experiential meaning, the selected clause is categorized as the relational clause in which the participant, Hermes, describes itself with its attributive circumstances, faithful.

Yes, if	you	have	oily skin with clogged pores	
Conjunctive adjunct	Subject	Finite	predicator	Complement
Residue	Mood: declarative	Residue		

#### Clauses in Interpersonal Meaning

Since 1837,	Her mes	has	remained faithful to	its artisanal model and its humanist
Adjunc t	Subj ect	Finit e	Predicator	Complement

Residue	Mood: Declarative	Residue
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Based on the interpretation of the interpersonal meaning, the selected clause is aimed at **exchanging information**.

**Adv.5: Nescafe**

**A clause in ideational meaning**

Nescafe	Is	the solution for your drink,
Participant	Process	Circumstances
Carrier	Material	Attribute

It	contains	many energy for you
Participant	Process	Circumstances
Carrier	Relational	Attribute

The use of experiential clauses found in the text shows both the **relational** and **material** processes. In which the participant, Nescafe is being the object in which explained as the solution for the customer who is going to drink. And it also explained that the reasons why Nescafe should be taken as it contains the energy for them.

**Clauses in Interpersonal Meaning**

Do	you	always	drink	a cup of coffee?
Finite	Subject	Adjunct	Predicator	Complement
Mood: Interrogative			Residue	

The interpersonal meaning of the clause above is to exchange the good and services. Since the clause contains demanding and Giving (a choice/solution of what to drink)

Need	delicious Coffee?		
No subject finite	No	Predicate	Complement
Mood: Imperative		Residue	

The interpersonal meaning of the clause above is to exchange information since **the mood is imperative**

Nescafe	is	the solution for your drink
Actor	Process	Circumstances
Subject	Relational	Attributive
Mood: Declarative		Residue

It	contains	many energy	for you
Actor	Process	Goal	Circumstances

Subject	Material	Predicator	Complement	Adjunct
	Finite (present)			
Mood: Declarative			Residue	

The interpersonal meaning of the clause above is to **exchange information** on how to make it more interesting to attract the customer to buy the product

**Adv.6: Make Over Face Contour Kit**

**A clause in ideational meaning**

Face contour	Is	Must-have item
Participant	process	Circumstances
Carrier	relational	Attribute

Based on the interpretation of the ideational meaning, the selected clause is categorized as a **relational** clause in which the participant, face contour, describes itself with its attributive circumstances, a must-have item.

Face contour	Is	two-in-one compact powders for everyone
Participant	process	Circumstances
Carrier	relational	Attribute

Based on the interpretation of the ideational meaning, the selected clause is categorized as a **relational** clause in which the participant, face contour, describes itself with its attributive circumstances, two in one compact powder for everyone.

Crème	Is	best for highlight and emphasizing your face characteristic
Participant	process	Circumstances
Carrier	relational	Attribute

Based on the interpretation of the ideational meaning, the selected clause is categorized as a **relational** clause in which the participant, crème, describes itself with its attributive circumstances, best.

**Clauses in Interpersonal Meaning**

Face contour	Is	Must-have Item
Subject	Finite	Complement
Mood: Declarative		Residue

The interpersonal meaning of the clause above is to **exchanging information** on how to make it interesting to attract the customer to buy the product.

Face contour	Is	two-in-one compact powders for everyone
Subject	Finite	Complement
Mood: Declarative	Residue	

The interpersonal meaning of the clause above is to **exchanging information** on how to make it interesting to attract the customer to buy the product.

Crème	Is	Best for highlight and emphasizing your face characteristic
Subject	Finite	Complement
Mood: Declarative	Residue	

The interpersonal meaning of the clause above is to **exchanging information** on how to make it interesting to attract the customer to buy the product.

**Adv.7: New Alphard**

**Clauses in Experiential Meaning**

New Alphard	lets	you travel in comfort with enhanced support performance and arrive at your destination in top form.
Participant	Process	Circumstances
Carrier	Relational	Attribute

New Alphard	brings	first-class uncompromised comfort with luxury and magnificent interior details.
Participant	Process	Circumstances
Carrier	Relational	Attribute

The advertisement above uses subjective clauses to illustrate both the relational processes. It is mentioned to the participant that Alphard is a choice for buyers who are going to travel in comfort. It also emphasized the surplus of driving Alphard since it guarantees comfortable for drivers.

**Clauses in Interpersonal Meaning**

New Alphard	lets	you travel in comfort with enhanced support performance and arrive at your destination in top form.	
Subject	Finite	Predicator	Complement
Mood: Declarative	Residue		

New Alphard	brings	first-class uncompromised comfort with luxury and magnificent interior details.	
Subject	Finite	Predicator	Complement
Mood: Declarative	Residue		

**Process analysis in Ideational Process**

**Table 2.** The data of Process Analysis

No.	Type of processes	Total of analyzed elements	Percentage
1.	Material process	7	32
2.	Mental process	0	0
3.	Relational process	15	68
4.	Behavioral process	0	0
5.	Verbal process	0	0
6.	Existential process	0	0
7.	Causative process	0	0
Total		22	100

As a result in the table above, the relational process dominates in the 11 Indonesian advertisements. In relational process consists of two participants, that is carrier and attribute. Carrier is a product such as skincare, automotive product, drink, etc. Moreover, In 2018, Chen W Identities and positions represent authority and dominance, which is the purpose of the interpersonal function. Modality, personal pronouns, and mood provide this role. When used to convey one's will, it may also be used to show trust and determination. There are 15 elements of relational processes with a percentage of 68%. The advertisements are presented with the verb lets, brigs, contains, etc. All of the clauses answered the issues of whether the product is suitable for the consumer or not. It means the product fits what the customer needs to have. As a result of the relational process, we could visualize the buyer scrutinizing the product about its suitability for his or her needs. The relational process is utilized to draw the customer's attention to optimize the quality of the product when it compares to other products on the marketplace. The advertiser offered the qualities of the product and pretend to assume what the customers need. According to (Alyousef, 2016) English for Specific Purposes (ESP) and English for Business Purposes (EBP) courses may benefit from the information acquired. obliquely, students explored and integrated multimodal

marketing texts.

Process of doing (the material process is a way to explain what the participants doing. As a data result in the table above, there are 7 items of material processes with a percentage of 32%. All of the advertisements tried to enlighten the readers about how the product is created to surmount the problem. Each product tried to highlight a particular component to create excellence of the product, for instance in

Garnier's pure active advertisements there is natural matcha to reduce excess sebum & pollution residue on the skin. To clear the information of the advertisement, the advertiser employed material process to declared that they offer to the customer about the product qualities which customer did not know before.

**Mood Analysis within Interpersonal Meaning**

**Table 3.** The data kinds of mood analysis in Indonesian Advertisements

No.	Types of Mood	Elements of mood	Total elements	Percentage
1.	Declarative	Subject – finite	19	83
2.	Imperative	Subject - finite	1	4
3.	Interrogative	Wh/subject - finite	0	0
		Wh-finite-subject	1	4
		Finite- subject	2	9
4.	Exclamative	Wh –subject – finite– predicator	0	0
	Total		23	100

As much as 19 sentences appeared to be dominated by declarative mood with the percentage 83 percent based on the mood system identification above. The declarative sentence became dominant because they wanted to provide information about the product that was occurring. It is encouraging to this figure with that found by (Yu, 2017) who found that the choice of mood is crucial. As part of the research, the moods of declarative, interrogative, and imperative will be examined to determine the interaction between advertisers and consumers.

It informs the factual statement about the product and its benefit. Aside from declarative mood, imperative and interrogative do not appear to be prevalent. Only 1 of imperative and 3 interrogative moods. The advertiser presented Wh-finite-subject and Finite-subject in an interrogative mood with the purpose to ask a question and getting the customers' attention. After that, the solution is explained. Imperative mood employed in advertisements has the aim to persuade the reader to take the possible decision. Such as a skincare product for ladies, the imperative mood was needed to give the women a command to take care of their skin.

Through all the advertisements, the writers underlying there are issues of gender differences in the 11th Indonesian Advertisements. The first issue, (adv 7 and 8 ) was found that men are more focused on an automotive advertisement while in (adv 3,6,9) women are focus on analyzing cosmetics products. The gap between males and females in advertising may be seen. The

explanation will go into more depth about these emergent patterns in the next section.

**Men advertisement findings**

In advertising, men are more likely to be seen participating in automotive fields than women. Man for example usually runs, plays basketball, fixes something if there is stuff broken. A man's strength, power, and love of driving are displayed in "moving" gestures. On the three men advertisement, 2 of the advertisements depict automotive advertisements such as cars and motorcycles. Gender stereotyping has been seen in automotive advertisements. Concerns have been raised about the advertising industry's significant preference for men in the automotive industry. Automotive advertisements promote the notion that automotive is solely for mele. This misconception may discourage women from driving.

**Women advertisement findings**

For women's attention, advertisers have utilized different linguistics methods, for instance, direct approach, positive words, and catchy headlines phrases. In this study, the writers found that advertisers portrayed the products as the answer to women's issues. As an example, anti-aging cream might enable to stop aging phenomena. It was found that advertisers portrayed their items as answers to women's issues in this investigation. As an example, applying anti-wrinkle cream might enable them to stop the aging phenomenon. It's also common to

influence women by using models or well-known celebrities. Their influence over others and achievement looked to be a reflection of them. These celebrities portray the power ideology in their commercials, and the viewers may experience the same power in their own life, especially in a male-dominated culture like the United States. Every woman aspires to seem as appealing and stunning as the models in advertisements.

## CONCLUSION

The writers found there are two types of processes in the ideational process in 11th Indonesian advertisements. Namely Material and relational processes. Material processes are employed 7 times with 32% of the percentage, the relational process occurred 15 times with a 68% percentage. Thus, the writers also analyzed types of moods, and mood declarative is the most appear in 11th Indonesian advertisements. It means that the advertiser made an effort to make the reader believe all of the advertisement's information. Furthermore, the writer found the gender perspective in male and female advertisements. Male dominantly like to contribute in automotive fields than women. There is evidence that advertisers utilize distinct language elements in beauty product ads to encourage female audiences towards buying the products.

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