

**AN ANALYSIS OF MOOD SYSTEM AND TRANSITIVITY
USED IN FAST FOOD RESTAURANT SLOGANS**

THESIS

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In Particular Fulfillment of the Requirements

for the Degree of *Sarjana* in English Language Education



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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

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Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diajukan dalam sidang munaqosah.

Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

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MOTTO

WORK HARD, PLAY HARD

SUCCESS IS NOT A FINAL, BUT THAT IS ONLY AN ACHIEVEMENT¹

(James Key)

¹ Malhotra, Rakesh, Five Global Values, <http://www.fiveglobalvalues.com>

DEDICATION

This paper is dedicated to:

1. Allah SWT and the prophet of Muhammad SAW who always guide me and take care of me to be a good person.
2. All of my family especially my beloved parents Mr. Abdul Malik and Mrs. Hamidah, who always in my heart. Thanks for all support, trust, finance, encouragement and pray. You are my inspiration.
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The Researcher

ABSTRACT

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Key words : Mood System, Transitivity, Fast Food Restaurant Slogans.

In the modern world, every company has the purpose to promote their product and slogan. Every clauses in slogans have meaning and function. The writer has a purpose to convey information, make a command or ask a question to the customers (reader). This research is intended to find out and to investigate what the mood system and transitivity are used in fast food restaurant slogans.

This research design of this study is descriptive qualitative since the data are in the form of clauses which are explained descriptively. This research used nineteen slogans used in five fast food restaurant in Indonesia to be analyzed as her data source. Those are McDonalds', KFC, Subway, Burger King and Pizza Hut. The researcher investigated, classified and analyzed mood system and transitivity used in fast food restaurants based on Halliday's theory.

The result of this study revealed that there are three mood system used in fast food restaurant slogans, namely declarative, imperative and interrogative. The most dominant types used is declarative mood which has the function is to give information or make a statements. It has relevance with the characteristic of slogans that is to attract the reader's attention. While in transitivity, the research found three transitivity used in fast food restaurant slogans, namely material, mental and relational. The most dominant transitivity process is material processes, its means that all of the process which is happened in fast food restaurant slogans based on the writer's point of view. The analysis of mood system and transitivity on the clauses can be seen by indicator such as the formula, the function or even the characteristic of each mood and transitivity.

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APPENDIX 2

The Data Findings of the Transitivity Analysis of Fast Food Restaurant Slogans

LIST OF ABBREVIATIONS

IM	: Interpersonal Meaning
S	: Subject
F	: Finite
P	: Predicator
C	: Complement
Dec	: Declarative
Imp	: Imperative
Int	: Interrogative
Pt	: Participant
Pr	: Process
Circ	: Circumstance
ReI- Ident	: Relational- Identifying
ReI- Attr	: Relational- Attributive