

**TRANSITIVITY IN POLITICAL CAMPAIGN SLOGANS  
OF REGIONAL LEADER DIRECT ELECTIONS IN INDONESIA  
(A Stylistic Analysis Based on Systemic Functional Grammar Approach)**

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**Abstrak**

Penelitian ini menganalisis gaya bahasa dari dua puluh slogan kampanye politik pemilihan kepala daerah langsung (Pilkada) di Indonesia, berdasarkan pendekatan tata bahasa fungsional sistemik, dengan fokus pada metafungsi transitivitas. Penelitian ini bertujuan untuk mengetahui jenis proses yang digunakan dalam slogan, dan menemukan proses yang paling banyak digunakan. Dalam melakukan penelitian ini, penulis menggunakan pendekatan deskriptif & kualitatif. Untuk menganalisis data, penulis menggunakan empat teknik yaitu teknik introspeksi, teknik bagi unsur langsung, teknik perluas dan *probe* untuk menganalisis transitivitas dari data berdasarkan pendekatan dari Lise Fontaine. Hasil penelitian menunjukkan bahwa ada dua jenis proses yang digunakan dalam slogan yaitu proses material & relasional. Selanjutnya, hasil penelitian juga menunjukkan bahwa proses material adalah proses yang paling banyak digunakan, dan proses relasional adalah proses yang paling sedikit digunakan.

**Kata kunci:** proses, stilistika, tata bahasa fungsional sistemik, transitivitas

**Abstract**

*This research analyzes the style of twenty political campaign slogans of direct elections for regional leaders (Pilkada) in Indonesia, based on systemic functional grammar approach, focusing on transitivity metafunction. The aims of this research are finding out kinds of processes used in the slogans, and discovering the one that is mostly used. In doing this research, the writer uses descriptive & qualitative approach. To analyze the data, the writer uses four techniques i.e., introspective technique, immediate constituent segmentation technique, expansion technique & probe to analyze the transitivity based on the approach by Lise Fontaine. The result shows that there are two kinds of processes that are used in the slogans i.e., material process & relational process. Furthermore, the result also shows that the material process is the major process, and the relational process is the minor.*

**Keywords:** process, stylistics, systemic functional grammar, transitivity

**1. Introduction**

Like art, spoken and written texts also have characteristics which correspond to certain context, purpose, style etc. Advertising slogans, for example, are made to be remembered by certain target markets, so that the customers have the desire to buy the advertised products. To

achieve that purpose, an advertising slogan must have certain features like clear and concise statement, choice of words that can provoke customers' emotion, need & desire, and so forth. Two examples of advertising slogans are elaborated as follows.

- (1) *Just do it!* (Nike's advertising slogan)
- (2) *Grace, pace, space* (Jaguar Mark 2's advertising slogan)

Example (1), composed of just three words, is subjectless and has the imperative mood. The features of the slogan successfully achieved the purposes of being kept in the minds of costumers, and leading them to purchase the product "...with the prospect of achieving greatness" (Almaney, 2000). As a result, the slogan is considered to be "...one of the top two taglines of the 20th century with it being both 'universal and intensely personal'" (Peters, 2009).

Similarly, the second example only consists of three words which rhyme (identical one to another in its final sounds – *grace* /gɹeɪs/, *pace* /peɪs/, *space* /speɪs/). The rhyming words give pleasantness which makes them easy to remember. By applying the slogan, Jaguar wanted to campaign that the Jaguar Mark 2 is a "*Beautiful Fast Car*" (Clausager, 2010).

Similar to advertising slogans, political campaign slogans also have features which lead to particular style. Being a statement that describes the ideas of a campaign, a political campaign slogan is composed in order to make voters remember the names of the candidates, and decide to vote for them. To accomplish such a point, a campaign slogan must be concise, memorable, precise, and direct as well. The following statements are examples of political campaign slogans.

- (1) *Lanjutkan!* (Carry on!) (Susilo Bambang Yudhoyono & Boediono's presidential campaign in 2009 Indonesian Presidential Election)
- (2) *Change We Can Believe In.* (Barack Obama's presidential campaign in 2008 United States Presidential Election)

Example (1) only consists of one direct word. Having an imperative mood, the slogan invited the voters to vote Susilo Bambang Yudhoyono, so that he could continue (*lanjutkan*) his presidency; remembering that he was the incumbent. Example (2), on the other hand, has longer words and is actually a complete sentence. However, if we analyze the slogan by systemic functional grammar point of view, it has an unmarked theme i.e., the object change. It is composed like so to emphasize that Barrack Obama offered a change to American voters, since Americans demanded a change after Bush's chaotic presidency.

In 2013, *Pilkada* (Direct Election for Local Leaders) had been scheduled 150 times in all regions of Indonesia (Asni, 2013). Consequently, political campaign slogans could be heard and read everywhere throughout the year. This phenomenon inspired the writer to conduct research analyzing the style of selected campaign slogans of the *Pilkada*. Therefore, the stylistic analysis is suitable for this research, for it is “... *the study of style in spoken and written text*” (Malmkjær & Carter, 2002, p. 510). Since in doing a stylistic analysis, a certain linguistic school or approach must be chosen (ibid), the writer chooses the systemic functional grammar approach, specifically the transitivity metafunction; for the reason that the writer is interested in the experiential processes occurring in the slogans.

Based on the abovementioned background, there are two questions which are elaborated as follows.

- (1) Since there are six types of processes according to Halliday (1994) as stated in Deterding & Poedjosoedarmo (2001), what types of processes that are used in the slogan?
- (2) What is the type of process that is mostly used in the slogan?

Malmkjær (2002, p. 510) states that the purposes of stylistic analyses can be simply descriptive (e.g. “*scientific text is tended to use passive voice*”), descriptive with the explanatory (e.g. “*scientists utilize passive voice in order to describe general process which are independent of the individual scientist*”) or interpretative (“*by using passive voice scientist release themselves from any responsibility for their actions*”). The writer, however, chooses to conduct a simply descriptive stylistic analysis in order to find kinds of processes used in the slogans, and the tendency of the process that is mostly utilized.

## **2. Methodology**

The writer uses descriptive and qualitative approaches in this research. The former refers to the approach of research designed to gather information about conditions of tendencies while research is being conducted. Furthermore, there is no treatment or control given to the variables in this method (Furchan, 2004). The latter refers to the flexible approach whose design appears, sticks out and flows step by step (Alwasilah, 2008). Moreover, qualitative approach is chosen because of its descriptive feature; meaning that the writer only reports the result based on the characteristics, without any treatment and control to the data.

In analyzing the data, the writer has decided to be flexible. Since qualitative approach has been chosen; therefore, several methods are employed (triangulation) (Alwasilah, 2008).

The methods of analyzing the data used in this research are elaborated as follows.

1. Introspective Method

In this method, the researcher directly accesses the target language of the research through his competence (Alwasilah, 2008, p. 16). This means that the language intuition of the researcher plays a significant role in this technique, assuming that the researcher has the competency of the analyzed language.

2. *Teknik Bagi Unsur Langsung* (Immediate Constituent Segmentation Technique)

Sudaryanto (1993) explains that this technique works by intuitively segmenting the data (paragraph, sentence etc.) into several parts or items. Since this research uses a systemic functional grammar approach, specifically transitivity metafunction, the parts or items are participant, process and circumstance.

3. *Teknik Perluas* (Expansion Technique)

This technique refers to expanding a linguistic data forward and backward (ibid). The application of this technique can be exemplified by analyzing Bob Dole’s presidential campaign slogan in 1996 (*The Better Man for a Better America*) which is elaborated as follows.

**Table 1: Applying Expansion Technique to Bob Dole’s 1996 Presidential Campaign Slogan**

<b>(Bob Dole)</b>	<b>(is)</b>	<b>The better man for a better America</b>
<b>Participant</b>	<b>Process</b>	<b>Participant</b>

By expanding the data forward, via adding the participant (Bob Dole) and the process (is), the analysis can be continued further to analyze the kind of participants and process.

4. Probes for identifying the kinds of participants

Initially, probes are utilized to test and identify kinds of participants in a clause (Fontaine, 2013, p. 85); however, they can also identify the type of process in that clause (ibid, p.81). A probe may be a question or a restatement of a clause, and is worded specifically for a particular kind of process. Consequently, if a kind of probe does not fit with the process of a clause, another probe is used. If we use probe of relational process to the aforementioned Bob Dole’s 1996 presidential campaign slogan, the clause will be restated into *the better man for a better*

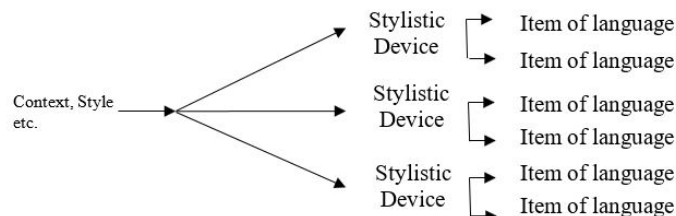
*America is who Bob Dole is.* The result shows that *Bob Dole* functions as the carrier for the attribute *the better man for a better America*, and the process (*is*) is identified as relational process.

**a. Style, Stylistics and Stylistic Devices**

In linguistics, the relationship between spoken or written language and its style is dealt with the study of stylistics. This notion is along with that stated by Malmkjær (2002, p. 510) who says that “*stylistics is the study of style in spoken and written text. By style is meant a consistent occurrence in the text of certain items and structures, or types of items and structures, among those offered by the language as a whole.*” By using the approach of stylistics, it can be seen that the language of advertising slogan, political slogan, poetry, religion, individual author and so forth are used particularly and belong to a particular situation. On the other hand, they have a particular style.

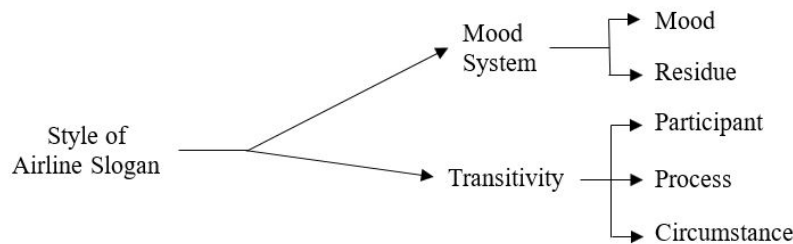
The style itself can be known by analyzing language items and structures of a spoken or written language based on a certain linguistic school or approach. For example, the simple sentence *go!* can be analyzed in graphology and systemic functional grammar approach. In graphology study, the sentence is typed in Roman alphabet with italicized twelve-point-sized Arial font, and the exclamation point at the end of the sentence points out that it has an emphatic style of vocal delivery. While in a systemic functional grammar approach, the sentence is in an imperative mood expressing direct command or request. The sentence asks everyone who reads or hears it (the second person) to do what it says (to go). Clearly this simple sentence can be stylistically analyzed in other approaches which can clarify the style owned by the sentence.

One, two or more items may be related to one or more stylistic devices. Stylistic devices are varied and can be seen from various points of view depending on the style and linguistic approach. The correlation between items of language, stylistic device and style etc. may be graphically depicted as follows,



**Figure 1**  
**Correlation between Language Items,**  
**Stylistic Device and Context Adapted from Smith (1980)**

This stylistic approach can be applied to some linguistic researches. Sujatna (2013) analyzes mood system and transitivity of national and regional airline slogans based on systemic functional grammar approach. Because of the approach, the language items are anchored in the metafunctions applied in the research i.e., clause as exchange and clause as representation. Items of clause as exchange are mood & residue, while the ones of clause as representation are participants, process and circumstance. Thus, the application of stylistic analysis to Sujatna’s research can be graphically depicted as follows.



**Figure 2**  
**Mood System and Transitivity of the Airlines Slogan**  
 Adapted from Smith (1980) and Sujatna (2013)

In summary, there is a close relation between style, stylistic and stylistic devices, so that they cannot be separated. Moreover, this relation makes a stylistic analysis more fruitful and understandable.

**b. Systemic Functional Grammar: Clause & Metafunctions**

Systemic functional grammar is a grammar model originated and developed by Halliday. The term ‘systemic’ refers to the view of language as “a network of systems, or interrelated sets of options of making meaning,” while ‘functional’ refers to the view that language is as it is because of what it has evolved to do (Halliday, 1994). Contrary to traditional grammar, the systemic functional grammar talks about clauses and clause complex (Gerot & Wignell, 1995). In traditional grammar point of view, the sentence *My mother wanted me to go to the wedding party, but I didn’t want to do it* only consists of one sentence; however, in systemic functional grammar, the statement consists of four clauses i.e. (1) *My mother wanted me* (2) *to go to the wedding party* (3) *I didn’t want* (4) *to do it*. These four clauses collectively cover a clause complex.

Halliday (1978) sees language as a semiotic system which realizes particular social functions. These social functions include communicating ideas and experiences of the world, conveying social relations, and organizing the grammar in a coherent manner so that it can be communicated as a text. Originally formulated by Halliday

(2013), these social functions are termed metafunctions which have three types i.e., clause as message, clause as exchange and clause as representation (Sujatna, 2013). The first metafunction is expressed by what is being talked about or theme, and what is being said about it or rheme (Deterding & Poedjosoedarmo, 2001). The second metafunction, on the other hand, concerns about meanings “... *which social relations are created and maintained...*” called mood (*ibid*). Thirdly, the last metafunction is expressed by meanings about things and ideas or transitivity (*ibid*).

**c. Clause as Representation: Transitivity**

Clause as representation is represented by three items i.e., processes, participants & circumstances. Processes are linguistically stated by verbal groups; participants are expressed by noun phrases & pronouns; and, circumstances are expressed by adverbials. According to Halliday (1994) as stated in Deterding & Poedjosoedarmo (2001), processes have six types which are as follows.

1. Material: doing and causing
2. Mental: perceiving, thinking and feeling
3. Relational: being & becoming
4. Verbal: Saying
5. Existential: Existing
6. Behavioral: Psychological and physiological behavior

If we want to examine what kind of process owned by a statement, we can analyze the interaction between its items and particularly the meaning of its process which are realized by verbal groups. For example, Richard Nixon’s presidential campaign slogan in 1968 (*Nixon's the One*) can be analyzed like the following.

**Table 2: Transitivity Analysis of Richard Nixon’s 1968 Presidential Campaign Slogan**

<b>Nixon</b>	<b>‘s (is)</b>	<b>The one</b>
<b>Participant/Carrier</b>	<b>Process: Relational</b>	<b>Participant/Attribute</b>

In the above clause, there are two participants and a process. The first participant (Nixon) is identified by the second (the one) via the process (is). If a question is asked “*who is being the one?*” the answer will be the first participant *Nixon*. So, the process of the slogan is relational. Another example is Bill Clinton’s presidential campaign in 1996 (*Building a Bridge to the 21st Century*) which is elaborated as follows.

**Table 3: Transitivity Analysis of Bill Clinton’s 1996 Presidential Campaign Slogan**

<b>Building</b>	<b>a Bridge</b>	<b>to the 21<sup>st</sup> Century</b>
Material Process	Participant/Effectuated	Circumstance

The slogan is a subjectless clause whose verb is imperfective (participial) *-ing* (Gerot & Wignell, 1995). The verb ‘*building*’ is a process that causes the participant *a bridge* comes into existence; therefore, the process is material.

#### **d. Systemic Functional Grammar in Indonesia**

Sujatna (2012) has tried to apply systemic functional grammar metafunctions to bahasa Indonesia. The results of the application are detailed as follows.

1. Only two kinds of metafunctions can be applied to bahasa Indonesia i.e., clause as message & clause as representation.
2. The clause as exchange cannot be applied to clauses of bahasa Indonesia since the language does not have finite concept.
3. Remembering that clauses of bahasa Indonesia can be verbal and non-verbal, the transitivity metafunction (clause as representation) can be only applied to Indonesian verbal clause.

### **3. Findings and Discussions**

Analyzing twenty slogans, the writer finds out that there are two kinds of processes found in this research i.e., material and relational. The result shows that the material process dominates the slogans enormously at eighty four percent (84%), while the rest is relational process (16%). Hence, the result is detailed as follows.

**Table 4: Data Classification**

<b>Data No.</b>	<b>Slogans</b>	<b>Transitivity</b>
1	<i>Pasangan Perdamaian dan Pembangunan</i>	Relational
2	<i>Ayo, Besarkan Sumatera Utara!</i>	Material
3	<i>Sehati membangun HSS</i>	Material
4	<i>Bersatu, Berjuang, Menang.</i>	Material
5	<i>Bersama Benahi Daerah</i>	Material
6	<i>Ayo Beresin Jakarta!</i>	Material
7	<i>Coblos Dadanya!</i>	Material
8	<i>Jakarta Maju Terus</i>	Material
9	<i>Semangat baru Sulawesi Selatan</i>	Relational

10	<i>Maju untuk semua</i>	Material
11	<i>Bersatu untuk Perubahan dan Pembaharuan Riau</i>	Material
12	<i>Paket Perubahan</i>	Relational
13	<i>Lanjutkan!</i>	Material
14	<i>Ayo Sareng-Sareng Bangun Cirebon</i>	Material
15	<i>Teruskan! Untuk Mengabdikan dan Melayani</i>	Material
16	<i>Harapan Baru Jawa Barat</i>	Relational
17	<i>Bersatu Tangsel Maju</i>	Material
18	<i>Lanjutkan Pembangunan, Teruskan Perubahan</i>	Material
19	<i>Bekerja Sepenuh Hati</i>	Material
20	<i>Bekerja Untuk Payakumbuh</i>	Material
<b>Sum of all Clauses</b>		<b>25 (100%)</b>
<b>Material Process</b>		<b>21 (84%)</b>
<b>Relational Process</b>		<b>4 (16%)</b>

### 3.1. Discussions on Material Process

Leading the slogans, the material process is expressed through verbs expressing doing and causing. Thus, the slogans with material process are listed as follows.

**Table 5: Data of Material Process**

<b>Data No.</b>	<b>Slogans</b>
2	<i>Ayo, Besarkan Sumatera Utara!</i>
3	<i>Sehati membangun HSS</i>
4	<i>Bersatu, Berjuang, Menang.</i>
5	<i>Bersama Benahi Daerah</i>
6	<i>Ayo Beresin Jakarta!</i>
7	<i>Coblos Dadanya!</i>
8	<i>Jakarta Maju Terus</i>
10	<i>Maju untuk semua</i>
11	<i>Bersatu untuk Perubahan dan Pembaharuan Riau</i>
13	<i>Lanjutkan!</i>
14	<i>Ayo Sareng-Sareng Bangun Cirebon</i>
15	<i>Teruskan! Untuk Mengabdikan dan Melayani</i>
17	<i>Bersatu Tangsel Maju</i>
18	<i>Lanjutkan Pembangunan, Teruskan Perubahan</i>
19	<i>Bekerja Sepenuh Hati</i>
20	<i>Bekerja Untuk Payakumbuh</i>

The slogan in data 2 was used by Syamsul Arifin & Gatot Pudjonugroho, in

2008 governor election of North Sumatra. Hence, the transitivity analysis of the slogan is detailed as follows.

**Table 6: Transitivity Analysis of Data 2**

<i>Ayo</i>	-	<i>Besarkan</i>	<i>Sumatera Utara</i>
<b>Interjection</b>	<b>Participant/ Agent</b>	<b>Material Process</b>	<b>Participant/Affected</b>

The slogan is a subjectless clause. The word class of *ayo* is interjection in bahasa Indonesia. The word *besarkan* (glorify, magnify, bring up) is a material process, because it causes the participant/affected *Sumatera Utara* to be glorious or magnificent.

The slogan in data 3 was used by Achmad Fikry and Ardiansyah, in 2013 regent election of Hulu Sungai Selatan regency, South Kalimantan. Thus, the transitivity analysis is explained as follows.

**Table 7: Transitivity Analysis of Data 3**

<i>Sehati</i>	<i>Membangun</i>	<i>HSS</i>
<b>Participant/ Agent</b>	<b>Material Process</b>	<b>Participant/ Affected</b>

The slogan is a complete word consisting of two participants and a process. The participant/agent *sehati* is the pseudonym used by the candidates. The process *membangun* (build) is a material process because it refers to doing the process of building the participant/affected *HSS* (Hulu Sungai Selatan).

The slogan in data 4 was used by Cornelis and Christiandy Sanjaya, in 2012 governor election of West Kalimantan. Hence, the transitivity analysis is elaborated as follows.

**Table 8: Transitivity Analysis of Data 4**

Cornelis & Christiandy Sanjaya)	<i>Bersatu,</i>
<b>Participant/Agent</b>	<b>Material Process</b>
Cornelis & Christiandy Sanjaya)	<i>Berjuang</i>
<b>Participant/Agent</b>	<b>Material Process</b>
Cornelis & Christiandy Sanjaya)	<i>Menang</i>
<b>Participant/Agent</b>	<b>Material Process</b>

The slogan is a clause complex consisting of three clauses. Not having a subject or participant/agent, the slogan is forwardly expanded by the addition of participants which are the candidates themselves; for the reason that they are the ones who do the processes. Furthermore, all processes are considered to be material because they refer to doing something (*bersatu* (unite), *berjuang* (struggle), *menang* (win)).

The slogan in data 5 was used by Aep Nurdin and Kosasih in 2013 regent election of West Bandung Regency. Thus, the transitivity analysis is explained as follows.

**Table 9: Transitivity Analysis of Data 5**

(Aep Nurdin & Kosasih)	<i>Bersama</i>	<i>Benahi</i>	<i>Daerah</i>
<b>Participant/Agent</b>	<b>Circumstance</b>	<b>Material Process</b>	<b>Participant/Affected</b>

Being agentless, the slogan has three words i.e., *bersama* (together), *benahi* (clean up, fix) *daerah* (area, regency). The clause is forwardly expanded by the addition of agents which are the candidates themselves, because they are the ones who do the process, not someone else. The process (*benahi*), furthermore, is a material process because it causes the participant/affected to be fixed or cleaned up (*benah*).

The slogan in data 6 was used by Muhammad Hidayat Nur Wahid & Didik Junaidi Rachbini in 2012 governor election of Jakarta. Thus, the transitivity analysis is elaborated as follows.

**Table 10: Transitivity Analysis of Data 6**

-	<i>Ayo</i>	<i>Beresin</i>	<i>Jakarta</i>
<b>Participant/Agent</b>	<b>Interjection</b>	<b>Material Process</b>	<b>Participant/ Affected</b>

The slogan is a subjectless clause. The word class of *ayo* is interjection in bahasa Indonesia. The word *beresin* (a Betawi dialect word of *bereskan* that means fix) is a material process, because it causes the participant/affected *Jakarta* fixed.

The slogan in data 7 was used by Dada Rosada and Ayi Vivananda in 2008 mayor election of Bandung. Thus, the transitivity analysis of the slogan is elaborated as follows.

**Table 11: Transitivity Analysis of Data 7**

-	<i>Coblos</i>	<i>Dadanya!</i>
<b>Participant/ Agent</b>	<b>Material Process</b>	<b>Participant/ Affected</b>

Being agentless, the clause consists of two words i.e., *coblos* (perforate, punch a hole in) and *dadanya* (his chest). The process *coblos* is a material process, because it causes the

participant/affected *dadanya* perforated or holed.

The slogan in data 8 was used by Fauzi Bowo & Nachrowi Ramli in 2012 Governor Election of Jakarta. Thus, the transitivity analysis is elaborated as follows.

**Table 12:; Transitivity Analysis of Data 8**

Jakarta	<i>Maju</i>
<b>Participant/Agent</b>	<b>Material Process</b>
Jakarta	<i>Terus</i>
<b>Participant/Agent</b>	<b>Material Process</b>

The slogan is a clause complex comprising of two clauses. Both processes are considered to be material because they refer to the doing of moving (*maju*), and keeping on (*terus*)

The slogan in data 10 was used by Jon Erizal & Mambang Mit in 2013 governor election of Riau. Thus, the transitivity analysis is elaborated as follows.

**Table 13: Transitivity Analysis of Data 10**

(Jon Erizal & Mambang)	<i>Maju</i>	<i>Untuk Semua</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Circumstance</b>

Being an agentless clause, the clause is forwardly expanded by agents which are the candidates themselves; for the reason that they are the ones who do the process. Furthermore, the process *maju* (move forward) is a material process because it is the process of doing the moving.

The slogan in data 11 was used by Annas Maamun & Arsyadjuliandi Rahman in 2013 governor election of Riau. Thus, the transitivity analysis is elaborated as follows.

**Table 14: Transitivity Analysis of Data 11**

Annas & Arsyadjuliandi)	<i>Bersatu</i>	<i>Untuk Perubahan dan Pembaharuan Riau</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Circumstance</b>

Being an agentless clause, the clause is forwardly expanded by agents which are the candidates themselves; for the reason that they are the ones who do the process. Furthermore, the process *bersatu* (unite) is a material process because it refers to the doing of uniting.

The slogan in data 13 was used by Arief Wismansyah & Sachrudin in 2013 mayor election of Tangerang. Thus, the transitivity analysis is elaborated as follows.

**Table 15: Transitivity Analysis of Data 13**

-	<i>Lanjutkan!</i>
<b>Participant/Agent</b>	<b>Material Process</b>

The clause simply consists of one word which is the process *lanjutkan* (continue). The process, however, is material because it refers to the process of doing the activity of continuing.

The slogan in data 14 was used by Muhammad Luthfi & Ratu Raja Arimbi in 2013 regent election of Cirebon regency. Thus, the transitivity analysis is elaborated as follows.

**Table 16: Transitivity Analysis of Data 14**

-	<i>Sareng-sareng</i>	<i>Bangun</i>	<i>Cirebon</i>
<b>Participant/ Agent</b>	<b>Circumstance</b>	<b>Material Process</b>	<b>Participant/Affected</b>

The clause is agentless with *bangun* (build) as its process. The circumstance *sareng-sareng* is Sundanese word for together. The process, however, is material because it refers to the process of doing or causing the participant/affected *Cirebon* to be built.

The slogan in data 15 was used by Harry Mulya Zein & Iskandar Zulkarnain in 2013 mayor election of Tangerang. Thus, the transitivity analysis is elaborated as follows.

**Table 17: Transitivity Analysis of Data 15**

-	<i>Teruskan</i>
<b>Participant/Agent</b>	<b>Material Process</b>
-	<i>Untuk Mengabdi</i>
<b>Participant/Agent</b>	<b>Material Process</b>
-	<i>Melayani</i>
<b>Participant/Agent</b>	<b>Material Process</b>

Being agentless, the slogan is a clause complex comprising of three clauses. All of the processes of the clauses are material processes because they refer to doing something i.e., *teruskan* (continue), *mengabdi* (devote), *melayani* (serve).

The slogan in data 17 was used by Achmad Suwandhi & Marissa Haque Fawzi in 2010 mayor election of South Tangerang. Thus, the analysis is elaborated as follows.

**Table 18: Transitivity Analysis of Data 17**

Achmad Suwandhi & Marissa Haque)	<i>Bersatu</i>	(untuk) <i>Tangsel Maju</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Circumstance</b>

The clause is expanded by adding agents; for the reason that the ones doing the process are the candidates themselves. Not only agents, the preposition *untuk* (for) is also added as well, because the group (phrase) *Tangsel maju* (the former is the acronym of *Tangerang Selatan* (South Tangerang), and the later means forward) answers the question why the agents do the process. Furthermore, the process is material because it refers to the process of doing something (uniting).

The slogan in data 18 was used by Nur Mahmudi Isma'il & Idris Abdul Shomad in 2010 mayor election of Depok. Thus, the transitivity analysis is elaborated as follows.

**Table 19: Transitivity Analysis of Data 18**

Nur Mahmudi Isma'il & Idris Abdul Shomad)	<i>Lanjutkan</i>	<i>Pembangunan</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Participant/Affected</b>

Nur Mahmudi Isma'il & Idris Abdul Shomad)	<i>Teruskan</i>	<i>Perubahan</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Participant/Affected</b>

The slogan is a clause complex consisting of two clauses. Being agentless, both clauses are expanded by adding agents which are the candidates themselves; for the reason that they are the ones who do the process. Furthermore, the processes of both clauses are material because both refer to the process of causing the participant/affected to be continued (both *lanjutkan* & *teruskan* means continue).

The slogan in data 19 was used by Dede Yusuf & Lex Laksamana in 2013 governor election of West Java. Thus, the transitivity analysis is elaborated as follows.

**Table 20: Transitivity Analysis of Data 19**

(Dede Yusuf & Lex Laksamana)	<i>Bekerja</i>	<i>Sepenuh Hati</i>
<b>Participant/Agent</b>	<b>Material Process</b>	<b>Circumstance</b>

Being agentless, the clause is expanded by adding agents which are the candidates themselves; for the reason that they are the ones who do the process. Furthermore, the process

is material because it refers to the process of doing the working (*bekerja*).

This slogan in data 20 was used by Riza Falepi & Suwandel Mukhtar in 2012 mayor election of Payakumbuh, West Sumatra. Thus, the transitivity analysis is elaborated as follows.

**Table 21: Transitivity Analysis of Data 20**

Riza Falepi & Suwandel Mukhtar)	<i>Bekerja</i>	<i>Untuk Payakumbuh</i>
<b>Agent</b>	<b>Material Process</b>	<b>Circumstance</b>

Being agentless, the clause is expanded by adding agents which are the candidates themselves; for the reason that they are the ones who do the process. Furthermore, the process is material because it refers to doing the working (*bekerja*).

### 3.2. Relational Process

Being the minority process, relational processes are only found in four slogans. They are expressed through attributes which are *Pasangan Perdamaian dan Pembangunan* (The Pair of Peace and Development), *Semangat baru Sulawesi Selatan* (South Sulawesi's New Spirit), *Paket Perubahan* (Package of Change) & *Harapan Baru Jawa Barat* (West Java's New Hope). Thus, the slogans which have relational process are listed as follows.

**Table 22: Data of Relational Process**

<b>Data No.</b>	<b>Slogans</b>
1	<i>Pasangan Perdamaian dan Pembangunan</i>
9	<i>Semangat baru Sulawesi Selatan</i>
12	<i>Paket Perubahan</i>
16	<i>Harapan Baru Jawa Barat</i>

The slogan in data 1 was used by Irwandi Yusuf & Murhan Yunan in 2012 governor election of Nangroe Aceh Darussalam. Thus, the transitivity analysis is elaborated as follows.

**Table 23: Transitivity Analysis of Data 1**

(Irwandi Yusuf & Murhan Yunan)	(adalah)	<i>Pasangan Perdamaian dan Pembangunan</i>
<b>Participant/Carrier</b>	<b>Relational Process</b>	<b>Participant/Attribute</b>

Only having a participant/attribute, the clause is expanded by adding carriers

which are the candidates themselves, and a copula *adalah* (are). This clause is considered to have relational process because the attribute *pasangan perdamaian dan pembangunan* (candidates of peace and development) identifies the carriers (Irwandi Yusuf & Murhan Yunan) via the copula *adalah* (are).

The slogan in data 9 was used by Ilham Arief Sirajuddin & Aziz Qahhar Mudzakkar in 2013 governor election of South Sulawesi. Thus, the transitivity analysis is elaborated as follows.

**Table 24: Transitivity Analysis of Data 9**

(Ilham Arief Sirajuddin & Aziz Qahhar Mudzakkar)	(adalah)	<i>Semangat Baru Sulawesi Selatan</i>
<b>Participant/Carrier</b>	<b>Relational Process</b>	<b>Participant/Attribute</b>

Only having a participant/attribute, the clause is expanded by adding carriers which are the candidates themselves, and a copula *adalah* (are). This clause is considered to have relational process because the attribute *Semangat Baru Sulawesi Selatan* (new hope of South Sulawesi) identifies the carriers (Ilham Arief Sirajuddin & Aziz Qahhar Mudzakkar) via the copula *adalah* (are).

The slogan in data 12 was used by Raden Kalbadi & Yozi Rizal in 2010 regent election of Way Kanan Regency, Lampung. Thus, the transitivity analysis is elaborated as follows.

**Table 25: Transitivity Analysis of Data 12**

(Kalbadi & Yozi Rizal)	(adalah)	<i>Paket Perubahan</i>
<b>Carrier</b>	<b>Relational Process</b>	<b>Attribute</b>

Only having a participant/attribute, the clause is expanded by adding carriers which are the candidates themselves, and a copula *adalah* (are). This clause is considered to have relational process because the attribute *Paket Perubahan* (Package of Change) identifies the carriers (Kalbadi & Yozi Rizal) via the copula *adalah* (are).

The slogan in data 16 was used by Ahmad Heryawan & Dede Yusuf in 2008 governor election of West Java. Thus, the transitivity analysis is detailed as follows.

**Table 26: Transitivity Analysis of Data 16**

(Ahmad Heryawan & Dede Yusuf)	(adalah)	<i>Harapan Baru Jawa Barat</i>
<b>Participant/ Carrier</b>	<b>Relational Process</b>	<b>Attribute</b>

Only having a participant/attribute, the clause is expanded by adding carriers which are the candidates themselves, and a copula *adalah* (are). This clause is considered to have relational process because the attribute *harapan baru Jawa Barat* (West Java's new hope) identifies the carriers (Ahmad Heryawan & Dede Yusuf) via the copula *adalah* (are).

#### **4. Conclusions**

This research analyzes the style of twenty political campaign slogans of direct elections for local leaders in Indonesia, based on a systemic functional grammar approach, focusing on transitivity. The aims of the research are finding out kinds of process used in the slogans, and discovering the one that is mostly used. Hence, two conclusions are proposed which are the following.

- a. Kind of process used in the slogans are material and relational.
- b. Material process dominates the whole slogans covering eighty-four percent (84%).  
Relational process, on the other hand, is the minor process utilized in the slogans covering sixty percent (16%).

The writer suggests that further analysis can be performed with more data for more consistent findings; furthermore, textual metafunction (clause as message) of the slogans can be also investigated. Finally, the writer suggests that Transitivity and textual metafunctions of other political slogans like presidential campaign, legislative election campaign, slogans of political party and so forth can also be examined.

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