MODALIZATION IN HEALTH PUBLIC SERVICE ADVERTISEMENT: A SYSTEMIC FUNCTIONAL GRAMMAR STUDY

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Abstract	Article Information
Using a systemic functional grammar approach, this research looks for modalization in health public service announcements. A descriptive qualitative method is used in this study. A modality component elaborated in interpersonal Meta function, known as "modalization," expresses the writer's or speaker's opinions about the material being communicated. Various media types are available for the acquisition of information. One of them might be an advertising campaign. It can be accessed online, in periodicals, and on television. This writer uses the Systemic Functional Grammar technique to examine the health public service announcement. The modalization employed in health public service announcements is the subject of the current writer's analysis. Pinterest provides health public service announcements, which is where the research's data came from. ***Keywords***: *Modalization, Health Public Service Advertisement, Systemic Functional Grammar*	*Received: 13/03/2024* *Revised: 15/03/2024* *Accepted: 16/03/2024*

INTRODUCTION

Language as a tool for communication cannot be separated from our daily activities. Every day, spoken or written language will follow wherever people go. Indeed, the existence of language has a lot of functions for them such as giving and receiving information. Moreover, as time goes by, information becomes one of the most important things in our lives. It can be a necessity for people to understand what happens around them. The way of getting information can be directly from someone when having a conversation or from the media. Several kinds of media provide any form of information. One of them can be a form of advertisement. It can be delivered from television, magazines, and the Internet.

Talking about an advertisement, according to Amah et al. (2017) takes the form of informative and persuasive action delivered through mass or new media. Moreover, it is used to convince consumers to make a purchase decision. It can be said that advertisement has a commercial purpose since it influences and convinces consumers to purchase a product. In addition, according to Widiyatama (2005), there are two types of advertisements. The first one is a standard advertisement that is peculiarly used to introduce goods and services for consumers to get commercial income. The second one is public service advertisement that is used to get social advantages, not commercial incomes. Atkin in Georgiadis (2013) adds that public service advertisement is used to raise awareness and educate the public about an issue at hand to shift attitudes and ultimately motivate behavior change.

According to Leech in Motaqed (2016) language of advertising belongs to "loaded" language that has the aim to change the will, opinions, or attitudes of its audiences. As such, through his explanation, it can be said that language in advertisements has a function in delivering its content. In addition, Mowen, John C (2002) say the message that is delivered by an advertisement is a strategy used to communicate ideas to audiences.

As such, modalization is a part of the modality that expresses interpersonal metafunction related to the speaker or writer's attitude. According to Halliday & Matthiessen (2014a) modality accounts for the speaker's judgment or request of the judgment of the listener, on the status of what is being said. In line with him, Thompson (2014) states that modality constructs a kind of interpersonal 'aura' of the speaker's attitude toward the proposition.

Several previous studies have been conducted. The first study by Aviva & Widyastuti (2022) aims to educate sufferers about the importance of mental health and how to manage it using language function and modality. Other previous studies by Rosyda et al. (2020) investigated the modality in a speech by Donald Trump. Nasita et al. (2020), Gho & Pasaribu (2021), and Yanto & Pravitasari (2023) examined the interpersonal meaning in the textbook, personal letters of students, and the content of children's books.

Since public service advertisement contains the writer's idea, the research aims to analyze its advertisement through modalization. The word function in systemic functional Grammar is related to situational use and each utterance in a given context has a particular use. The instruments of those forms are text and the production of speaking used in text. The language of Public Service Advertisement may come from text and the production of speaking used in the text. Therefore, the present writer is going to analyze it through modalization.

According to Halliday & Matthiessen (2014b), modalization is divided into probability and usuality. Both of them can be expressed by modal operators, mood adjuncts, and both of them. As for probability, Halliday & Matthiessen (2014a) also say that there is a metaphorical expression that expresses probability such as I believe, I guess, I imagine, I suppose, I think, etc. The present writer uses the main theory from Halliday and Matthiesen to analyze the types of modalization used in Health Public Service advertisements. By analyzing modalization in Health Public Service advertisements, the present writer has the purpose to find how the contents of Public Service Advertisements express the ideas or attitudes of the public.

RESEARCH METHODOLOGY

In this section, the researchers used the descriptive method in the part of qualitative research to answer the research problems. According to Joseph A. Maxwell (2013) qualitative research focuses on a specific situation or people, and it emphasizes words rather than numbers. In line with him, Djajasudarma (1993) says that descriptive is a method aimed at making descriptions. In addition, According to Sugiyono (2008) qualitative method is a kind of research used to observe natural objects (the opposite of an experiment). It can be concluded that qualitative research is intended to make some descriptions of the finding data. Furthermore, this method describes the data systematically, factually, and accurately and connects to the phenomenon that will be researched.

The present writer uses Public Service Advertisements as the data of this research. Moreover, in this research, the data are collected from social media Pinterest. To limit this study, the present writer uses the health theme of Public Service Advertisement. Therefore, the content will be all about health.

In analyzing the data, the present writer uses some stages. In the first one, the present writer searches and observes Health public service advertisements to find types of modalization applied in the health public service advertisement. In the second one, the present writer classifies types of modalization in the health public service advertisement based on the theories applied. In the third one, the present writer analyzes and describes the data in the health public service advertisement. In the last one, the present writer summarizes the data in the health public service advertisement.

FINDINGS

Table 1. Modalization in Health Public Service Advertisement
Notes:
FMO   : Finite Modal Operator   MA   : Mood Adjunct
ME   : Methaporical Expression   A   : Adjective

Modalization	FMO	MA	FMO + MA	A	ME
Probability	2	5		1	1
Usuality	9	4	3		

Based on the table above, there are 25 data of modalization. It expresses probability and usuality. The probability is represented by finite modal operators; can, can't, mood adjunct of probability; probably, likely adjective; impossible, and methaporical expression; I thought. Then, the usuality is represented by the finite modal operator; will, may, can, might, could, would, mood adjunct of usuality; always, never, ever, usually any combination of finite modal operator and mood adjunct of usuality; will+always, sometimes+would, will+never. All of them will be further explained in the next section.

DISCUSSION

As has been mentioned, modalization is a part of the modality that expresses inter-personal Meta function related to the speaker or writer's attitude. Thompson (2014) modality involves the degrees of low, median, and high that are realized when the speaker or writer may, for example, signal a higher or lower degree of certainty about the validity of the proportion, or higher or lower degree of pressure on the other person in proposal. It can be said that each type of modality contains the scales of the degrees, including modalization that is discussed in this research. Based on Eggins, n.d (2004) modalization is one-half of the general grammatical area of modality in English Grammar which people can intrude on a message and express attitude and various kinds of judgment. This type of modality is also called a proposition. According to Matthiesen in Sunardi (2013), modalization is divided into two types. The first one is called probability and the second one is called usuality.

As for probability and usuality, Halliday & Matthiessen (2014a) state that they can be expressed in three ways: by the finite modal operator in the verbal group, by mood or modal adjunct of probability, and even by both together. In the first one, Halliday & Matthiessen (2014b) show finite modal operators in a table that involves their degrees as follows:

	Low	*Median*	*High*
Positive	can, may, could, might, (dare)	will, would, should, is/was to	must, ought to, need, has/had to
Negative	needn't, doesn't/didn't + need to, have to	won't, wouldn't, shouldn't, (isn't/ wasn't to)	mustn't, oughtn't to, can't, couldn't, (mayn't, mightn't, hasn't/hadn't to)

When it comes to mood or modal adjunct of probability, Gerot & Wignell (1994) and Greenbaum et al in González (2011) mention that the elements of probability can be probably, possibly, certainly, perhaps, maybe, actually, etc. On the other hand, as for probability, Halliday & Matthiessen (2014b) state that there is another expression represented by metaphorical expressions. Moreover, González (2011) uses the term non-verbal modality to show the adjectives expressing probability. In analyzing the data, the present writer finds probability and usuality as well.

Modalization Expressing Probability

The present writer finds 9 data of probability. It is represented by the finite modal operator; can, can't, mood adjunct of probability; actually, probably, likely adjective; impossible, and metaphorical expression; I thought. The present writer only analyzes 4 data as the representation of all of them.

Some people think you can catch AIDS from a glass.

The health public service advertisement in the data above gives information to the readers about what people think about the HIV spread. It is said that some people think that HIV can be contaminated by a glass of water. In fact, the content explains that the spread of HIV can't be contaminated by such a thing. Based on the background of this health public service advertisement, the clause "Some people think you can catch AIDS from a glass" is categorized into modalization that expresses probability. In addition, this expression is indicated by the finite modal operator "can". In this case, the writer of this advertisement knows that some people who don't know HIV disease assume that its spread may be contaminated by a glass of water.

Nicotine actually changes your brain

The health public service advertisement in the data above gives information to the reader about how smoking hurts the body. It is said that smoking stresses the heart, increasing the risk of heart attacks. In addition, it actually changes the brain it makes someone addicted due to the effect of smoking. Based on the background of this health public service advertisement, the clause "Nicotine actually changes your brain" is categorized into modalization that expresses probability. This expression is indicated by mood adjunct "actually". By stating this expression, the writer of this advertisement states the probability of the effect of smoking that is going to happen to a smoker's body. The writer states the probability that smoking changes the brain so that it makes someone addicted due to the effect of smoking. Moreover, by expressing the probability of "actually", the writer is pretty sure about what he or she is saying related to the effect of smoking.

A cure for aids is impossible without research

The health public service advertisement in data 8 gives information to the readers that aids can't be cured except there is research that proves it. Based on the background of this health public service advertisement, the clause "A cure for aids is impossible without research" is categorized into modalization that expresses probability. The writer uses the adjective "impossible" to express the probability that a cure for aids is impossible without doing research. Therefore, by expressing the probability through the adjective "impossible", the writer is quite sure that it is impossible to cure aids without research.

I thought it was a heat rash

The health public service advertisement in the data above gives information to the readers about Syphilis or Gonorrhea disease. It is said that some people have such a disease and they don't know about it. The content also delivers that people or the public who don't know about this probably think that the disease is regarded as a heat rash. Moreover, instead of staying still, this advertisement advises the readers to ask a doctor or call health department for a checkup. Based on the background of this health public service advertisement, the clause "I thought it was a heat rash" is categorized into modalization that expresses probability. This expression is represented by the clause "I thought" which is called methaporical expression. By expressing this clause, it means that the writer knows that people who have Syphilis or

Gonorrhea disease assume that he or she probably had a heat rush at first. In fact, he or she can have Syphilis or Gonorrhea disease when calling a doctor for a checkup.

Modalization Expressing Usuality

In this section, as for modalization that expresses usuality, the present writer finds 16 data. The finite modal operator represents the usuality; will, may, can, might, could, would, mood adjunct of usuality; always, never, ever, usually any combination of finite modal operator and mood adjunct of usuality; will+always, sometimes+would, will+never. The present writer only analyzes 3 data to represent all of them.

The urge to smoke will pass

The health public service advertisement in the data above gives information to the reader about the plan to beat smoking cravings. The way to do that is to create a plan of action for overcoming them such as writing down some ways to avid activities that tempt smoking and downloading a new game to occupy the hand that is usually used to hold cigarettes. By doing that, the urge to smoke will usually pass. Based on the background of this health public service advertisement, the clause "The urge to smoke will pass" is categorized into modalization that expresses usuality. This clause has the finite modal operator "will" as the way to express it. The reason why this finite modal operator includes usuality is that the content of this advertisement predicts the results that someone will usually pass if he or she resists the temptation of smoking by creating some plan to avoid it. As a statement, the speaker or writer is sure enough to state that the urge to smoke will usually pass if someone has other activities or plans to avoid smoking.

Children are always under the influence

The health public service advertisement in the data above gives information to the readers to give a good example to children related to alcohol. It is said that children always follow what the older ones do including the bad habit such as drinking alcohol. Based on the background of this health public service advertisement, the clause Children are always under the influence is categorized into modalization that expresses usuality. The way to express it is through the mood adjunct of usuality "always". In this case the writer assumes something that often happens to the children that they are always under the influence of the older ones. When the older ones get used to drinking alcohol, children will usually do that. As the opinion using the mood adjunct of usuality "always", the writer of this Health Public Service Advertisement is pretty sure that the bad habit of drinking alcohol from children is carried by the older ones.

Your heart will always improve

The health public service advertisement in the data above gives information to the readers about smoking's effect on health. It is said that the damage has already come to someone who has smoked for a long time. Someone who has been smoking for a long time is going to be infected by some damages related to his or her health. Due to the bad effects of smoking, this advertisement informs the readers to quit smoking before the age of 35 since the health will be able to be increased by about 90%. It can be concluded that it will be

beneficial for smokers to quit smoking before 35 years old to avoid health problems and get healthier. Based on the background of this health public service advertisement, the clause "your heart will always improve" is categorized into modalizations that express usuality. This expression is represented by the finite modal operator "will" and the mood adjunct "always". In this case, the writer of this health public service advertisement gives judgment about something that usually happens. By expressing the finite modal operator "will" and the mood adjunct "always" the writer predicts the result that, if someone stops smoking, his or her heart will usually improve or get better, especially for those who are under 35. Furthermore, the combination of both of them shows that the writer is quite sure about what is being said related to the improvement of the heart when someone stops smoking.

CONCLUSION

By analyzing and describing the data, it can be concluded that the Health Public Service Advertisement uses several types of modalization in delivering its contents. As for probability, the contents use finite modal operator, mood adjunct of probability, adjective, and metaphorical expression. As for usuality, the contents use a finite modal operator, mood adjunct of usuality, and the combination of finite modal operator and mood adjunct of usuality. All types of modalization represent the way of Health Public Service Advertisements in delivering their content.

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