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AN ANALYSIS OF SPEECH FUNCTIONS ON THE BANKING AND DAILY NEED BILLBOARD TEXTS

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Abstract
This research aims at describing speech functions in banking and daily need billboard texts. The objectives are to describe the category and to derive dominantly used and explain the factors of the phenomenon of speech functions. The research method used descriptive qualitative. The data collecting procedures include applying documentary techniques from banking and daily need billboard texts (headline, subhead, slogan, and images) in public places around the city center of Medan. The findings describe the three speech functions available used banking and daily need billboard texts, the statement constitutes 15, offer 10, and command 8 from 33 billboard texts. The statement genre is used as the dominant one as it is suitable with the pattern of commercial billboard texts, where the viewer assumed only briefly saw the display of text and images of the billboard with a duration of 5-7 seconds when they were driving. There is a phenomenon, especially in the banking domain, which offers the most dominant is one used. Thus, authoritative and straightforward information in the speech function of functional grammar and the language used must be efficient, effective, and able to hypnotize readers, so that results in decisive action on the item advertised.

Keywords: bank and daily need, billboards, speech functions, text

Introduction
In the current consumer era, advertisers are competing to present advertisements with high ideas, attractive services to their commodities, thus providing information to potential buyers who are looking for information about a product through advertising. Advertising can be considered as the most efficient way to reach people for product information. In the end, there is a communication link between producers and potential buyers. In this case, the communication and language used in advertising must be able to convince the buyer.

The language used in advertisements sometimes does not follow everyday grammar, this is a common practice in advertising, and word structure is sometimes intentionally made wrong, so it is easy to remember. Thus, it takes advertisers' hard efforts to present creative ideas to persuade consumers' choices with advertised content. Besides the language used in the advertisement, there is also another important point named visual content and design in advertising have a very high impact on the customer.

The process of transfer or acceptance of one's utterance can be used with approach interpersonal function, and it was done by being aware of the speech functions, be it in shape statement, question, offer, and command. It will immediately guide the public as speakers/authors or viewers/listeners in capturing the message of utterance in communication. Subsequently, we are competent to realize it as imperative if we had familiarity with the speech function at the preceding. Therefore, investigator consideration that is necessary to research interpersonal role principally through the speech function angle in outdoor media advertising as a container of promoting used by a corporation, it is the reason the high potential and effective one because directly reach the purchaser. Based on these considerations and to see the use of language on billboards in the tactics of marketing products to lure the public's attention, researchers put an interest in seeing on the uses of speech function communication in banking and daily need billboards texts.

Interpersonal Meaning

People use language to interact, construct a relationship with each of them. The fundamental speech roles that they can take on are giving and demanding. At the same time, they choose the speech role either to give or to demand in exchange. They also select the use of commodities that they are exchanging, namely, information, goods, and services. The interpersonal function is to notice interaction among speakers and listeners. It is part of grammar selection that gives the speaker resources to interact with the listener by constructing and maintaining ongoing exchange with him/her, such as questioner and answerer, and by giving or requesting attitudes, comments, and evaluations (Morley, 2000a). Furthermore, the interpersonal function also refers to a format of activity the speakers or writes in perform something toward the listeners or readers thorough the purpose of language.

Speech Functions

According to linguists (Halliday, 1994, p. 30; Gerot and Wignel, 1994, p. 22; Morley, 2000b; Michael Rundell, 2012; Halliday and Matthiessen, 2014), a speech function is a performance or action by language users in the form of a statement, question, offer, and command. It is applied as the means exchange the experience between speakers and listeners in reserve to comply with their requirements. For example, '*I read many books in the library'* is the example of a statement that refers to whatever people say, either positive or negative. Then, the next model is '*could you read now, please?'* as a request that relates to something do you want while another example is, '*would you like to have juice?'* as an offer, this refers to an offering. Next, '*close the window!'* It is the example of a command that refers to whatever you do.

Statement

A statement is a process of providing information in either a positive or a negative pattern. In other words, statement form is a declarative or assertive statement that is intended to provide information in spoken or written language. The format of the statement is subject positioned in front of a verb or before the auxiliary verb (Collins, 1998:99; Leech and Svartvik, 2003; Carter and

McCarthy, 2006; Downing and Locke, 2006; Cobuild, 2011 in Batubara and Nasution, 2020). Then, it is closed with a period (.). Besides, (Grolier, 1992) specifically, the form of the statement is the process of giving or distribution information not only in speech and but also in writing.

Question

A question form constitutes the process of demanding information within the scheme of interrogative expression, which inquires reply from the listener (Grolier, 1992:327; Collins, 1998:99; Leech and Svartvik, 2003; Carter and McCarthy, 2006; Downing and Locke, 2006; Cobuild, 2011 in Batubara and Nasution, 2020). There are three types of question, such as:

1. Yes or no-question

   Yes/no question can answer with a (yes) or (no).

2. Wh-question

   Wh-question uses an interrogative word to ask information. The question words are who, what, when, where, why, how, which are usually closed with a question mark (?). In further, they cannot be answered only with yes or no but with meaningful information.

3. Tag questions

   Tag questions are a grammatical structure form in which a declarative or an imperative fragment (the 'tag"), such as 'right, don't you, doesn't he, etc. For example, is "He still calls his mother, doesn't he?" The tag question can be answered only with two possible answers, namely yes or no. The subject is positioning after the auxiliary verb or wh-question and then followed by a verb.

Offer

An offer is a process of giving goods and services to someone. According to (Collins, 1998) an offer in general begun to attach one of the modals, then added by a subject and terminated with a question mark (?). An offer form is also interpreted as an expression of willingness to give something or to continue something for acceptance or rejection (Grolier, 1992:268; Grolier, 1992:327; Collins, 1998:99; Leech and Svartvik, 2003; Carter and McCarthy, 2006; Downing and Locke, 2006; Cobuild, 2011 in Batubara and Nasution, 2020).

Command

A command is a process of expecting goods and services in the scheme imperative, and maybe the shape is a positive or negative command. Further, in the command sentence, the subject is omitted and the primary form of verbs used (Collins, 1998; Grolier, 1992:327; Collins, 1998:99; Leech and Svartvik, 2003; Carter and McCarthy, 2006; Downing and Locke, 2006; Cobuild, 2011 in Batubara and Nasution, 2020). Or else, it begins by the predicate, and it generally terminated with an exclamation mark (!).

Moods

In further, the four types of speech functions above show their realizations in 'MOOD', which one part of interpersonal meaning in the area of lexicogrammar. Form of a statement, question, and command is created by imperative, declarative, and interrogative form, and offer form does not have a

connected representation with 'MOOD' (Saragih, 2010:15). Besides, the speech functions and the responses (Halliday, 1994:69) are presented in table 1. It shows that the semantic system can be expanded into four speech function pair choices between initiating and responding moves. The speaker initiates and interaction assigned to the listener to put into the role of responding. The table below briefly explains the speech functions and responses.

Table 1. Speech Function and Responses

	Initiating	Expected Response	Discretionary Alternative
Give information	Statement	Acknowledgment	Contradiction
Demand information	Question	Answer	Disclaimer
Give goods and service	Offer	Acceptance	Rejection
Demand goods and services	Command	Undertaking	Refusal

Billboard

Billboard is known as outdoor advertising or outdoor sign and poster, which usually seen on busy streets, highways, and freeways. The main purpose of the advertisement is how the ad can persuade the consumer so that they will consume it later (Adelaar, et al., 2003; Abideen and Latif, 2011). Furthermore, the billboard widely used in advertising communication related to non-profit causes, product marketing, and political campaigns. There are four types of billboards, namely conservative billboards, mechanical billboards, and recently developed models are digital and mobile billboards (Filiquarian, 2008 in Batubara, 2020). Outdoor advertising is one of the choices of time lately because this advertising media offers a lower budget than advertising on TV. It is useful to advertise products so that product sales increase. It is supported by research conducted by (Hussain and Nizamani, 2011; Franke and Taylor, 2017; Chopra, 2017; Daljit, 2018, conveying that billboards are beneficial advertising media in introducing products amid other advertising media.

Text

A text is a combination of words that have meaning. It can be a phrase, sentence, and paragraph. (Saragih, 2008:5) claims that the text is part of a semantic unit may be realized by a sound, word, phrase, clause, sentence, or paragraph. Therefore, texts can be found at copywriting, and it contains information about product or service that realized on phrase, sentence, or article in the advertisement. According to (Gilson and Berkmen, 1980:406), copywriting there exits some types of text, namely: headline, subhead, slogan, and body copy.

Headline

Traditionally, the headline was considered the single most crucial element in advertisement. (Alstiel and Grow, 2007:149) stated that all forms of marketing communication use headlines, even when it is not called headlines such as on

television. The headline tends to be prominent and sufficiently compelling to goad or beckon the reader into the ad if the concept can be flashed more quickly as a picture message. If the idea involves an integrated headline and photo, both should probably have about the same weight.

Subheads

Subheads or breakers may be used to keep a headline short enough to attract attention by giving more of the vital information in a smaller. However, a long line underneath and it can break up long body copy and capsulate the essential points of the advertisement. According to (Alstiel and Grow, 2007:163) argued subhead is in general underneath the headline, and occasionally it immediately follows the headline, as if to convey what is meant or wanted. The primary function of the subtitle is to strengthen the headline, to clarify the main idea stated in the headline, to break up large blocks of copy, and to direct the viewer into the body copy.

Slogan

A slogan is defined as a short phrase associated with a particular idea, person, and group. The intension is to drive the thing, person, or group whether in a statement, offer things, command, or even in question, for whatever goal desired. (Alstiel and Grow, 2007:163) uttered that slogans are usually at the bottom of some advertisement right under the sponsor's name, a tag line may appear, often called a signature of slogan emotionally provocative, and this slogan becomes very meaningful to its maker. E.g., 'KFC introduces the phrase Finger-lickin' good, and BNI Bank carries the expression 'Melayani Negeri, Kebanggaan Bangsa' as slogans to encourage their exclusive products.

Method

This research project is applied a qualitative descriptive method. (Bogdan and Biklen, 1982:30) explained that the qualitative approach is identical to descriptive. Next, qualitative research involves fieldwork in which the researcher physically goes around Medan city. Then, it used descriptive analysis because this research attempts to determine, identify, and describe. The target of this research is to investigate the prominent speech function by counting the percentage of the existing data. Moreover, this study also aimed to find out not only about what categories of speech function are used in banks and daily need billboard texts but also why it is used dominantly. In deep, this research is designed with a single case system where it will be conducted only in commercial billboard texts done in one month. The source of data taken in this research is the commercial billboard texts placing in the area in which there are many middle up people residing in the busiest streets in Medan. Meanwhile, the data gathered as the sample is only ten percent (33) from the total number of banks and daily need billboard texts are 338. It is as what (Arikunto, 2006:131) stated that the sample is a part or as a representative of the population studied. It means that not all the population is necessarily involved in the research. Thus, the data collected will describe the accuracy of the report (Meleong, 2002:6).

Data collection is through documentary techniques covering the following steps. First, the bank and daily need billboards texts are identified and located

explicitly at the busiest streets or middle up societies in Medan. Second, the data are recorded or capture both texts and pictures of banks and daily need billboards. Last, the data transcribed by printing them out. In analyzing the data, the technique applied is a descriptive analysis to draw speech function in commercial billboard texts. Based on (Miles and Huberman, 1984), the data analyzed through four actions, namely data collection, reduction, display, and conclusions. In the collection of data, it attempted to collect all billboard texts without seeing whether it is commercial or non-commercial. Then, in data reduction, the researcher will reduce the data based on the scope of this study in which the data used is only about the bank and daily need billboard text. Then, in data display, the classifying of commercial billboard texts based on speech function is done so that the calculation of each speech function in each domain as the percentages will clearly. In conclusion, the result about what and why is the most dominant type used in billboard texts will be gathered. Then, it will combine with the theory or previous research as the final achievement of this research.

Findings and Discussion

The data collected from two domains, namely, banking, and daily needs. The propositions of commercial billboard texts from the two areas are banking 160, and daily of need 168. Then, it is taken as the data sources are equivalent to ten per cent of the total commercial billboard texts in each domain 33 texts, which are considered as the overall subjects of this research. Thus, the data of the commercial billboard texts summarized in the following table:

Table 2. The Total Number and Percentage of the Commercial Billboard

No	Types of commercial billboard	Number (F)	Percentage (X)	Representative texts
1.	Banking	160	49 %	16
2.	Daily Needs	168	51 %	17
	Total (N)	338	100%	33

The Analysis of Data

Types of Speech Functions in Banking

There were sixteen sentences used in this research as a proportion of texts as the data sources from the banking domain. Then, all the sentences were classified one by one so that both the type used and the most dominant one are known from the data. Based on the analysis done, it is known that there also a phenomenon found in the banking domain in which there is no question speech function used while there is a statement, offer, and command used. The complete statement in banking commercial billboard texts is three. Next, the total number of offers in banking commercial billboard texts is ten. Then, the total number of command in banking billboard texts is three. Therefore, it concluded that offer speech function is the most dominant one used in banking commercial billboard texts among other speech functions. Further, the propositions of speech functions were included in the table.

Table 3. Types of Speech Functions in Banking

No	Types of Speech	Number of speech functions	Percentage
1.	Statement	3	18.8%
2.	Question	0	0
3.	Offer	10	62.5%
4.	Command	3	18.8%
	Total	16	100%

Table 3 illustrates that the use of the offer is the most dominant. It is normally accepted in banking because banking always offers its products to customers. Besides, it is considered in special regulation about banking that is UU RI No 10 Tahun 1998 touches three activities, namely money gathering, money distributing, and other service offerings. It is not easy to do those activities, especially to gather money from the people in society. Moreover, the product of banking is invisible such as insurance. As a result, people have little trust to save money in a bank. Then, whatever the bank claim in the billboard texts will not persuade the viewers anymore. That has also happened if the billboard texts are using a command. In that situation, an offer comes as one solution because when it is given, the bank lets people logically think the profit they will earn, such as:

1. *Redhot Offer 40% + 0% 3 Months Installment* (HSBC),
2. *Double Mileage, Extra Privilege with BII Infinite Card* (BII), etc.

Those sentences 1 and 2 used in offer speech function to be accepted in the viewers' mine logically that there is profit for them as the consumer, automatically they will trust the bank for many activities such as transferring money, paying credit cards, etc. That is why the offering is used as the most dominant speech function used in banking billboard texts.

On the other side, command such as:

3. *Do the right Think for her Protection* (Sinar Mas) is not used dominantly, because it is not suited to the strategy of banking advertising. It is less appropriate to force one to do something, such as in sentence 3. Moreover, the thing offered in the banking domain is such as services, not goods, so that the way to promote it must be polite by giving back the choice of life whether they accept or reject the offer. Therefore, the command use is thought of as an impolite way of promoting services for the consumers.

Besides, there are only three statements of speech functions. One of them found is (4.) *We bring you to the world and the world to you* (BNI)*".* When a statement is used as the following examples in the banking area, it even sounds hyperbole language because it is impossible to bring the consumers the world. As a result, it will not be trusted anymore. That is why, in the banking area, the statement is seldom to be used.

Types of Speech Functions in Daily Needs

There were seventeen sentences used in this research as the proportion of texts as the data sources data from the daily needs domain. Then all the sentences were classified one by one so that both the type used and the most dominant one are known from the data. Table 3 showed at the previous gives a phenomenon as to what happened in the daily need domain in which there are only two speech

functions, they are statements and commands. The statement has twelve texts, while the command has five in this domain.
In contrast, there is no question and offer speech function found in this case. As a result, the statement emerges as the most dominant speech function in commercial billboard texts in daily of need. Further, the propositions of speech functions are included in the table.

Table 4. Types of Speech Functions in Daily Needs

No	Types of Speech	Number of speech functions	Percentage
1.	Statement	12	70.6
2.	Question	0	0
3.	Offer	0	0
4.	Command	5	29.4
	Total	17	100%

Statement and command used in the daily needs domain. The statement is used as the most dominant because of its strength to argue something so that people are challenging to prove the statement. The examples are such as:
a. *As good as gold* (Magnum ice cream),
b. *Original recipe tasty to the bone* (KFC),
c. *Formula builds strong teeth* (Formula), etc.

Sentences a, b, and c show the use of statement speech function because it is the ability to claim the quality of products. When people see the billboard, they will be more excited about consuming the goods because they would like to prove it directly. Moreover, the daily need is not a luxurious thing. It was bought because people need it. Realizing the fact, the company sometimes is brave in using command even though it sounds quite impolite such as:
d. *Be healthy and make positive moves* (Susu Ultra),
e. *Enjoy your perfect mix* (Indocafe).

Sentences d and e show how the viewer hypnotized so that they directly buy the product. It is as what is stated by (Elsevier, 1999) in the book that "in the imperative discourse, this responsibility belongs to the hearer; he must bring about the fit (between words and world) by his actions".

Research Findings

Based on the data analysis on the type of speech functions and their occurrence in commercial banking and daily need billboard texts, the research findings of this study presented as follows:
1. In general, there are three speech functions found in commercial billboard texts from two domains (banking and daily needs). They are statement, command, and offer.
2. The most dominant type of speech function used in the commercial billboard texts is a statement.
3. In the context of commercial billboard texts, the statement used because billboard texts are advertisements placed on a busy street in which the massage billboard texts must touch people only in 5-7 seconds. Thus, the language used must be as effective as possible.

4. The most effective way to inform a product is by using statement, because of its ability to give information, to declare something in a short time, and to persuade viewers even only in a few seconds.
5. Banking has a different phenomenon in which offer is the most speech function used.
6. Between these two domains, there is no question form.

Discussion

Speech Functions in Banking Commercial Billboard Texts

It is known that there are 16 texts of banking commercial billboard texts as the ten percent of the whole banking texts in billboard. In addition, according to UU RI No 10 Tahun 1998 Pasal 6. Commercial Bank businesses include:

a. collect funds from the public in the form of deposits in demand deposits, time deposits, certificates of deposit, savings, and /or other forms equivalent ;
b. give credit;
c. issue a debt acknowledgement;
d. buy, sell or guarantee at their own risk or for the benefit and at the behest of their customers;
e. move money both for own interests and for the benefit of customers;
f. placing funds in, borrowing funds from, or lending funds to other banks, either by using letters, telecommunications facilities or by drafts, checks or other means;
g. receive payments from bills on securities and make calculations with third parties;
h. provide a place to store goods and securities;
i. conduct safekeeping activities for the benefit of other parties based on a contract;
j. placing funds from customers to other customers in the form of securities not listed on the stock exchange;
k. deleted ;
l. conduct factoring, credit card business and trusteeship activities;
m. provide financing and or conduct other activities based on Sharia principles, under the provisions stipulated by Bank Indonesia;
n. perform other activities that are commonly carried out by banks as long as they do not conflict with this Law and the applicable laws and regulations (Undang-Undang Republik Indonesia, 1998).

Based on the government regulations, that is the reason why the offer is to be dominantly used in banking billboard texts. Then, another speech functions found in banking commercial billboard text are statement and command. There are three statements (18. 8%) and three commands (18. 8%) and not found question form.

Speech Functions in Daily Needs Billboard Texts

The objects taken from daily need commercial billboard texts are 17 texts. Based on the 17 texts analyzed, it found that there is only two speech function used in daily of need commercial billboard texts namely statement (70.6%) and command (19.4%) while the two others not found in this research.

With daily needs, Alstiel and Grow, (2007, p. 28) uttered that actually, people do not buy things. They buy the satisfaction of their wants and needs. It means that they do not need lip service in promoting the daily need because it is not as a passion but as a must to buy it. Therefore, it is enough if it is developed by using statements followed by the command. Statement and command used in the daily needs domain. The statement is used because of its strength to argue something so that people are challenging to prove the statement. Moreover, the daily need is not a luxurious thing. It is bought because people need it. Realizing the fact, the company is brave in using command even though it sometimes quite impolite.

Conclusion

After analyzing the data, the conclusion is withdrawn from 33 texts analyzed. It is found that three speech functions existed in, namely statement 15 (62.5 %), command 8 (18. 8%), and offer 10 (15.6 %). In further, it concluded that statement is the most ruling speech function used in this case, proven by the higher percentage. However, there is a phenomenon, especially in the banking domain, in which offer is the most dominant one used. It is based on UU RI no 10 Tahun1998 uttering that three activities in banking concerned in services area so that it must use offer in promoting the banking product. Finally, the fundamental concept of commercial billboard text that can only see in five to seven seconds, so the language used must be efficient, effective, and able to hypnotize readers, so that was resulting in affirmative action on the item advertised. Indeed, it can persuade the viewers strongly.

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