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Process of Transitivity in Agoda's Caption Related to Lodging Terminology: A Systemic Functional Study

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Abstract: This research aims to describe the process of transitivity found in Agoda's caption related to lodging terminology and to find out what types of processes are mostly found in Agoda's caption related to lodging terminology. It is descriptive research, where the data of the research was from Agoda's official Instagram account. The result of the research found that the types of processes that appeared in the data were material, mental, behavioral, relational, and verbal processes. The material process is the one mostly found in the data.

Key words: Process, transitivity, SFL

Abstrak: Penelitian ini bertujuan untuk menggambarkan proses transitivity apa saja yang ditemukan dalam caption pada aplikasi Agoda yang berhubungan dengan terminologi penginapan dan untuk mengetahui jenis proses apa saja yang paling banyak ditemukan pada caption. Penelitian ini adalah deskriptif kualitatif yang datanya diambil dari akun instagram resmi Agoda. Dari hasil penelitian ditemukan bahwa jenis proses yang muncul dalam data adalah proses material, mental, perilaku, relasional, dan verbal. Proses material adalah yang paling banyak ditemukan dari data.

Kata kunci: Process, transitifitas, SFL

INTRODUCTION

This paper seeks to demonstrate that Systemic Functional Linguistics (SFL) can be used to be a theoretical framework for analyzing text. Halliday et al. (2014) introduced Systemic Functional Grammar (SFG) as a model of analysis. Transitivity is part of Functional Linguistics which becomes the approach in this paper. Transitivity can be a tool for analyzing text because Bloor & Bloor, (2004) affirm that "when people use language, their language acts produce – construct meaning". Wood & Kroger, (2000) claim that language is taken to be not simply a tool for description and a medium of communication but as a social practice, a way of doing things. Fairclough (2013) also states that using language is the most common form of social behavior and we depend on the language in our public and private interactions, determining our relationships with other individuals and the social institutions we inhabit. This is because a language is interpreted as a system of meanings, accompanied by forms through which the meanings can be realized and answer the question (Halliday et al., 2014).

There have been several studies related to transitivity in SFG. First, the research conducted by Sihura (2019) in the study entitled "*Transitivity Process in Frozen Movie: A Study of Systemic Functional Grammar*" found that there were nine clauses as existential processes in Frozen Movie. The dominant process found in the movie was material. Another study related to the transitivity process was conducted by Apendi & Mulyani (2020) in their study of the analysis transitivity process of the descriptive text. The result of the study found that the material process is the dominant process found in the text.

With this idea, this paper examines the process of transitivity in Agoda's caption related to lodging terminology. Cited from Wikipedia, Agoda is an online travel agency and metasearch engine for hotels, vacation rentals, flights, and airport transfers. Michael Kenny and Robert Rosenstein found it in 2003.

Agoda has both a web application and an official account of Instagram. Transitivity has been used to analyze the language of speakers and writers. It examines the structure of sentences that are represented by processes, the participants involved in these processes, and the circumstances in which processes and participants are involved. This paper uses transitivity to reveal the language structure to discover the relation between meanings and wordings that accounts for the organization of linguistic features in Agoda's captions.

LITERATURE REVIEW

A. Grammar

Grammar describes how language is arranged together, and how language works. We need a theory of language to help us understand how texts work. It can help learners know how to produce texts both in written and spoken in various forms for various purposes. Gerot & Wignell (1994) state that there are a number of grammars that have been taught in schools in the western world.

1. Traditional grammar

Traditional grammar describes the grammar of Standard English. In this stage, students are taught parts of speech, such as nouns, verbs, adverbs, adjectives, and prepositions), subject-verb agreements (time flies like an arrow-not time fly like an arrow). Furthermore, traditional grammar is concerned with rules for producing correct sentences.

2. Formal grammar

Formal grammar aims to describe the structure of individual sentences. In this stage, grammars perceive language as individual rules of sentence structures.

3. Functional grammar

According to Sujatna (2013) some linguists call Functional Grammar (FG) as one having Systemic Functional Approach (SA), Systemic Linguistics (SL), or Functional Semantic Approach (FSA). Functional grammar is a system of making meaning. Grammar is semantic or meaning, and functional aims to describe how the language is used (Halliday et al., 2014).

The table below describes clearly the analysis of the differences among the three grammars. Those are traditional, formal, and functional grammar.

Table 1:
The differences analysis among three grammars

No.	Grammars	Descriptions	Examples
1.	Traditional and Formal	Primary concern (How is the sentence be structured)	<u>Time flies</u> <u>like an arrow</u>

2.	Grammar	Unit of analysis is sentence Language level of concern is syntax. View language as a set of rules for making sentence construction.	Noun Verb Prepositional phrase
		Primary concern: (How are the meanings of text described)	
	Systemic Functional Grammar	Unit of analysis is whole texts Language level of concern is semantics. View language as a place for meaning making.	Time flies like an arrow

From the example above, the participant or doer is represented by a noun. The processes or doing by the verb, and the circumstances by prepositional phrases.

In systemic functional grammar (SFG), clauses can be represented by three different meanings; clause as message or theme and rheme, the clause as representation or Transitivity, and clause as exchange or mood and residue. The focus theory used in this research is clause as representation or transitivity which covered processes, participants, and circumstances.

According to Sujatna (2013), process is represented by a verb or verbal group. It is the main part of the clause. It happened when participants or doers were involved in those processes. It can be people or things, or circumstances, such as adverbial of place, time, or manner (Deterding et al., 2001). Meanwhile, the participant is represented by noun groups or pronouns. Halliday in Deterding et al. (2001) states that processes consist of six types. Those are material, mental, relational, verbal, behavioral, and existential processes. Further, Gerot & Wignell (1994) add one more process. It is a meteorological process.

There are two main parts of processes. Non-relational processes are processes of doing. It consists of material processes, mental processes, and behavioral processes, and verbal processes. Relational processes are processes

of having and being. It covered existential processes and meteorological processes. Those processes is explained in the following points below.

1. Material processes

Gerot & Wignell (1994) state that “Material processes are processes of material doing.” In this stage, a clause in material processes has been done by the doer or participant, as can be seen in the following examples below:

Table 2:
The examples of material processes

She Sang		
Actor	Material	
My mom made a cake		
Actor	Material	Goal
Ary	repaired	the camera
Actor	Material	Goal

From the table above, it is learned that the participant in material processes is called an actor. The material processes are represented by a verb. It expresses that physically the participant does something that sets the goal.

2. Mental processes

Mental processes are processes of sensing, such as thinking, perceiving, or feeling. The participant in mental processes is called senser or experience. Meanwhile, experiences are named phenomenon (Sujatna, 2013). The following table below is the examples of mental processes.

Table 3:
The examples of mental processes

Ary	Didn't see	Aulia
Experiencer	Mental	Phenomenon

Zayn	likes	New bag
Senser	Mental	Phenomenon

Ary	Understood
Senser	Mental

From the table above, the participant or doer of the subject of mental processes is experiencer or senser, and phenomenon. Further, the words that represent emotional reactions are mental.

3. Relational processes

Relational processes are the process of having and being. There are two types of relational processes. Those are attribution and identification. (Sujatna, 2013) adds that attribution is a quality of something. Moreover, identification identifies something. The participant in attribution is carrier and attribute. A carrier-covered thing or person. The following table is examples of verbal processes.

Table 4:
The example of relational processes

My wallet	is	On the table.
Carrier	Attributive: Circumstantial	Attribute

My father	is	A lawyer.
Carrier	Attributive: intensive	Attribute

This toys	are	Yours.
Carrier	Attributive: Possesive	Attribute

From the table above, the first example is an attributive relational process because the carrier represents an attribute of a lawyer. Besides, the second example describes that the attributive is circumstantial because the carrier is being located at a place (in the table). Furthermore, from example number three, the attribute is possessive because the carrier is owned by someone (yours).

4. Verbal processes

Verbal processes are processes of saying. The participants in verbal processes are the sayer, recipient, or the quoted person. Bloor & Bloor (2004) in Sujatna (2013) adds that a sayer is a person who produces the conversation. The following table is the analysis of verbal processes.

Table 5:
The example of verbal processes

He	said	Something	
Sayer	Verbal	Verbiage	
He	told	us	Something
Sayer	Verbal	Recipient	Verbiage
He	blamed	His friends	
Sayer	Verbal	Target	

Based on the example above, the participants in verbal processes are the target and verbiage. Sujatna (2013) adds that the target is someone or something whom the speaker says about. On the other hand, the verbiage is a semantic role of what the speaker was said.

5. Existential processes

Existential processes describe processes of existence. It is represented by to be, exist, or arise. The subject of the clause is called existent and followed by circumstances like shown by Gerot & Wignell (1994) in the following examples below.

Table 6.
The example of existential process

There's	A bloom flower	In the garden
Existential	Existent	Circumstance: place
There	's	Your wallet
Attrib:Circ	Attributive	Carrier

There's	even	a book	About Functional Grammar
Existential		Existent	Circumstance: place

6. Behavioural processes

According to Gerot & Wignell (1994) behavioural processes are processes of psychological and physiological processes. For example, dreaming, breathing, smiling, snoring, looking, listening. The participant in behavioural processes is called behavior. The following table is an example of behavioural processes.

Table 7.
The example of behavioral processes

She	Snores	Loudly.
Behavior	Behavioural	Circumstance: manner
She	Coughed	
Behavior	Behavioural	
She	Smiling	
Behavior	Behavioural	

From the table above, the subject of the first clause is defined as the behavior, and the process is followed by circumstance manner. On the other hand, in the second and third points, the clauses have no circumstances.

7. Meteorological processes

In this stage, Gerot & Wignell (1994) add one more process of intransitivity. It is meteorological process. The 'it' represents a subject in a clause. For example, it is cold, it is autumn, and it is 7 o'clock.

METHOD

A. Participants

The participants of this study were 10 Agoda's captions related to lodging terminology were found out in Agoda's official Instagram account.

Every caption consists of two or three processes that have been analyzed and classified based on the types of the processes.

B. Research Design

In analyzing the data, this study used a qualitative method as the framework. According to Gerring (2017) qualitative methods can be utilized in some research approaches in many disciplines that have their original theory including anthropology, sociology, philosophy, social psychology, and linguistics. Gerring (2017) also affirms that qualitative work expressed natural language, employs small samples, and its work is often focused on particular individuals, events, and contexts, lending itself to an idiographic style of analysis.

C. Data Collection and Analysis Procedure

Attride-Stirling (2001) as cited in (Akinyode & Khan, 2018) divided the qualitative analysis into three main stages that consist of reduction of the text; the exploration of the text, and the integration of the exploration. However, it should be noted that in qualitative method, there are varieties of ways in analyzing the data can be conducted and not limited to this three common-three stage process (Attride-Stirling, 2001), (Braun, V., & Clarke, 2006) as cited in Akinyode & Khan (2018). This study used several steps in analyzing the data:

1. Choosing the research problem: This study made the formulation of research questions and chose the materials that would be analyzed
2. Collecting the data: This study chose 10 of Agoda's captions related to lodging terminology
3. Analyzing the data: This study analyzed the data by classifying the processes found in Agoda's caption related to lodging terminology by using Transitivity's theory and found out the types of processes mostly found in the data.
4. Conclusion: Concluding the analysis of the data.

RESULT AND DISCUSSIONS

From data collection it is found that there are ten agoda's caption related to lodging terminology. Each data have been analyzed in the following

way. First, the caption is *“Enjoy a slice of tranquil respite at this hillside apartment in Da Lat, Vietnam. Get the best of both worlds with this stylish retreat nestled by the hill just two minutes away from the bustling city center. Get the front-row views of the spectacular sunrise, sunset, and fog waves from the comfort of your own terrace. Wake up in this sanctuary of your dreams for a perfect getaway”*. It is analyzed via its transitivity.

The analysis informed that there are mental and material processes found. Only the word ‘enjoy’ is considered using a mental process. Meanwhile, the words ‘get, nestled, wake up’ are considered within material process. Other information about the data is that there are circumstances and participants defined in the caption. The categorization is as follows:

Table 8:
Analysis of data 1

Enjoy	a slice of tranquil respite at this hillside apartment in Da Lat, Vietnam.			
Process: Mental	Circumstance			
Get	the best of both worlds with this stylish retreat	nestled	by the hill	just two minutes away from the bustling city center.
Process: Material	Circumstance	Process: Material	Participant	Circumstance
Get	the front-row views of the spectacular sunrise, sunset, and fog waves from the comfort of your own terrace.		Wake up	in this sanctuary of your dreams for a perfect getaway.
Process: Material	Circumstance		Process: Material	Circumstance

In the second data, the caption in Agoda related to lodging terminology is *“The sky's the limit when it comes to luxury at The Tokyo edition, on the top floors of the 38-story Tokyo World Gate Tower in Toranomon. Here, modern Japanese design meets unobstructed skyline views. Don't leave without saying “hi” to Tokyo Tower”*. In analyzing it, the following descriptions are found in Table 9.

Table 9 informed that there are relational, material, and verbal processes. The categorization also involved a participant and some circumstances.

Table 9:
Analysis of data 2

The sky	's	the limit when	it.
Participant	Process: Relational	Circumstance	Participant
comes	the limit to luxury at The Tokyo Edition, on the top floors of the 38-story Tokyo World Gate Tower in Toranomon.		
Process: Material	Circumstance		
Here,	modern Japanese design	meets	unobstructed skyline views.
Circumstance	Participant	Process: Material	Circumstance
Don't leave	Without	saying	"hi" to Tokyo Tower.
Process: Material	Process: Verbal		Circumstance

In the third data, the caption in agoda related to lodging terminology is *"What's better than slipping into a hot springs bath after a long hike? Slipping into your own private onsen, steeped in dramatic alpine views. Takulan Hot Spring Resort in Nantou, central Taiwan, makes a strong case for an off-the-grid hot-spring staycation."* As with the previous data there are circumstances and a participant, as well as relational and material processes that are categorized in Table 10.

The relational process is the condition of the word that received an apostrophe s. Whereas, material processes were found in the words 'makes', 'steeped', and 'slipping'. The participant was the 'Takulan Hot Spring Resort' and the circumstances were the locations 'Nantou, Central Taiwan', 'your own private onsen', and 'hot spring'. The details are as follows:

Table 10:
Analysis of data 3

What	's	better than	slipping	into a hot springs bath after a long hike?
Circumstance	Process: Relational	Circumstance	Process: Material	Circumstance
Slipping	into your own private onsen,		steeped	in dramatic alpine views.
Process: Material	Circumstance		Process: Material	Circumstance
Takulan Hot Spring Resort	in Nantou, central Taiwan,		makes	
Participant	Circumstance		Process: Material	
a strong case for an off-the-grid hot-spring staycation.				
Circumstance				

In the fourth data, the caption in agoda related to lodging terminology is *"Situated along one of the oldest sections of Penang's city centre, Homey Comfy Lodge is one of the many properties within the UNESCO World's Heritage's collection of pre-war buildings. A home away from home, the lodge is a 2-story marriage of heritage and modern comfort. With over 4 bedrooms, this quaint lodge is perfect for a family staycation. Have fun picking a favourite room, and reconnect with loved ones at this cozy place"*.

As with the previous data there are participants, circumstances, relational and material processes found in the analysis. The material process is in the verbs 'situated', 'picking', and 'reconnecting'. Meanwhile, the relational processes is in the linking verb 'is'

Table 11:
Analysis of data 4

Situated	along one of the oldest sections of Penang's city centre,	Homey Comfy Lodge	is	one of the many properties within the UNESCO World's Heritage's collection of pre-war buildings.
Process: Material	Circumstance	Participant	Process: Relational	Circumstance
A home away from home, the lodge		is		a 2-story marriage of heritage and modern comfort.
Participant		Process: Relational		Circumstance
With over 4 bedrooms,	this quaint lodge	is		perfect for a family staycation.
Circumstance	Participant	Process: relational		Circumstance
Have fun	picking	a favourite room,	reconnect	with loved ones at this cozy place.
Circumstance	Process: Material	Circumstance	Process: Material	Circumstance

In the fifth data, the caption in agoda related to lodging terminology is “For old-town Bangkok vibes, the buzzy Talat Noi neighborhood is tough to beat, with its cool cafes, bars, galleries, and converted-shophouse stays.” This data also has circumstances and participants, with relational and material processes.

Table 12:
Analysis of data 5

For old-town Bangkok vibes,	the buzzy Talat Noi neighborhood	is	tough to beat,
Circumstance	Participant	Process: relational	Circumstance

with its cool cafes, bars, galleries, and converted-shophouse	stays.
Participant	Process: Material

In the sixth data, the caption in agoda related to lodging terminology is *"It's hard to tell where Baba nest ends and the Andaman Sea begins, but spend a weekend at Sri panwa and you'll have time to figure it out. Nutapiwich discovered this immersive sunset situation during a recent stay at the resort, perched on the far southeastern tip of Phuket."* In this data, in addition to participant and circumstances, there are also material and relational processes.

Table 13:
Analysis of data 6

It	's	hard	where
Participant	Process: Relational	Circumstance	
Baba nest	Ends	and the Andaman Sea	begins,
Participant	Process: Material	Participant	Process: Material
but	spend	a weekend at Sri panwa and	you
	Process: Material	Circumstance	Participant
'll have	time	to figure	it out.
Process: Mental	Circumstance	Process: Mental	Circumstance
Nutapiwich	discovered	this immersive sunset situation during	a recent
Participant	Process: Material	Circumstance	Participant
stay	at the resort,	perched	on the far southeastern tip of Phuket.
Process: Material	Circumstance	Process: Material	Circumstance

In the seventh data, the caption in agoda related to lodging terminology is “Nutapiwich has found it the ultimate tree house for grown-ups. Tree House Villas, tucked away into a green hillside of Koh Yao Noi, is an adults-only escape with heavenly views of Thailand’s Phang Nga Bay. Just a 30-minute speedboat ride from Phuket, Koh Yao Noi is a little hidden paradise, where the only thing spoiled is you. ” As with the previous data, in this data, in addition to participant and circumstances, there are also material and relational processes.

Table 14:
Analysis of data 7

Nutapiwich	has found	the ultimate tree house for grown-ups.		
Participant	Process: Material	Circumstance		
Tree House Villas,	tucked away	into a green hillside of Koh Yao Noi,		
Participant	Process: Material	Circumstance		
is	an adults-only escape with heavenly views of Thailand’s Phang Nga Bay.	Just a 30-minute speedboat ride from Phuket,	Koh Yao Noi	
Process: Relational	Circumstance	Circumstance	Participant	
is	a little hidden paradise,	where the only thing spoiled	is	you.
Process: Relational	Circumstance	Circumstance	Process: Relational	Participant

In the eight data, the caption in agoda related to lodging terminology is *"With a beautiful pine tree forest enveloping modern minimalist architecture, the Terracota Resort could be the hideaway of your dreams. A stylish oasis of tranquility with panoramic glass panels, this staycay is perfect for your golden hour on Instagram shot. Watch the sun rays dancing off the Tuyen Lam Lake as you sip a glass of wine."* As with the previous data, in this data, in addition to participant and circumstances, there are also material and relational processes. In this data, the participant is 'you' and the resort. The circumstances are the hideaway, the Tuyen Lam Lake, and the glass of wine. In addition, there are also material and relational processes.

Table 15:
Analysis of data 8

With a beautiful pine tree forest enveloping modern minimalist architecture,				
the Terracota Resort		could be the hideaway of your dreams.		
Circumstance	Participant	Process: Relational	Circumstance	
A stylish oasis of tranquility with panoramic glass panels,				
this staycay		is perfect for your golden hour on Instagram shot.		
Circumstance	Participant	Process: Relational	Circumstance	
Watch the sun rays dancing off the Tuyen Lam Lake as				
you		sip a glass of wine.		
Process: Material	Circumstance	Participant	Process: Material	Circumstance

In the ninth data, the caption in agoda related to lodging terminology is “Singapore is a dream staycation nation, with a wide array of luxury boutique hotels, private villas, and vibrant neighborhoods to check into. Check out our mini guide for top spots you and you loved ones can’t get out and get away to.” In this data, the participant is ‘you’ and the resort. The circumstances are the staycation nation, the private villas and neighborhood, as well as top spots. The material and relational process still occur here. Unlike the other data, however, there is a new one to detect, i.e. the behavioral process.

Table 16:
Analysis of data 9

Singapore	is	a dream staycation nation,	with a wide array of luxury boutique hotels,	private villas, and vibrant neighborhoods to check into.
Participant	Process: Relational	Circumstance	Circumstance	Circumstance
Check out	our mini guide for top spots	you and you loved ones	can’t get out and get away to.	
Process: material	Circumstance	Participants	Process: Behavioral	

In the tenth data, the caption in agoda related to lodging terminology is “Mix blissful relaxation with thrilling adventures during your next staycation. Boutique hotels like the FCC Angkor by Avani offer the best both worlds, providing elegant accommodations adorned with modern-day pampering comforts like a saltwater pool, private gym and indulgent spa, all while being a mere 15-minute drive from the awe-inspiring historical wonder of Angkor Wat. It’s the perfect way to catch your breath after a day filled with breathless sights.” As with the previous data, in this data, in addition to participant and circumstances. With regards to the process, there are only material processes.

Table 17:
Analysis of data 10

Mix	blissful relaxation with thrilling adventures during your next staycation.	Boutique hotels Like FCC Angkor by Avani
Process: Materials	Circumstance	Participants
offer	the best both worlds,	providing
Process: Material	Circumstance	Process: Material
	all while being a mere 15-minute drive from the awe-inspiring historical wonder of Angkor Wat.	elegant accommodations adorned with modern-day pampering comforts like a saltwater pool,
	Circumstance	Circumstance
your breath	a day	filled with breathless sights.
Circumstance	Circumstance	Process: Material
It	's	the perfect way
Participant	Process: Relational	Process: Material

CONCLUSION

From the data analysis in results and discussions, the transitivity analysis of the Agoda's Caption Related to Lodging Terminology reveals that two major processes reappear in the captions. The most frequently processed appear are Material, Relational and Verbal Processes. The material processes

show the action of the participants. The Relational Processes entail the being and having from the Participants. Furthermore, the Mental Processes represent the sensing, feeling, or perceiving of the participants. While Behavioral and Verbal Processes only appear once. Behavioral represents the psychological behavior from the participants and Verbal represents the process of saying from the participants.

The data analysis also showed that there were 31 of material processes which appeared from Agoda's caption related to lodging terminology in instagram. Those are 'get', 'leave', 'meets', 'nestled', 'wake up', 'comes', 'spend', 'found', and 'sip'. There are 2 mental processes found in the caption. Those are 'enjoy', and 'have'. In addition to 14 relational processes, there is only 1 behavioral process, and also 1 verbal processes. Thus, in conclusion the most process found in Agoda's caption is material process.

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