

**TRANSITIVITY ANALYSIS AND SOCIAL WRONG
DEPICTED IN THE JAKARTA POST'S ARTICLE
ENTITLED "SHOPEE BLACKPINK COMMERCIAL
TOO SALACIOUS, KPI SAYS"**

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Abstract

In this research, the researchers try to analyse this case in two ways. In the first part, the researchers would like to use Systemic Functional Grammar. Basically, the theory of SFG consists of three kinds of meta-function. Those are ideational metafunction, interpersonal metafunction, and textual metafunction. However, the researchers would like to focus on ideational metafunction which deeply discusses the analysis of transitivity. Then, the researchers also combine it with Fairclough theory to identify the social wrong. This article shows three significant elements through the material processes since almost all the clauses and sentences have *actor* and the *receiver*. The actor has the most occurrences, especially in *KPI*. Moreover, the actions that are done by *KPI* depicted the power of *KPI* toward the goal. The power is shown through the action verbs *sent out* that occurred mostly in the clauses and sentences, and the goal is the *warning letters*. Nevertheless, *BLACKPINK* happened to have the most number of occurrences in its receiver. As the receiver, *BLACKPINK* is often received negative descriptions as in the words *sexy appearances* and *overexposure*. Furthermore, as the party who owns the advertisement, *Shopee* in its role as an actor, tends to lower their position by admitting their mistakes and accepting the feedback and complaints. Moreover, as the receivers, *Shopee* advertisement received the action of the TV stations that are shown in the verbs *broadcasting, airing, and moving*.

Keywords: Systemic Functional Grammar, metafunction, transitivity

Introduction

The clothes of *BLACKPINK*, Korean girl band in *Shopee* commercial recently became the main issue to be debated. Here, the researchers analyse the article in the *Jakarta-Post* on December 12, 2018, which discussed the case of banning in the commercial of *BLACKPINK* from *Shopee*. The Indonesian Broadcasting Commission (*KPI*) sent a warning letter to 11 television stations about *Shopee* commercial. Then, *KPI* asked them to stop publishing the commercial. *Shopee* is one of online marketing in Indonesia that always publishes a fascinating commercial. This way is a kind of marketing strategy to attract the interest of many people. To celebrate its anniversary, *Shopee* held "Birthday Sale Program 12.12". *Shopee* made the commercial which involves *BLACKPINK*, the Korean girl band. The commercial was published in television

and any media platform. The commercial got some protests from several sides. In its advertisement, BP was considered too be over-exposure or too “salacious” in several people’s perspective. In the Jakarta Post’s Article entitled “Shopee BLACKPINK commercial too salacious, KPI says”.

In this article, it discussed the decision of the Indonesian Broadcasting Commission to send out the warning letters for Shopee management for broadcasting its commercial which featured BLACKPINK. By KPI’s website, which reportedly by its head Yuliandre Darwis which said that the commercial and program failed to adhere to decency norms as stated in the Broadcasting Code of Conduct and Program Standards (P3SPS). It violated Article 9 (1) of the P3SPS. The article states that “a program should adhere to decency and morality norms upheld by the public”. It was also said that the commercial is not in accordance with our national ideology, Pancasila.

Then, the Shopee manager, Rezki Yanuar responded to the warning letter positively. He apologised for those cases. He appreciated the warning and comments from KPI and considered it as the evaluation for Shopee to produce a better commercial to be published in public. Basically, this case emerged when KPI got the petition of Maimon Herawati. Maimon Herawati argued that Shopee’s commercial was considered to be too “salacious” to be published in Indonesia. It was not appropriate because the clothes that BLACKPINK wear were too short even she said that the clothes did not seem to cover their thighs. There were various responses to this case which either support or are against it.

In this research, the researchers try to analyse this case in two ways. In the first part, the researchers would like to analyse it using Systemic Functional Grammar (SFG). Basically, the theory of SFG consists of three kinds of metafunction. Those are ideational metafunction, interpersonal metafunction, and textual metafunction. However, the researchers would like to focus on ideational metafunction, which deeply discusses the analysis of transitivity. Then, the researchers also combine it with Fairclough theory to identify the social wrong. In the analysis of social irregularities, there are four steps. Firstly, analysing the focus on social wrong in the semiotic aspect. The aspect of social irregularities is considered as something that harms or damages welfare. It consists of discrimination, racism, and inequality. In the second step, it deals with the identification of obstacles to handle social wrong. Then, in the third step, it examines the relationship between social irregularity with the social order. The last step is the identification to find the strategies on how to put up with social wrong.

Method

The data that is the object of the study is the Article in The Jakarta Post entitled *Shopee BLACKPINK commercial too salacious, KPI says*. After reading the article, we sorted the data into clauses and sentences. Furthermore, we decided the subject, the object, and what is being the issue in the article related to social wrong. Then we specified the clauses and sentences that only contain those three elements. After that, we put the data into the transitivity analysis table to be analysed further using the transitivity analysis theory.

The data found then were analysed using one of Halliday's metafunctions which is transitivity. In transitivity, we tried to analyse the processes that happened in the article. Through this, we would see which of the sentences that include material, relational, mental, behavioural, verbal, or existential process. By analysing the process, we can acknowledge the ideology inside the text. The ideology of the text itself is portrayed in the three elements that are mostly discussed in the article, which are the KPI, BLACKPINK, and Shopee advertisement and management. Observing those three elements in its processes led us to see that the material processes have the most frequency of occurrence. Therefore, the elements were analysed through their material processes. Afterwards, we classified the table into material processes that occurred in those three elements based on the actor and the receiver.

No	Processes	Frequency	Percentage
1	Material	36	88 %
2	Relational	1	2%
3	Mental	2	5 %
5	Verbal	1	2%
6	Existential	1	2%
TOTAL		41	100

The result of this transitivity analysis shows the material process is 88%, the relational, verbal, and existential process is 2%, and the mental process is 5%. The material has the highest percentage than others because it contains the action process of the Indonesian Broadcasting Commission (KPI, BLACKPINK, and Shopee, including the advertisement and its management. Material process is about action and goal. There is an actor and receiver in which the process 'give' and 'receive' reflected in the sentence. In this article, there are 36 material processes contained in the sentences or clauses.

Furthermore, the data were analysed using the quotations that are in pro and contra of the petition since by doing this, we could see the social wrong in the article. The quotes that we sorted are from Maimon as the pro side, and a fan of BLACKPINK as the contra-side. In having this data, we only took the quotations as the considerations of both parties, not in the whole sentence.

Why Can't People See Something Wrong?

The social wrong, which consists of semiotic aspect in this article is discrimination. The discrimination happens when KPI as the institution which is responsible for broadcasting, banned the Shopee commercial, which only considered one petition from Maimon Herawati. From this case, it can be seen that there are two sides which have the hegemony. Those are KPI and Maimon Herawati. KPI is an institution which has the responsibility to undertake the broadcasting field in Indonesia. Meanwhile, Maimon Herawati's hegemony has the strongest role in this social wrong. Although Maimon Herawati's background is only a lecturer from Padjajaran University in Bandung, but since she disputed a

topic that related to the dogma of Moslem, it will have a quick response from the others. Those two statements are stated in some sentences in the article:

1. *What kind of subconscious values do we (senser) want (mental) to instil in our children with this vulgar ad that flaunts “aurat” (intimate parts) (phenomenon)*
2. *“It is really far from Pancasila values” (phenomenon), she(actor) wrote (material) ...*

The dogma of Moslem is clearly seen in clause 1 from the word of “aurat”. Herawati argues that BLACKPINK wore the skimpy outfits in that commercial. This idea was from the petition of Maimon Herawati, which said that the Shopee commercial featured with BLACKPINK was inappropriate to be published. She said that BLACKPINK members wear skimpy outfits. They explain that the skimpy outfit is the clothes that do not cover the thigh. In fact, BLACKPINK members wear the mini skirt which still include their thigh but in short size. In our opinion, the statement of Herawati is quite excessive because BLACKPINK members’s clothes still cover their thigh even though in short size. We considered that as the fashion trend that Korean girl band usually wears. The concept of appropriate dress up for Moslem is the clothes which cover “aurat”. The dogma of Moslem teaches that wearing a veil is a kind of ideal clothes for women which cover the head to the legs. Because the people majority is Moslem, therefore everything is still affected by the dogma of Moslem. She said that the way how Korean dress up is not proper to be watched by Indonesian people since Indonesia is dominated by Moslem. She implied that those clothes are still odd for Indonesian. Regardless of the dogma of Moslem, we think that the clothes of BLACKPINK in Shopee commercial is still appropriate.

In clause 2, she also said that it is not suitable for the ideology of Pancasila. However, in our opinion, it is quite wrong if Herawati involves this case with the value of Pancasila. It is because our country consists of several religions which are not only Moslem. The dogma of other religions besides Moslem has no concept of cover the “aurat” (intimate parts). Since the clothes do not seem vulgar, it is still considered to be proper clothes. In Indonesia, we can see some traditional clothes such as Balinese and Dayaknese. They use traditional clothes “kemben” which do not cover the shoulder and the chest. When some television program or commercial has a content which featured the Balinese or Dayaknese women, why KPI does not ban that. This case is just a matter of perspective that people usually tend to have in their mindset.

From this case, it is a kind of detrimental thing for several people or parties. The parties that directly got that impact were BLACKPINK fans and Shopee management. But, this problem also creates a kind of mindset for Indonesian people to be more aware to dress up, especially to be shown in public.

Obstacles to Address Social Wrong (View of Pornographic)

The obstacles to address social wrong is still about the dogma of Moslem. Since the majority of people in our country is Moslem, everything will be related to those dogmas. We cannot deny that everything that related to religion is difficult to be debated. It is stated in the article:

What kind of subconscious values do we (senser) want (mental) to instil in our children with this vulgar ad that flaunts “aurat” (intimate parts) (phenomenon)?

It is clearly seen that most of the people in Indonesia are still affected by the strong dogma of Moslem. They thought and implied that the mini skirt which expose the thigh is considered to be a form of pornography. Most of people support what Herawati argued in her petition about that commercial. It is proved by there were 101.260 people who signed and agreed with that petition. Meanwhile, a fan of BLACKPINK also tried to object to the action of KPI to ban the commercial. They also started to make a petition, but there were only 46.800 people who signed that petition. From the number of signatures, we can compare that most of people tend to support Herawati as the side who assumes that BLACKPINK is too vulgar. Those case become one of the obstacles why the social wrong is difficult to be addressed. It is because the strong influence of dogma then most of people considered what BLACKPINK wore is inappropriate for Indonesian culture and belongs to be a kind of pornography.

The Need for the Banning

Based on Ron as a K-POP fan, he argued that the action of KPI to stop publishing the commercial is excessive. He argued that the problem is only in broadcast time slot. He worried when the commercial is watched by the children, it will affect the children’s lifestyle. Even though BLACKPINK wears appropriate clothes, but a mini skirt that they wear is still unusual to be worn in daily life, especially to be exposed in public. It is worried if BLACKPINK fashion style will be followed by the children. Therefore, he argued that the action of KPI was right. It stated the articles:

1. He (actor) found (material) it reasonable for the KPI to send out the warning letters. “If what seems to be the problem is the broadcasting hour on television and there’s a complaint from a member of the public.
2. *The KPI has done right by giving out a warning letter,” (verbiage) he (sayer) said (verbal)*”. The society needs this kind of social wrong as a preventive form from the negative impacts for the children. The children should be given an educative program and commercial to be watched. The way how BLACKPINK wears their clothes is not totally bad. But since we live in Indonesia which the majority of its people is Moslem, we should adjust the way to dress up. It does not mean that all of us should wear a veil. But, it will be better not to wear clothes in mini size in public. Meanwhile, Ron also argued that KPI should only send a warning letter to react to the commercial. KPI did not need to stop the commercial because it was too excessive. He advised to shift the broadcasting time which is not near in the children’s program as it stated in clause 3:

3. He (sayer) also said (verbiage) he considered the petition for the commercial to be stopped was excessive. “The only issue is [that] the broadcast time slot is near to a children’s program. I think we cannot just stop an ad from running because it was considered it could corrupt the children as it featured sexy appearances of BLACKPINK.

Strategies to Past the Obstacles

This kind of social wrong has several ways to come up with obstacles. But since the obstacles are related to dogma of Moslem, it is difficult enough to solve with that problem. It can be denied that everything which concerns about religion and the majority of people in Indonesia is Moslem. Therefore, there are some solutions to adjust to that problem. Ron, as a K-POP gave a solution to react to this problem. It was stated in the article:

1. *He(sayer) said (verbal) “Parents play a big role in this matter” (verbiage)*
2. He (sayer) considered (verbal) the petition for the ad to be stopped was excessive
3. *He (Sayer) said (verbal) “The only issue is [that] the broadcast time slot is near to a children’s program. It should be a simple matter of moving [the commercial and the program] to a time slot when children won’t see them” (verbiage).*

In clause 1, he (sayer) gave his ideas by offering a solution to how the commercial should be treated. In this sentence, the idea is for the parents to play their role in the family by guiding the children in watching television. By guiding the children, parents can prevent the children from watching inappropriate things from the program or commercials. Then in clause 2, he explained that the action of KPI to ban the commercial was excessive. Then, he added another solution as it stated in clause 3 about broadcasting time slot. He suggested that the commercial should be broadcasted not in a children’s time to watch television. Therefore, the right way to react to this kind of problem is in not by stopping to publish the Shopee commercial. But, KPI just need to shift the broadcasting time to prevent in from the children.

Conclusion

KPI sent a warning letter to Shopee Management and after that KPI stopped the publishing of Shopee commercial. That kind of action is considered to be discrimination. KPI banned the commercial only from one petition of Maimon Herawati who argued that it was not appropriate to be published. It is because the commercial BLACKPINK clothes’ members was too vulgar and against the value of Pancasila. In the Article from The Jakarta Post entitled *Shopee BLACKPINK commercial too salacious, KPI says*, it discussed the decision of KPI to ban the Shopee commercial. The article also presents some opinions from several people who against and support what KPI has done.

From that article, the researchers try to analyse using Fairclough’s theoretical framework of CDA. In his theory, there are four stages; 1. Focusing on social wrong 2. Identifying the obstacles to address the social wrong 3. Considering whether the social order needs the social wrong and 4. Identifying

possible way past the obstacles. In the first stage of analysis, it is found that social wrong is about discrimination. The second stage presents the obstacles to tackle the social wrong. The obstacle concerns to the dogma of Moslem, and then it forms the people mindset that considers that case as a kind of pornography. The analysis in stage three is about the need of social wrong in society. It refers to how this kind of banning is actually needed in society. From the findings, we consider that the banning is needed in our society. The banning is used as a form of prevention from negative impacts to the children which related to their lifestyle. Then, the last stage is the strategies to past the obstacles. The solution was delivered by Ron, as a K-POP fan. Even though he is a KPOP fan, but he supported what KPI had done. But, he argued that KPI did not need to stop the commercial. KPI just need to send a warning letter and shift the broadcasting time.

Those stages are proven by using linguistics feature by implementing Systemic Functional Grammar (SFG) theory. This article shows three significant elements through the material processes since almost all the clauses and sentences have *the actor* and the *receiver*. The actor has the most occurrences, especially in *KPI*. Moreover, the actions that are done by *KPI* depicted the power of *KPI* toward the goal. The power is shown through the action verbs *sent out* that occurred mostly in the clauses and sentences, and the goal is the *warning letters*. Nevertheless, *BLACKPINK* happened to have the most number of occurrences in its receiver. As the receiver, *BLACKPINK* is often received negative descriptions as in words *sexy appearances* and *overexposure*. Furthermore, as the party who owns the advertisement, *Shopee* in its role as an actor, tend to lower their position by admitting their mistakes and accepting the feedback and complaints. Moreover, as the receivers, *Shopee* advertisement received the action of the TV stations that are shown in the verbs *broadcasting, airing, and moving*.

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