TRANSITIVITY ANALYSIS ON INDONESIAN SLOGANS OF COVID 19 IN INSTAGRAM

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Abstract
This paper has the following purposes: (1) to examine the sum of phrases, clauses and complex sentences used in Indonesian slogans related to corona virus in Indonesia in five instagram accounts, 2) to recognize the words often used in Indonesian slogans related to corona virus in Indonesia in five instagram accounts, 3) to elaborate the idea of those slogans presented by using ideational metafunction. The data were accumulated by gathering 40 slogans from five instagram accounts. The results of the study were as follows: 1) the most often used keywords were covid, korona, dengan, yang, successively 2) the most often used constituents of the ideational metafunctional were participant, and followed by processes and circumstances successively and 3) the most often used sub-component of participant was goal, the most often used sub-component of process was material creative and the most often used sub-component of circumstance is manner means.

Keywords: *Ideational Metafunction; SFL; Slogan.*

1. Introduction

Corona virus illness (COVID-19) is an contagious illness caused by a recently discovered corona virus. Most people who suffer COVID-19 will feel light to temperate symptoms and heal without specific medication. Based on WHO data , on 08 March 2021, the Government of the Republic of Indonesia has informed 1.386.556 persons with positive COVID-19. There have been 37.547 deaths associated with COVID-19 announced and 1.203.381 patients have healed from the illness. WHO is working with the Indonesian Government to observe the condition and avoid further spread of the illness by imposing social-distance.

By the expanding enforcement of social-distancing, COVID-19 pandemic has resulted increasingly in screen time for everyone. Individual and expert lives have affiliated through platforms such as LinkedIn, Youtube, Instagram, etc united in isolation. Social media has been employed during pandemic universally, the role of social media can be leveraged on giving

any education or information to readers about COVID 19 illness. In this study, the researcher took indonesian slogans posted in one of social media which is instagram.

A slogan is a short text that summarize an idea and related to outcome, firm, organization or person. Slogan is made by people as a medium to convey the message of its text. It is also a piece of language because it expresses the meaning. It usually has the attributes of being impressive, very brief and attracting to the audience (Qoriah, 2018). The writer chose slogans in instagram because most of people nowadays already have an android cellphone where if they have this cellphone, it will be very easy for them to access social media like Instagram. It is stated in Laosrirattanachai's paper (2018, p. 136) that there were largest sum of 3-words slogan then 4-words and 5-words in slogans.

In fact, the writer found complex sentences instead of words in Indonesian slogans related to virus corona in Indonesia in five instagram accounts. The writer took 5 instagram accounts to represent generally about the idea of coronavirus slogans found in instagram. This research has purposes to 1) to examine the sum of phrases, clauses and complex sentences used in Indonesian slogans related to viruscorona in Indonesia in five instagram accounts, 2) to recognize the words often used in Indonesian slogans related to viruscorona in Indonesia in five instagram accounts, 3) to elaborate the idea of those slogans presented by using ideational metafunction.

2. Theoretical Framework
2.1. Systemic Functional Linguistics (SFL)

Michael Halliday has a famous theory named Systemic Functional Linguistics (SFL). It is about human make use of language as a choice. People use lots of choices to express their meanings to others. In addition, SFL concentrates on linguistic and semantics forms. Both grammar and meaning are analyzed simultaneously. SFL consists of three purposes which are interpersonal, textual and ideational. Nevertheless, (Halliday et al., 2014, p. 30) mentioned that each of the purposes related to semantic or it is known as metafunctions. Three metafunctions could be described shortly such as 1) interpersonal metafunction reflects the way the addresser and the recipient communicate, the apply of language to set up and preserve relations among them, 2) textual metafunction is using a structured language as a meaning to match with the context, both in writing and speaking, and 3) ideational metafunction reflects reality in language associated with the universe, both in thought and in the real universe.

Among the three metafunctions, the ideational metafunction is more appropriate than the other two metafunctions because this article intents to analyze the idea that the slogans creator wants to convey a meaning to public. Ideational meaning is embodied by transitivity which associated with the clause as representation. The three elements such as participant, process and circumstances refer to the transitivity system. The process is the nucleus part of the clause that is actualized by the verbal group and the participant is actualized by a noun group, while circumstantial elements are optional in a clause (Firdaus & Mahdi, 2020). Each component can be sub-classified as the following tables (Eggins, 2004; Halliday et al., 2014; Laosrirattanachai, 2018).

Table 1. Kinds of Processes & Intentions

Kinds of Processes	Sub-Kind	Intention	Instance
1. Material (Concrete Action)	1.1. Creative 1.2. Transformative	Make something exist Doing something to existing thing	She <u>make</u> a pudding He <u>hesitated</u>
2. Mental (Abstract Action)	2.1. Perceptive 2.2. Emotive 2.3. Cognitive 2.4. Desiderative	Perception Feeling, affecting Thinking, Knowing, comprehension Wanting, wish	He could not see anything I <u>like</u> playing piano I can't <u>imagine</u> how sad he is I don't <u>want</u> any trouble
3. Relational	3.1. Attributive 3.2. Identifying	Considering the feature or characteristic Explaining the identification regarding to another	She <u>was</u> an art student The next argument <u>is</u> more interesting
4. Behavioural	-	Human Behavior	We all <u>laughed</u>
5. Verbal	-	Saying	He <u>repeated</u> the warning
6. Existential	-	Happening to exist	There <u>are</u> some fruits on the table

Table 1 presents the sub-kinds in kinds of processes. Verb phrases came up in Indonesian slogans of COVID 19 will be classified as represented in table 1. Since the key idea of Systemic Functional Linguistics is "human possess his choices to employ language", kinds of processes hence could clarify why human employ a verb phrase in a situation.

Table2. Participants and Intentions

Kinds of Process Type	Sub-Kind	Intention	Instance

Creative Material Transformative material	1. Actor	Performer	She painted the walls
	2. Goal	Human or thing that is being done to	She painted the walls
	3. Recipient	One whom something is given	He bought me some ice creams.
	4. Client	One whom something is done	He made me some ice creams
Perception Mental Emotion Mental Cognition Mental desideration mental	1. Senser	Someone who feels, thinks, wants or perceives.	He remembers my birthday
	2.Phenomenon	Human or thing which is felt, thought, wanted or perceived	He remembers my birthday
Attributive Relational	1. Carrier	Human or thing that is being described	These cakes are really delicious
	2.Attribute	Attribute or characteristic of the described one	These cakes are really delicious
Identifying Relational	1.Token	What is being explained	These clothes are the most beautiful clothes I have had
	2.Value	What explaines	These clothes are the most beautiful clothes you had
Behavioural	1.Behaver	Someone who behaves	He always dreams about being a scientist
Verbal	1.Sayer	One who says	He often tells me some stories.
	2.Receiver	Someone whom the speech is directed	He often tells me some stories.
	3.Verbiage	The message	She often tells us some stories.
Existential	1. Existent	Human or thing that exist	There is a big cake on the table

Table 2 indicates participants which are employed to categorize noun phrase. Participants are uinevitably associated with processes since they are specified by process. Hence, participants cannot be categorized without processes. Participants can be employed to specify noun phrase in the sentence by concentrating on their purposes in a situation, for

example, *"Mencuci Tangan"*. From the example, *'Mencuci'* is classified as material process, and '*Tangan*' is as Goal'.

Table 3. Kinds of Circumstance and Intentions

Kinds of Circumstance	Sub-Kind	Intention	Instance
1.Extent	1.1 Duration	How long	She has been working here for 6 years
	1.2 Distance	How far	My campus is 7 miles from my home
	1.3 Frequency	How many times	I play with my friends every weekend
2.Location	1.1 Temporal	What time?	He was born in 1983
	1.2 Spatial	Where?	I love staying at home with my family
3.Manner	3.1 Means	By how?	She wrapped it with wrapping paper
	3.2 Quality	How quality is it?	She walks faster
	3.3 Comparison	What like?	The ring shines bright like a gold
	3.4 Degree	How much?	He loves his children very much
4. Cause	4.1 Reason	Why?	She can't do her homework well because she watches tv too much.
	4.2 Purpose	What for?	A superhero saves suffer people for the sake of justice
	4.3 Behalf	Who for?	I did it for my family
5. Accompaniment	-	What/Who with?	She lives with two her children
6. Role	6.1 Guise	What as?	She works there as an officer
	6.2 Product	What into?	She turns me into the best one
7. Matter	-	What about?	Don't waste your time too much about playing game
8. Angle	-	From what point of view?	For me, this is an important decision

Table 3 indicates circumstance sub-kinds, which are adverb phrases. Kinds of circumstance can be specified without regarding process and participant. Kinds of circumstance are employed in language to show some additional information which language users underline other than that process and participant, for instance, "*Rajin Berolahraga*". Of the instance, *'rajin'* is categorized as quality circumstance that has a meaning in which the language user wanted to make readers believe that if you exercises diligently then your body will be strong and will be kept away from the disease.

2.2. Previous Studies

Those theories were supported by two previous studies. The first was Qoriah who elaborated the ideational meaning in HIV AIDS slogans. Her study showed a complete description of 50% material process, 38% relational process, 6% mental process, and 6% verbal process. The second study came from Laosrirattanachai investigated the sum of the words used in Airline Business advertising slogans, identified the keywords often used in the slogans, explained the idea of airline business advertising slogans by using ideational metafunction. The results of the study were such as: 1) there were largest sum of 3-words slogan then 4-words and 5-words slogans, 2) the most often keywords were fly, of, your, to and airline, 3) the most often constituents of the Ideational metafunction were participants, circumstances and processes, and 4) the most often sub-component of participant was actor, the most often sub-component of process was material transformative and the most often sub-component of circumstance was spatial location.

Those two previous studies have similarities with this article that is the focus of the analysis is ideational metafunction. However, there are some distinctions between them. Qoriah used HIV AIDS of English slogans and Laosrirattanachai used Airline business advertising slogans also in English. This article uses Indonesian slogans of COVID 19 in five instagram accounts related to viruscorona in indonesia.

3. Research Methods

The research method of this study was divided into three namely data collection, data analysis, and data presentation method. The first was the data collection method which used the simak method. It is a method used to view the use of language (Zaim, 2014, p. 85). In other words, this method means that the writer scrutinized the written data which are Indonesian slogan of COVID 19 in five instagram accounts of #coronavirus.indonesia_,

#coronavirus_indonesia, #pandemicovid19_indo, #coronavirus.indonesia, #viruskoronaindonesia. Those data were read by her. After viewing the data, noted and introspection techniques were used because each data needed to be noted, and the introspection technique was used because the writer was the native speaker of Indonesian, so she used her knowledge of Ideational Metafunction to support the data collection.

The second method was data analysis. It used agih method by dividing data into several elements. The agih method means that the writer split the data based on their classification. The instrument of agih method is clear; it is always taken from the parts of the object target research itself (Zaim, 2014, p. 191). The agih method was combined with teknik bagi unsur. It is dividing the lingual unit of data into several parts. Based on the method and technique, analyzing the data were began by classifying (separating) the data according to its type. The determination of type here relating to Process Type, Participant and Circumstance. It was done based on transitivity system.

The third method was the data presentation method. It used formal and informal methods. To elaborate the sum of the words and the keywords most often used in Indonesian slogans of COVID 19 in five instagram accounts. To do this, percentage is chosen to count the data or it is formal method. Afterward, the percentage will be analyzed and elaborate in description. This is using words in the form of sentences or it is called informal method.

4. Results and Discussion

There were three major phases to elaborate the data in this study. First, each slogan was accumulated the sum of clauses in the slogan. Based on the data, indonesian slogan relating to COVID 19 has at least 5 number of words and the most number is around 90-100 words. Hence, the writer chose to analyze clauses instead of words. After accumulating the sum of clauses of each slogan, they were put in the table and then summed up from the most to the least number. Second, the data were elaborated to find out the top words occured, considered as keywords here. The keywords in indonesian slogans were mainly words showing aspects of semantics that the slogans express to readers.

According to the scope of the keywords in this paper, words such as *sebuah, di, setelah* and so on, that have no certain meaning but bear in phrases as grammatical words, were not to be discussed. Moreover, some grammatical words which can refer to certain meaning like *'yang'* in "*Orang yang anda temui*" or *'Jangan lupa untuk mencuci tangan'* are considered.

Then words with the same meaning but different functions were structured into the same word, *guna, digunakan,* and *penggunaan* for instance. Third, each slogan was elaborated by using Ideational metafunction to see the category used in the slogan structure which refer to the idea of COVID 19 advertising slogans that each slogan establishes a meaning to readers.

4.1. Sum of Phrases, Clauses & Complex Sentences in the Slogans

Sneddon said that (2012, p. 127) a phrase is a bunch of words which is grammatically equal to a single word, being capable at occuring in the same spot as that word. The phrase consists of the class of a word to which it is equal. This word is the head word, the rest of the phrase being constructed surrounding it. Kind of phrase is analyzed by the word class of its head. Thus, a noun phrase consists of a noun, an adjective phrase consists of an adjective, etc. According to Sneddon (2012, p. 231), a clause contains a subject and a predicate. A clause has two types; independent or dependent clause.

An independent clause can occur alone as a sentence. Meanwhile, a dependent clause cannot occur alone. It may take place attached within a lower level structure such as a noun phrase. Dependent clauses may merge with other clauses to build sentences; these are named subordinate clauses. In the mean time, a sentence (Sneddon et al., 2012, p. 309) is a component which is grammatically complete; it can bear alone as a complete utterance. A sentence conveys a statement, question, command, or exclamation mark. There are simple or complex sentences. A simple sentence is reflected as a single independent clause. Here, the writer counted sentences as complex sentence which contain more than one clauses.

After the data were gathered and put in the table by employing Microsoft Excel, the clauses in each slogans were accumulated. The results have been indicated as the following table;

Table 4. Sum of Phrases, Clauses & Complex Sentences in Slogans

Sum of Clauses used in Slogans				
Slogans	Phrase	Clause		Complex Sentence
		Dependent	Independent	
Total	21	14	31	74
Percentage	15%	10%	22%	53

There are 40 Indonesian slogans of COVID 19 found in five instagram accounts. They are #coronavirus.indonesia_, #coronavirus_indonesia, #pandemicovid19_indo, #coronavirus.indonesia, #viruskoronaindonesia. In 40 slogans, the writer found 140 data which consist of the most occurence percentage is complex sentences as much as 74 (53%), followed

by independent clauses as much as 31 (22%), phrases as much as 21 (15%) and the least occurence percentage is dependent clause as much as 14 (10%). The result does not support the opinion on the length of slogan as Kohli, Leuthesser and Suri (2007, pp. 415–422) claim. They stated that slogan is often formed in a phrase or a short sentence. In fact, it is not valid in Indonesian slogans found in Instagram. The slogans are tended to use complex sentences instead of phrase or short sentence.

4.2. Keywords on Indonesian Slogans of COVID 19

The data were analyzed manually by checking one word to other words (ctrl+f). The result shows there are 1968 words appear in 40 slogans. After arranging words with the same meaning but different forms into classification, the results are indicated in the below tables.

Table 5. Top 20 Most Often Used Words of Indonesian COVID Slogans

Rank	Keyword	Transitivity	Frequency	Rank	Keyword	Transitivity	Frequency
1	covid	Circumstance	24	11	gejala	Participant	9
2	korona	Participant	19	12	sabun	Participant	8
3	dengan	Circumstance	17	13	cuci	Process	8
4	yang	Participant	15	14	penyakit	Participant	7
5	virus	Participant	15	15	medis	Participant	7
6	orang	Participant	14	16	demam	Participant	7
7	untuk	Circumstance	14	17	guna	Process	7
8	masker	Participant	11	18	lupa	Process	6
9	batuk	Participant	11	19	pakai	Process	6
10	sakit	Participant	11	20	makan	Process	6

Overall view, seventeen out of twenty words are content words and the rest are grammatical words. Focusing on the first ten words, seven out of ten words are content words such as *covid, korona, virus, orang, masker, batuk, sakit* and the rest are grammatical words such as *dengan, yang, untuk*. However, grammatical words do not have their own certain meanings compared to content words, yet some words have certain usage and can refer to a certain meaning as you can look at the below description.

The most often word used in slogan is 'covid'. The word stands from corona virus disease (covid). The main task of covid slogans is to inform any information related to the disease to readers. Hence, there will be no doubt that the word 'covid' is obviously the essence keyword for Indonesian covid slogans.

The second-rank keyword is 'korona' which is the name of the disease. Sometimes, slogan creatorrs mention the name of the disease, sometimes they use the short one which is covid. *'Dengan'*, the third-rank word is used to give additional information after verb. It is

showed that the slogan creators are preferred to use complex sentence to simple sentence. *'Yang'* occupies the fourth-rank word. It is mostly taking place in subordinate clause. There are lots of subordinate clauses used in Indonesian covid slogans.

Looking at the sum of the words, participant has the largest sum as there are twelve out of twenty, then five out of twenty is process and 3 circumstances successively. This could be interpreted that Indonesian covid slogans often used participant in their slogans.

4.3. Ideational Metafunction and the Idea of Indonesian Slogans advertising COVID 19

After examining collected data, the writer found that not all slogans comprising three constituents (Process, Participant, Circumstances) because 8 out of 40 slogans do not have process here. As the result described above that complex sentences which consists of more than one clause are commonly found in Indonesian slogans. Hence, there will have more labels in 1 slogan. Process is the nucleus of the clause as it explains what the participants are categorized", hence, slogans by no process refer to unclear sub-components of participants. Therefore, data were detached into two groups to be examined, one by no process, and another one by process in slogans. The findings are indicated in table 6 as the first group in column 2 and the second group in column 4. They were examined to check the frequency of the category they are classified as.

Table 6. Kinds of Processes, Participant, Sub-Components of Participants,

and Circumstance in COVID 19 Slogans

	Slogans by No Process	Total (%)	Slogans by Process	Total (%)
Process:material, creative	0	0	74	53,62
Process:material, transformative	0	0	14	10,14
Process:mental, perceptive	0	0	0	0
Process:mental, emotive	0	0	4	2,89
Process:mental, cognitive	0	0	11	7,97
Process:mental, desiderative	0	0	1	0,72
Process:relational, attributive	0	0	8	5,79
Process:relational, identifying	0	0	12	8,69
Process:verbal	0	0	4	2,89
Process:behavioural	0	0	3	2,17
Process:existential	0	0	7	5,07
Total			**138**	**31,43**
Participant				

Actor	0	0	22	12,64
Goal	0	0	53	30,45
Recipient	0	0	4	2,29
Client	0	0	2	1,14
Senser	0	0	0	0
Phenomenon	3	12	9	5,17
Carrier	6	24	32	18,39
Attribute	7	28	27	15,51
Token	8	32	5	2,87
Value	1	4	12	6,89
Sayer	0	0	2	1,14
Receiver	0	0	1	0,57
Verbiage	0	0	2	1,14
Behaver	0	0	0	0
Existent	0	0	3	1,72
Total	**25**	**75,75**	**174**	**39,63**
Circumstance:extent,duration	1	12,5	7	5,51
Circumstance:extent,distance	0	0	2	1,57
Circumstance:extent,frequency	0	0	4	0,31
Circumstance:location,temporal	0	0	23	18,11
Circumstance:location,spatial	1	12,5	13	10,23
Circumstance:manner,means	1	12,5	33	25,98
Circumstance:manner,quality	1	12,5	10	7,87
Circumstance:manner,comparison	1	12,5	8	6,29
Circumstance:manner,degree	0	0	2	1,57
Circumstance:cause,reason	0	0	3	2,36
Circumstance:cause,purpose	0	0	14	11,02
Circumstance:cause,behalf	0	0	1	0,78
Circumstance:accompaniment	0	0	0	0
Circumstance:role,guise	0	0	1	0,78
Circumstance:role,product	0	0	0	0
Circumstance:matter	3	37,5	3	2,36
Circumstance:angle	0	0	3	2,36
Total	8	24,24	127	28,92
Total	**33**		**439**	

Of the above table, the findings are described in two ways. First, regarding to the three elements, it is indicated both in slogans by no process and by process that the first level goes to participants. Participant in slogans by no process reaches 75,75% and participant in slogans by process reaches 39,63%. The second level goes to process with 31,43% in slogans by process. Meanwhile, the second level in slogans by no process is circumstances with 8%. The last one is circumstance with 28.92% in slogans by process. While, as the name slogans by no process, there will have no process at all. It can be concluded that slogans are basically built with participants. Participants here are commonly found in clauses. Since the slogan creators use slogan to inform readers about the diseases itself, for example, "*Anda tidak pernah tahu orang yang anda temui diluar sudah tertular COVID 19 atau belum*", "*Buang tisu/masker yang telah digunakan*", "*Ketika batuk/bersin, jangan lupa menutup mulut & hidung*", "*Hindari kontak dekat dengan orang yang menunjukkan gejala COVID 19*", so the slogans are going to explain in detail about the information of the disease. They use long clauses or complex sentence to give a complete information that they have.

Another thing that can be summarized here is processes and circumstances, which go to the second and the third level successively, arise in very close percent, 31.43% and 28.92% here. It means the slogans are built by using those consitituents in very close number. Hence, selecting processes and circumstances as constituents in slogans are not as often used options as selecting participants. In SFL terms, it means to make slogans, especially COVID 19 in this paper, people select participants to build slogans as the main option.

Most Indonesian Covid 19 slogans in instagram used participants and then processes were applied. Without any processes, there was impossible to recognize kind of participants. When we pay attention only on sub-components of participant, goal comes up in the first level and then carrier. Though, processes specify the component of participants, but there is no will for actor to be indicated in every clause. Every material process has actor, yet several times it is not appeared in the clause (Thompson, 2013). This also occurs in Indonesian slogan about COVID 19 in instagram.

This statement can be proved by some instances from this paper, "*Hindari kontak dengan siapapun yang menunjukkan gejala seperti demam atau flu*", "*Gejala Covid ini pada umumnya berupa: Demam 38C, Batuk kering, sesak nafas*" and "*Coronavirus jenis baru ini diberi nama Coronavirus Disease 2019 yang disingkat menjadi Covid-19*", etc. Inspite of not stating the actors, lots of noun phrases appear at the beginning of the sentence with the role of carrier, not actor, in which the meaning of carrier is human or thing that is being described.

The carrier is not only found in the begining sentence but also in the midlle sentence. Sometimes, it has the same role as both goal and carrier. For instance, "*Jangan mudah mempercayai dan menyebarluaskan kabar hoax (bohong) yg tidak jelas isi dan sumbernya*".

In kinds of process, creative process is the most used sub-component with 53.62%. The following 4 sub-components i.e. material transformative (10.14%), relational identifying (8,69%), mental cognitive (7.97%), and relational attributive (5.79%), are too far behind the first level, material creative. This is supported by the keyword occured in the findings, the word 'covid'. Covid comes up in the first level in Covid 19 slogans, and verbs such as *menjaga, melindungi, mencuci, menutup, etc* are classified as material creative process. This indicates that in kinds of processes, slogan creators determined to employ material creative process in slogans.

Material process is the largest part among other kinds of process. Material process belongs to the action of creating something exist or creating something to be exist, this can be inferred that the slogan creators select material as their choice. They are basically eager to show that their slogans could build something or do something to your life, for example, "*Sayangi keluarga anda dengan menjaga mereka dari resiko tertular COVID 19*", and "*Lindungi diri anda dan keluarga dari virus korona (COVID 19)*" . These instances indicate that slogans desire their readers to consider that they can inform you a lots around the world about the diseases, or they can help you to anticipate the disease.

Relational process, which regards to the meaning of ascribing the feature or defining the identification regarding to another, in Indonesian COVID 19 slogans is employed in two ways: 1) to mention about what or how the slogan creators view their readers, for example, "*Anda tidak pernah tahu anda sudah tertular COVID 19 atau belum*", 2) the creators mention themselves as something but they used distinct ways for instance, *"Semoga Badai Corona Segera Berakhir."*, and 3) to mention about what the slogans purpose to do for their readers, for instance, "*Hindari kontak dengan siapapun yang menunjukkan gejala seperti demam atau flu*". Mental cognitive is concerned with thinking, knowing, comprehension. The expressions are found in the data such as "*Sungguh, orang-orang beriman tahu bahwa permisalan itu benar dari Tuhan mereka*", *"jangan lupa untuk menjauh dan menutup mulut serta hidung kamu dengan tisu, masker",* etc.

Lastly, manner means circumstance comes up in the first level with 25,98%. These slogans include an appeal to the public to follow the instructions / steps so people can stay

away from the disease from the information in slogans itself. For example, "*Jangan lupa untuk mencuci tanganmu dengan sabun setelah batuk atau bersin*", "*Rajin-rajin cuci tangan dengan sabun*", and "*Cuci masker kain (non-medis) dengan air dan deterjen*". So, manner means circumstance is the option of language that Indonesian COVID 19 slogan creators always choose to prevent people from the disease. The second rank goes to location temporal circumstance (18,11%). The slogans also provide them the spesific time and the actions what must people do such as "*Tutup mulut dan hidung ketika bersin atau batuk*", "*Segera menghubungi rumah sakit rujukan bila orang terdekatmu mengalami gejala Covid 19, etc.* The third rank is cause purpose (11,02%).

The slogans do not only inform and prevent people from the disease, but they also mention the purpose of the instructions such as "*Setiap orang minimal memiliki 3 masker kain (non-medis) untuk menjaga situasi pemakaian*", "*Jangan lupa untuk merobek masker yang telah digunakan ya, untuk mencegah penggunaan ulang masker*", etc. Then, the fourth rank is location spatial (10.03%) successively. This spatial informs the spesific place where people have to do or to go, for instance "*Jangan meludah disembarang tempat*", "*Segera ke Rumah Sakit rujukan untuk memeriksakan diri kamu lebih menyeluruh*", etc.

5. Conclusion

Despite this study concentrates on certain data, Indonesian Covid 19 slogans provide us comprehension of participants, processes and circumstances employed in the slogans. The results of this paper basically sustain the theory of Systemic Functional Linguistics that "human has his choices to use language". The writer can prove this sentence by seeing the frequency of each sub-components in Ideational metafunction. There are lots of choices for the slogans to express something to readers. Apart from those who select a language option as their choices, there are also other people who select a language option and some even mix choices together, for example, "*Anda tidak pernah tahu* (mental cognitive process) *anda* (carrier) *sudah tertular* (relational attributive process) *COVID 19 atau belum* (attribute participant)".

Indonesian Covid 19 slogans posted in Instagram tend to use long clauses or complex sentences. It is shown with the most often used words "dengan" and "yang" which belong to subordinate clause in a complex sentence. Eventhough the slogans use long clauses, indeed they also commonly use participant. In this paper, creative process is the most often used among sub-components process, then followed by material transformative. This result correlates to Qoriah paper (2018, p. 90). Material process means the creators desire to give

information to the reader on how to do something such as how to prevent, how to solve, how to use something, etc. It is more concerned on activities rather than how to believe and how to tell. It is proved by the most used word which is Covid. So, the slogans contain the activity related to the disease. After material process, relational identifying process occupies the third position. This process reveals information, fact, case, and all important thing that the creators desire to inform to the reader. The last is cognitive mental proces. Mental process in this case reveals what the creators believe and consider about COVID 19 pandemic.

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