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**Education, Learning and Leadership Innovation**

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# **Proceedings of The 3<sup>rd</sup> Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2018)**

*“Education, Learning, and Leadership Innovation”*

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**Proceedings of the 3<sup>rd</sup> Annual International Seminar on Transformative Education  
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**Preface**

The 3<sup>rd</sup> Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2018) was held in Emerald Garden Hotel, Medan City-Indonesia on 3-4 October 2018. This seminar is organized by Postgraduate School, Universitas Negeri Medan and become a routine agenda at Postgraduate program of Unimed now.

The AISTEEL is realized this year with various presenters, lecturers, researchers and students from universities both in and out of Indonesia participating in, the seminar with theme “Education, Learning and Leadership Innovation.”

The plenary speakers coming from various provinces in Indonesia have been present topics covering multi disciplines. They have contributed many inspiring inputs on current trending educational research topics all over the world. The expectation is that all potential lecturers and students have shared their research findings for improving their teaching process and quality, and leadership.

The third AISTEEL presents a keynote speaker and 4 distinguished invited speakers from Australia, Singapore, Taiwan, and Malaysia. In addition, presenters come from various Government and Private Universities, Institutions, Academy, and Schools. Some of them are those who have sat and will sit in the oral defence examination.

There are 326 articles submitted to committee, some of which are presented orally in parallel sessions, and others are presented through posters. The articles have been reviewed by double blind reviewer and 198 of them were accepted for published by Atlantis Press indexed by International Indexation. Meanwhile 83 papers were published in online International Proceedings indexed by Google Scholar. The Committees of AISTEEL invest great efforts in reviewing the papers submitted to the conference and organizing the sessions to enable the participants to gain maximum benefit.

Grateful thanks to all of members of The 3<sup>rd</sup> Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2018) for their outstanding contributions. Thanks also given to Universitas Negeri Medan for published this volume.

The Editors

**Bornok Sinaga**  
**Rahmad Husein**  
**Juniastel Rajagukguk**

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# Appraisal of Healthy Product Advertisement on Television

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**Abstract**—This research was aimed to identified the appraisal properties in the text of Healthy Product Advertisement in electronic media. There was 10 text of advertisement as the samples of data of research, which were obtained by purposive sampling method. Those texts had been analysed by appraisal system theory stated by White (1998). The appraisal system focused on the assessment and evaluation of attitude (affect, judgment and appreciation), amplifying attitude and the source of attitude (graduation). The result showed that the positive appreciation dominates the assessment of attitude on the advertisement texts. The manufacturers gave the positive attitude to the product and service being advertised in advertisement because they want to persuade and suggest that the consumers buy and use their product.

**Keywords**—Appraisal; affect; Judgment; appreciation, amplification; graduation.

## I. INTRODUCTION

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose every company use different ways to attract customers of different segments of the market and the best way to become market leader. In marketing advertisements there are various types of methods used such as print and electronic media[1].

Electronic media is one of the way to share and present the advertisement like radio, television, etc. Television is often called “king of the advertising media, since a majority of people spend more hours watching television per day than pay attention to any other medium. It combines the use of sight, color, sound and motion and it works. Television has proven its persuasive power in influencing human behavior time and time again. But it is also the “king” of advertising costs. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products[2].

There are many kinds of product which is served in television like electronic, beauty product, and healthy product which advertised on television. Healthy product come to give the solution for healthy. Beside it, people are easy to buy the product in anywhere. The people have not to go to doctor because they can buy supplement or healthy product anywhere. So the writer interested to analyze the appraisal of healthy product advertisement. This study only focuses on the utterances used in healthy products on television advertisement which include popular brands and top criteria. Top criteria is based on a survey conducted by Frontier consulting group. To analyze the utterances, the theory of figure of speech is chosen.

## II. LITERATURE REVIEW

### A. Appraisal

Martin and Whitesays that the appraisal is an approach that examines, describes and explains how language is used to evaluate, take the stand, organizing and managing placements personal textual and interpersonal relationship.

### B. Attitude

The attitude sub-system describes three areas of private state: emotion, ethics and aesthetics. It is related to the value used by the speaker/writer to evaluate the behavior of human being and object and link it the response of emotion /affect towards the participants and process. “attitude is related to the evaluation of something. Behavior and emotion”.

White condents that attitudinal meaning of social propriety of human behaviour oscillates according to social norms. Meanings revolve around correct behaviour, that is, what is right or wrong behaviour is codified in rules and regulations, which may correspond to the legal system, morality, or religious conduct.

Therefore violations of these rules are usually penalized; while on the other hand, people who violate social esteem rules are only considered “unfortunate” or, at the worst level, “strange”. The latter stigma is about the worst’ punishment’ a violator of social esteem meet. In short, if you break social esteem rules,

you need to see a psychiatrist; but, if you break social sanction rules, you need the help of a lawyer [5,6].

### C. Engagement

Through engagement, Martin and White [5] deal with the linguistic constructions by which authors construct their point of view and the resources used to adopt stances towards the opinions of other people. The theory of engagement follows Stubbs in that it assumes that all utterances occur in a miscellany of other utterances on the same motif, and that they carry both implicit responses to one another.

### D. Graduation (*The Semantic of Scaling*)

Martin and White [5] consider the resources by which writers after the strength of their evaluation as a system of graduation. Graduation is a general property of both attitude and engagement. In attitude it enables authors to convey greater or less degrees of positivity or negativity, while graduation of engagement of engagement scales author's conviction in their utterance.

### E. Advertisement

Whittier defined that advertising is any paid for message that seeks to motivate someone to buy a product, use a service, or embrace an idea.

Advertising as a communication, creates the minds of consumers to believe or to use the products or service. As a matter of fact, advertising is to communicate between an advertisement and consumer or purchaser. The message will be successful, if a communication is made represents a product or service.

### F. Media of Advertisement

The term media in advertisement is used to denote the various ways in which an advertiser can present his advertising message to people or audiences such as through newspaper, magazines, television and radio. The media of advertisement is broadly divided into two categories, they are:

Print media, including newspaper, magazine, mail etc which deliver their messages through words or by written advertisements.

Electronic media, including TV, radio etc which deliver their messages through visual and audio impact on the sense. State that "print media include any message that are composed and reproduced on paper. It is composed in any form of pictures, photography". As the basic purpose of advertisement are to identify and differentiate one product from another and to persuade customers to buy products. Then, the success of conveying message of advertisement can be determined by language use in it [13].

### G. Television Advertisement.

Cithra and Kothai found that the consumers had a greater belief that television advertisement inform their viewers about the brands they need, updates with the products available in the market and keeps them in knowing about the changing

fashions. Jannedy, Poletto and Weldon stated that advertising is a business in which language is used to persuade people to do things, for example to buy some product or vote for someone or believe things, such as that some corporation is trustworthy or a good one.

Advertisement is a powerful medium of mass communication, particularly television advertising. So every organization uses television channels like a weapon to introduce their products and services to the human mind. Baheti said that advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers.

Advertisement appeal act as a supplier to around the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements.

### H. The Objective of Advertising

Aliede in S.A Kenekwukwu writes that most advertisements are persuasive in order to win converts who are jured to patronise the goods, services or ideas advertised. It could be to convince people that a particular product would benefit them [2].

## III. METHOD

This research was conducted by applying qualitative research design. The data of this research were the utterances of advertisements. In this research the source of data limited on those healthy products advertisement. To analyze the utterance, the theory of figure of appraisal chose. This research was conducted by applying a procedure in order to collect the data. The technique of data analysis used was technic analysis.

## IV. RESULTS AND DISCUSSION

Here will be described the findings of the research data and discussion of research data.

Appraisal system in Healthy Product Advertisement on Television Media got the positive appreciation. Appreciation is more common in healthy advertisement text. Manufacturers of products give positive assessment of the products being advertised.

The following table describes the number of each device identified appraisal of healthy advertising text in television media

TABLE 1 Number of Devices Appraisal identified in healthy product advertising

| appraisal tool                         | findings Data |
|----------------------------------------|---------------|
| 1. Attitude                            |               |
| a. Affect                              |               |
| i. Positive Affect directly            | 13            |
| ii. Positive Affect implied            |               |
| iii. Negative Affect directly          | 10            |
| iv. Negative Affect implied            |               |
| b. judgment                            | -             |
| i. Positive moral judgment directly    | 2             |
| ii. Moral implied judgement            |               |
| iii. Direct negative moral judgment    |               |
| iv. Moral judgment implied negative    | 1             |
| v. Personal direct positive judgment   | -             |
| vi. Personal positive judgment implied | -             |
| vii. Personal direct negative judgment | 1             |
| viii. Personal negative judgment       | 10            |
| c. Appreciation                        | 11            |
| i. positive Appreciation               |               |
| ii. Appreciation negative              | 1             |
| 2. amplification                       |               |
| a. Force                               | 1             |
| i. intensifier                         |               |
| ii. attitudinal lexis                  |               |
| iii. metaphor                          | 63            |
| iv. swearing                           | 2             |
| b. Focus                               |               |
| i. Sharpen                             | 20            |
| ii. Soften                             |               |
| 3. Source of Appraisal                 | 16            |
| a. Monogloss                           | 1             |
| b. Heterogloss                         | -             |
|                                        | 16            |
|                                        | 5             |
|                                        | 147           |
|                                        | 15            |

## V. CONCLUSIONS

From the analysis of the healthy product advertisement, the research concluded as follows:

From the three pieces of advertising that made the research data, it found 10 pieces of advertising aimed at women's health based on the characteristics vocatives and the emergence of vocabulary that refers to the female figure. In accordance with the purpose of advertising is used to induce and encourage consumers to buy and use your product being advertised, then the positive appreciation is more common in healthy advertisement text. Manufacturers of products give positive assessment of the products being advertised. Therefore, as a consumer, a person must be careful in determining the choice to buy and use the products and services being advertised. Women are described in the healthy product advertisement text as someone who is responsible for the care and education of children. It can be observed from milk advertising and children's medicines.

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