The Use Of Experiential Meanings in the Drink Labels

Dias Andris Susanto
diasandris@upgris.ac.id / diasandriss@gmail.com

University of PGRI Semarang

Abstract

This research is aimed at describing the English sentences used on the experiential meaning in the drink labels. Butt, et al. (1996:44) introducing us to the notion that language simultaneously performs three functions (experiential, interpersonal and textual) and one of the functions which is focused on the process is that experiential meanings. The objectives of this research are to investigate clauses and their constituents realized in the English sentences on the drink labels and to map out the experiential meanings realized in the clauses in the drink labels. The writer used qualitative descriptive analysis to find out the characteristics of English sentences used in the drink labels. The object of the study is the sentences used in the drink labels. The unit analysis is a clause used in the drink labels. The data were collected by the use of documents. To analyze the data, Method of data analysis, the writer took some steps; there are identification of 19 products of the drink labels, identification of the labels, identification of the sentences used in the drink labels, and identification of the experiential meaning. The result shows that, the 19 drink labels have 79 clauses and each clause has different constituents there are two, three, four, five, six, seven, eight, nine, and ten constituents. The dominant constituent is nine constituents. Discussion on Experiential meaning, there are participant, process, and circumstance. The dominant process is material process. It has 50 clauses. Then the relational process is less dominant, it has 29 clauses. In addition, the last process is projecting. It has no clauses. It is suggested that labels are good media for teaching English, especially systemic functional linguistics. By understanding the meaning of the labels, students and or readers are able to get the knowledge about the meanings of the clauses in the drink labels. They also can get the benefit of consuming the drinks. The other researchers would be able to continue analyzing for the next steps using different point of views.

Keywords: experiential meanings, drink labels

Introduction

Ramelan (1992:10) stated that language is an arbitrary system of speech sounds or sequences of speech sounds which are used or can be used in interpersonal communication by an aggregation of human beings and which
are rather exhaustively applied to catalogue thing, processes and events in human environment. In the interaction among people, we need a tool to communicate to others including sending the messages whether it is spoken or written one. A sentence is a full predication containing a subject plus a predicate with a finite verb (Frank, 1972:220). Schrampfer, Betty (1989) explains a lots about the way how to understand and use grammar in the right order. We need to know the arrangement of the correct grammar to send and get the message from people.

Systemic Functional Linguistics is one of the subject matters in English higher education like faculty of language and arts education. Students of English education study program need to know the use of meanings in SFL which is very popular in usage of language as the current issues in TEFL (teaching English as foreign language). According to Hornby (2004: 133), the word drink is liquid for drinking; amount of liquid that you drink, or alcohol/ an alcoholic drink; something that you drink on a social occasion. Based on that perception, I can say that language brings the very important role in making business as general. Producers need a very effective language to promote and give the very important information to the costumers about the joyful of addressed drink or the fantasy of the drinks themselves.

Stewart (1980) in his book entitled Business English and Communication mention that a product should have a label to make it sellable. In this research, the writer focus on the drinks that will be analyzed through the labels. The drinks cannot say anything if they are not equipped by the labels. These labels influence so many conditions to make people interested to know and buy the products of the drinks. In delivering the meaning of the labels we should use as called Functional grammars. They are generally view language as a resource for making meaning. These grammars attempt to describe language in actual use and so focus on texts and their contexts. They are concerned not only with the structures but also with how those structures construct meaning. Functional grammars start with the question, ‘How are the meanings of this text realized?’ (Gerot and Wignell, 1995: 6).

Based on the background of the study above, the writer formulates the statements of the problem as follows:
1. How are the clauses and their constituents structured in the English sentences used in the drink labels?

2. How are the experiential meanings realized in the sentences used on the drink labels?

Review of Related Theories

Here I try to review Butt, et al. (1996:44) introducing us to the notion that language simultaneously performs three functions (experiential, interpersonal and textual). Then in this research the writer used experiential meaning to identify English sentences used in drink labels. Butt, et al. (1996:46) divides the list of process types (happening, doing, being, saying, and thinking), into three basic groups: Processes that describe what is happening or being done in the external, material world, often known as Material Processes, Processes which simply describe relationships, known as Relational Processes, Processes which project the inner world by speech or thought, known as Projecting Processes.

According to Butt, et al. (1996:47), there are three processes: Material Process: Material processes are about doing: they could answer the question ‘What did X do?’ or ‘What happened to X?’ The main participant is an actor or Agent, and there may be a Goal as well. Here are two Material processes with just an Actor (Butt, et al. 1996:47). Relational Processes As a rule, identifying is reversible, attributive processes are not: A third kind of relational process presents being as a matter of simple existence. These existential processes simply assert the existence of a participant: Projecting processes encode the inner world of consciousness, projecting it out so that it becomes accessible. Now these projections may be speech or they may be thoughts or feelings, so it is useful to distinguish verbal and mental processes.

Another dimension is added when we realize that these processes may introduce the actual words that were spoken or thought (direct speech), or may project a summarized report of what was spoken or thought (indirect speech), or may simply use an appropriate nominal group like ‘a question’ or ‘the answer’. All of these possibilities are illustrated
below. Note where there are two clauses, the clause containing a verbal or mental Process will be the projecting process clause, while the other will be a projected message and can be any one of the process types. (Butt, et, all.,1996:50)

Research Methodology

This was a descriptive qualitative research as the aim of the study was to describe the sentences used in the drink labels and how the experiential meanings were realized in the sentences. Qualitative research methods is developed in social sciences to enable researchers to study social and cultural phenomena. Qualitative data sources include observation and participant observation (field work), documents and texts. In this research, the focus was on the clauses and their constituents and how their experiential meanings were realized in drink labels. They can be seen through the functional grammar of the experiential meanings. Research constitutes a process of solving a problem, and the method is the way in which the problem is expressed and how the research is carried out. In qualitative research, the literature should be used in a manner consistent with the methodological assumptions; namely, it should be used inductively so that it does not direct the question asked by the researcher. W. Creswell, (1994: 21).

The object of this study was the sentences used in drink labels. So the data were collected through documents. The writer took this measure because there were many kinds of sentences used on the drink labels. To identify the appropriate products of the drink labels, the writer went to several Malls or Supermarkets around Semarang. Actually, there were many drink labels that are displayed on the shelves of Malls or Supermarkets. They were written in English, Mandarin, and also in Indonesian. The writer intended to get the products the labels of which were written in English only. In this objects of the research, the writer took nineteen (19) products of drinks with labels written in English. They were Protocal Solid Vitamin C and Calsium, Nata de Coco Coconut Fibre, NU green tea, Hemaviton Energy Drink, Kratingdaeng 5, Nestle Bear Brand, Country Choice, Love Juice so Juicy Orange, Nekta Liquid Kiwi Fruit, Sun Fresh Apple Juice, Choco Malt, Green Fields, Mountain View Milk, Naturally
Sun Ripe, Sun Quick, Hexagonal, DUTCH Milk UHT Yoghurt Drink, Calpico Soda Culture Milk Yogurt, Ceres Red Grapes.

The Unit of Analysis In this research was the writer collected written data in the form of English sentences / clauses used on drink labels. There were 19 drink labels which consisted of 79 clauses. The unit of analysis is a clause. According to Glanz (1998: 133), there are many methods of collecting data. They are; namely: observation, interview, questionnaire, experiment, test, focus group and documentation. From those methods, the writer chose documents in the form on label texts. The documents were observed to find the clauses contained in the labels.

After collecting the data, then the writer analyzed it. In analyzing data the writer took the following steps: 1st Identification of the labels used on the drink; after finding 19 products of drink labels, then the writer tried to sort out the labels that were written only in English that will be used as the data in this research. There is some information on drink labels that are not arranged into a sentence. The writer classified them, which formed into a sentence that will be analyzed. From the 19 labels, they were classified into separate sentences. 2nd, Identification of the Sentences Used on the Drink Labels; in classifying the English sentences in drink labels has been done; the next step is to classify them into their clauses and constituents. In classifying them into their clauses and constituents was rather difficult to do. After finding and knowing the sentences, they were sorted out and classified one by one. The writer took one drink, then got the sentences, finally separated them into clauses and constituents. 3rd, Identification of the Experiential Meanings on the drink labels; in this research the writer analyzed the data on the functional grammar in the sentences. The data are analyzed through the experiential meanings in the English sentences used in drink labels using descriptive approach.

Findings and Discussion

Analysis based on clauses and their constituents; from the total 19 drink labels are analyzed, the writer makes generalization: All of the clauses of 19
drink labels which are analyzed; the writer divides them into 79 clauses. Based on the clauses of English sentences used on the 19 drink labels, they are label-1 has three clauses. Label-2 has three clauses. Label-3 has nine clauses. Label-4 has five clauses. Label-5 has three clauses. Label -6 has four clauses. Label -7 has nine clauses. Label -8 has two clauses. Label -9 has seven. Label -10 has two clauses. Label -11 has two clauses. Label -12 has three clauses. Label -13 has five clauses. Label -14 has three clauses. Label -15 has two clauses. Label -16 has three clauses. Label -17 has two clauses. Label -18 has four clauses. And the last is label -19 has eight clauses. So the total clauses of nine drink labels are 79 clauses. The most dominant labels are _NU Green Tea_ and _Country Choice_. They each have 9 clauses. And the minor labels are _Love Juice so Juicy Orange, Sun Fresh Apple Juice, Choco Malt, Sun Quick, and Dutch Milk UHT Yogurt drink_. They each have 2 clauses.

**The Constituents on the 19 drink labels;** based on the analysis on 19 drink labels, the writer classified the sentences used into constituent. There are; a group of 2 constituents has five clauses. A group of 3 constituents has twenty one clauses. A group of 4 constituents has twenty seven clauses. A group of 5 constituents has ten clauses. A group of 6 constituents has six clauses. A group of 7 constituents has seven clauses. A group of 8 constituents has two clauses. A group of 9 constituents has no constituent. A group of 10 constituents has one clause. Based on the sum of number constituents from the 78 clauses on the drink labels, the writer can make it more specific in order to know the most dominant and the minor constituents. The most dominant constituent is a group of 4 constituents, it has **twenty seven clauses**. And the minor constituent is a group of 10 constituents, it has **only one clause**.

**Analysis Based on the Experiential Meaning.**

Based on the classification of the drink labels from the experiential meaning, the writer can make generalization of the **process meaning.** The interpretation based on the **process** of the experiential meaning. Based on the classification of the drink labels from the process of experiential meaning, the writer can make generalization of the **material, relational and projecting.**

**Material Process;** It is the most dominant process on the drink labels. It
has 50 clauses. It means that in these clauses on the drink labels use verbal words. And the labels’ producers prefer using verbal words to nominal words. Material process is about doing: they could answer the question ‘what did x do?’ or ‘what happened to x?’ the main participant is an Actor or Agent, and they may be Goal as well. The data number (3) is included material process this is taken as the sample of material process in drink labels. The clause is as follow:

“Protocal solid effervescent helps speed up wound healing and bones recovery, bone decaying as well as teeth anomaly”

Relational Process; the relational process is the less dominant process on the experiential meaning. It has 27 clauses that we can find them on the drink labels. It means that the labels’ producers less use nominal words in designing the labels. Relational process is about being. In relational process, one participant is related to its identity, an attribute or to a Circumstance (Actor, Agent, Goal, Attribute and Identifier are what we call participant roles; other participant roles will be identified as appropriate).

Projecting Process; there is no projecting process that we can find on the 19 drink labels. The writer doesn’t find projecting processes because a lot of English sentences used in drink labels give information about the content, the advantages/benefit and the way in consuming the drinks. So the sentence will be clearly understood by the readers. Projecting process encodes the inner world of consciousness, projecting it out so that it becomes accessible. These projections may be speech or they may be thoughts or feelings, so it is useful to distinguish verbal and mental processes. Usually projecting process use in direct and indirect speech, it might use in dialogue, which use in advertisement on the television, but it is not used on the drink labels. So the writer doesn’t find projecting process in drink labels.

Conclusion

After knowing the result of the research in analysis on the English sentences used on 19 the drink labels which is based on the clauses and their constituents and the experiential and interpersonal meaning, the writer would like to propose the following suggestions which hopefully will be useful for English students, readers, other researchers in
developing the characteristics of English sentences used on the drink labels. The implications are:

a. The writer expects that students will get the new English knowledge about the meaning in the sentences used on the drink labels.

b. The writer expects that readers know the advantages or benefit of the drinks that they usually or sometime have or consume.

c. The writer expects that this research can give some benefits to the esteemed readers because English has some variations (readers know the characteristics and the meaning of drink labels).

d. The writer hopes other researcher would continue analyzing for the next steps using different points of view.

References


**Enclosure**

**Table: The Analyzing of the Experiential Meaning**

<table>
<thead>
<tr>
<th>No</th>
<th>Sentences</th>
<th>Material</th>
<th>Relational</th>
<th>Projecting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1) It is appropriate for children’s growth, pregnancy and breast feeding period</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<tr>
<td></td>
<td>2) It is also appropriate for poor health, after surgery and for the elderly.</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<tr>
<td></td>
<td>3) Protexal solid effervescent helps speed up wound healing and bones recovery, bone decaying as well as teeth anomaly.</td>
<td>V / helps</td>
<td>-</td>
<td>-</td>
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<tr>
<td>2</td>
<td>4) Quality you can trust</td>
<td>V / can trust</td>
<td>-</td>
<td>-</td>
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<td></td>
<td>5) It is from selected fresh young coconut</td>
<td>V / is selected</td>
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<td>-</td>
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<td></td>
<td>6) It is more enjoyable to drink cool</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<tr>
<td>3</td>
<td>7) It contain less sugar</td>
<td>V / contains</td>
<td>-</td>
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<td></td>
<td>8) It does not contain preservatives</td>
<td>V / doesn’t contain</td>
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<td>-</td>
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<td></td>
<td>9) It uses no coloring</td>
<td>V / uses</td>
<td>-</td>
<td>-</td>
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<td></td>
<td>10) It is prepared from selected green tea leaf</td>
<td>V / is prepared</td>
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<tr>
<td></td>
<td>11) It is rich in polyphenol as antioxidant</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<td></td>
<td>12) You enjoy the refreshing green tea less sugar</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>13) It is rich in polyphenol which is an antioxidant</td>
<td>V / enjoy</td>
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<td>-</td>
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<td></td>
<td>14) It is found in green tea,</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<td></td>
<td>15) It is good for healthy life style</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<td></td>
<td>V / is found</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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<tr>
<td>4</td>
<td>16) It is better to drink when working hard or exercise</td>
<td>-</td>
<td>V / is</td>
<td>-</td>
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</tbody>
</table>
17) It is more delicious when served chilled
18) Its recommended consumption is 3 bottles daily
19) It is not recommended for children, pregnant and lactating women and hypertension
20) Consumption over maximal dosage is not recommended.

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<tbody>
<tr>
<td>17</td>
<td>It is more delicious when served chilled</td>
<td>V/is recommended</td>
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<tr>
<td>18</td>
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<tr>
<td>20</td>
<td>Consumption over maximal dosage is not recommended.</td>
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5
21) Kratingdaeng – 5 food supplement is for extra energy
22) It helps refreshment your body during hard working or exercise.
23) It is not recommended for children, women with pregnancy and breast-feeding.

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<tr>
<td>22</td>
<td>It helps refreshment your body during hard working or exercise.</td>
<td>V helps</td>
</tr>
<tr>
<td>23</td>
<td>It is not recommended for children, women with pregnancy and breast-feeding.</td>
<td>V/is recommended</td>
</tr>
</tbody>
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6
24) Bear brand is made from fresh cow’s milk, sterilized, whole some and delicious.
25) Bear brand is easily digested
26) It is recommended for all purposes for which milk is required.
27) Shake tin before opening

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<tbody>
<tr>
<td>24</td>
<td>Bear brand is made from fresh cow’s milk, sterilized, whole some and delicious.</td>
<td>V/ is made</td>
</tr>
<tr>
<td>25</td>
<td>Bear brand is easily digested</td>
<td>V/ is digested</td>
</tr>
<tr>
<td>26</td>
<td>It is recommended for all purposes for which milk is required.</td>
<td>V/is recommended</td>
</tr>
<tr>
<td>27</td>
<td>Shake tin before opening</td>
<td>V/ shake</td>
</tr>
</tbody>
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7
28) At country choice land, people drink juice 3 times a day to keep the family healthy
29) You imagine how wonderful life would be if we drink country choice mango juice everyday
30) It is rich in vitamin A, C and E
31) It provides antioxidants
32) Its taste is fruity
33) Let us freely express our feelings, bringing cheerfulness into the family
34) It does not contain preservatives
35) It uses no artificial coloring
36) How lively!

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<tbody>
<tr>
<td>28</td>
<td>At country choice land, people drink juice 3 times a day to keep the family healthy</td>
<td>V/ drink</td>
</tr>
<tr>
<td>29</td>
<td>You imagine how wonderful life would be if we drink country choice mango juice everyday</td>
<td>V/ imagine</td>
</tr>
<tr>
<td>30</td>
<td>It is rich in vitamin A, C and E</td>
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<td>It uses no artificial coloring</td>
<td>V/ uses</td>
</tr>
<tr>
<td>36</td>
<td>How lively!</td>
<td>V/ is</td>
</tr>
</tbody>
</table>
8  37) Refrigerate after opening  V/ refrigerate - -  
38) Consume within a day” V/ consume - -  

9  39) NEKTA is The original kiwi fruit, V/ is - -  
40) It is deliciously refreshing - V/ is - -  
41) It is a nutritious beverage, - V/ is - -  
capturing much of the nutritional of goodness of kiwi fruit  
42) It contains great source of vitamin V/ contains - -  
C, Vitamin E  
43) It is rich in natural dietary fibers - V/ is - -  
and antioxidants  
44) It greatly helps your digestion and V/ helps - -  
boosts your immune system.  
45) It tastes great too! V/ tastes - -  

10  46) Sun fresh apple juice is made of V/ is made - -  
selected premium red delicious apple  
47) It is processed by keeping the V/ is processed - -  
great taste and freshness.  

11  48) Chocó malt gives you the superior V/ gives - -  
taste and nutrition of fresh milk from daily cows.  
49) The cows are imported from V/ are imported - -  
Australian.  

12  50) It is made from Australian grown V/ is made - -  
51) Whole soy beans give you a good V/ give - -  
cross section of the nutrients  
52) It is found in the beans.” V/ is found - -  

13  53) Mountain view milk is produced V/ is produced - -  
from fresh milk  
54) Mountain view milk is ready to V/ is - -  
drink  
55) It is good to support your family V/ is - -  
daily main, nutrition requirements  
56) You drink at least two glasses per V/ drink - -  
day  
57) You enjoy the benefit and V/ enjoy - -  
freshness of the fresh milk.  

14  58) It is not artificially colored V/ is not colored - -  
59) It is not artificially flavored V/ is not flavored - -  
60) It is enriched with vitamin C V/ is enriched - -  

15 61) It is the fresh taste of real orange - V/ is -
62) Sun quick contains no artificial colors, flavorings or sweeteners. V/ contains - -

16 63) Hexagonal drinking water is from natural spring water - V/ is -
64) Hexagonal drinking water is processed with ultra violet (UV), ozonezation (O3) filterization and “Bio resonance” with system, with natural netic energy from Japan technology produce water with extra energy © and oxygen (O2) V/ is processed - -
65) Hexagonal is suitable to increase your energy and vitality. - V/ is -

17 66) Dutch milk is made from fresh cow’s milk culture yoghurt V/ is made - -
67) Dutch Milk is fermented by lactobacillus Bulgarians and streptococcus thermo under aseptic condition and ultra heat treated V/ is fermented - -

18 68) It is carbonated V/ is carbonated - -
69) It is Culture milk - V/ is -
70) It is a Soft drink - V/ is -
71) It is Orange flavor - V/ is -

19 72) It is Ready to drink - V/ is -
73) Shake well, V/ shake - -
74) Serve chilled V/ serve - -
75) No sugar is added V/ is added - -
76) It does not contain preservatives V/ doesn’t contain - -
77) It is Rich in vitamin C - V/ is -
78) It is the natural juice of selected fruit, - V/ is -
79) It is aseptically packed V/ is packed - -

TOTAL 50 29 0