

Conjunctive Relation in English Advertisement on Child and Teen Magazines

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Abstract:

There are many previous types of research about semiotics, language style and image in analyzing advertisements. This study analyzes advertisements by conjunctive relations. This is aimed at observing how the conjunctive relation analyzing the advertisement and constructing the meaning to target readers. This study describes the use of conjunctive relation that results from different stages in the advertisement. The data used advertisements published from August – September 2018 in Junior and Teen Magazine. The method of this study is descriptive qualitative. This study used purposive based sampling based on the objectives of the study. In analyzing data, researchers use Systemic Functional Linguistics approach. This step of analysis uses a domain, taxonomy, componential and cultural theme analysis. The study finds out that the advertisement is structured by exposition genre and the message is delivered well to specific target readers; children or teenagers. Besides, conjunctive relation's analysis finds the invitation meaning explicitly. In

conclusion, the language and meaning are easy to understand both the target readers.

Keywords: *conjunctive relation, advertisement, children, teenagers*

1. INTRODUCTION

In a social community, the advertisement is an information tool to persuade and invite an individual or people to do something or to buy something. The advertisement is made by process social and called genre. Genre advertisement contains information, invitations or promotions indirectly by sponsor in offering idea, product or service (Machfoedz, 2010). In generally, advertisement refers to a specific message (Kleppner, 1992). The advertiser creates a message to a specific target reader or audience, it does not create to anyone. As mentioned in Lacia, Ginco and Maxilom's research, they emphasize that information can be delivered by good interactional between speaker and audience (Lacia, Ginco, Marie, & Maxilom, 2019). It is chosen based on pleasure, necessity, desire, and specific certitude.

This study focuses on children and teenagers' advertisements. It since the advertisement has a specific message to a specific target reader as the researchers mentioned above. Abdelaal and Sase mentioned that advertiser designs in a cautious way to attract costumers (Abdelaal & Sase, 2014). Therefore, it is interesting to know how the message can deliver well to the target reader; children and teenagers. From this point, the study uses the advertisements from C'nS magazine. This is a magazine that has a special edition for children and teenagers. The classification of the children is the students of elementary school while the teenagers are the students of Junior High School and Senior High School. The kind of advertisement is an advertorial advertisement.

Advertorial advertisement provides a text with long sentences and paragraphs. In previous reserach, Arifah, Djatmika & Santosa mentioned that the texture of the advertorial advertisement uses verbs as the identification of subject or product and other verbs as a persuasive tool (Arifah, Djatmika, & Santosa, 2019). Advertorial advertisement is different from other types of advertisements since it explains the products in detail so that the readers can have a better understanding of the offered products. Besides, the sentences presented are not only simple sentences but also complex sentences. The complexity and detail sentences of advertorial advertisement text is an interesting phenomenon to be studied and analyzed.

The study about advertisement text that contains meanings, language styles, and signs or symbols to represent a general message is often analyzed (Asror, 2015; Flergin, 2014; Lole et al., 2019; Noar et al., 2018; Pand & Gui, 2016; Solík, 2014). In another previous study, the advertisement is analyzed by semiotics aspects, reader respons and co-optation theory. Belk's study found that analysis advertisement is not only understanding the meaning but also more complete understanding of

consumer's behavior (Belk, 2017). Meanwhile, Ali's study found that advertisements in media specifically in Indonesian television focus more on adult readers. Therefore, children are susceptible to get a negative effect, also they had not understood the meaning and language of advertisement (Ali, 2014). Another study by Serrano explored the construction of advertising discourse by the use of the second-person object; you and it. She found that the usage of "you" indicates a second-person as a potential consumer of the product or idea, whereas "it" is used to describe the general and objective benefits of the product or idea (Serrano, 2018).

Besides, the previous study by Tjitrakusuma examined the advertisement in conceptual metaphor. She found that the message is not only written by a literal concept but also metaphorical to attract the target reader (Tjitrakusuma, 2016). The similar research found that metonymy or metaphor-metonymy affects the customer and gives the comprehension of interpreting the advertisements (Perez-Sobrino, Littlemore, & Houghton, 2018). Another previous research is about an advertisement's analysis using semiotic and critical discourse analysis (Wisudawati & Setyani, 2018). Their analysis is non-profit advertisements for the student. The result shows the positive impact of those advertisements and the students are capable to get explicit meaning from the advertisement.

In another case, the advertisement can be explored by pragmatic approach. The aim is to observe communicative intentions. The finding shows that exaggeration, sarcastic expression, lie or ambiguous meaning is the way to attract the audience. In addition, through analysis the advertiser figure out the message and bring out the conveyed topic (Eman, 2018). The similar research found that impolite language is a strategy to attract the consumer (Mansor, Mamat, Omar, & Ghazali, 2014). From those advertisement's research above, the exploration about connecting the idea and continuity of it by analysis conjunctive relation is still rare. In fact, by analyzing conjunctive relations, the message can be formulated by structure.

The study presents research questions:

1. How do the conjunctive relation analyse the advertisement for children and teenagers?
2. How do the conjunctive relation construct the meaning in the advertisement for children and teenagers?

2. LITERATURE REVIEW

This part below presents a brief theoretical about the genre, systemic functional linguistics and conjunctive relation. Genre is a process social and creates a text called advertisement and SFL focused on conjunctive relation is an analysis tool.

2.1 Genre

In the social community, the values and norms are realized by a social process. The social process here is an interaction or communication between a group of people

using verbal or non-verbal way (Santosa, 2003). In the next level, this social process creates a genre. A genre invents a text that contains an event or social phenomenon (Reid, 1987). Martin assumed that genre is a staged, goal-oriented social process (Martin, 2007).

2.2 Systemic Functional Linguistics

This study uses a Systemic Functional Linguistics (SFL) approach. SFL is an analysis tool to know how meanings are made in a different context. The text is divided into the clause then its clause is analyzed by functional components called metafunction. There are three metafunctions; ideational, interpersonal and textual (Halliday, 1994). Ideational meaning expresses experiential and logical meaning. In experiential meaning, language is captured by the reality of experience. It can be an experience of individuals, things, animals and the other as a participant. Meanwhile, logical meaning explains the logical (logico-semantic) meaning. In a discourse system, among experiences are connected by logical meaning. Logical meaning works in connecting clauses by conjunctive relation. Then, interpersonal meaning realizes the social interaction between participants. Interpersonal meaning is expressed by rhetorical function in each stage and text structure. The last meaning is textual meaning. It is a symbol to relate ideational and interpersonal meaning. This textual meaning arranges the conjunctive relation and text structure to express social function.

2.3 Conjunctive Relation

Conjunctive relation is realized to connect events, qualities or ideas between clauses and clauses (Santosa, 2010). In addition, Martin said that the relation in each process is connected with a conjunction. There are two parts of conjunctive relations, explicit and implicit. The explicit one can be expressed in three linguistic units such as conjunction (external and internal), continuative and logical metaphor (logic as a process, logic as a thing and logic as circumstance) (Martin, 2007). External and internal are based on the role or function of it. External conjunction connects events that occur in the reality of human experience. Internal conjunction connects arguments, presents evidence and gives conclusions in a discourse. In addition, analyzing external and internal conjunctive relation is expressed by a symbol. Symbol [>] express external and symbol [<] express internal (Martin, 2003; Santosa, 2010). External and internal conjunctions have four kinds of logical relation, namely addition, comparison, time and consequences. Each classification has a sub-classification.

Based on the conjunction's structure, the researchers finds a genre that covers this advertisement. In addition, researchers try to reveal the uses of conjunctive relations and the meaning of advertisement clearly. In this case, the advertorial advertisement is an English magazine specifically for children and teenagers. Therefore, the

researchers want to know whether the use of conjunctive relation makes the meaning easier for children and teenagers.

3. RESEARCH METHODOLOGY

3.1 Research Design

It is a descriptive qualitative research. Descriptive means describing the data. While qualitative means knowing the quality of text or data. This study analyzes advertisement for children and teenagers. The type is advertorial advertisement. It is analyzed using conjunctive relations. The researchers choose conjunctive relation because it connects among ideas, phenomenon and quality of clauses (Santosa, 2010). Conjunctive relation analyzes the clauses and finds the stage in each advertisement. Those stages are to know the purpose of arranging an advertorial advertisement.

3.2 Data Location

The researchers select the advertisement in C'nS magazine. It is one of the magazines that produce reading material for children and teenagers in specific editions. This is the main reason in selecting the magazine. The selection of advertisements is from August – September 2018. C'nS magazine is a local magazine from the LIA institution. LIA or *Lembaga Indonesia Amerika* is an English course. In LIA, children, teenagers even adults learn how the English language is. From the course, the children and teenagers get a magazine to help them learn English more.

The linguistic data consists of structure, style and the meaning. It is the primary data. Besides, this study has secondary data. This is the result of some previous research related to advertisement research. In addition, the information about C'nS magazines is also a secondary data.

This study uses purposive sampling based on objectives of the study. In addition, the data collection technique is content analysis or document analysis. This is because the data are some documents. Content analysis is used to determine and describe documents that are suitable for objectives of the study. Then, researchers use data validation to get trustworthiness. We use a triangulation technique that is a source triangulation technique. This technique is used to provide data sources.

3.4 Data Analysis

In data analysis, the researchers use a domain, taxonomy, componential analysis and cultural theme analysis. First, the researchers collect the data by domain analysis. In a domain analysis, researchers arrange the data and group in a cluster. Researchers use the magazine in two groups that are teenagers and children. After that, the advertisement arranges in their stages. In taxonomy analysis, researchers reduce the data in groups of instrument analysis. This study uses conjunctive relation analysis, so the data is grouped by conjunctive relation analysis. In the componential analysis, the data is analyzed and researchers make the pattern analysis. At the end of the

analysis, the researcher uses a cultural theme to know the point of the result and connects that pattern with the context. For all analysis steps, researcher answers the research problem.

4. FINDINGS

This result section is about the conjunctive relation and the meaning of an advertorial advertisement in C'nS magazine for children and teenager. The domain analysis is about collecting the data. It is advertisement for children and teenagers. Then, researchers arrange the advertisement based on thesis, argument 1, etc. It is found by conjunctive relation's analysis. Those advertisements are not only arranged from title and description but also thesis, argument 1, etc. It is categorized as an exposition genre. In C'nS magazine, children and teenagers' advertisements present one advertorial advertisement. Besides, there is a difference between the advertisement for children and teenagers. Advertisement for children is shorter than the one for teenagers. The topic of those advertisements are export commodity.

In taxonomy analysis, the data is grouped by the category of conjunctive relation. The advertisement in the teenager edition is about the Tropic's shoes. The advertisement consists of three paragraphs describing the product. The sentences are complex sentences and simplex sentences. In those paragraphs consists of the minor clause and mayor clause. There are 10 complex sentences and 9 simplex sentences. For those sentences, SFL divided into 31 clauses consists of 30 mayor clauses and 12 minor clauses. In ideational meaning, those clause is analyzed by logical meaning that uses conjunctive relation. Conjunctive relation consists of conjunction, continuative and logical metaphor.

4.1. The CR Analysis in Teenager's Advertisement

In this part, componential analysis is carried out to know the pattern of the message and the invitation's sentence.

Table 1. Conjunctive relation in tropic's advertisement

Genre	Stages Phase		Conjunctive relation									Σ
			Meaning				Form			Function		
			Add	Comp	Time	Consq	Conj	Cont	Meta	Inter	Exster	
Exposition	Thesis	Point	-	-	-	-	-	-	-	-	-	-
		Elabor	1	2	1	2	5	-	1	2	4	18
	Arg 1	Point	1	1	-	3	3	-	2	2	3	15
		Elabor	3	-	-	1	3	-	1	1	3	12
	Arg 2	Poin	-	-	-	-	-	-	-	-	-	-
		Elabor	4	2	-	1	5	1	1	3	4	21

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Arg 3	Poin	-	-	-	-	-	-	-	-	-	-
	Elabor	3	7	1	1	9	1	2	9	3	36
Σ		12	12	2	8	25	2	7	17	17	102

Arg:argument; Elabor:elaboration;add:addition; comp:comparison; consq:consequence; conj:conjunction; cont:continuative; meta:logical metaphor; inter:internal; exter:external

The result of Tropic’s advertisement shows that teenagers’ advertisement more uses conjunctions. It eases the teenagers in understanding the meaning successively. In addition, this advertisement contains more addition and comparison conjunctions and connects the idea by internal and external functions. It means that the content’s advertisement describes the product. Besides that, the advertiser develop their description with supporting argument. The advertisement as a exposition genre emphasizes the invitation meaning in the third argument. It is proven by 36 data in third argument.

		1 TROPIC	
Simil		2 (that is) Shoes that go everywhere	
Logic as thing		3 People have designed a lot of different kinds of shoes: sliipers, sneakers, dress shoes, outdoor shoes, hiking shoes, and many others kinds for different purposes.	
		4a Those shoes are so specific that	Thesis
Simil		4b when someone needs to go to several different occasions during a trip,	
Add		4c (and) they need to bring different pairs.	
Consq / continuative		5 (so that) It, of course , is a lot of hassle.	
Consq		6a (thus) For the purpose of comfort and convenience, a group of hikers, campers, sailors and surfers worked together	
Add / logic as process		6b and generated the idea	
Simil / logic as process		6c (that is) to produce TROPIC: the ultimate travel shoes.	
Logic as process		7 TROPICs are made for exploring every kind of place, from alleys in big, modern cities to hiking tracks in remote areas.	Argument 1
Add		8 (and) TROPIC sneakers have a 4-in-I versatility: the benefits of aqua shoes, the comfort of sport shoes, the technical outsole	

	materials of hiking shoes, and style of your favorite daily footwear.	} Argument 1
Add	9 Cool, huh?	
Add	10 In TROPICs, travelers can focus more on traveling and less on packing.	} Argument 1
	11 SPECS	
Logic as process	12a TROPIC sneakers are made with 3D mesh technology,	} Argument 2
Simil	12b (that is) using 3D mesh materials from Cosmo (material supplier of major fashion and performance brands)	
Add	12c and also patented treatments by Agion (powerful scent treatment).	
	13a A TROPIC shoe has an elastic counter heel without foam	} Argument 2
Simil	13b (that is) to allow better fitting.	
add	14 (besides that) It has a removable footbed with perforated EVA (Ethel Vinyl Acetate) for better cushioning and drainage.	
Add	15 (and) The bottom is a slip-resistant full rubber sole leaving no marks.	} Argument 3
	16 FEATURES	
Simil	17 (that is) Anti Odor	} Argument 3
	18a Every pair of TROPIC has to go through the Agion treatment	
Add / logic as process	18b (that is) to clear off odor, 18c (and) the result of which will last for the whole shoe life	
	19 Breathable	} Argument 3
Simil	20 (that is) The mesh material will keep your feet free from sweat with or without socks.	
	21 Washable	
	22 Dirty TROPICs?	} Argument 3
continuative	23a Just toss them into a washing machine	
Add/ logic as circ	23b and they're clean in no time.	} Argument 3
	24 Slip On	
Simil	25a (that is) Easy to put on	} Argument 3
Add	25b and fit snugly.	
	26 Vegan Friendly	} Argument 3
Logic as circ	27 As a completely no-animal	

	product, TROPIC sneakers don't use any animal parts in the manufacturing.	
	28 Flexible	
← Simil	29a (that is) Whatever you do,	
	29b you will feel comfortable in TROPICs.	} Argument 3
	30 Lightweight	
← Simil / cont.	31a (that is) A TROPIC shoe only weights 198 grams,	
Consq	31b so conveniently light to wear everywhere.	

Figure1: Tropic's Advertisement

From the figure above, it can be seen that the clause 1 to clause 2 are followed by implicit conjunction of comparison similar and the role of this conjunction is external conjunction. It means that the advertiser verifies those clause. The function of it is to introduce the product. First, the advertiser mentions the name of the product 'Tropic', then in second clause uses comparison similar conjunction to develop the idea of Tropic. He/she explains the brief introduction about Tropic. Then, the clause 3 to clause 5 are followed by three types of conjunctive relations. There are the logical metaphor, conjunction and continuative. The advertiser gave a little explanation about shoes' designers that make a lot of different shoes with different functions. In clause 3, the advertiser expresses with external logic of thing and it continues with the external logic of process and simultaneous time external conjunction. The clause 4c and 5 are implicit conjunctions. There are "and" as addition additive external conjunction and "so that" as a consequence cause external conjunction. Those clauses add the explanation about the problematic of different shoes for each activity and the last the advertiser concludes that it is not a good condition to the people who need practical shoes and also shoes that can use for every condition. Indeed, this group of clauses explain the problem. It makes a rhetorical function as a thesis.

The clause 6a is started with implicit consequence that means external conjunction, "thus". It means that the advertiser adds his idea to connect with the previous clause. He/she shows the solving problem. The clauses 6b and 6c use logical metaphor as process and also addition additive external conjunction for clause 6b to add the idea that relates to clause 6a. The clause 6c uses implicit comparison similar external conjunction. It means adding the idea after the advertiser created an idea in clause 6b, then he/she introduces the new product called Tropic. The clause 7 to clause 10 uses addition additive external and internal conjunction. In clause 7, he/she uses logical metaphor as a process and explains the function of that shoes. Then in clause 8 and clause 9, the advertiser develops his/her argument by addition additive internal conjunction, "and". The clause 10 uses addition additive external conjunction and it

is to make a beginning conclusion about Tropic. By that conjunctive relation, the clause 6a to 10 has a rhetorical function as an argument 1.

In the clause 11 to clause 15, the advertiser explains about specs. He/she uses logical metaphor and conjunction to connect each explanation about specs. The clause 11 uses implicit comparison similar external conjunction to introduce something special about Tropic. The clause 12a is started with logical metaphor as process to explain the process of making the shoes and continue with implicit comparison similar external conjunction to explain more. In addition, the advertiser develops his/her idea in clause 12c from 12b. He / she uses addition developing conjunction. In clause 13b, it uses implicit comparison similar external conjunction to add her / his idea related to clause 12a. Then, the advertiser develops his/her idea by the use of addition internal conjunction. The clause 15 uses addition additive external conjunction as the last explanation about specs of Tropic. Based on those description, the clause 11 to clause 15 has a rhetorical function as an argument 2.

The last point in this advertisement is about features. The clause 16 to clause 31b is about features in Tropic. The advertiser uses comparison similar external conjunction to describe the idea. The clause 16 to clause 18b uses that conjunction to describe the anti-odor feature. Then advertiser adds logical metaphor as a process and implicit addition additive external conjunction to create one relation of anti-odor description. The clause 19 to clause 31b uses comparison similar, addition additive, continuative, continuative and logical metaphor to describe breathable, washable, slip on, flexible and lightweight as a component of features. Each conjunctive relation is used to add and develop the idea. Therefore, clause 16 to 31b has a rhetorical function as an argument 3.

4.1.1 The CR in Constructing Advertisement

Based on all description, the researcher finds that conjunctive relation in this advertisement constructs the message. First, the advertiser mentions the product and give brief explanation using implicit conjunction. Then, he/she gives the beginning of the product why Tropic is good and suitable for customer. Second, the advertiser explains the material productions, specs and features of the product. In short, the advertiser makes a clear message and the clauses is connected well.

In addition, by analysis conjunctive relation, the structure of advertisement is not only title and the product's description but also it makes a stage. Here the table of clauses, rhetorical functions and stages.

Table 2. Clauses, rhetorical function and stages of tropic's advertisement

Clauses	Rhetorical Function	Stages
1-5	Showing the argument	Thesis
6a-10	Argument side 1	Argument 1
11-15	Argument side 2	Argument 2
16-31a	Argument side 3	Argument 3

This analysis shows that advertisement for teenagers is an exposition genre. It is proven by the structure of it. They are the thesis as space to write his/her perspective. Then, it is supported with argument side 1 to argument side 3 in supporting the idea of the product.

4.2 The First CR Analysis in Children Advertisement

In C'nS magazine for children, there are two advertisements and they offer export products. The first product is about a pencil and the second product is about a game. The pencil advertisement is called Sprout. There are complex sentences and simplex sentences. The complex sentences are 10 sentences, while simplex sentences are 7 sentences. By using SFL, those sentences are divided into the minor clause and mayor clause. The minor clause is only one minor clause while mayor clause is 28 clauses. By analysis logical discourse using conjunction, it finds the style of this advertisement.

Table 3. Conjunctive relation in sprout's advertisement

Genre	Stages	Phase	Conjunctive relation									Σ	
			Meaning				Form			Function			
			Ad d	Com p	Tim e	Cons q	Con j	Con t	Met a	Inte r	Exte r		
Expositio n	Thesis	Point	1	-	1	-	1	1	-	-	2	6	
		Elabo r	2	1	1	2	5	1	-	1	5	18	
	Arg 1	Point	-	-	-	-	-	-	-	-	-	-	
		Elabo r	5	2	2	3	12	-	-	2	10	36	
	Arg 2	Point	1	-	-	-	1	-	-	-	1	3	
		Elabo r	1	1	4	2	6	-	2	2	6	24	
	Reiteratio n	Point	-	-	-	-	-	-	-	-	-	-	
		Elabo r	1	-	-	-	1	-	-	-	1	3	
	Σ			11	4	8	7	26	2	2	5	25	90

Arg: argument; Elabor: elaboration; add: addition; comp: comparison; consq: consequence; conj: conjunction; cont: continuative; meta: logical metaphor; inter: internal; exter: external

In this advertisement, the conjunctions is always used to connect the idea. The function of conjunction connect one clausa to another clausa and it create a message. Addition's conjunctions is more dominat. It means that the advertisement describes the product. Besides, the advertiser uses time's meaning to order the event. The external function indicates that the clauses connects well to explain the product. The invitation meaning is in first argument of exposition genre. After the advertiser mentions the product, then he/she persuade children to have this pencil.

	1a What do you usually do	
Simul / cont.	1b when your pencil is too short to write with?	
	2 Throw it away?	
Add. Stag.	3 Well, you should try using this cool pencil then.	
Consq	4a (so) You don't need	Thesis
	4b to throw it away	
Simul	4c when you're done with it.	
Cont. comparison	5a Just plant the pencil stub	
Add / Logic as circ	5b and in a few weeks it will grow into something delicious and beautiful.	
Consq	6 (so) Your pencil can grow!	
	7 SPROUT	
Simil	8 (that is) Plantable Pencil	
Simil	9 The pencil is called Sprout: (that is) a pencil with seeds inside.	
Add	10a (and) Sprout is made of natural materials:	Argument 1
Add	10b (and) the body is made of high quality cedar wood.	
Add	11a (besides) The wood is certified	
Consq / simul	11b so when one tree is used,	
Consq	11c then another is planted.	
Add	12 (besides) The writing material is made of graphite and clay.	Argument 1
Add / continuative	13 (besides that) Sprout smells nice too .	
Simul / continuative	14a When sprout is too short to use,	
Consq	14b (so) you can plant it in a pot.	
Add	15 (and) There is a seed capsule at the tip of the pencil.	
	16a There are three high quality seeds in it	
Simil	16b (that is) to maximize the chances of successful sprouting.	Argument 2
Consq	17 (because) The capsule is water-activated.	
Simul	18a When you plant the tip of Sprout into the soil	
Add	18b and water it,	

Succ / logic as process	18c (after that) the capsule will begin to break down.	} Argument 2
Consq	19a It then releases the seeds [which 19b soon start to take root].	
Logic as process	19b soon start to take root.	
Add / logic as circ	20 In the few weeks , the seeds will grow into delicious herbs, crispy vegetables, or edible flowers.	
Add	21 And each Sprout package comes with a helpful planting instruction card.	

Figure 2: Sprout’s advertisement

This analysis above shows that the advertiser emphasizes to the reader about Sprout by explaining and describing it. He/she often uses addition additive conjunction in explaining the idea continuously. The clause 1b is related to clause 1a with time simultaneous external conjunction “when”. In addition, the advertiser also uses continuative “too” to emphasize a situation. In those clauses, he /she gives a problem for the reader. The clause 3 to clause 6 answers the main problem. In clause 2, he/she gives the solution and is developed in clause 3 by using addition staging internal conjunction. The clause 4a to clause 4c connects the problem. The clause 5a has a comparison continuative in adding the idea of problem solution. Furthermore, he/she adds the logical metaphor time to clarify the process in clause 5a. Therefore, the implicit consequence cause is added to answer the problem. These clauses have a rhetorical function as a thesis.

The clause 8 to clause 10b uses comparison similar and addition additive external conjunction to explain about Sprout: Plantable Pencil. Besides, the advertiser adds the explanation about the material in clause 10a. By using addition additive external conjunction in clause 11a, it relates to clause 11b and 11c. The clause 12 has addition additive external conjunction to add the idea about the material and clause 13 is related to clause 10a. The clause 14a uses time simultaneous external conjunction to add the situation and emphasize the situation with continuative “too”. It means that he/she tells the condition if the pencil is short, the customers do not worry about it, they can plant it. It is the correlation of clause 14b. The rhetorical function of these clauses is argument 1.

In clause 15 to clause 20, the advertiser describes the fill of Sprout. He / she connects the idea about the pencil can grow by explaining a seed in the pencil. Advertiser uses addition additive external conjunction to start the idea in clause 15. In clause 16a and 16b, he/she connects the quality of seeds by using comparison similar external conjunction. The clause 17 to clause 20, the advertiser explains the process of growing the seed in Sprout by using the logical metaphor of process and completes with external conjunction time. The rhetorical function of these clauses is

argument 2. The last clause, the advertiser adds addition additive external conjunction that has a connection to clause 6 and the advertiser emphasize and repeat again his / her argument. This part has a rhetorical function as reiteration.

4.2.1 The CR in Constructing Advertisement

The conjunctive relation in this advertisement creates the message. In the beginning, the advertiser shows the situation that often happened by children. Then, he/she offers the product to remove old habit. After he/she offers the product, he/she introduces the product, the material of production and the seeds in Sprout. By addition conjunction, the advertiser explains the work of seed and how the pencil can grow. By conjunctive relation analysis, the message is organized.

Moreover, this advertisement is not only arranged the title of the product but also arrange as a exposition genre. Here is the table of the group of it.

Table 4. Clauses, rhetorical function and stages of sprout's advertisement

Clauses	Rhetorical Function	Stages
1a-6	Showing the argument	Thesis
7-14b	Giving first argument	Argument 1
15-20	Giving second argument	Argument 2
21	Giving a re-explaining	Reiteration

This table shows that advertisement is called exposition genre. The beginning of this advertisement is started with a thesis, then first argument, second argument, and the end is reiteration. In thesis, the advrtiser showing an argument that by using Sprout, the children do not worry about short pencil. It is supported with supporting argument. In the last, the advertiser re-explain the product to the target reader.

4.3 The Second CR Analysis in Children Advertisement

Another advertisement in C'nS magazine for children is about a game. The product is Storyball. That advertisement has complex sentences and simplex sentences. Complex sentences are 10 sentences, while simplex sentences are 7 sentences. Those sentences are separated in the minor clause and mayor clause. The Storyball's advertisement has 28 mayor clause and one minor clause. Those clauses are analyzed by conjunction and it shows the style of advertisement.

Table 5. Conjunctive relation in storyball's advertisement

Genre	Stages	Phase	Conjunctive relation									Σ
			Meaning			Form			Function			
			Add	Comp	Time	Consq	Conj	Cont	Meta	Inter	Exter	
Exposition	Thesis	Point	-	-	-	-	-	-	-	-	-	-
		Elabor	2	1	-	1	4	-	-	1	3	12

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Arg 1	Point	1	1	1	-	2	-	1	2	1	9
	Elabor	2	2	-	1	5	-	-	2	3	15
Arg 2	Point	-	1	-	-	1	-	-	-	1	3
	Elabor	1	-	4	2	7	-	-	3	4	21
Arg 3	Point	2	1	-	-	3	-	-	1	2	9
	Elabor	4	1	-	2	7	-	-	2	5	21
Reiteration	Point	2	-	1	-	2	-	1	1	2	9
	Elabor	-	-	-	-	-	-	-	-	-	-
Σ		14	7	6	6	31	-	2	12	21	99

Arg:argument; elabor:elaboration; add:addition; comp:comparison; consq:consequence; conj:conjunction; cont:continuative; meta:logical metaphor; inter:internal; exter:external

Table 5 shows that among clauses are related by using conjunctions. Besides, the external function is more dominant. The meaning is the children can understand the message, because the conjunctions connects one idea to another idea. The product describes using addition, sometimes the advertiser compare and contrast the quality of the product. The advertisement as exposition genre shows persuasion meaning in third argument. It describes and explains the idea about the usage of Storyball. In addition, this game can be played with everyone and everywhere.

	1 You know that starting at your smartphone, game console, or TV, is not good for you, right?	} Thesis
Simil / add	2a (that is) Here and there you should move your body,	
Cond / add	2b (then) do something else besides hanging on to your gadgets.	
	3a Here comes Storyball	} Argument 1
Simil / add Time simul	3b (that is) a toy with which you can play games and exercise at the same time.	
	4 Storyball	
Add	5a (and) Storyball is a screen-free gaming device	} Argument 1
Simil	5b (that is) which is shaped like a ball.	
Add	6a (besides) It comes with an app	
Consq	6b so it can connect to your smartphone.	} Argument 1
	7a Storyball comes with a lot of games	
simil	7b (that is) which encourage kids like you to be active both physically and socially.	

Simul	8 (while) Using Storyball is super easy.	
Succ Cont.	9a (first) Just press the main button on the ball	
Cond	9b (then) to turn it on.	
Succ / add	10 (second) Open StoryApp on your smartphone or tablet.	Argument 2
Succ	11 (third) Pair the app to Storyball via Bluetooth.	
Succ	12 (after that) You can choose: Quest, Mini Game, or Story Time on the app.	
Cond / add	13 Then, play and have fun!	
Add	14a (and) Storyball uses games, stories and challenges	
Simil / add	14b (that is) to get you playing, learning and moving your body.	
	15a The game in it will tell you to run,	
Succ	15b (then) jump an imaginary fence,	
Add / cond	15c (then) act like you are swimming, and many other movements.	Argument 3
Add	16a (besides) Its quizzes and games challenge you	
Simil / add	16b (that is) to think and use your imagination.	
Add / add	17 (in addition) You can play indoors or outdoors, with friends or parents, or on your own.	
Add	18 (and) With Storyball, you can develop your motor abilities and at the same time have fun and exciting play time.	Reiteration

Figure 3: Storyball's advertisement

The last result shows that the advertiser often uses addition additive external conjunction to explain the detail information about that game. That conjunction is more dominant rather than another conjunction. In the clause 1, the advertiser gives a problem of using smartphone, game console and TV frequently by using addition alternative external conjunction and it is related to the next clause 2a and clause 2b. The clause 2a and 2b is the solution of the clause 1. Here, the advertiser uses implicit comparison similar external conjunction and consequence condition external conjunction to create the solution also add with addition additive external conjunction to make it clear. So, these a group of clauses has a rhetorical function as a thesis.

The clause 3a introduces the games of it. In clause 3b, the advertiser uses implicit comparison similar external conjunction and logical metaphor time to explain an idea in clause 3a. The clause 5a explains Storyball using comparison similar external conjunction and it is developed in clause 5b using addition developing internal conjunction. Then, the clause 6a adds the idea about Storyball completed with application using addition additive external conjunction. The clause 6b concludes the topic with consequence cause external conjunction. Therefore, it has a rhetorical function as an argument 1.

The next explaining is about the content of Storyball. The advertiser is dominant using time sequence such as time simultaneous, consequence condition external conjunction, time simultaneous internal conjunction, time successive external conjunction and consequence condition external conjunction to explain the usage of Storyball. In this part, the rhetorical function is argument 2.

The clause 14a uses addition additive external conjunction to connect with the idea in clause 13. The Storyball has a game, challenge and story. In addition, the clause 14b uses implicit comparison similar external conjunction to connect with clause 14a. Then, the clause 15b and 15c uses consequence condition external conjunction to explain the process of playing the Storyball. The advertiser uses addition additive external conjunction to connect the idea and comparison similar external conjunction to explain clause 16a. The last, the advertiser develops his / her idea using an implicit addition developing internal conjunction and adds with addition alternative external conjunction to connect with the previous clause about the usage Storyball. This rhetorical function is called argument 3. The last clause, the advertiser re-write again and emphasizes the usage of Storyball, in here he/she uses addition additive external conjunction. He/she explains that Storyball is benefit to develop the motor ability. The rhetorical function of this clause is reiteration.

4.3.1 The CR in Constructing Advertisement

The first idea in Storyball's advertisement shows the negative effect of using smartphone, game console and TV frequently and the advertiser offers the product to make the children still happy and play the game without giving a negative effect. The advertiser offers the product by showing a fact of using smartphone, game console and TV frequently. That is not good to develop the motor ability of the children then Storyball comes as a substitute. The advertiser connects introduction's point of Storyball then it is continued with the using of Storyball. In the last advertisement, the reader is emphasized by the benefit of Storyball.

In addition, conjunctive relation find the stage of Storyball's advertisement. Those clauses are grouped in rhetorical function. Here is the table of stage in Storyball's advertisement.

Table 6. Clauses, rhetorical function and stages of storyball's advertisement

Clauses	Rhetorical Function	Stages
1-2b	Showing the argument	Thesis
3a-6b	Giving first argument	Argument 1
7a-13	Giving second argument	Argument 2
14a-17	Giving third argument	Argument 3
18	Giving a re-explaining	Reiteration

That table shows the stages of the Storyball advertisement. The structure consists of a thesis, first supporting argument until third supporting argument and the last is reiteration. By those structures, this advertisement is called an exposition genre. Here, an exposition genre proves that advertiser offers the product by giving a fact of problem and he/she gives a solution by this product.

5. DISCUSSION

This present study is a study of language phenomena in advertisements. Language in advertising becomes a phenomenon that encourage the linguists because the language created is different from the language in other discourses. The language in advertising is made in such a way with interesting, informative and inviting content for target readers (Kleppner, 1992; Well, Moriarty, & Burnett, 2006). Specific targets in this study are children and teenagers. Ads in C'nS magazine are interesting because they have appropriate's topics for children and teenagers. In the teen's ads is found an ad that discusses about shoes. The topic is suitable topic with the target audience because shoes are an object that they really need and have lots of activities.

Ads on children's editions consist of two topics, namely pencils and games. Both of these topics are also suitable for the target readers; children. At school, children need a pencil as a tool for learning and games are an object that children use to spend free time and play. From the topics created, researchers see the suitability of the topic with the interest in reading by the target reader. The intended target also has preferences, needs and characteristics according to the target reader (Kleppner, 1992).

In addition, these advertisements are informative and inviting meaning. This is known from the message in the advertisement. The content of the message can be known from various sides and one of it is to see how the relationship of an idea or topic in the text. According to Halliday, discourse contains relations between events (Halliday, 2003). These relationships can be known by the ideational meaning which is realized through the conjunctive relation, interpersonal and textual meaning.

In previous studies, the advertisement's reserach that investigates messages has often been done. This study has differences in how it is analyzed and the results. Previous research examines the meaning in advertising of the description and comparison in general. The content of the advertisement is seen from the product

description through text and product description from the image, besides the advertisement is group based on the theme / topic (Håkansson & Widingho, 2019). This study examines advertisements by breaking up long paragraphs into clauses. These clauses are analyzed by conjunctive relation.

The results of this study are the analysis of the conjunctive relation being able to read advertisements for children and teenagers. Readability is also easily understood by children and teenagers. Besides, informative language and inviting meanings are also found in advertisements. The advertisement is a type of advertorial advertisement. This ad is known to have the characteristics of a long paragraph. Advertisements as we know are composed of the title, product's name and product's description (Manarul, 2019). In this study, the analysis of the conjunctive relation finds the structure of the thesis, supporting arguments 1, supporting arguments 2 and supporting arguments 3. From these structures, Tropic's advertisements for teenagers are categorized as exposition genres. Exposition genre contains paragraphs that explain certain information clearly and accurately. The exposition genre as an advertisement's composer signifies that advertisements aimed at teenagers contain information and the advertiser explains them in a clear ways. This begins with the opinion stage. There must be shoes that can be used wherever and whenever, so that a Tropic emerges as an innovative shoes. Furthermore, the advertisement contains arguments in favor of the emergence of Tropic by explaining the product's superiority and product features. By this structure, the target reader, especially teenagers, are able to process messages conveyed in a structured and clear manner.

Meanwhile, by using analysis of conjunctive relation, the advertiser of Tropic are more dominant in using conjunctions compared continuatives and logical metaphors. This indicates that there is a connection of activities in a sequence meaning (Martin, 2007). In addition, the dominant meaning of conjunctions is the addition and comparison of conjunctions. The addition conjunction means that the ad contains a product's description by connecting one clause to another. The comparison conjunction is used to compare one idea with another. These ideas can be ideas related to the quality of products with other products and can be in the form of product excellence from others. External and internal functions are used equally in this ad. This makes the ad contains a series of meaningful information supported by arguments as a wave of information that is arranged logically (Martin, 2007).

Furthermore, from this exposition genre category, researchers find inviting contexts that invite the reader. The data from Tropic's advertisement, advertisers tend to put more emphasis on the product in the last argument; the third argument. In the third argument, advertisers more often describe the product's advantages and compare products with other things. In fact, that describing contains the advantages which certainly attracts readers to own the product. In advertising, the product offered must be able to get the reader's attention. It is not only from the layout or headline but also from the benefits that the reader gets from the product (Schwab, 1962).

Ads for children consist of Sprout and Storyball ads. Both advertisements are categorized as exposition genres. The exposition genre as a compiler of advertisements for children makes it easy for children to receive messages because they contain clear and accurate information in accordance with the characteristics of the exposition genre. This is evidenced by the stages of the thesis, supporting arguments and reiteration. In the thesis stage, both advertisements display a problem that is often experienced by children. From these problems, advertisers provide solutions that by using the products, the problem will disappear. Then in the supporting argument section, the advertiser gives a simple explanation of the product offered. Furthermore, he/she gives the advantages of the product. At the end, the advertiser emphasizes again that the products offered are very useful and easy to use.

Next, the researcher found the structure of the message that is related by the conjunctive relation which was classified based on its meaning, form and function. Sprout ads using conjunctions are more dominant than continuatives and logical metaphors. This realizes the logic of discourse that connects ideas (Santosa, 2010). The meaning of conjunctions that are often used are additions and time. Addition conjunctions are used to describe the product. It connects one idea to another. Whereas the time conjunction is used to sort the process. The process is in the form of product usability for the reader. External function dominates in this ad. This indicates that the ideas is combined in a clear set of information.

Whereas in Storyball commercials, conjunctions were found to dominate. This indicates the clauses that contain ideas connected and make a unity of meaning. The meaning of conjunctions that are often used are additions and comparisons. An additional conjunction found means that the ad contains descriptions for the product offered. Whereas the conjunction of comparisons indicates that the advertiser compares the product with the others. External function dominates in this ad. This indicates his ideas are combined in a series of information.

Both of these advertisements have a meaningful context at the argument stage. In the Sprout ad, the meaning of inviting is in the first argument. The data explains that in the first argument, advertisers use the conjunction of additions that are external function. This is intended to describe the uniqueness of the product. Thus, readers get the main point of advertising in that section. In Storyball advertising, the inviting meaning found in the second and third arguments. This is slightly different from the previous ad. In the second argument, advertisers often use time conjunctions to give an order of how products are used. This is consistent with the opinion of Firth and Barbara that a product for children must be understood how it works and how it looks (Frith & Mueller, 2003). Meanwhile, in the third argument found the use of additional conjunctions more dominant. This meant that the advertisers described the benefits of the product. Thus, children's readers are interested in these products.

Generally, the analysis of the conjunctive relation finds the message and invitation's meaning explicitly. This discovery is not only found in general by describing it but by looking at the structure and relationships between clauses. This is different from previous studies, the social semiotics approach analyses general description of advertising. It found a form of communication that has explicit and implicit certain messages (Wong, 2019). In addition, this study also found that advertisements aimed at specific target readers. This complements previous research related to accepting the advertisement's product (Zhu, 2017).

6. CONCLUSION

The conclusions of this research are advertisement's author gives a good variation in delivering the message of the advertisement. The advertisement is not only title followed by the introduction of the product but also give a variation with the problem, needed and desirable. They offer the product is not directly but they give an opinion first or give information first. In addition, the meaning of advertisement is easy to understand for children or teenagers.

In C'nS magazine for children and teenagers, there are some similarities of their advertisement. It is the structure of advertisement called an exposition genre. The conjunctive relation is dominant with addition additive and comparison similar external conjunction. Those two conjunctions related to adding the idea and connect to one clause and other clauses.

The result of this analysis opens our mind that a text can be arranged by conjunctions, continuatives and logical metaphors and by those analyses, an object can be seen in the detailed meaning. By the role of conjunctive relation, the researcher found the structure of the advertisement. However, this research can be studied more by analyzing the judgment system through appraisal analysis. By that analysis, the research will completely explore about meaning and purpose of the author. Also, it can be analyzed by another kind of advertisement, for example service advertisement.

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