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Ideational, Interpersonal, and Textual Meanings in Wardah Halal Green Beauty Advertising Discourse: A Systematic Functional Linguistics Study

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ABSTRACT:

This study explores how language functions are realized in Wardah Halal Green Beauty advertising discourse through the framework of Systemic Functional Linguistics (SFL) proposed by Halliday and Matthiessen. Using a qualitative descriptive approach, the research analyzes written clauses from the advertisement to uncover the realization of ideational, interpersonal, and textual meanings. The findings reveal that material and relational processes dominate the ideational meaning, emphasizing the product's effectiveness, purity, and ethical attributes. The interpersonal meaning is primarily realized through declarative and imperative moods with modal elements such as "will" and "can", reflecting confidence, persuasion, and care toward the consumers. Meanwhile, the textual meaning demonstrates a cohesive thematic progression through unmarked and marked topical themes, ensuring clarity and persuasive flow. Overall, the advertisement linguistically constructs Wardah's identity as a Halal Green Beauty brand that harmonizes modern science, spirituality, and environmental ethics. This study contributes to a deeper understanding of how language functions to shape ideology and persuasion in contemporary halal advertising discourse.

Keywords: *Systematic Functional Linguistics (SFL), Ideational Meaning, Interpersonal Meaning, Textual Meaning, Advertising Discourse.*

INTRODUCTION

In recent years, the global cosmetics industry has undergone a remarkable transformation driven by consumers' growing awareness of ethical, religious, and environmental values in beauty consumption. Modern beauty preferences now incorporate broader issues like sustainability, social responsibility, and spiritual consciousness, rather than being limited to the desire of aesthetic betterment alone. The growing demand for cruelty-free, eco-friendly, alcohol-free, and religiously conforming cosmetics reflects this change. Halal cosmetics have been a major force in this movement, especially among Muslim consumers who look for goods that meet both contemporary lifestyle standards and religious obligations.

In cosmetics, halal certification guarantees purity, safety, and moral integrity by ensuring that all ingredients, production methods, and distribution channels comply with Islamic law (شريعة). The halal cosmetics industry is one of the fastest-growing sectors of the global beauty market,

reacting to the ethical and spiritual aspects of contemporary consumption.¹ The idea of “Halal Green Beauty,” which harmonizes halal values with ecological awareness and natural product innovation, is the result of this convergence of faith and sustainability. The Wardah brand, which pioneered halal-certified skincare and promoted a vision of beauty that is not only aesthetically pleasing but also ethically and spiritually significant, is a potent representation of this idea in Indonesia.

Scholarly attention to halal branding has expanded rapidly, with researchers exploring its consumer perceptions, marketing strategies, and socio-religious significance.² The majority of research focuses on the economic and cultural aspects of halal goods, demonstrating how halal certification promotes brand loyalty, consumer trust, and the development of Muslim consumers’ identities. Nevertheless, language approaches to halal advertising are still understudied, despite the fact that the business and societal components of halal cosmetics are thoroughly documented. As a persuasive type of discourse, advertising creates meaning through language as well as imagery, especially when it comes to how items are positioned, evaluated, and characterized in relation to the desires and beliefs of consumers.

Advertising has long been acknowledged as a potent tool for influencing customer behavior, using persuasive language to affect financial and purchasing decisions.³ In order to provide the viewer with a rich multimodal experience, advertising typically blend visual imagery with verbal components like slogans, directives, and linguistic metaphors.⁴ By integrating themes of equality and fairness into their narrative structures, many ads have developed beyond merely pushing items to address more general social issues.

In this context, Systemic Functional Linguistics (SFL) offers a potent analytical approach in this regard to reveal the ways in which language functions within halal branding. SFL, which was developed by Halliday and Matthiessen (2014), describes how three meta-functions: ideational,

¹ Marwito Wihadi and Eva Tuckyta Sari Sujatna, “Attitudes on Halal Beauty Products: An Appraisal Analysis,” *International Journal of Computer in Humanities* 1, no. 1 (2021): 1–12, <https://doi.org/10.34010/injuchum.v1i.5490>.

² Adlin Masood, Sri Rahayu Hijrah Hati, and Alina Abdul Rahim, “Halal Cosmetics Industry for Sustainable Development: A Systematic Literature Review,” *International Journal of Business and Society* 24, no. 1 (2023): 141–63, <https://doi.org/10.33736/ijbs.5609.2023>; Sharifah Anom Omar et al., “Halal Cosmetics Awareness Among Muslim Youths in Sarawak,” *Journal of Fatwa Management and Research* 27, no. 2spl (2022): 154–65, <https://doi.org/10.33102/jfatwa.vol27no2-SE.494>.

³ Zainur Rofiq, Alfina Lailatul Masrukin, and Agwin Degaf, “Multimodal Discourse Analysis of the Pantene Campaign: Exploring Ideational and Representational Meanings,” *Lingua Cultura* 19, no. 1 (2025): 35–44, <https://doi.org/10.21512/lc.v19i1.12260>; Njoku, et al., “A Multimodal Discourse Analysis of Five Selected Online Bank Advertisements,” *Sbodbh Sari-An International Multidisciplinary Journal* 02, no. 03 (2023): 294–312, <https://doi.org/10.59231/sari7606>.

⁴ Agung Farid Agustian, “Ideology in Advertising Discourse: A Multimodal Analysis Approach,” *JELA (Journal of English Language Teaching, Literature and Applied Linguistics)* 3, no. 2 (2021): 21–33, <https://doi.org/10.37742/jela.v3i2.55>.

interpersonal, and textual are used to realize meanings.⁵ These meta-functions allow a text to coherently arrange messages, create social connections, and convey experiences. SFL has been the topic of several earlier investigations, including Pun & Jia's (2024) study and this research on the Wardah Micro Peeling Serum advertisement, although they concentrate on distinct fields: education and advertising.⁶ Pun and Jia examine how language affects Biology instruction in English-medium classrooms in Hong Kong, pointing out that student involvement is significantly influenced by teachers' comments. On the other hand, using a qualitative descriptive approach, this study examines how language choices in the commercial convey concepts of cleanliness, safety, and dependability. This research tries to improve comprehension of persuasive language in marketing, whereas Pun & Jia's research intends to improve classroom interactions. When taken as a whole, these studies demonstrate SFL's adaptability and applicability in both commercial and educational settings.

While Helliwell and Ebbelind (2024) focus on developing a methodological framework for analyzing language-in-use among Mathematics Teacher Educators (MTEs) in higher education, combining inactivism and Systemic Functional Linguistics (SFL) to explore pedagogical discourse.⁷ Previous research is primarily methodological and reflective, aiming to establish principles for studying professional educators' linguistic practices in academic settings. In contrast, this study applies SFL not to teacher discourse, but to the language of advertisement, particularly within the context of halal cosmetic branding. Whereas Helliwell and Ebbelind use SFL to examine how educators construct meaning in instructional monologues, this research employs SFL to reveal how advertisers construct ideational, interpersonal, and textual meanings to persuade consumers and promote ethical values through the concept of Halal Green Beauty.

Third, research by Dharmawan, Suardana, and Semadi (2025) conducted a social semiotic study of the Masako product package by combining Systemic Functional Linguistics (SFL) for verbal elements and Peircean semiotics for non-verbal signs such as color and imagery.⁸ Their research focused on how linguistic and visual symbols construct marketing ideologies and consumer appeal. In contrast, the present study concentrates solely on verbal language through an

⁵ M. A.K. Halliday and Christian M.I.M. Matthiessen, *Halliday's Introduction to Functional Grammar: Fourth Edition*, ed. Christian M.I.M. Matthiessen (USA and Canada: Routledge Taylor & Francis Group, 2014), <https://doi.org/10.4324/9780203431269>.

⁶ Jack Pun and Wenyun Jia. "Meaning-Making in English-Medium Instruction Science Classroom Interaction: from the Systemic Functional Linguistics Perspective." *International Review of Applied Linguistics in Language Teaching* 63, no. 1 (2025): 147-184, <https://doi.org/10.1515/iral-2024-0109>.

⁷ Tracy Helliwell and Andreas Ebbelind, "Combining Enactivism and Systemic Functional Linguistics: A Methodology for Examining (Mathematics Teacher Educator) Language," *Journal of Mathematics Teacher Education* 28, no. 4 (2025): 829-50, <https://doi.org/10.1007/s10857-024-09619-5>.

⁸ Nancy Natalia Dharmawan, I Ketut Suardana, and Yoga Putra Semadi, "Social Semiotics "Masako Package": Systemic Functional Linguistics Perspective," *Journal of Pragmatics Research* 7, no. 1 (2025): 34-53, <https://doi.org/10.18326/jopr.v7i1.34-53>.

SFL perspective, analyzing the ideational, interpersonal, and textual meanings within the Wardah Micro Peeling Serum advertisement. While the previous research explored visual-semiotic interpretations in food packaging, this research extends SFL analysis to the cosmetic advertising discourse, emphasizing how linguistic choices reflect halal, ethical, and spiritual values in promoting the Halal Green Beauty brand identity.

Fourth, Damopolii, Sujatna, Suganda, and Amalia (2025) applied Systemic Functional Linguistics (SFL) to examine the ideational meaning of material processes in EFL students' problem-solving texts.⁹ Their study focused on how students expressed personal experiences and challenges through written language, aiming to enhance pedagogical understanding and writing development in English learning contexts. In contrast, the present research employs SFL not for educational purposes, but to analyze advertising discourse, specifically the Wardah Micro Peeling Serum text. While Damopolii et al. explored linguistic patterns that reveal learners' cognitive and emotional processes in academic writing, this study focuses on how transitivity, mood, and theme structures construct persuasive meaning in promoting Halal Green Beauty values. Thus, whereas their research contributes to EFL pedagogy, this study extends SFL analysis to commercial and ethical communication, highlighting how language functions to represent beauty, faith, and trust in the cosmetic industry.

Next, Mufidatul Akromah (2025) examined the ideational and interpersonal meanings in Make Over advertisements using Systemic Functional Linguistics (SFL) to reveal how language promotes luxury, performance, and credibility in beauty marketing.¹⁰ The study emphasized how linguistic choices build consumer trust and highlight product quality within a modern, competitive beauty context. In contrast, the present research extends SFL analysis by including the textual meta-function, offering a more comprehensive exploration of how ideational, interpersonal, and textual meanings interact in the Wardah Micro Peeling Serum advertisement. Moreover, while previous study focuses on commercial persuasion and luxury branding, this research highlights the Halal Green Beauty concept, where linguistic choices are used to promote ethical, spiritual, and eco-conscious values in halal cosmetic discourse. Thus, this study bridges the gap between linguistic analysis and religious-ethical branding, expanding SFL application beyond mainstream beauty advertising into the realm of faith-based consumer communication.

Muhyidin (2025) analyzed the mood and transitivity systems in slogans of major fast-food restaurants, such as McDonald's and KFC, using Systemic Functional Linguistics (SFL) to identify

⁹ Veronika Listi Ferdini Damopolii et al., "Ideational Meaning of Material Process in EFL Students' Problem-Solving Text: A Frame of Systemic Functional Linguistics," *Qubahan Academic Journal* 5, no. 3 (2025): 349–67, <https://doi.org/10.48161/qaj.v5n3a1871>.

¹⁰ Mufidatul Akromah, "The Analysis of Ideational and Interpersonal Meaning in Make Over Advertisement," *Journal of Curriculum Indonesia* 8, no. 1 (2025): 252–57, <http://hipkinjateng.org/jurnal/index.php/jci>.

how grammatical structures convey persuasive intent.¹¹ The findings revealed that declarative and material processes dominate the slogans, reflecting the companies' intent to inform and attract consumers through direct yet simple statements. While his research focuses on short, slogan-based discourse emphasizing mood functions and process types, the present study applies a more comprehensive meta-functional approach, encompassing ideational, interpersonal, and textual meanings within a full advertising text. Furthermore, unlike Muhyidin's focus on general commercial persuasion, this study investigates halal cosmetic advertising, exploring how linguistic choices represent ethical, spiritual, and environmental values through the Halal Green Beauty concept. Thus, the present research extends SFL application from brief promotional slogans to more complex, value-driven discourse in the beauty industry.

To address the gaps identified in previous studies, this research seeks to conduct a more comprehensive analysis that integrates all three meta-functions of language: ideational, interpersonal, and textual within the framework of Systemic Functional Linguistics (SFL). While earlier studies have tended to focus on a single meta-function, a specific discourse type, or a limited linguistic aspect such as slogans, textbook texts, or educational writing, few have explored how these three meta-functions interact to construct persuasive, ethical, and faith-based meanings in advertising. Therefore, this study aims to fill that void by examining how Wardah's Halal Green Beauty advertising discourse reflects both linguistic creativity and Islamic ethical values through its choice of words, structure, and tone. Hence, this research is entitled "Ideational, Interpersonal, and Textual Meanings in Wardah Halal Green Beauty Advertising Discourse: A Systematic Functional Linguistics Study."

The objective of this study is to analyze how language functions are realized in Wardah Halal Green Beauty advertising discourse through the framework of Systemic Functional Linguistics (SFL). Specifically, this research aims to explore the three meta-functions of language:

1. To investigate the types of processes, participants, and circumstances used in the text with the structure of Ideational Meaning.
2. To investigate how mood and modality express the relationship between advertiser and consumers with the structure of Interpersonal Meaning.
3. To investigate how theme and rheme structures organize information cohesively with the structure of Textual Meaning.

Through this analysis, the study seeks to reveal how linguistic choices reflect persuasive, ethical, and spiritual values that represent Halal Green Beauty.

¹¹ Mohammad Muhyidin, "Systemic Functional Linguistics: Mood System and Transitivity of Fast-Food Restaurant Slogans," *EduLink Education and Linguistics Knowledge Journal* 7, no. 1 (2025): 83, <https://doi.org/10.32503/edulink.v7i1.6388>.

Literature Review

Advertising is a type of discourse.¹² There are linguistic elements in the form of text and context in images in commercial discourse. Put differently, advertising is a type of discourse that includes both visual and spoken components. Textual and contextual information can be used to explain a phenomenon in discourse analysis. Narratives, texts, and discourses have been developed to describe social phenomena like socio-cognitive notions.¹³ Discourse analysis can be explained in a number of ways by language descriptions and social behaviors.¹⁴ A macrostructure, superstructure, microstructure, social cognition, and social environment comprise critical discourse analysis. Through the use of language in spoken texts, social awareness, and social context, the discourse analysis framework allows us to understand the content and organization of conversation.

Halliday in Richards & Schmidt (2010), the language's functional approach serves the following primary purposes: 1) The descriptive function, often known as the ideational function, which arranges the writer's or speaker's perception of the universe and communicates data that can be tested and declared or denied, 2) Interpersonal function, or social function utilized to create, preserve, and indicate interpersonal relationship's function, which allows the speaker to convey information about beliefs, biases, and prior experiences, and 3) Textual function, which ensures the coherence of spoken and written materials.¹⁵ Grammatically, the theme contains the text meta-function at the clause level. Themes, rhemes, information structures, or both fresh and old subjects and remarks are all related to thematic structure. A clause's subject, predicate, complement, or adjudicative can all be discussed and positioned at the beginning of the clause or in a more important thematic position than other parts of the phrase.

Ideational Meaning

Halliday's Systemic Functional Linguistics theory, in particular the transitivity system, is essential to comprehending how language construct human experience. The transitivity system categorizes and encodes processes like material, mental, relational, verbal, behavioral, and existential, along with the participants and circumstances that go along with them, into linguistic structures that represent actions, perceptions, conditions, and events as part of the experiential meta function. In addition to specific participant roles like actor, goal, or senser, each process type

¹² Guy Cook, *The Discourse of Advertising*, Interface (London and New York: Routledge, 2001), <https://doi.org/10.4324/9780203978153>.

¹³ Teun van Dijk, *Critical Discourse Analysis*. In D. Tannen, D. Schiffrin, & H. Hamilton, *Handbook of Discourse Analysis* (Oxford: Blackwell, 2001). <https://doi.org/10.1002/9780470753460.ch19>

¹⁴ Norman Fairclough. *Discourse and Social Change*, Wiley (Cambridge: Polity Press, 2006).

¹⁵ Jack C. Richards and Richard Schmidt, *Longman Dictionary of Language Teaching & Applied Linguistics*, fourth (Great Britain: Routledge Taylor & Francis Group, 2010), <https://doi.org/https://doi.org/10.4324/9781315833835>.

incorporates contextual components that offer situational context. These linguistic decisions allow language to convey ideologies and views in addition to describing experiences, which is particularly important when examining multimodal discourses like advertising.¹⁶

Building on this theoretical foundation, ideational meaning is one of the three meta-functions in Systemic Functional Linguistics that focuses on how language depicts experience by using particular grammatical and lexical patterns to represent events, entities, and their relationships.¹⁷ As a result, the transitivity system is an effective analytical tool for analysing how texts encode ideological viewpoints and experiential meanings.

The elements of the transitivity system are thoroughly examined to bolster the study. Actions, states, or occurrences that are commonly conveyed using verbs or verb groups are referred to as processes. Participants are the entities (human or non-human) involved in these processes, and circumstances provide contextual details like place, method, or reason.¹⁸ Material, behavioral, and relational processes are frequently used in advertising discourse to persuasively portray experiences and qualities.

Interpersonal Meaning

Based on the idea that the language system and the forms that comprise it are unavoidably determined by the purposes or functions that they serve, the meta-function seeks to demonstrate that language is a tool for social interaction. The primary interpersonal function includes all linguistic expressions of interpersonal and social relationships. This covers the different ways the speaker enters a speech setting and does a speech act. On a deeper level, the interactions will impact other people's behavior and judgments and reveal the speaker's attitudes in a particular situation or goal of a particular action. In a literal sense, language is used by the speaker to establish and maintain social relationships or to exchange information or services among people.

When speaking, the speaker takes on a specific speech role. By doing this, the speaker gives the listener a complimentary position that he wants to take on in return. Accordingly, mood can reveal the speakers' relationships and suggest their responsibilities in a particular speech. Additionally, subject and finite are the two fundamental components of mood. Residue refers to the remainder of the clause. The subject may be a clause, a noun, or a noun phrase. Giving (and taking) or demanding (and receiving) a commodity of some types are the most basic goals of every exchange. When considering this from the perspective of a speaker in a verbal engagement, information is the commodity that the speaker may be offering or requesting. Giving information,

¹⁶ Zainur Rofiq, Alfina Lailatul Masrukin, and Agwin Degaf. Multimodal Discourse Analysis of the Pantene Campaign: Exploring Ideational and Representational Meanings. *Lingua Cultura* 19 no. 1, 2025.

¹⁷ Linda Gerot and Peter Wignell, *Making Sense of Functional Grammar*, ed. Berti Nurul Khajati, *STKIP Panca Sakti Bekasi*, 2013.

¹⁸ Halliday and Matthiessen, *Halliday's Introduction to Functional Grammar: Fourth Edition*, 2014.

requesting information, providing goods and services, and requesting goods and services are the four fundamental speech roles that remain. The four fundamental speech functions and particular grammatical structures are closely related. Declaratives are most commonly used to express statements; interrogative clauses are used to ask inquiries; imperative clauses are used to give instructions; and modulated interrogative clauses are used to make offers.¹⁹

Textual Meaning

A thorough and understandable word arrangement within the grammar framework is necessary to comprehend both the explicit and implicit meanings of a document. For sentences, clauses, verses, or phrases to effectively convey the intended meaning, the choice of diction is essential and must be carefully studied. Wiratno (2018) claims that the presentation of meaning entails a connection between grammar and lexis, or vocabulary, which together make up the lexicon-grammatical system.²⁰ This system uses an organized linguistic framework to convey meaning. Lexicon-grammar is situated in the middle of phonology and semantics, with phonology realizing lexicon-grammar and lexicon-grammar realizing semantics. Lexicon-grammar is hence a fundamental source for meaning expression in structured language units.

According to Matthiesen, lexicon-grammar which includes both lexis and grammar is inextricably linked to syntax and morphology. In the theory of Systemic Functional Linguistics (SFL), lexis, when considered in the context, functions to convey ideational, interpersonal, and textual meanings inside a text. While grammar, as a component of lexicon-grammar, follows particular syntactic and morphological structures within SFL theory, lexis is inextricably related to grammar.

Based on the description given above, lexicon-grammar is an essential element in creating a text that successfully communicates the author's intent. Lexicon-grammar acts as an initial point of reference for structuring ideas and concepts, increasing readers' access to and comprehension of the writer's message. When determining the language norms governing a textual unit, lexicon-grammatical elements are essential tools.

However, a word sequence in a given language may have multiple confusing meanings. The wide range of meanings that words can express within a language, impacted by particular supporting elements, can give birth to this ambiguity. A sequence of words that comprise clauses order the information that is conveyed from the writer/creator to the reader/listener, delivering

¹⁹ Huiqun Yu, "Interpersonal Meaning of Mood and Modality in English Public Service Advertising Texts." *In 7th International Conference on Education, Management, Information and Mechanical Engineering (EMIM 2017)*, pp. 222-227. Atlantis Press, 2017. <https://doi.org/10.2991/emim-17.2017.48>.

²⁰ Tri Wiratno. *Pengantar Ringkas Linguistik Sistemik Fungsional*. Pustaka Pelajar, 2018.

information that is thought to be significant. This is usually highlighted by putting a word or phrase (known as the theme) at the start. Within the framework of theme and rheme theory, thematic structure is expressed as a sequence of words or phrases arranged according to their placement within a clause, with the topic coming first. The theme serves as the departure point of the message, followed by the realization of the rheme as the remainder of the message. Rheme is the supporting element that emerges from the theme, whereas the theme is the portion that occurs at the start.²¹ The segment that concludes the previously supplied material is referred to as the rheme. As a result, these two components are referred to as the theme and rheme structure, also known as the thematic structure. According to Halliday, of the different structures that are mapped onto one another to form a clause, the structure that best describes the clause as a message is taken into consideration first. The term “thematic structure” refers to this.

Methods

In order to assess the advertisement’s language, this study uses a qualitative descriptive approach. The frequency and percentage of transitivity processes and circumstances, also way these linguistic components create meaning in the text were determined using qualitative descriptive approach. The five steps of qualitative descriptive approach are as follows: preparing the data, reading it to locate ideas, coding and categorizing the data into themes, and interpreting the results. Instead of utilizing statistics, the objective is to analyze words or images in a natural situation to produce a comprehensive, in-depth picture of a social or human problem.²² In addition to measuring language patterns, this design enables the researchers to decipher their functional significance within the advertisement’s social environment.

Advertisement discourse from the Wardah Micro Peeling Serum commercial make up the study’s data. Purposive sampling was used to select the data, concentrating on a skincare advertising that best exemplifies persuasive and informative language. Purposive sampling is a method of choosing data sources based on certain factors or goals that best meet the research aims.²³ The advertising for Wardah Micro Peeling Serum was chosen because it is a component of the company’s popular “Halal Green Beauty” campaign, which highlights both natural and ethical aspects of beauty. This tagline captures the brand’s identity as Indonesia’s first halal-certified, eco-friendly skincare manufacturer. As a result, the commercial was deemed the best source of

²¹ Suzanne Eggins. *Introduction to Systemic Functional Linguistics (Second edition)*. A&C Black, 2004.

²² John W. Creswell. *Mixed-Method Research: Introduction and Application*. In *Handbook of Educational Policy*, pp. 455-472. Academic Press, 1999. <https://doi.org/10.1016/B978-012174698-8/50045-X>.

²³ Sugiyono. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2013.

information to examine how language uses grammatical choices to create meanings of purity, safety, and reliability.

The study was conducted in accordance with Halliday & Matthiessen's Systemic Functional Linguistics (SFL) (2014). Three meta-functions were used to examine each clause:

1. Ideational Meaning: identifying process types, participants, and circumstances.
2. Interpersonal Meaning: recognizing adjuncts, emotion, and modality.
3. Textual Meaning: analyzing theme-rheme structures.

The predominant process types and circumstances were displayed by tabulating data into percentages. The way in which these grammatical decisions create meaning and support the advertisement's persuasive function was then explained through interpretation.

The Unit of Analysis

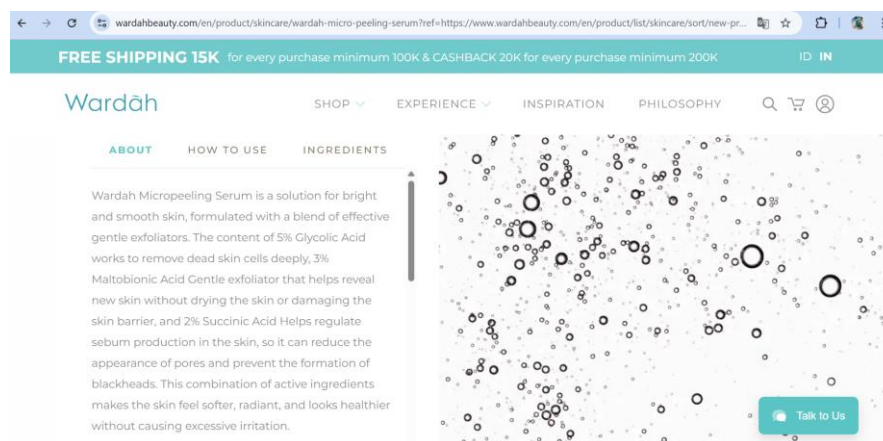


Figure 1. The Unit of Analysis

Wardah Micro Peeling Serum

Wardah Micro Peeling Serum is a solution for bright and smooth skin, formulated with a blend of effective gentle exfoliators. The content of 5% Glycolic Acid works to remove dead skin cells deeply, 3% Malto Bionic Acid gentle exfoliator that helps reveal new skin without drying the skin or damaging the skin barrier, and 2% Succinic Acid Helps regulate sebum production in the skin, so it can reduce the appearance of pores and prevent the formation of blackheads. This combination of active ingredients makes the skin feel softer, radiant, and looks healthier without causing excessive irritation.

This serum is specifically designed to gently promote skin regeneration at night. With its mild exfoliation, skin appears brighter, texture more even, and dark spots gradually fade. Its safe and effective formula is suitable for all skin types.

To use, apply at night after cleansing your face. For beginners, apply a thin layer and leave it on for a few minutes before rinsing to allow your skin to adjust. Once your skin adapts, you can use this serum overnight without rinsing for maximum results. Avoid the eye area and always apply sunscreen in the morning after use. With Wardah Micro Peeling Serum, your skin will feel smoother, more radiant, and ready to face the day with confidence!

Taken from: <https://www.wardahbeauty.com/en/product/skincare/wardah-micro-peeling-serum?ref=https://www.wardahbeauty.com/en/product/list/skincare/sort/all?page=1>

Result

The Analysis of Ideational Meaning: Transitivity

The ideational meaning represents language as a means of interpret human experience, or the way human perceive, act upon, and make sense of the world. It reflects the contextual variable of “field,” which refers to the nature of social activity or process in which language functions. The transitivity system, which maps how various processes (actions, events, states of being, and experiences) are expressed in clauses along with their associated participants (the entities involved) and circumstances (the settings such as time, place or manner and conditions surrounding the process), is how Systemic Functional Linguistics achieves this meaning.

Through Halliday’s model of functional grammar, as elaborated in *An Introduction to Functional Grammar* (Halliday & Matthiessen, 2014) and clarified by Gerot and Wignell (1994), the transitivity system provides a framework for analysing how language encodes our experiences of “doing,” “feeling,” “thinking,” and “being”. As a result, each clause can be thought of as a miniature depiction of reality, a configuration of meaning that captures what is going on, who is engaged, and under what conditions. Ideational meaning sheds light on how texts create specific worldviews, values, and realities within their social contexts. This is how ideational meaning is analysed:

Wardah Micro Peeling Serum	is	a solution for bright and smooth skin,	formulated	with a blend of effective gentle exfoliators.
Carrier		Relational Process: Attributive	Material Process	Circumstance: Manner (Means)

The content of 5% Glycolic Acid		works to remove	dead skin cells	deeply,
Actor		Material Process	Goal	Circumstance: Manner (Degree)

3% Malto Bionic Acid gentle exfoliator	that	helps reveal	new skin	without drying the skin or damaging the skin barrier,
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Actor		Material Process	Goal	Circumstance: Manner (Quality)
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2% Succinic Acid	helps regulate	sebum production	in the skin,	so it can reduce	the appearance of pores	and prevent the formation of blackheads.
Actor	Material Process	Goal	Circumstance: Location (Place)	Causative	Goal	Material Process + Goal

This combination of active ingredients	makes the skin	feel softer, radiant	and looks healthier	without causing excessive irritation.
Actor	Causative	Behavioural Process	Behavioural Process	Circumstance: Cause (Condition)

This serum	is	specifically,	designed	to gently promote	skin regeneration	at night.
Goal (Affected Participant)	Relational Process: Attributive, Passive Marker	Circumstance: Manner (Degree)	Material Process (Passive)	Material Process: Purpose	Goal	Circumstance: Location (Place)

With its mild exfoliation,	skin	appears	brighter	texture	more even	and dark spot	gradually	fade.
Circumstance: Manner (Means)	Carrier	Behavioural Process	Attributive	Carrier	Attributive	Actor	Circumstance: Manner (Degree)	Material Processes
	Relational: Attributive					Material: Intransitive		

Its safe and effective formula	is	suitable	for all skin types.
Carrier	Relational Process: Attributive		Circumstance: Matter (Scope)

To use,	apply	at night	after cleansing your face.
Circumstance: Matter (Purpose)	Material Process: Imperative	Circumstance: Location (Time)	Circumstance: Location (Time/ Sequence)

For beginners,	apply	a thin layer	and leave it	on for a few minutes	before rinsing	to allow	your skin	to adjust.
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Circumstance: Cause (beneficiary)	Material Process	Goal	Material Process	Circumstance: Location (Time)	Circumstance: Location (Time/Sequence)	Material Process	Circumstance: Matter (Purpose)	Material Process
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Once	your skin	adapts,	you	can	use	this serum	overnight	without rinsing	for maximum results.
Circumstance: Location (Time/Condition)	Action	Mental Process	Action		Material Process	Goal	Circumstance: Location (Time)	Circumstance: Manner	Circumstance: Matter (Purpose)

Avoid	the eye area	and	always	apply	sunscreen	in the morning	after use.
Material Process: Action	Goal: Affected Participant	Conjunction: Textual	Circumstance: Manner (Frequency)	Material Process: Action	Goal	Circumstance: Location (Time)	Circumstance: Location (Time/Sequence)

With Wardah Micro Peeling Serum,	your skin	will feel	smoother, more radiant, and ready to face the day with the confidence!
Circumstance: Manner (Accompaniment)	Carrier	Behavioural Process	Relational Process: Attribute

Table 1. The Analysis of Ideational Meaning

Transitivity and Circumstances	Total	%
Material	16	30,19
Verbal	-	-
Mental	1	1,89
Behavioural	4	7,55
Existential	-	-
Relational: Attributive	5	9,43
Relational: Possessive	-	-
Relational: Identifying	-	-
Causative	2	3,77
Circumstance Manner	9	16,98
Circumstance Matter	4	7,55
Circumstance Location	10	18,87
Circumstance Cause	2	3,77
Total No of Process	53	100

Based on the table above, nine transitivity processes and four circumstances are employed in the discourse. The material process is the main process employed. Attributive comes in second

with 9.43%, followed by Behavioural (7.55%), Causal (3.77%), and Mental process (1.89%). Whereas, there are four circumstances. Location (18,87%), Manner (16,98%), Matter (7,55%), and Cause (3,77%) are the main processes.

In conclusion, the Wardah Micro Peeling Serum advertisement's ideational meaning is primarily achieved through Material processes, demonstrating that the language concentrates on the product's actions and tangible results. The product's attributes and functions are further described by the frequent usage of Relational: Attributive processes, which creates a scientific and informative image.

Behavioural and Causative processes, on the other hand, emphasize the observable effects and causal relationships between the advantages received and the product's ingredients. The wording is enhanced by Circumstances of Location, Manner, Matter, and Cause, which offer contextual details about the product's intended use, including where, how, and under what circumstances. As a result, the language creates an Ideational Meaning that presents Wardah Micro Peeling Serum as a trustworthy scientific product that gives users noticeable, safe, and effective outcomes.

The Analysis of Interpersonal Meaning: Mood and Modality

The interpersonal meaning is concerned with the interactive role of language in how speakers use grammar to maintain, establish, and negotiate social relationships. The contextual variable of "tenor," which includes attitudes, roles, and status between interlocutors, has representation in it. This meta-function is accomplished in Systemic Functional Linguistics through the mood system, which arranges clauses as transactions of products or services and information. Subject, Finite, Predicator, Complement, and Adjunct are the main structural components of mood that combine to convey the speaker's position, authority, and attitude toward the reader or listener.

As elaborated by Halliday and Matthiessen (2014), the mood structure differentiates between declarative, interrogative, and imperative clauses, each of which performs a distinct speech function, such as providing information, requesting action, or demanding information. Gerot and Wignell (1994) go on to say that speakers expose their interpersonal location within discourse by expressing degrees of certainty, obligation, and attitude through choices of mood and modality. Therefore, the study of interpersonal meaning investigates how grammatical decisions create power, solidarity, and affective ties among participants in communication. The analysis of interpersonal meaning is as follows:

Wardah Micro Peeling Serum	is	a solution for bright and smooth skin,	formulated	with a blend of effective gentle exfoliators.
Subject	Finite	Predicator	Complement	
Mood: Declarative		Residue		

The content of 5% Glycolic Acid	works	to remove	dead skin cells	deeply,
Subject	Finite	Predicator	Complement: Purpose Clause	Adjunct: Manner
Mood: Declarative		Residue		

3% Malto Bionic Acid gentle exfoliator	that	helps	reveal new skin	without drying the skin or damaging the skin barrier,
Subject		Finite	Complement	Adjunct: Manner/ Condition
Mood: Declarative		Residue		

2% Succinic Acid	helps	regulate sebum production	in the skin,	so, it can reduce	the appearance of pores	and prevent	the formation of blackheads	
Subject	Finite	Predicator	Complement	Adjunct: Place	Causal linkage	Complement	Causal linkage	Complement
Mood: Declarative		Residue		Modality (can)	Residue			

This combination of active ingredients	makes	the skin feels softer, radiant and looks healthier	without causing excessive irritation.	
Subject	Finite	Predicator	Complement	Adjunct: Condition
Mood: Declarative		Residue		

This serum	is	specifically,	designed	to gently promote	skin regeneration	at night.
Subject	Finite	Adjunct: Manner (Degree)	Predicator	Complement: Purpose	Complement: Goal	Adjunct: Time
Mood: Declarative		Residue				

With its mild exfoliation,	skin	appears	brighter	texture (is)	more even	and dark spot	gradually	fade.		
Adjunct	Subject	Finite	Predicator	Complement: Attribute	Subject	Complement: Attribute	Subject	Adjunct	Finite	Predicator

	Mood: Declarative	Residue	Mood	Residue	Mood	Residue	Mood	Residue
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Its safe and effective formula	is		suitable	for all skin types.
Subject	Finite	Predicator	Complement	Adjunct
Mood: Declarative	Residue			

To use,	(you) apply	at night	after cleansing your face.
Adjunct: Purpose	Finite	Predicator	Adjunct: Time
Residue	Mood	Residue	

For beginners,	apply	a thin layer	and leave	it	on for a few minutes before rinsing to allow your skin to adjust.
Adjunct: Beneficiary/ Fronted	Fused Finite/ Predicator	Adjunct: Goal	Predicator	Complement: Goal	Adjunct: Time
Residue	Mood	Residue	Mood	Residue	

Once your skin adapts,	you	can	use	this serum	overnight	without rinsing	for maximum results.
Adjunct: Condition/ Time	Subject	Finite (Modal)	Predicator	Adjunct: Goal	Adjunct: Time	Adjunct: Manner	Adjunct: Purpose
Residue	Mood	Modality	Residue				

Avoid	the eye area	and	always	apply	sunscreen	in the morning	after use.
Predicator	Complement: Goal	Conjunction: Textual	Adjunct: Manner/ Frequency	Predicator	Complement: Goal	Adjunct: Time	Adjunct: Sequence
Mood: Imperative	Residue			Mood	Residue		

With Wardah Micro Peeling Serum,	your skin	will	feel	smoother, more radiant, and ready to face the day with confidence!
Adjunct	Subject	Finite	Predicator	Complement: Attribute
Residue	Mood: Declarative & Modality (will)		Residue	

The discourse for Wardah Micro Peeling Serum uses a variety of mood types and adjuncts to persuade and educate viewers. Upon examination of the mood system, it is discovered that the declarative mood predominates in the discourse. The majority of statements, such as “*Wardah Micro Peeling Serum is a solution for bright and smooth skin*” and “*Its safe and effective formula is suitable for all skin types,*” are declarative in nature. Declaratives are frequently used, which indicates that the

advertiser's goal is to provide accurate and educational explanations of the product rather than to ask or command the reader. This suggests that the text's primary interpersonal objective is to inform readers and foster consumer trust in the business.

Furthermore, there are just a few instances of imperative mood, such as "*Avoid the eye area and always apply sunscreen in the morning after use.*" For the customers, this type of atmosphere serves as instructional guidance. It demonstrates that the speaker (the brand voice) is in a position of authority and is providing users with straightforward guidance. Therefore, by directing how the product should be utilized appropriately for the optimum benefits, the imperative mood promotes the instructive function.

Next, the research demonstrates how modalities like "*will*" and "*can*" are utilized to convey possibility and prediction. The modal will in "*your skin will feel smoother and more radiant*" conveys a high level of assurance and certainty, demonstrating the brand's faith in the product's outcomes. In contrast, the modal can in "*so it can reduce the appearance of pores*" highlights the functional advantage of the active substances by expressing ability or possible consequence.

Additionally, a number of adjuncts are present, the majority of which are circumstantial and indicate manner, time, cause, and condition. Examples of these include "*at night*," "*after cleansing your face*," and "*once your skin adapts*." These supplements offer helpful contextual information that enhances the discourse's educational value and usefulness for readers. Additionally, mood adjuncts like "*always*," are used to convey frequency and support the advertisement's recommending tone.

As a result, the text effectively blends an educational purpose with a persuasive tone, presenting Wardah Micro Peeling Serum as a dependable and secure skincare product intended to assist customers in improving the health of their skin.

The Analysis of Textual Meaning: Theme and Rheme

The organization of language as a message in how interpersonal and ideational meanings are arranged into a cohesive and communicative whole is the focus of textual meaning. It has to do with the contextual variable of "mode," which deals with the communication and the role languages plays in a certain circumstance. This meta-function is implemented in Systemic Functional Linguistics through the theme and rheme structure, which arranges the clause as an informational unit. Theme acts as the message's starting point and indicates what the clause is about while the fresh information the speaker wants to transmit is contained in the rheme.

Halliday and Matthiessen (2014) assert that a text's general flow, coherence, and emphasis are influenced by the selection and arrangement of themes, which aid in the message's logical development within its context. According to Gerot and Wignell (1994), topic arrangement varies between spoken and written speech, influencing how information is emphasized and coherence is

attained. In order to create a text that is both contextually suitable and effective in communication, the analysis of textual meaning focuses on how linguistic resources are employed to weave meanings together. The textual meaning analysis is as follows:

Wardah Micro Peeling Serum	is	a solution for bright and smooth skin,	formulated	with a blend of effective gentle exfoliators.
Theme	Rheme			

The content of 5% Glycolic Acid	works	to remove	dead skin cells	deeply,
Theme: Unmarked Topical Theme	Rheme			

3% Malto Bionic Acid gentle exfoliator	that	helps	reveal new skin	without drying the skin or damaging the skin barrier,
Theme: Unmarked Topical Theme	Rheme			

2% Succinic Acid	helps	regulate sebum production	in the skin,	so, it can reduce	the appearance of pores	and prevent	the formation of blackheads.
Theme: Unmarked Topical Theme	Rheme						

This combination of active ingredients	makes	the skin feels softer, radiant and looks healthier	without causing excessive irritation.
Theme: Unmarked Topical Theme	Rheme		

This serum	is	specifically,	designed	to gently promote	skin regeneration	at night.
Theme: Unmarked Topical Theme	Rheme					

With its mild exfoliation,	skin appears brighter	texture	(is) more even	and	dark spot	gradually fade.
Theme: Marked Topical Theme	Rheme	Theme: Unmarked Topical Theme	Rheme	Theme: Textual Theme	Theme: Unmarked Topical Theme	Rheme

Its safe and effective formula	is	suitable	for all skin types.
Theme: Unmarked Topical Theme	Rheme		

To use,	(you) apply	at night	after cleansing your face.
Theme: Marked Topical Theme		Rheme	

For beginners,	apply	a thin layer	and leave	it	on for a few minutes before rinsing to allow your skin to adjust.
Theme: Marked Topical Theme	Rheme				

Once your skin adapts,	you	can use this serum overnight without rinsing for maximum results.
Theme: Marked Topical Theme	Theme: Unmarked Topical Theme	Rheme

Avoid	the eye area	and always apply sunscreen	in the morning after use.
Theme: Unmarked Topical Theme		Theme: Textual and Topical Theme	Rheme

With Wardah Micro Peeling Serum,	your skin will feel smoother, more radiant, and ready to face the day with confidence!
Theme: Marked Topical Theme	Rheme

The Theme and Rheme process is essential to the construction of the textual meaning and the arrangement of the information flow between the sentences in this advertisement. The majority of clauses, including “*Wardah Micro Peeling Serum*,” “*The content of 5% Glycolic Acid*,” and “*This serum*,” use Unmarked Topical Themes, according to the research. This pattern shows that in order to retain focus on the product as the main topic of discussion and to establish clarity, the text continually places the key participant or subject in the first position. The text’s informational and descriptive quality is also seen in the frequent usage of unmarked topical topics, which enable the message to flow coherently and logically from one clause to the next.

Additionally, a number of sentences, such “*With its mild exfoliation*,” “*For beginners*,” and “*To use*,” have marked topical themes. These highlighted themes, which serve to highlight particular circumstances, consumers, or contextual settings prior to presenting the primary process, are primarily found in the discourse’s instructional or explanatory portions. The advertisement’s informational and directive roles are coherent because to this subject decision, which successfully instructs readers on how and when to use the product.

Furthermore, the discourse also includes Textual Themes such as conjunctions (*and, so*) that link clauses and ensure logical continuity between ideas. These conjunctions contribute to the

cohesiveness of the discourse, helping readers follow the sequence of information smoothly. The combination of unmarked, marked, and textual themes demonstrates that the text is carefully organized to achieve a balanced flow of information moving from product description, to function explanation, and finally to user instruction.

Overall, the advertisement's topic structure mirrors its communicative goal, which is to inform and persuade. While the designated themes and textual links facilitate the seamless flow of ideas, the text retains focus and clarity by mostly utilizing unmarked topical subjects. As a result, the Wardah Micro Peeling Serum advertisement's Theme and Rheme structure properly realizes the textual meaning by crafting a unified, logical, and reader-friendly message that successfully links the product's identity, advantages, and usage instructions.

Discussion

The three meta-functions of Systemic Functional Linguistics (SFL): Ideational, Interpersonal, and Textual are used in the analysis of the Wardah Halal Green Beauty advertising to show how language strategically creates meaning. Each meta-functions adds to Wardah's overall ethical and persuasive story as a company that embodies both Islamic principles and contemporary beauty standards.

Ideational Meaning

The ideational analysis shows that material processes dominate the text, reflecting actions and tangible outcomes such as "*helps regulate sebum production*" and "*makes the skin feel softer.*" These clauses highlight the product's effectiveness and scientific credibility. According to Halliday and Matthiessen (2014), material processes represent "*doing*" or "*happening*" actions that convey experiential reality. In Wardah's advertisement, such processes illustrate product benefits in a logical and factual tone, which enhances consumer trust. Additionally, relational attributive processes (e.g., "*is a solution for bright and smooth skin*"; "*is suitable for all skin types*") are used to assign qualities and establish associations between the product and desirable attributes like purity and inclusivity. Circumstances of manner and location (e.g., "*at night*," "*with mild exfoliation*") provide contextual grounding, giving the discourse a scientific and instructional character. These findings echo Rofiq et al. (2024), who emphasize that ideational meaning in advertising often combines product functionality with value-driven attributes to enhance credibility and appeal.

Interpersonal Meaning

From the interpersonal perspective, the advertisement predominantly employs the declarative mood, signalling an informative and authoritative stance. Statements such as "*Your skin will feel smoother*" or "*Apply at night after cleansing*" present the advertiser as knowledgeable and

reliable. This aligns with Yu (2017), who notes that declarative moods in advertising establish expertise and trust. Modal expressions like “*will*” and “*can*” indicate confidence and assurance, subtly guiding consumer perception without overt command. Furthermore, the use of imperative clauses (“*Avoid the eye area,*” “*Apply sunscreen*”) introduces an instructional tone, which positions the brand as both expert and caring, guiding consumers toward proper product use. The absence of interrogative or exclamative forms reflects a formal and persuasive style rather than conversational or emotional engagement. This mood-modality configuration constructs a respectful and trust-based relationship between Wardah and its consumers, aligning with its image as a Halal, ethical, and responsible brand.

Textual Meaning

The textual meta-function analysis indicates a dominance of unmarked topical themes, such as “*This serum,*” “*The content of 5% Glycolic Acid,*” and “*2% Succinic Acid,*” which foreground the product as the central focus of information flow. This structure enhances coherence and textual unity, reflecting what Halliday (2014) terms the “message organization of the clause.” Marked themes such as “*With its mild exfoliation*” and “*For beginners*” introduce contextual emphasis, guiding readers’ attention to product benefits and usage instructions. The consistent use of theme-rheme progression supports logical sequencing, ensuring that each clause contributes to the advertisement’s cohesive flow. Similar findings are noted by Mulawarman et al. (2023), who argue that the dominance of topical themes reflects a text’s clarity and orientation toward information delivery. Overall, the textual organization in Wardah’s advertisement constructs a smooth and persuasive narrative flow, aligning with the brand’s mission of promoting Halal Green Beauty, a harmony between spiritual purity, ethical awareness, and scientific innovation.

Through SFL analysis, it becomes evident that Wardah’s Halal Green Beauty discourse not only markets a product but also articulates an ideology of ethical beauty rooted in faith and sustainability. The ideational meanings depict the product’s natural and beneficial properties; the interpersonal meanings establish a credible and empathetic relationship with consumers; and the textual meanings ensure that the message unfolds coherently and persuasively. Together, these meta-functions demonstrate how Wardah linguistically constructs its identity as a modern, ethical, and religiously conscious beauty brand.

Conclusion

In conclusion, the analysis of Wardah Halal Green Beauty advertising discourse through the lens of Systemic Functional Linguistics demonstrates that language serves as a powerful medium to construct not only product value but also ideological identity. The interplay of

ideational, interpersonal, and textual meanings reveals how Wardah integrates scientific credibility, persuasive intimacy, and cohesive textual flow to shape its image as a modern yet faith-driven beauty brand. Through material and relational processes, confident mood choices, and coherent thematic organization, the advertisement embodies the harmony between beauty, ethics, and spirituality. Thus, Wardah successfully transforms linguistic structure into a reflection of its Halal Green Beauty philosophy where communication becomes both a commercial and moral expression.

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