

Over-the-Counter Medication Leaflet in Context of Situation: Systemic Functional Linguistic Study

Liesna Andriany

Universitas Islam Sumatera Utara, Jl. Sisingamangaraja. Teladan-Medan. Medan. Indonesia

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Abstract: This study aims to explain the relationship between ideational metafunction and social context. The research method is descriptive with qualitative and quantitative approaches. Sources of data are from over-the-counter medication leaflets analyzed by the theory of Systemic Functional Linguistics (LSF). The results show that the schematic structure use descriptive and instructive genres containing remarks and steps of medication use. Based on the ideational metafunction analysis and the context of situation, the purpose of the producer to issue the leaflet can be known. The conclusion is through the material and circumstantial processes associated with the context of situation as the producer wants to convey to the consumers what medication is to be completely understood. Through diction well- understood by the public, the consumers understand the nature and the way of consuming the medication.

1 INTRODUCTION

The Indonesian people generally overcome any type of disease by their own experience and knowledge without consulting a doctor, known as *swamedikasio* self-medication. The legal basis of the self-medication is the regulation of the Minister of Health No. 919 Minister of Health/Per/X/1993. The Indonesian self-medication behavior is still very large (BPS, 2016) or 61.05% (Susenas, 2014). Given the magnitude behavior of this self-medication, the role of over-the-counter leaflet/etiquette is very important as accurate and targeted information.

Every medication packaging contains a leaflet or etiquette concerning the medication information. The medication leaflet provides related information such as; name of the medication, composition, indication, information on the workings of the medication, dosage, warning (specifically for limited medication), attention, manufacturer, batch/lot, registration (registration number is indicated as the legitimate authorization permit issued by the government on each medication packaging), and expiry date. Before consuming the medication, consumers should read the nature and manner of use on etiquette, leaflet or packaging of medication for proper use and safe. Every medication circulating in Indonesia shall include leaflet in its box in

accordance with the regulations on the packaging and labeling of medication issued by the Minister of Health No. 193/Kab/B.VII/71. By reading the medication label then the consumer has certain information that can help to make decisions regarding medication or vitamins in accordance with the needs and conditions.

So important is the etiquette or medication leaflet for the consumer that it is necessary to analyze the extent to which the information listed on the label or drug brochure reaches its target. Errors and lack of information will be fatal to the consumers.

This paper will discuss only the context of the situation because this context is concretely related to culture and language. In other words, the context of situation is the door of the social context to the language. Therefore, the researcher is interested to see the extent to which the medication leaflet is linked to the context of situation providing information needed by medication users. The objective of the study is to evaluate whether the text of the medication leaflet reaches the target. The medication leaflet is very important for the public who do not understand about medication and by reading the medication leaflet in the pack, the consumer will get necessary information about the medication.

2 LITERATURE REVIEW

The use of language in medication leaflet or etiquette is inseparable from the context. Two medication leaflets are analyzed using systemic linguistic school pioneered by M.A.K. Halliday from the University of Sydney, Australia. Systemic Functional Linguistics (SFL) is a systemic theory that has a great deal of attention to language relations with the context. One can hardly understand the meaning uttered or written by others unless they know something about the language and context studied. The idea of context originated from Malinowski which is later passed on by his disciple Firth. The disciples of Firth then continue the systemic school by naming themselves Neo-Firthian, Halliday, Gregory, Martin, et al. They develop a more sophisticated framework in describing language relationships with the context of situation (register), cultural context (genre), and ideology.

The dimension of language variation in the context of situation consisting of field, participant and mode is a contextual variable that characterizes the intrinsic functionality of a context of situation. The *field* discusses interaction activities having two dimensions: what is discussed and for what; the *participant* refers to who talks about, and the *mode* is how the conversation takes place.

The context of situation occurs from three components: the field, the participant and the mode, three of which are the content explaining what is going on. (Halliday & Hasan, 1985: 12). The elements that construct the content are (a) the arena or activity, (b) the characteristics of the participant and (c) the semantic domain (Saragih, 2006). Following the SFL hypothesis, the function of language organizational intrinsic interacts closely with the extrinsic organizational context of social functions. The main functions of language are ideational functions, interpersonal functions, and textual or metaphysical functions (Matthiesen, 1992/1995, p. 6; Halliday and Martin, 1993, p. 29; Halliday and Matthiesen, 1999, p. 7-8). The field has a close relationship with ideational function, participant with interpersonal function, and mode with textual function. The field construes as ideational, the participant as interpersonal, and the mode as textual.

The relationship of language to context is the realization of language as a social semiotic system (Sinar, 200, p. 56). In other words, language is the manifestation in context and there is no language without a social context. The social context system consists of context of situation, culture and ideology.

Thus in the study of language, interpretation focused on the text must consider the social environment that is the context of situation.

3 METHOD

This research is descriptive using qualitative and quantitative methods. The data collection instruments are reading techniques and transcript ingesting. The object of the study is the text derived from an over-the-counter medication leaflets of skin medication (See Text 1) and *Antelminik* (See Text 2). The existing data are analyzed with systemic functional linguistics: context of situations, and then interpreted.

4 RESULT AND DISCUSSION

4.1 Schematic Structure

The structure of texts 1 and text 2 can be categorized as a combination of description and instruction genres. The text of this paper refers to Brown and Yule (Brown and Yule, 1996, p. 26-35) which is seen as a complete recording of language in a communication event. The description genre is an explanation of an individual or something that has certain characteristics (Sinar, 1998, p. 69). In text 1 and text 2 the writings are also factual so are neither creative nor imaginative because this text describes how the skin medication and *Antelminik* actually are and what their shape and benefits are when used.

While the instruction genre in text 1 and text 2 is a word that shows the goal of the oriented steps. The words used are 'rubbed', 'smeared', and 'drunk'. Words that indicate goal-oriented steps are seen in the word attention', one time treatment', 'before or after meals'. The structure of schematic text 1 and text 2 can be seen in the following:

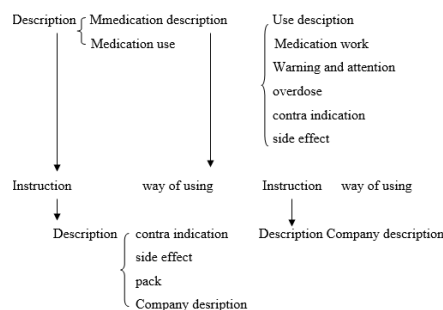


Figure 1: Schematic Structure Figures of Text 1 and Text 2.

The picture above shows that both texts have the same description and instruction structures. The composition of the genre and the description of the instructions are the same. Description genre describes the type of medication, its usefulness, side effects, and contra indications. Instruction genre is in the form of an explanation of how the medication is used to be useful and appropriate. The instruction genre is used for operations. The instructions are included in a text type consisting of a procedure that tells something done through the steps. The goal is how to do or make something. Both genres are sufficient for the information the user needs, although the sequence of information is different.

4.2 Context of Situation

From the analysis of the two texts it is known that the participants determine one another and refer to the interpersonal, are seen in Text 1 of 38 clauses and text 2 of 61 clauses. The second most dominant text is a statement realized by the declarative mode, 2 clauses constituting command mode and 2 interrogative modes. From the results of the analysis of both texts it is known that the field is 'constrained' (mutually determining and referring) with ideational. Ideal metafunctions can be seen in the following table.

Table 1: Ideational.

	Experiential		Circumstance		
	Teks I	Teks 2		Teks 1	Teks 2
Material	65,2	57,4	Location	5	4
Mental	8,8	10,8	Duration	0	0
Relational	14	16,6	Mode	23,5	18,5
Behavior	12	15,2	Cause	60,5	63
Verbal	0	0	Environment	0	0
Existenti al	0	0	Existence	11	14,5
			Context	0	0
			Tenor	0	0
			View	0	0
Total	100	100		100	100

The intrinsic function of language organization interacts closely with the extrinsic organizational social context functions. It can be seen that the field is closely related to ideational metafunction. Both in text 1 and text 2 the dominant material process is realized to 65.2% and 57.4%, more than half of the number of clauses. This material process indicates the physical activity observable by the senses to be

emphasized. Medication manufacturers want to emphasize that the consumers have to use a lot of sense judgments instead of feelings. Likewise with circumcision, the dominant is circumstantial because in text 1 (60.5%) and text 2 (63%). The use of circumstance is because this explains that the medication has a great benefit when used correctly in accordance with the instructions in the leaflet.

The metafunctionconstruent of the context of the situation when viewed from the field of text of the medication manufacturer indicates that the medication participant/consumer does not understand the chemical term. Thus the chosen diction also uses words that participants/consumers understand in accordance with the social cultural conventions. The words do not require special knowledge because everyone can read them even though used in medical terms. Manufacturers expect the words in the text are expected to be understood by everyone.

The tenor of text or participants involved in the text of the medication when viewed from a social perspective can be various of status, ranging from doctors, patients, intellectual communities, to the public. The tenor specifically in terms of content elements show the physical and mental characteristics and knowledge of participant when interacting in the text. The participant status on both texts here may be the same or not the same. It can be the same status when read by a doctor, or pharmacist. In an unequal status relationship, one participant is higher than the writer of the text. These differences may be in knowledge (such as Professor of Pharmacologist), age differences (grandpa, grandma), or higher social standing (owners of medication companies, Health Minister, President) or a lesser difference in the knowledge of the reader (ordinary people who do not understand about medication), age differences (children), or social differences (scavengers, *beca* drivers, homeless people)

Affect shows emotional involvement. The interrelationships between the two texts are in positive affect with the understanding that both the medication company or the consumers/reader need each other. Medication companies need their medicine to be bought or used while consumers expect the medication to cure the disease.

Mode shows how the role of language in interaction; in details such as, how to show the role of language in an interaction, the expectation of the role of language in a situation, language status, and medium or channel. The elements that construct the mode consist of 'planning', 'distance', 'medium' or

'channel'. Planning indicates the preparation made for the realization of the text. The second way the text is made based on the plan (+) because the text is arranged in a planned manner in other words previously planned interactions in writing by the medication manufacturer to be read by a person who will use the medicine. Thus the medication leaflet has been prepared with careful planning and has met the leaflet criteria set by the existing rules.

Distance refers to the feedback given to each other by interpretants or among the language users and the involvement of language with the reality it represents. The distances in the two texts can be distinguished to be experiential and interpersonal (how fast to get the feedback). Based on the experiential both texts belong to the generation/reflection because the distance between the text and the activity can be very far away and the use of language does not indicate the activities that take place or called that the language to be a reflection. The language involvement of the two texts (+) is semantic which means there is a gap between the text and the activity performed. Text 1 and text 2 show clarity about medication description and instruction. The distance between the manufacturer and the remote does not quickly get the feedback, then the leaflet should be as clear as possible exposing the medication profile.

Medium shows the means that realize the language. Medium used is text, meaning that the language is realized by encoding such as scratches, lines, symbols of the sounds (letters) on paper, in other words the unit of realization is the letter. Text 1 and text 2 use big Latin letters so they can be read properly. The manner does not have strata (-) strata field either because it is for everyone and the diction used is also general with only a few medical terms as there is no equivalence of such medical terms in common.

5 CONCLUSION

The study of medication leaflet discourse is a study of language in the context of situation to understand how language users use the language when interacting in social contexts. The context of the situation relates to the linguistic features of skin medication and *Antelmintik* leaflets.

Skin medication and *Antelmintik* leaflets are not much different, although some are incomplete when viewed in terms of their schematic structure because there are points in the *Antelmintik* leaflet that are not found in the skin medication leaflet such as

medication work, warning and attention, and overdose. The genre in *Antelmintik* and skin medication leaflets are a combination of descriptive and instructive genres.

The field in *Antelmintik* and skin medication leaflets has a close relationship with ideational metaphors and the most dominant material processes are the causal circumstance. The participants determine one another, referring to the interpersonal, seen in the *Antelmintik* and skin medication leaflets; the most dominant is declarative realized by declarative mode. The mode also determines one another referring to textual.

Skin drug brochures and worm medicine brochures have fulfilled the target, namely the reader / user gets the necessary information about the drug. The language used also does not use medical terms, although there are still some medical terms used, and even then because it is difficult to get the equivalence in Indonesian terms.

Antelmintik and skin medication leaflets have already met the target that readers/consumers get the necessary information about the medication. The language used does not use medical terms either, although there are still some medical terms that have no equivalence in Bahasa Indonesia.

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