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GENRE OF APPLICATION DESCRIPTION ON GOOGLE PLAY STORE: A FUNCTIONAL LINGUISTIC STUDY

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ABSTRACT

Startups are growing massively at the national and international level. Many applications with similar features are available in application markets. This demands application developers to present their competitive advantage to convince users to download and use their applications. This study used a qualitative descriptive method with functional systemic linguistic approach to identify the elements that make up the genre of application description. The data in this study are application descriptions from the 10 best startups according to startupranking.com. The data, in the form of clauses, were analyzed based on three language metafunctions, namely ideational, textual and interpersonal. The results of this study indicate that there are certain patterns used by the application descriptions of the 10 best startups in the world. The most common linguistic elements found are: the use of process materials to describe experiences in using applications; the use of relational attributive processes to provide assessments and descriptions of applications; the use of rhemes without themes and residues without subjects in imperative sentences that aim to invite readers to download applications; the use of textual themes which are manifested in conjunctions; and some interpersonal themes in the form of rhetorical interrogative sentences.

Keywords: *Genre, SFL, Application description, Metafunctions*

INTRODUCTION

Startups in Indonesia are growing dramatically. In 2019, Indonesia was the country with the fifth largest number of startups in the world with 2,199 startups (Startup Ranking, n.d.). The countries in the first to fourth positions were America, India, Britain, and Canada. These startups are certainly trying to reach the market from Internet users in Indonesia, which in 2019 reached 196.7 million people, an increase of 8.9% from the previous year (Bayu, 2020). Although Indonesia ranked fifth, only 17 Indonesian startups were included in the world's top 500. This indicates that startup developers in Indonesia are only targeting the domestic market, even though the international digital market is still wide open. The mobile application market in Indonesia is even predicted to double by 2024. Because of this, Indonesia has become the target of marketing for other countries, especially China, America, and Russia. This prediction is rational, because currently GOJEK, one of the startup applications from Indonesia, has been used in Singapore, Vietnam, and Thailand with the same name (Yolanda, 2020)

To capture this market, startup application developers need to have a strategy to produce an effective and maximum impact on the marketing of the products they produce. One of the strategies commonly used is to provide developers or e-marketers to create an attractive description of the application (Stokes, 2016). This suggestion is confirmed by Ramanujam et al. (2020) that actual product descriptions can increase customer satisfaction and increase sales. Reliable presentation of language also increases reader interest in social media (Pezzuti et al., 2021).

To be able to enter the international market, applications made in Indonesia should have a comprehensive and attractive English description, as used by other developers who have gone international. This description model can be obtained by describing the linguistic resources used in the application description text.

The use of language must be adapted to the environment in which the language is used (Wagner & Charinsarn, 2021). For example, the language used on online platforms such as Play Store certainly has different characteristics from offline platforms. The use of foreign languages in the international market also needs to be considered (Hornikx et al., 2013). By taking samples from the 10 best application descriptions on the Google Play Store, this study aims to identify registers and linguistic patterns of application descriptions that are of interest to users. The user interest from users is evidenced by the number of downloads on these applications. For example, the app from startup Giphy, which was the best startup version https://www.startupranking.com/top on January 25, 2021, has been downloaded more than 50 million times. By taking application descriptions from the 10 best startups, the registers and patterns used in these applications are expected to be identified.

Language is not just a collection of rules, but rather a tool to form meaning or understand messages(Halliday & Matthiessen, 2014). The use of language should be contextual, taking into account the socio-cultural background, structure, registers, and reasons for choosing the system. A text should be studied as a whole, not only at the sentence level but also the background context and reasons for choosing the language pattern. The relationship between context and text can be combined to identify patterns of language use for certain purposes and backgrounds. The register, structure, context and purpose of using a linguistic system can also be referred to as genre.

The way in which a community or society does something is called a genre. The use of language in a social process with a specific purpose is also a genre (Martin, 1997). In its practice, genre is manifested in the types of registers and the structure of their use(Martin, 1992). These registers and ways of using language can be identified by, one of which, using a functional systemic linguistics (SFL) approach.

The registers of systemic functional linguistics consists of field, tenor and mode. SFL also divides language metafunctions into three, namely ideational, interpersonal, and textual functions (Halliday & Matthiessen, 2014). The ideational function is the use of language to reflect the reality of the participant's experience (Santosa, 2003) which can be expressed by questions: what happens, including what someone does and to whom, where, when, why, and how the logical relationship occurred between one another (**Rafinda, 2014)**. At the clause level, ideational function concerns with transitivity, which deals with the reality of participants, processes and circumstances. Furthermore, the interpersonal function describes social relationships between participants, what kind of social interaction is going on: giving or asking for information (positions) or giving or asking for goods or services. At the clause level interpersonal functions are realized in the mood system, mood structure and modality. Meanwhile, the last metafunction is textual. This metafunction realizes the previous two metafunctions, namely ideational and interpersonal ones (Santosa, 2003). This metafunction shows how messages in a language are strung together to form a coherent text (Rafinda, 2014). The textual meaning at the clause level is realized in theme and rheme system.

SFL analysis not only pays attention to registers (text) but also to situational and cultural contexts. This can provide a comprehensive description of the product description model. This principle underlies the selection of SFL as the approach to identify the register and structure of the application description genres on Google Play store. The linguistic aspects in application description will be described in terms of text structure and texture, ideational meaning, interpersonal meaning, and textual meaning of the language construction used. In grammatical level, this aspect can be identified through clause structure, group structure, polarity, and modality.

This study aims to identify the genre of application description by analyzing the 10 best applications on the Google Play store. The 10 applications include: Giphy, Buffer, Duolingo, Hotmart Sparkle, PicsArt Photo Editor,

Canva, IFTTT, Skillshare, Telegram, and Coursera. The results of this research analysis can be used to develop an effective application description model. This application description writing model is expected to help start-up actors in Indonesia in compiling their application descriptions.

THEORY AND METHOD

This research is a qualitative descriptive study. Two types of data were used, primary data and secondary data. The primary data are linguistic data which include clauses that realize ideational, interpersonal and textual meanings. Then, secondary data are supporting data which includes information, results or findings of previous research regarding ideational, interpersonal and textual metafunctions. The data sources in this study are documents, namely 10 descriptions of the world's best startup applications on startupranking.com which was accessed on February 14, 2021, and 2 informants. Data collection techniques were carried out by means of document analysis and FGD (focus Group Discussion). In this study, the linguistic data were analyzed using the metafunction theory initiated by Halliday and Matthiessen (2014).

FINDING AND DISCUSSION

Ideational

The ideational metafunction is related to how a person experiences and interprets reality, material, and symbols interpreted in discourse (Alaei & Ahangari, 2016). The ideational function is the use of language to reflect the reality of the participant's experience (Halliday & Matthiessen, 2014) which is realized in the transitivity system. The system has 3 constituents, namely participants, processes and circumstance (Santosa, 2003). In this study, the most common processes found were material processes (PM), 248 data; attributive relational processes (PRA), 29 data; mental behavior processes (PMB), 13 data; attributive identification processes (PAI), 6 data; mental processes (PMT), 4 data; verbal processes (PV), 3 data; and existential process (PE), 1 data.

Table 1. Transitivity Findings

Text	Transitivity						
	PM	PMT	PV	PMB	PAI	PRA	PE
1	17		1	4	1	4	
2	13	1				4	
3	12	2	1	2	1	6	
4	10					2	
5	74				1	4	
6	46					2	
7	20					1	1
8	15	1		2			
9	21		1	2	3	5	
10	20			3		1	
Σ	248	4	3	13	6	29	1

Note: PM: material process; PMT: Mental processes; PV: Verbal process; PMB: Behavioral Mental Processes; PAI: Attributive Process Identification; PRA: Attributive Relational Process; PE: Essential Process.

Most material processes are found because this process is a manifestation of user interaction with an object, namely the application used. By using the material process application developers explain how they or users can interact with the offered application. This will provide a view of how users will be able to take advantage of or use the applications offered. By providing such overview, it is expected that potential user can grasp the benefits or function of the application.

The attributive relational process is the second most commonly found process because this process is a manifestation of the application maker's assessment of the application being developed. The attributive relational process not only tells the features of the offered application but also provides a subjective assessment of these features. This style of language is a reviewer's language style that tends to be more trusted than formal language styles. As the results of interviews with informants, in choosing an application, users usually look at illustrations, other user reviews, and product descriptions before deciding to download and use them. An example of the use of attributive relational processes can be seen in table 2.

Table 2. Example of Attributive Identification Process Finding

GIPHY for iOS	Is	the fastest, simplest way to search and share GIFs, stickers, and short form videos across all of your favorite social channels such as Facebook Messenger, Instagram, Snapchat & more.
Token	PAI	Value

Table 2 shows the use of attributive identification process. This can be seen from the use of *to be*. This process connects one participant to another by giving value to the participant. Tokens are participants that are given a value. In this sentence, the author provides a value/explanation regarding the GIPSY application. By providing a description of the application, it is hoped that users can find out the form and function of the application offered.

Mental behavior process is the third most frequently occurring process. This process shows a mental attitude which is manifested in material actions. Behavioral mental processes are used to describe attitudes and actions that are desired by application developers or are expected to appear in users. An example of the use of this process can be seen in table 3.

Table 3. Example of Mental Behavioral Process Finding

With Skills hare,	you	Can	also	learn	from masters of their craft like Aaron Draplin, Jessica Hische, Roxane Gay,
-	Behaver	PPM	-	PPM	-

The data in table 3 above shows the use of behavioral mental processes in the word 'learn'. The mental behavioral process is the process by which a mental attitude is manifested into action. When learning something, someone not only wants to know or master something but also takes action to make it happen. In the case of the data above, the author uses behavioral mental processes to show what users can do with the described application.

The processes that appear the least are attributive identification processes, mental processes, verbal processes, and existential processes. The attributive identification processes found in the application description are used to give value to the participants. Meanwhile, the mental process is used to inspire the reader's positive emotions towards the applications. The verbal process was only found in 3 data and used to give personification effect on the offered application. The existential process is the least used process in the description application.

Table 4. Example of Attributive Relational Process Findings

Duolingo	Is	fun and effective.
Carrier	PRA	Attribute

Table 4 shows the use of attributive relational processes. This process connects one participant to another by giving attributes. Attributes can be in the form of states or properties or existence that can be realized in the form of adjectives or adverbs). While the participants in this process are Carriers or participants who are given attributes. The data above shows that the author of the product description gives attributes to the Duolingo application.

Table 5. Example of Existential Process Findings

There	Are	thousands of use cases!
	Process	Existence

The table 5 above shows the use of existential processes. This process shows that there are various benefits that will be found when using the products offered. This process is characterized by the use of "there is" or "there are".

Table 6. Example of Mental Process Finding

Why	you	'll	Love	Buffer
	senser	Mental		Phenomenon

The data in the table 6 above shows mental process. Mental process is a personal attitude or emotion towards an object. In the above case, the writer uses a mental process to convince the reader about how the described application will cause positive emotions, namely making users like the application.

Table 7. Example of Verbal Process Finding

For those interested in maximum privacy,	Telegram	Offers	Secret Chats.
	Behaver	Verbal	

The table above shows an example of data findings using verbal processes. This process is used to give the impression of personification of the application being described. In the above data, it is written that telegram offers secret messaging. The word offer here is actually a feature that telegram has. By using personification, the presentation of this feature becomes more attractive because it seems as if the application is able to interact directly with users.

Interpersonal

Interpersonal function describes social relationships between participants, what kind of social interaction is going on: giving or asking for information (propositions) or giving or asking for goods or services. At the clause level interpersonal functions are realized in the mood system. MOOD with capital letters refers to the clause system while the term mood refers to the clause structure. The MOOD system consists of an indicative and an imperative

ones. The indicative has a subject and finite clause structure. The indicative one has 2 clauses, namely declarative, in which the subject structure precedes the finite, and the interrogative, where finite structure precedes the subject. Meanwhile, imperative clause does not have a subject and finite structure but only has a predicate. The components that make up the mood structure consist of subject and finite, and the residues consist of predicators (Halliday & Matthiessen, 2014).

Table 8. Findings on Mood Structure Distribution

Text	Mood Structure	
	Mood	Residue
1	9	27
2	8	18
3	16	25
4	4	14
5	14	79
6	5	48
7	4	42
8	10	18
9	24	32
10	4	24
Total	98	327

In this study, it was found that there are 327 data that have residues and 98 data that have moods. The residue findings indicate that the sentence does not start with a subject. This is because many sentences in the application description use imperative sentence patterns. Imperative sentences have a basic form of verb structure followed by an object. An example of residue finding can be seen in the following table.

Table 9. Examples of Residue Finding

Share	to multiple Facebook, Instagram, Twitter, Pinterest and LinkedIn accounts from one place.
Residue	
Back up	important files, photos, and contacts to cloud-storage solutions, such as Dropbox or Google Drive
Residue	

Table 9 above shows an example of the use of imperative sentence that only has residue in the mood system. In this data, the author invites users to use the applications offered to share posts to other application platforms. The command is a residue while the mood or subject is implicit.

Table 10. Example of Mood-Residue Finding

All the power of GIPHY	Is	in your hands.
Mood	Residue	

Table 10 shows an example of a declarative indicative clause that has a subject and finite clause structure or mood and residue as the mood structure. The data in table 9 is a mood system in the form of an indicative declarative one. This type of mood system is usually used to provide a description of an object, in this case the application offered. Meanwhile, to invite users to download the application, the author uses imperative sentences that have a residue system without a subject as presented in table 9.

Table 11. Example of Mood Residue Finding

What	Are	You	Waiting for?
Re-	Mood		-sidue

Table 11 shows an example of an interrogative indicative clause which has a finite clause structure preceding the subject. The data in table 10 is a mood system in the form of an interrogative declarative clause. Interrogative indicative clauses are usually used to request information. However, in this finding, the context of question in the data is rhetorical. The author uses interrogative sentences not to ask questions because the communication pattern in the application description is one-way. The use of interrogative sentences is to give the impression of understanding the user's wishes or concerns. In addition, rhetorical interrogative sentence patterns can also be used to invite users to immediately download the applications offered as shown in the data above.

Textual

The textual function realizes the ideational and interpersonal metafunctions. This function shows how messages in language are arranged to become a coherent text (Rafinda, 2014). Viewed from the speaker and writer point of views, linearity is needed as a starting point of a strategy to reveal social events. The starting point is the theme and rheme. A message is started with a theme then followed by a rheme. Themes are always based on the topic of the clause. The types of themes can be divided into three, namely topical, textual and interpersonal ones. Topical themes build topics in a sentence. There are two types of topical themes, namely unmarked and marked ones. Unmarked topical theme usually begins with the subject, while marked topical themes starts with something other than the subject such as adverbs of time, description of place, complements and predicators. The textual theme is useful for connecting a clause with the previous one, characterized by the use of conjunctions and continuatives. Furthermore, the interpersonal theme is realized by the use of vocative, finite and "wh". The interpersonal theme has 2 functions, one of which is to show the closeness of interpersonal relationships between participants which are realized in vocative form. Its next function is to determine interpersonal transactions such as giving/ requesting information or giving/ asking for goods and services which are realized in adjunct form or in finite form in interrogative sentences. The following is the distribution of theme and rheme findings.

Table 12. Distribution of Theme-Rheme usage

Text	Theme				Rheme
	Topical		Tks	Intr	
	UM	M			
1	8	5	7	3	27
2	8	3	7	1	18
3	16	1	5	1	25
4	4	3	4		14
5	13	17	22		79
6	5	7	8		48
7	4	1	1		42
8	10	2	9		18

9	24	5	10		2
10	5	7	8		24
Σ	97	51	81	5	327

Note: UM: Unmarked; M: marked; Tks: Textual; Intr: Interpersonal.

In this study, many messages in product descriptions were not built from themes but rhemes. This is indicated from the findings on 327 data. Sentences without a theme are usually found in imperative sentences. Imperative sentence is an invitation or command sentence with an implicit subject, in which the usual subject or the theme is hidden. The use of imperative sentences in the application description aims to invite users to download or use the applications offered. Imperative sentences provide an interactive impression between the writer and the user. The large number of data using imperative sentence patterns without a subject shows that this type of sentence is widely used in application descriptions.

Table 13. Example of Rheme findings

gain	in-demand job skills and certificates,
Rheme	
Visit	GIPHY.com
Rheme	

Table 13 above shows examples of the use of rheme without a theme that usually occurs in imperative sentences. As explained above, imperative sentences are widely used in application descriptions to invite users to download and use the applications offered. The theme of the imperative sentence does not disappear but is implicit because it sounds more polite and the reader will still know the subject in question, which is the readers themselves.

The most common topical themes found were unmarked (97 data), and marked ones (51 data).

Table 14. Example of Unmarked Topical Theme Finding

PicsArt	Is	the best all-in-one photo and video editor on mobile!
Top. UM		Rheme

Table 14 shows the use of unmarked topical theme and rheme. The use of unmarked topical themes is common in indicative declarative sentences used to describe or attribute an object, as can be seen in the data in the table above.

Meanwhile, the textual themes were found in 81 data. This theme is useful for connecting one clause with the previous clause. In the research, the textual theme is characterized by the use of conjunctions.

Table 15. Example of Textual Themes

And	Skillshare classes	Are	designed	For real life.
Text.Marked	Top.UM		Rheme	

The data in table 15 shows the structure of a clause using marked textual and topical themes and rheme. The use of marked topical themes in application descriptions is usually found in sentences that add a description of an object by using conjunctions as can be seen in the table, which is a data taken from text 8.

The interpersonal themes were found only in 5 data. The interpersonal theme in this study is manifested in an interrogative form which begins with a question word. Interrogative indicative clauses are usually used to request information. However, in this finding, the context of the use of sentences in the data is rhetorical.

Table 16. Example of Interpersonal Theme Finding

What	are	you	Waiting for?
Intr/ top marked		Rheme	

Table 16 shows an example of interpersonal themes and rhemes. The use of interpersonal themes is usually found in interrogative sentences that aim to ask for information or services. However, in the case of application description, the question sentence is rhetorical or does not require an answer.

The use of this rhetorical question sentence aims to give the impression of understanding the needs and desires of the user. In addition, rhetorical question sentences can also be used to give the impression of agreement between the author and the users about the application being described.

DISCUSSION

a. The results of the transitivity analysis found that the most common process used was the material process. This is because the authors want to provide information about the experience of using the application offered. In addition, the next process that is most commonly found is the attributive relational process. The author uses this process to provide ratings and opinions about the applications offered. This is done to convince users to download and use the application. Although only a few are found, mental processes are also present in one of the data. The use of this process in the description of the card application aims to inspire the reader's positive emotions towards the application being offered.
b. The results of the mood structure analysis show that most of the sentences used only consist of residues without a theme. This is because many of the sentences in the application description use imperative structure. The use of imperative sentences aims to invite readers to download and use the applications offered.
c. In general, a sentence usually begins with a theme as a starting point which indicates the topic in a sentence followed by a rheme. But in this study, rhemes were used more than themes. This is because, the clause system used in the product description is imperative.
d. For topical themes, the unmarked one is more common than the marked. This indicates that the authors want to highlight the applications offered. In addition, textual themes are used to relate product descriptions to one another. Furthermore, although only a few

were found, interpersonal themes were also found in the application description data. Interpersonal themes are often used to ask for information or ask for services to the interlocutor. In this study, interpersonal themes are used in rhetorical interrogative sentences in application descriptions. The purpose of using rhetorical interrogative sentences is not to ask for information or ask for services. In application description, the use of rhetorical question sentences aims to give the impression of understanding and agreement about the information provided regarding the application offered.

CONCLUSION

In the functional systemic linguistic approach, application descriptions have sever-al identifiable patterns. The first is the use of material process to describe the experience in using the applications offered. The second, the use of relational attributive processes to provide an assessment and description of the applications offered. Third, many sentences do not use a subject, which is manifested in imperative sentences. The use of imperative sentence aims to invite readers to download or use the applications offered. In addition, there are also several uses of textual themes which are manifested in conjunctions. Conjunctions are used to add some information to the same object. Several interpersonal theme data were also found, but it is not used to ask for information or request services. Interpersonal themes are found in rhetorical interrogative sentences which are used to give the impression of understanding and agreement between the writer and the reader about the application being described.

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