

**MOOD TYPES IN EDUCATION AND HEALTH CAMPAIGN MILLENASIA
PROJECT VIDEO "BE THE FUTURE" BY UNESCO**

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Abstract

As social individuals, people live with language to communicate ideas, emotions, and information daily. That is why there are a bunch of ways to accommodate people's needs. One of them is a song as a special communication media with special addition of harmony attracts people to do more communication, especially here song is used for a campaign action. As a communication tool, song should have a mood element to deliver a particular utterance such as state, point, and ask depending on the theme of the song. Therefore, this research aims to analyze the type of mood and which dominates in the Millenasia project video "Be the Future" by Dreamcatcher, IN2IT, and Alexa as the delegation of education and health campaign held by UNESCO. This research tends to use a descriptive qualitative research method to analyze all types of mood included in that video by using Butt theory. The result of the analysis showed that there are three types of moods such as 32 declarative moods, 31 imperative moods, and 2 interrogative moods. In brief, the most frequent moods are declarative moods and imperative moods showed that this video including song was made to influence someone as the real purpose of campaign action.

Keywords: *campaign, language, communication, mood types, song lyric*

INTRODUCTION

Communication is a part of people's lives in this day and age, to take and give about something on everyday life verbally or non-verbally (Mahajan, 2015) through all human's life aspects—economic, politic, education, culture, etc. In addition, language is a tool to do a communication means has a crucial function for people who live with each society to convey the idea, express emotion, give until asking for information (Rabiah, 2018) through written or spoken way. Especially in the modern era, the way the language connects with social evolves significantly with more media such as speech on television or radio, movies on YouTube, a letter with e-mail, poems on the blog, long-distance conversations with voice calls, and many more. Then, there is a song as a phenomenon when everyone cannot live without it with different communication purposes accompanied by an instrumental. IFPI (2019) supports that across 21 countries, people around age 16-64 years old consumed music in a number of two hours each day, with 54% included as fanatical. Upholding new media like Spotify, Resso, TikTok, Joox, even older media like YouTube have started to welcome this situation.

With the big phenomenon of song's bigotry, the song is a real communication media which is able implemented in human life as a learning and teaching activity—supported by Permendiknas Number 24 the Year 2016 entrusted English as a compulsory subject to teach social

function and linguistic element from song (Isnuhoni & Respati, 2019)— to build the character such as respect, cooperation, responsibility, honesty, and valuing courage (Lee, 2016). Then, it can deliver the material of language that has been studied. Not only that, fanaticism of song could trigger people to have an idol or favourite singer that compel some of the brands even world organization hired them to promote particular aspect. That case happened for a collaboration between the biggest K-Pop idol BTS and the biggest burger store McDonalds Indonesia with overflow orders per day, made all stores need to be closed for a while connected with COVID-19 psychical distancing mandatory (Kompas.com, 2021). This chance also applied by UNESCO (United Nation Educational, Scientific, and Cultural Organization) with YouTube creator studio (Millanesia) in South Korea to make video campaign concern the educational aspect included song served by three K-Pop idols—Dreamcatcher, IN2IT, and Alexa—being analyzed through this research in forthcoming.

The reason for that phenomenon is the signal that the song points to people as a positive thing that can sway emotion (PMB LIPI, 2020) like sad, happy, and motivated. According to Halliday (1994) languages have a function to express both social and personal relations that make song certainly has that point. As mentioned before, that song also has the interpersonal meaning to bring about communication with tunes, sound sequences, rhythms, and many more artistic-aesthetic to set off the different feelings of the song as the way to do communication (Ujfalussy, 1993). In brief, it has many functions as a media of campaign (education, health, environment, politic, etc.) and feeling or idea-expression (confess, protest, and many more) even more powerful to hit the mark purposed.

As the interactive topic, interpersonal meaning, especially mood, has a bunch of researches to analyze some media that use it to do each communication purpose. There are three studies by Utomo et al. (2018), Juliansyah & Mahdi (2020), and Mulatsih & Sunardi (2021) that discussed the similar thing mainly about the mood in interpersonal function across a qualitative descriptive method. First, Utomo et al. (2018) declared about mood types in a speech of Steve Job and Barack Obama that stated as the world-famous figures in the different status backgrounds as a businessman and politicians expected to have different contents and meanings. It resulted in three mood types: declarative, interrogative, and imperative with different amounts to mean the different status of businessman with motivational utterance than a politician with declarative mood aimed to carried the political and demand case. Compared with Juliansyah & Mahdi (2020) that looked for a written product called a tourism brochure. Usually, brochures consisted of a short sentence that made the researchers focus on clauses yet resulted in mostly found mood types— declarative mood to deliver the information about particular places. While Mulatsih & Sunardi (2021) also identified the different media as the utterance produced by the teacher while teaching reading for TEFL (Teaching English as Foreign Language) to the students. Moreover, the result was identical with two previous studies as declarative mood still on the top as the most found mood types in speech, brochure, and educational presentation. In a nutshell, declarative is most used in daily communication to deliver the information even in written and spoken utterance, rather than interrogative and imperative.

However, all those studies had formal media to communicate while this current study assigns a campaign video that includes song as the media with different utterance types used. In assumption, this study has novelty about the media and the newest data for the readers or other researchers.

REVIEW OF LITERATURE

Systematic Functional Linguistics (SFL)

Linguistic or study of language has a bunch of theories provided over time, one of the theories namely Systemic Functional Linguistics (SFL) that works with the meaning of language through a system which creates the shape of using a human tool (Thompson et al., 2019). It has function and needs context to deliver the function named meaning in context. As delivered by the

first inventor about this theory, Halliday (1994) stated that lexical items here altered with the grammar system resulted in lexico-grammar. It has an advantage in delivering meaning in three categories: ideational, interpersonal, and textual. In sequence, ideational meaning is called field focus on the situation, interpersonal meaning or tenor look to the relationship, and textual meaning namely mood through message.

Interpersonal Meaning

To focus on this research’s purpose, the definition of interpersonal meaning delivered more. In this way, interpersonal meaning is a power relation to manipulate the identity or attitude of someone on creating meaning further while interacting with the partner to exchange (Sukarno, 2015; Thompson et al., 2019). In addition, supported again by Thompson et al. (2019) that the meaning of interpersonal meaning can be out of the real one—it was studied for another discipline named pragmatic through a theory of violence maxim when what people stated is not always the truth—especially with the unknown background knowledge, experience, or information to anticipate. That is why the interpersonal meaning here should realize structurally as the next phase, namely mood, to create the real meaning with the minimum construction of Subject and Finite—mood element.

Types of Mood

Mood can be indicated through some types based on Butt et al. (2001) mentioned declarative, interrogative, and imperative. And the first three types are the most used in daily communication such Utomo et al. (2018), Juliansyah & Mahdi (2020), and Mulatsih & Sunardi (2021) got the result of three of that type under of speech, presentation, and brochure media.

The declarative mood is a clause shape that states something marked and unmarked depending on what comes first between Subject and Finite.

Table 1. Declarative Indicative Marked Mood Types

Subject	Finite
Mood	Residue

Table 2. Declarative Indicative Unmarked Mood Types

Subject	Finite
Residue	Mood

The interrogative mood is a clause that questioning something started with Polar question word (Yes/No) to ask addressee(s) or WH-question word (what, who, which, why, when, how) to request the information per clause. Conceptually, those words can change the position of losing words but are still understandable.

The imperative mood is a clause to express command and request signed by exclamation mark sometimes with a particular structure different from previous moods. The sign is that the predictor will always exist.

The exclamative mood is a type of judgement, an evaluation that might sound interrogative or declarative since the pattern is identical. For example, “how” does use WH-question word plus complement even adjunct—declarative pattern with Subject before the Finite to make a mood.

METHOD

This research conducted the data with the descriptive qualitative method, constructed as a method to explain any phenomenon through interpretive and naturalistic approach there out of the numerical process (Ospina, 2004; Nazir, 2005) likewise the researchers can explain the data descriptively to find the result of the current phenomenon being analyzed. Moreover, this research collected the data from an education and health campaign video including a song and short

utterance entitled “Be the Future” as one of UNESCO’s projects conducted by Millenasia YouTube channel, during online learning concerned for COVID-19 that prevent the education institutions should limit the distance awhile (Adedoyin & Soykan, 2020). Furthermore, the researchers use some procedures to analyze the mood types and the purpose of the campaign movement. In sequence, the researchers seize the video transcription before analyzing phrase by phrase with mood aspect, translate some lyric lines made with few amounts of Korean to English, and classify them into a group of mood types completed with description under of Butt et al. (2001) theory.

FINDINGS AND DISCUSSION

All data from the lyric video transcription of a song entitled *Be the Future* as an education and health campaign song by UNESCO plus three utterances as the closure by the singers are pointed the mood types in table 3 below from the most to the least types.

Table 3. Mood types in Be the Future Song

No	Mood Types	Σ	%
1	Declarative mood	32	49,2
2	Imperative mood	31	48
3	Interrogative mood	2	3,1
	Total	65	100%

There are at least three types of mood that are found with a similar number of declarative (32 times with 49,2%) and imperative mood (31 times with 48%), while interrogative mood (2 times with 3,1%) get underrated. Absolutely, the interrogative mood receives the smallest number rather than others since, in campaign content, the focus is centred on emphasizing something to the viewers or hearers. According to Coffman (2002), a campaign is a communication action to propel particular behaviour desired as an initial purpose. Moreover, it is related to communication when people should deal with interpersonal and community-based communication approaches. Briefly, each mood has different roles: declarative mood roles for making a statement, imperative moods roles as a command, and interrogative roles in questioning. In campaign action, declarative can become an information sender with some facts; the imperative mood is for an invitation to do something, and interrogative is the complementation with a certain function.

- a. We never had this problem

Table 4. Declarative

We	never had	this problem
Subject	Finite	complement
	Mood	Residue

The line above is a declarative mood type because the singers utter the mood element first. Here the mood element is from the nominal pronoun “we” as a subject and “never had” as a finite, in a complete meaning that the singers (we) want to the point that they were in a good situation before COVID-19 that makes all life-aspects worse. Furthermore, this declarative mood can be classified as an unmarked statement since no other element precedes the mood arrangement.

Then, on the song, there are at least three different compositions that imperative mood might show: b) without Subject and finite c) only with finite d) and only use Subject.

b. Put your mask on, simple indeed

Table 5. Imperative Mood Without Mood Element

Put on	your mask	simple indeed
Predicator	Complement	Mood adjuncts
Residue		

In this first imperative mood, the line begins with predicator (put on) even without Subject who should do the action. It means that the word *put on* point to someone who wears a mask since the complement of the line is *your mask* means mask of someone. There are also a mood adjuncts account to explain that the action suggested is straightforward with the addition of *indeed* after *simple*. In complete literal meaning that the singers intend to ask someone to wear a mask where they want to go cause of the COVID-19 pandemic, even just wearing is a really simple action, so people should not forget to do.

c. 가 가까이 NO (*Don't get close!*)

Table 6. Imperative Mood with Finite

Don't	get	close
Finite	predicator	complement
Mood	Residue	

The second type of imperative in this song lyric includes an element of mood that is finite as verbal groups. Here the finite attains to emphasize negative things or people cannot do. *Don't* is from a composition of *do* and *not*, and the action should not be done here is *get close* pointed by the predicator (get) and its complement (close). Here people can see the different thing if *don't* is not placed there means that people can get close to each other, which break the appeal of WHO (World Health Organization) to do physical distancing (Tobing, 2020). Take a conclusion that predicator takes a chance to show what the action should do, especially in imperative mood form when it always exists (Yosintha, 2021) as residue even without any mood element as shown in b point before.

d. Let's be safe, yeah

Table 7. Imperative Mood with Subject

Let	us	be safe
Predicator	Subject	complement
Residue	Mood	Residue

The last imperative mood type here is using Subject (us) from a contraction of *let's* that means let us be something. In this context is *be safe* as in a convention that almost all commands initiated with predicator.

e. How we're gonna get through all this

Table 8. Interrogative Mood

How	We	are	gonna get	through all this
Mood adjunct	Subject	finite	predicator	Circ. Adjunct
Residue	Mood		Residue	

However, this song lyric has only two interrogative moods that appear with the same expression because the song usually repeats the same lines many times. That line can become the interrogative mood since this typical mood's convention starts with finite or wh-question before

the Subject. *How* is one of wh-question followed by the Subject *we*. In literal meaning, this line asks about the way people can get through the worse situation and do some different actions.

CONCLUSIONS

This analyzed mood type research of education and health campaign Millenasia project video by Dreamcatcher, IN2IT, and Alexa assigned by UNESCO results in 65 mood types differ to 32 declarative moods, 31 imperative moods, and 2 interrogative moods. Then, the most frequent mood here is declarative moods followed by imperative moods before the interrogative takes the last position. The reason is the purpose of the song as the affectable communication media is campaigning which is used to give information plus ask someone to take action. The information being delivered here is about an awful global pandemic situation, as explained in the last video shoot by Alexa, yet people should shine the education pathway as an imperative example. In addition, the imperative moods here are classified into three different types like using neither Subject nor finite, only Subject, and only finite. In contrast, interrogative moods officiate to ask the audience to ensure for something. In a nutshell, communication can be delivered through many ways concerned with the purpose.

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