

Genre Analysis on Company Profile

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ABSTRAK

Profil perusahaan merupakan instrumen penting bagi suatu perusahaan untuk memperkenalkan perusahaan tersebut kepada masyarakat dan investor yang memiliki potensi sebagai sebuah genre. Penelitian ini menggunakan pendekatan kualitatif dengan kecenderungan semi kuantitatif. Pendekatan semi kuantitatif digunakan untuk menghitung presentase fitur-fitur linguistik seperti tipe proses, tenses, circumstantial elements, dan modifiers dalam nominal group, sedangkan pendekatan kualitatif digunakan untuk menginterpretasikan fitur dan struktur linguistik, serta fungsi sosial dari profil perusahaan. Data penelitian diambil dengan teknik random sampling yang terdiri dari 134 klausa dari profil-profil perusahaan yang diambil dari situs resmi lima perusahaan yaitu Sony Corporation, Chevron Corporation, Martha Tilaar Group, Telkomsel, dan Manulife Indonesia. Dalam menganalisis data, penulis mengaplikasikan konsep genre dari Gerot dan Wignell dikombinasikan dengan teori Transitivity dan konsep nominal group dari Halliday dan Matthiessen, serta metode distribusi dan teknik permutasi oleh Sudaryanto. Hasil penelitian menunjukkan bahwa profil perusahaan sebagai sebuah genre memiliki fitur dan struktur linguistik, serta fungsi sosial tertentu. Sebuah profil perusahaan memiliki fitur linguistik yang didominasi oleh partisipan spesifik, Classifier dan specific Deictic dalam nominal group, proses Material, dan Simple Present tense. Struktur linguistik profil perusahaan terdiri dari dua bagian yaitu identifikasi dan deskripsi. Fungsi sosial profil perusahaan adalah untuk mendeskripsikan suatu perusahaan dari hal yang umum ke hal yang khusus.

Kata kunci: profil perusahaan, genre, pola, fitur linguistik, struktur linguistik, fungsi sosial.

1. Background

According to Rowland, company profile is a short description about company's history, amount and quality of its financial, physical, and human resources, structure of organization and management, its vision, mission and reputation, its product and company value, and also its awards.¹ According to the definition, company profile is potential to be a genre because it describes particular characteristics (it is short and contains description) and purposes (to introduce the company). As stated by Gerot and Wignell (1995: 17), genre is a specific type of text (written or spoken) used by member of community to accomplish certain purpose and meaning.

Systemic Functional Grammar approach focuses not only on grammatical

rule but also on the function and meaning of linguistic elements. In a genre, these function and meaning are used to achieve a certain purpose. At this point, Systemic Functional Grammar is a precise approach to discover the pattern of a company profile as a genre since pattern of a genre does not cover only grammatically acceptable texts but also the function and meaning of the linguistic elements to achieve particular goal. Therefore, the writer is going to conduct a research to discover the pattern of a company profile (linguistic feature, structure, and social function) as a genre by applying Systemic Functional Grammar approach.

2. Methodology

The writer applies documentary technique in collecting data from the official websites of the company. In this research, the writer uses 134 clauses that come from five company profiles as the research data. They are company profile of *Sony Corporation*,

¹ Cited from <http://www.businessdictionary.com/definition/company-profile.html>

Chevron Corporation, Martha Tilaar Group, Telkomsel, and Manulife Indonesia. These five company profiles will be analyzed to discover the pattern of the company profile as a genre. The writer also applies some methods in analyzing the data, viz. qualitative and quantitative method. Qualitative method used in this research is distributional method by Sudaryanto (1993: 31). Distributional method is applied to break down the clause according to Transitivity system and nominal group concept. Quantitative method is used to figure out the percentage of linguistic features of company profiles including types of processes, tenses, circumstances, and modifiers of nominal group.

3. Review of Literature

According to Gerot and Wignell (1995: 17), genre associates with particular social function, linguistic structure, and linguistic features. Gerot and Wignell (1995: 191) also insist that the linguistic features and structures are not fixed. There is always a possibility for individual creativity to make variation in particular genre.

3.1 Theory of Transitivity (Clause as Representation)

Halliday in Eggins (1994: 1) proposes metafunction of language in Systemic Functional Grammar approach which presents descriptive and interpretative framework for viewing language as a meaning-making resource through three lines of meaning in the clause. First, a clause has meaning as a message. Second, a clause has meaning as an exchange between speaker and listener. Third, a clause has meaning as a representation of some processes in human experience. It is so called ideational meaning which is realized in the clause by Transitivity system.

Martin *et al.* (1997: 100) asserts that the system of Transitivity belongs to the experiential metafunction and interprets the experiences as changes represented as a configuration of a process, participants and circumstances. According to Halliday and Matthiessen (2004: 179), there are six types of processes and seven circumstantial elements.

3.1.1 Types of processes

Halliday and Matthiessen (2004: 170) state that Transitivity system interprets the experience into an adjustable set of process types. According to Halliday and Matthiessen (2004: 179-259), the process types are:

3.1.1.1 Material process: process of doing and happening

The participants of this process are Actor and Goal. Material processes are realized by the verbs, for example: read, write, drop, go, break, open, close, observe, carry, collect, kick, etc. Lock (1996: 152) states that the combination of Simple Present tense with Material process expresses habitual and timeless action.

3.1.1.2 Mental process: process of sensing

Halliday and Matthiessen (2004: 197) define Mental process as a process which relates to our experience of the world of our consciousness. Mental processes are realized by the verbs, e.g. like, understand, hurt, please, realize, know, think, etc. The participants are Senser and Phenomenon.

3.1.1.3 Relational process: process of being and having

There are two types of Relational process, i.e. Attributive and Identifying process. Attributive processes are realized by the verbs like become, appear, get, require, belong to, concern, turn, etc. In the Identifying, as stated by Halliday and Matthiessen (2004: 228), an entity is used to identify another and it can be reversed without change the meaning. Some of the verbs which realize Identifying process are represent, imply, include, mean, spell, provide, define, contain, act as, etc.

3.1.1.4 Behavioural process

Halliday and Matthiessen (2004: 248) propose Behavioural process as process of psychological and psychological behaviour, like breathing, smiling, and staring.

3.1.1.5 Verbal process: process of saying

Halliday and Matthiessen (2004:253) claim that Verbal process is often used to make quote or report by using the verbs like point out, suggest, claim, assert, state, etc.

3.1.1.6 Existential process

Halliday and Matthiessen (2004: 256) assert that Existential process reveals that something exists or happens. The entity or event which is being said to exist or happen is called Existential.

3.1.1.7 Meteorological process

Gerot and Wignell (1995:73) add a process called Meteorological Process.

For example:

It 's hot

Pro: Meteorological

From the example above, 'it' functions as a subject which obtains the grammatical rule and does not have a certain meaning, so it belongs to Meteorological process (Gerot and Wignell, 1995: 73).

3.1.2 Circumstantial elements

Halliday and Matthiessen (2004: 260) propose that circumstances refer to the location of an event in time or space, its manner, or its cause.

3.1.2.1 Extent and Location

Circumstantial elements of extent and location show where and when the processes happen.

3.1.2.2 Manner

Halliday and Matthiessen (2004: 267) explain that circumstantial element of manner shows the way in which the process happens. Thompson (1996: 106) asserts that almost all '-ly' adverbs come to manner: quality circumstance.

3.1.2.3 Cause

Circumstantial element of cause shows the reason why the process happens. There are three kinds of circumstantial element of cause i.e. reason, purpose, and behalf (Halliday and Matthiessen, 2004: 269).

3.1.2.4 Contingency

Halliday and Matthiessen (2004: 271) clarify that circumstantial elements of contingency shows an element on which the realization of the process depends and is divided into three kinds. They are condition, concession, and default.

3.1.2.5 Accompaniment

Circumstantial element of accompaniment shows participation during the process.

3.1.2.6 Role

Circumstantial element of role, as denoted by Halliday and Matthiessen (2004: 274), shows the meanings be and become.

3.1.2.7 Projection

According to Halliday and Matthiessen (2004: 276), circumstantial element of projection has relation with mental and verbal clauses, either to the Senser or Sayer of that clause (Angle) or to the Verbiage (Matter).

3.2 Concept of Nominal Group

According to Gerot and Wignell (1995: 141), a nominal group is a group which consists of a noun as its head word and additional information as the modification of the noun.

3.2.1 Deictic

Halliday and Matthiessen (2004: 312) state that Deictic element shows whether or not some specific subsets of the thing is referred, and which. There are three kinds of Deictic. They are specific, non-specific, and Post Deictic.

3.2.2 Numerative

The Numerative element indicates numerical feature of the thing such as either quality or order, exact or inexact.

3.2.3 Epithet

Halliday and Matthiessen (2004: 318) state that Epithet specifies quality of the thing, i.e. old, short, red, and fast. Epithets are divided into two categories. They are Attitudinal Epithet and Experiential Epithet.

2.6.4 Classifier

Classifier is an additional element which functions to indicate a particular subclass of the thing e.g. drawing book, note book, diary book.

2.6.5 Qualifier

Gerot and Wignell (1995: 144) state that Qualifiers are modifications after the things which are almost always prepositional phrases or relative clauses. A thing can have possible modification, before the thing (pre-modification) and after the thing (post-modification).

4. Data Analysis

4.1 Sony Corporation

Company profile of *Sony Corporation* consists of 17 clauses. According to the data, there are five processes, and Material process is the process which mostly occurs in the data.

There are eight Material processes in the data (47.06%) which indicates that most of the processes are process of doing. The complete illustration of the number and percentage of each process is as follows.

Table 1. The number and the percentage of process type

No.	Process Types	Σ	%
1.	Attributive	3	17.65
2.	Identifying	1	5.88
3.	Material	8	47.06
4.	Existential	1	5.88
5.	Mental	4	23.53
	Total	17	100

In the term of tense using, there are two tenses which appear on the data. They are Simple Present and Present Continuous. Simple Present is mostly used tense on the data (88.23%). It asserts that most of the processes happen in the present time. Besides, it also means that the processes are habitual or timeless.

Table 2. The number and the percentage of the use of tenses

No.	Tenses	Σ	%
1.	Simple Present	15	88.23
2.	Present Continuous	2	11.77
	Total	17	100

There are ten circumstantial elements which appear on the data. They are categorized into five types, i.e. cause, accompaniment, place, manner, and projection. The mostly used circumstantial element is place (40%). The number and percentage of circumstantial elements are below.

Table 3. The number and percentage of circumstantial elements

No.	Circumstantial elements	Σ	%
1.	Cause (Behalf)	1	10
2.	Cause (Purpose)	2	20
3.	Accompaniment (Commitative)	1	10
4.	Place	4	40
5.	Manner (Quality)	1	10
6.	Projection (Angle)	1	10
	Total	10	100

Company profile of *Sony Corporation* contains 68 nominal groups. The nominal groups are mostly modified by specific Deictics (22.62%) and Classifiers

(44.05%). The number and percentage of modifier are below.

Table 4. The number and percentage of modifiers

No.	Kinds of modifier	Σ	%
1.	Non-specific Deictic	7	8.33
2.	Specific Deictic	19	22.62
3.	Post Deictic	2	2.39
4.	Numerative	3	3.57
5.	Attitudinal Epithet	5	5.95
6.	Experiential Epithet	5	5.95
7.	Classifier	37	44.05
8.	Qualifier	6	7.14
	Total	84	100

It shows that the nominal groups are complex because the things are modified by large-scale expansion of amount of information. In Transitivity system, nominal group has function as participant. The participants are specific since the nominal groups are modified by specific Deictic more than by non-specific Deictic. The use of specific Deictic indicates that the thing referred is a particular thing. Classifier is also used to tell the type of the subset.

Company Profile of *Sony Corporation* consists of two stages, identification and description. Identification is stage which introduces the thing which is going to be described. Identification is realized by the first clause. In short, Company Profile of *Sony Corporation* consists of identification about the identity of Sony and description of Sony's position in digital entertainment business, subsidiary, vision, mission, key focus, and three corporate initiatives.

Company profile of *Sony Corporation* is dominated by the use of Material processes and Simple Present to express an action habitually done by Sony. Circumstantial elements of place which mostly occurs give additional information where the process happens. The nominal groups which are used in the company profile are specific and complex realized by the frequent use of Specific Deictic and other modifiers i.e. non-specific Deictic, Post Deictic, Numerative, Epithet, Classifier, and Qualifier which function to give complete descriptions of the nominal groups. All parts of text contain the description about Sony started from its identity, position in digital entertainment

business, subsidiary, vision, mission, key focus, and three corporate initiatives. Thus, it can be concluded that the social function of company profile of Sony is to describe Sony specifically.

4.2 Chevron Corporation

Company profile of *Chevron Corporation* consists of 39 clauses. According to the data, there are five processes which appear. They are Attributive, Identifying, Material, Mental, and Behavioural. The use of Material process dominates the data (60%) which indicates that most of the processes are process of doing. The complete illustration of the number and percentage of each process is as follows.

Table 5. The number and percentage of process type

No.	Process types	Σ	%
1.	Attributive	9	22.50
2.	Identifying	2	5.00
3.	Material	24	60.00
4.	Mental	4	10.00
5.	Behavioural	1	2.50
	Total	40	100

In the term of tense using, there are four tenses which appear on the data. They are Simple Present, Present Continuous, Present Perfect, and Simple Past. Simple Present is the mostly used tense on the data (56.41%). It indicates that more than a half of all clauses focus on present time and habitual process.

Table 6. The number and the percentage of the use of tenses

No.	Tenses	Σ	%
1.	Simple Present	22	56.41
2.	Present Continuous	3	7.69
3.	Present Perfect	1	2.57
4.	Simple Past	13	33.33
	Total	39	100

There are thirty-six circumstantial elements which appear on the data. They are categorized into six types, i.e. cause, accompaniment, place, time, manner, and role. The mostly used circumstantial element is place (44.44%). The number and percentage of circumstantial elements are below.

Table 7. The number and percentage of circumstantial elements

No.	Circumstantial elements	Σ	%
1.	Cause (Behalf)	1	2.78
2.	Cause (Purpose)	3	8.33
3.	Accompaniment (Commitative)	1	2.78
4.	Place	16	44.44
5.	Time	7	19.44
6.	Manner (Quality)	5	13.89
7.	Role (Guise)	2	5.56
8.	Role (Product)	1	2.78
	Total	36	100

Company profile of *Chevron Corporation* contains 106 nominal groups. The nominal groups are mostly modified by specific Deictic (33.33%) and Classifiers (27.66%). The number and percentage of modifier are below.

Table 8. The number and percentage of modifiers

No.	Kinds of modifier	Σ	%
1.	Non-specific Deictic	4	2.84
2.	Specific Deictic	47	33.33
3.	Post Deictic	8	5.67
4.	Numerative	10	7.10
5.	Attitudinal Epithet	8	5.67
6.	Experiential Epithet	9	6.38
7.	Classifier	39	27.66
8.	Qualifier	16	11.35
	Total	141	100

The frequent use of specific Deictic indicates that the nominal groups as the participants of the process are specific. Beside specific Deictic, the nominal groups are also frequently modified by Classifiers which indicate the type of a thing. The use of other modifiers such as Post Deictic, Epithet and Qualifier also clarifies that the nominal groups used in Company Profile of *Chevron Corporation* are complex because the nouns are modified by large-scale expansion of amount of information.

Company profile of *Chevron Corporation* consists of two stages, identification and description. Identification is the stage which identifies the thing which is going to be described. Identification can be found in first and second clause. In the first

and second clause, Chevron is introduced to the reader by using Identifying process as one of the world's leading integrated energy companies. In summary, company profile of *Chevron Corporation* consists of identification of Chevron's identity as one of the world's leading integrated energy companies and description of Chevron's success, involvement in energy industry, company roots, global scope, environment and safety, and work.

Company profile of *Chevron Corporation* is dominated by the use of Material processes and Simple Present. The use of Material process and Simple Present describes the processes of doing which are done by Chevron, and the processes are habitual or timeless. Circumstantial elements of place which mostly occurs give additional description where the processes happen. The nominal groups which appear in the company profile are specific realized by the frequent use of specific Deictic and complex realized by the use of other modifiers i.e. non-specific Deictic, Post Deictic, Numerative, Epithet, Classifier, and Qualifier which function to give a complete description of the nominal groups. The text is organized into two stages, identification and description which give comprehensive illustration about Chevron's identity, success and involvement in energy industry, company roots, global scope, environment, safety, and work. Shortly, it can be concluded that the social function of company profile of *Chevron Corporation* is to describe Chevron Corporation.

4.3 Martha Tilaar Group

Company profile of *Martha Tilaar Group* consists of 27 clauses. According to the data, there are four processes. They are Attributive, Identifying, Material, and Mental. Material process is the process which mostly occurs in the data (67.86%) which indicates that most of the processes are process of doing. The complete illustration of the number and percentage of each process is as follows.

Table 9. The number and percentage of process type

No.	Process types	Σ	%
1.	Attributive	5	17.86
2.	Identifying	3	10.71
3.	Material	19	67.86
4.	Mental	1	3.57
	Total	28	100

In the term of tense using, there are three tenses which appear on the data. They are Simple Present, Present Perfect and Simple Past. Simple Present is the mostly used tense on the data (66.67%) which indicates habitual or timeless process.

Table 10. The number and the percentage of the use of tenses

No.	Tenses	Σ	%
1.	Simple Present	18	66.67
2.	Present Perfect	2	7.40
3.	Simple Past	7	25.93
	Total	27	100

There are seventeen circumstantial elements which appear on the data. They are categorized into five types, i.e. cause, accompaniment, place, manner, and role. The mostly used circumstantial element is cause (Behalf) (35.30%). The number and percentage of circumstantial elements are below.

Table 11. The number and percentage of circumstantial elements

No.	Circumstantial Elements	Σ	%
1.	Cause (Behalf)	6	35.30
2.	Accompaniment (Comitative)	1	5.88
3.	Place	3	17.65
4.	Manner (Quality)	5	29.41
5.	Role (Guise)	1	5.88
6.	Role (Product)	1	5.88
	Total	17	100

Company profile of *Martha Tilaar Group* has 110 nominal groups involved in the clauses. The nominal groups are mostly modified by Classifiers (39.39%) and specific Deictics (33.33%). The number and percentage of modifier are below.

Table 12. The number and percentage of modifiers

No.	Kinds of modifier	Σ	%
1.	Non-specific	5	3.03
	Deictic		
2.	Specific Deictic	55	33.33
3.	Post Deictic	5	3.03
4.	Numerative	5	3.03
5.	Attitudinal Epithet	6	3.64
6.	Experiential	9	5.45
	Epithet		
7.	Classifier	65	39.39
8.	Qualifier	15	9.10
	Total	165	100

The frequent use of Classifiers specifies the sub class of the head noun which makes it specific. By applying specific Deictic, the nominal group becomes more specific since specific Deictic refers to particular thing. Other modifiers are also applied in the nominal groups, i.e. non-specific Deictic, Post Deictic, Numerative, Epithet and Qualifier. The use of many modifiers proves the complexity of the nominal groups as the participants of the processes.

The linguistic structure of *Martha Tilaar Group* consists of two stages, identification and description. Identification is general description about the thing. Identification of *Martha Tilaar Group* can be found in the first clause. It uses Identifying process which functions to identify *Martha Tilaar Group* as one of Indonesia's foremost purveyors of innovative, high-quality beauty products and services. In this clause, the readers are provided by the general description of *Martha Tilaar Group*. In short, it can be concluded that the linguistic structure of company profile of *Martha Tilaar Group* are identification which provides general description about *Martha Tilaar Group* and description of *Martha Tilaar Group*'s history, domination in domestic market, main brands, products, services, awards and achievements.

The company profile of *Martha Tilaar Group* is dominated by the use of Material process and Simple Present. Material process is used to give description about what *Martha Tilaar Group* does from its beginning until now. Simple Present have a sense that the processes done by *Martha Tilaar Group* are

habitual process. Circumstantial element of cause (Behalf) provides the detail information about the reason why the process actualized. The nominal groups which appear in the text are modified by large-scale expansion of amount of information which is realized by the using of modifiers i.e. Deictic (specific, non-specific, and Post), Numerative, Epithet, Classifier, and Qualifier. It proves that the modifiers serve the detail description of the nominal group. In the term of linguistic structure, the company profile consists of two stages, identification which contains general description about *Martha Tilaar Group* and description which conveys specific description about *Martha Tilaar Group*'s history, domination in domestic market, main brands, products, services, awards and achievements. From the explanation above, it can be realized that the social function of the company profile is to describe *Martha Tilaar Group* from general to specific.

4.4 Telkomsel

Company profile of *Telkomsel* consists of 36 clauses. There are three processes which appear, and Material process is the process which mostly occurs in the data. There are 29 Material processes in the data (80.56%) which indicate that most of the processes are processes of doing. The complete illustration of the number and percentage of each process is as follows.

Table 13. The number and percentage of process type

No.	Process types	Σ	%
1.	Attributive	4	11.11
2.	Identifying	3	8.33
3.	Material	29	80.56
	Total	36	100

In the term of tense using, there are five tenses which appear on the data. They are Simple Present, Present Perfect, Simple Past, Present Perfect Continuous, and Future Tense. Simple Present is the mostly used tense on the data (58.33%) which indicates habitual or timeless process.

Table 14. The number and the percentage of the use of tenses

No.	Tenses	Σ	%
1.	Simple Present	21	58.33
2.	Present Perfect	5	13.89
3.	Simple Past	6	16.67
4.	Present Perfect Continuous	1	2.78
5.	Future Tense	3	8.33
	Total	36	100

There are forty-one circumstantial elements which appear on the data. They are categorized into seven types, i.e. cause, accompaniment, place, time, manner, role and contingency. The mostly used circumstantial element is cause (Behalf) (21.95%). The number and percentage of circumstantial elements are below.

Table 15. The number and percentage of circumstantial elements

No.	Circumstantial elements	Σ	%
1.	Cause (Behalf)	9	21.95
2.	Cause (Purpose)	8	19.51
3.	Accompaniment (Commitative)	1	2.44
4.	Place	7	17.07
5.	Time	3	7.32
6.	Manner (Quality)	7	17.07
7.	Manner (Means)	1	2.44
8.	Manner (Degree)	1	2.44
9.	Role (Guise)	2	4.88
10.	Role (Product)	1	2.44
11.	Contingency (Condition)	1	2.44
	Total	41	100

There are 117 nominal groups in company profile of *Telkomsel*. The nominal groups are mostly modified by specific Deictic (28.74%) and Classifiers (32.34%). The detail illustration about the number and percentage of modifiers is as follows.

Table 16. The number and percentage of modifiers

No.	Kinds of modifier	Σ	%
1.	Non-specific Deictic	10	5.99
2.	Specific Deictic	48	28.74
3.	Post Deictic	7	4.19
4.	Numerative	7	4.19
5.	Attitudinal Epithet	13	7.78
6.	Experiential Epithet	4	2.40
7.	Classifier	54	32.34
8.	Qualifier	24	14.37
	Total	167	100

The use of specific Deictic in nominal groups indicates that the participants of the process are specific since nominal group acts as participant in transitivity system. Classifiers indicate the particular type of the thing modified. Besides, the nominal groups are also modified by many kinds of modifiers, i.e. Deictic (non-specific and Post), Numerative, Epithet, and Qualifier which indicate that the nominal group is complex.

The linguistic structure of company profile of *Telkomsel* consists of two stages, identification and description. Identification serves the general description about the company and is realized by the first clause. In short, company profile of *Telkomsel* consists of two stages, identification which provides general description and identification of *Telkomsel*'s history, breakthroughs, development, commitment, contribution, vision, awards, network and expert.

Company profile of *Telkomsel* is dominated by the use of Material processes and Simple Present. The use of Material process represents the action which is done by *Telkomsel*. Simple Present is used to indicate that the action is done habitually. Circumstantial element of cause (Behalf) which mostly occurs in the text gives additional information about for whom the process is actualized. The nominal groups which are used in the company profile are specific indicated by the use of specific Deictic and complex realized by the frequent use of other modifiers i.e. non-specific Deictic, Post Deictic, Numerative, Epithet, Classifier, and Qualifier which function to

give a complete description of the noun. All parts of the text contain the description about Telkomsel. It has two stages, identification about what Telkomsel is and description about Telkomsel's history, breakthroughs, development, commitment, contribution, vision, awards, network and expert. Thus, it can be concluded that the social function of company profile of *Telkomsel* is to describe Telkomsel from general to specific.

4.5 Manulife Indonesia

Company profile of *Manulife Indonesia* consists of 15 clauses. According to the data, there are three processes which are involved. They are Attributive, Identifying, and Material process. Material process is the process which mostly occurs in the data. There are 10 Material processes in the data (62.50%) which indicate that most of the processes are process of doing. The complete illustration of the number and percentage of each process is as follows.

Table 17. The number and percentage of process type

No.	Process types	Σ	%
1.	Attributive	5	31.25
2.	Material	10	62.50
3.	Identifying	1	6.25
	Total	16	100

In the term of tense using, there are three tenses which appear on the data. They are Simple Present, Simple Past, and Present Perfect. Simple Present is the mostly used tense on the data (75%). There are 12 times of the use of Simple Present. It asserts that most of the processes happen in the present time. Besides, it also means that the processes are habitual or timeless.

Table 18. The number and the percentage of the use of tenses

No.	Tenses	Σ	%
1.	Simple Present	12	75.00
2.	Simple Past	3	18.75
3.	Present Perfect	1	6.25
	Total	16	100

There are eighteen circumstantial elements which appear on the data. They are categorized into six types, i.e. cause, accompaniment, place, time, manner, and role. The mostly used circumstantial element

is place (50%). The number and percentage of circumstantial elements are below.

Table 19. The number and percentage of circumstantial elements

No.	Circumstantial elements	Σ	%
1.	Cause (Behalf)	1	5.55
2.	Accompaniment (Commitative)	1	5.55
3.	Place	9	50.00
4.	Time	3	16.68
5.	Manner (Quality)	2	11.11
6.	Role (Guise)	2	11.11
	Total	18	100

There are 87 nominal groups in company profile of *Manulife Indonesia*. The nominal groups which appear are mostly modified by Classifiers (40%) and specific Deictic (32.50%). Classifiers indicate the particular type of the thing. The nominal groups become more specific by the use of specific Deictic which specifies thing which is referred. Since the nominal group act as participant in Transitivity system, it implies that the participant of the process is specific too. The complete illustration about the modifiers is below.

Table 20. The number and percentage of modifiers

No.	Kinds of modifier	Σ	%
1.	Non-specific Deictic	3	2.50
2.	Specific Deictic	39	32.50
3.	Post Deictic	2	1.67
4.	Numerative	10	8.33
5.	Attitudinal Epithet	8	6.67
6.	Classifier	48	40.00
7.	Qualifier	10	8.33
	Total	120	100

The table indicates that the nominal groups are complex since they are modified by a lot of modifiers which provide additional information. Other modifiers are also added to the head noun, i.e. non-specific Deictic, Post Deictic, Numerative, and Qualifier.

Linguistic structure of company profile of *Manulife Indonesia* is divided into two stages, identification and description. Identification contains general description about the thing which functions to introduce

the thing to the reader. Identification can be found in the first clause.

Different from other company profiles which use relational process to give general description of the company, company profile of *Manulife Indonesia* uses Material process to give general description about Manulife Indonesia. The use of Material process as identification indicates that identification is used not only to provide definition but also to describe the action done by Manulife Indonesia which realizes the business it works. In conclusion, linguistic structure of company profile of *Manulife Indonesia* consists of two stages, identification (general description about Manulife Indonesia) and description about network, workforce, awards, and financial.

The company profile of *Manulife Indonesia* is dominated by the use of Material process and Simple Present. The use of Material process in the clauses indicates that most of the processes are processes of doing which describe what Manulife Indonesia does in financial service industry. Simple Present is used to show that the process happens in the present and habitual. Most of Circumstantial elements which appear in the text are place. It implies that additional information in the clauses focuses on description of place. The use of many kinds of modifiers means that nominal group in the text is completed by a large scale of information to give comprehensive description about the thing.

In the term of linguistic structure, company profile of *Manulife Indonesia* consists of two main stages, identification and description. Identification contains general description about Manulife Indonesia's field of business. Identification gives more specific and detailed information about Manulife Indonesia's network, workforce, awards, and financial. Then, it can be realized that the social function of the company profile is to describe Manulife Indonesia from general to specific.

5. Conclusion

A company profile as a genre has a particular pattern (linguistic features, structure and social function). In the term of linguistic features, a company profile focuses on

specific participants, uses Classifier and specific deictic frequently in nominal group, Material process, and Simple Present tense. Specific participant is realized by the frequent use of specific Deictic. The nominal groups are mostly modified by Classifier and specific Deictic to refer to particular thing. The use of other modifiers such as Post Deictic, Numerative, Epithet and Qualifier clarifies that the nominal groups used in company profile are complex since the nominal groups are modified by large-scale expansion of amount of information. Material process is used to describe what the company does. The use of Simple Present tense emphasizes the habitual or timeless process involved in a company profile.

In the term of linguistic structure, a company profile consists of two stages. They are identification and description. Identification is a stage which identifies the company which is going to be described, and it appears in the first clause. Description is the next stage which provides further description of the company. It may contain history, vision, mission, branch, awards, qualities, and characteristics of the company or information which are relevant to the company. Thus, identification contains general identity, and description contains specific description of a company.

A company profile is dominated by the use of Material processes and Simple Present. The use of Material process and Simple Present describes the processes of doing which are done by the company, and the processes are habitual or timeless. Circumstantial elements which exist in company profile give additional description about the company. The nominal groups which appear in the company profile are specific realized by the frequent use of specific Deictic and complex realized by the use of other modifiers i.e. non-specific Deictic, Post Deictic, Numerative, Epithet, Classifier, and Qualifier which function to give a complete description of the nominal groups. The text is organized into two stages, identification and description which give comprehensive illustration about the company from general to specific. Shortly, the linguistic features and structure realize that

the social function of company profile is to describe a company from general to specific.

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