

THE GENRE OF TECHNOLOGICAL PROCEDURE TEXT WITH A SYSTEMIC FUNCTIONAL LINGUISTICS APPROACH

Diana Sopha¹, Dewi Nurmala², Ayu Melati Ningsih³
Universitas Muslim Nusantara Al-Washliyah, Medan, Indonesia^{1,2,3}

dianasopha@umnaw.ac.id

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Abstract

In the current digital era, the rapid development of technology has resulted in the creation of increasingly sophisticated technological products. In the marketing of these products, the use of language is indispensable. Written language explaining the steps or stages of product use is called a procedural text genre. This text plays a vital role in product marketing because it contains essential information related to product explanations, making it easy for consumers to understand. This is what underlies the importance of conducting research on the function of language in terms of meaning and language structure in the genre of technological procedure texts. By applying a qualitative method, the research data in the genre of technological procedural texts is analysed based on its linguistic functions, covering aspects of meaning and language structure. In the research findings, three language functions were obtained, namely those that contain meaning: Command, Statement, and Prohibition. These three language functions are realised in language (text) in the form/structure: Imperative and Declarative. First, commands use the imperative structure. Second, statements are structured in the declarative form. Third, prohibitions are structured imperatively; fourth, commands are structured declaratively; and finally, fifth, prohibitions are structured declaratively.

Keywords— Command, Procedure, Prohibition, Statement, Text

Introduction

Currently, we are in an Era of Rapid Technological Development. This is inseparable from the quality human resources who always strive to make new discoveries and innovate to achieve progress, renewal, and ease in carrying out all activities. The rapid development of technology has a positive impact on various aspects of life, including the development of teaching materials, especially technology-based Procedure Texts, which can enhance students' or learners' thinking abilities or High Order Thinking Skills (HOTS) in schools (Santriana, 2022).

The sophistication of technology also influences learning media, making it increasingly engaging. In the digital era, students will understand listening lessons in more detail with technology such as TikTok video media. Listening with technology media provides new insights and knowledge for students, making them more enthusiastic about understanding listening in depth using technology (Septiari, 2022).

Moreover, the advancement of Science and Technology that produces new discoveries such as various technological products greatly impacts language as a means of communication. In the marketing of these products, language is needed to convey important information about the produced products so that the public can understand them well.

The language used to explain the product includes written language (text) that can be classified as the Genre of Procedural Text. This text explains the steps or procedures for using an object or product. Procedure Text contains explanations for performing a task or creating

something that consists of materials and steps (Zulfikar, 2024). Procedure Text contains instructions that explain systematic steps to create or operate something. Procedure Text contains steps and instructions on how to make or do something. For example, the steps to operate technological tools (Kasim, 2024). Thus, the Genre of Technology Procedure Text is a writing that explains the procedures, steps, or stages in operating a technology product. Thus, this genre of text is very much needed and beneficial so that existing technology products can be marketed and understood well, especially by consumers.

Research on Procedural Text Genre This technology uses Systemic Functional Linguistics (SFL). In its study of language, SFL connects language or text with context. Currently, language as a communication tool tends to take digital forms, including in the context of product trade, which aims to introduce products. Language in this context helps the trade and marketing process to be more easily recognized and understood by consumers. By using SFL, digital marketing can be conducted with language that is more precise, interactive, and engaging according to the needs of the community (Mahruz et al., 2024). Language in the form of text, like discourse, consists of words, clauses, and paragraphs, and conveys its meaning contextually. The text is written using a specific form according to its purpose and intention. Form here is understood as the linguistic system within the text. Different forms of text convey different purposes as well (Wiratno et al., 2014).

The importance of the role and function of the Technology Procedure Text Genre in explaining the procedures for utilizing technology products highlights the necessity of understanding the language used in the field of technology from both structural and semantic perspectives. From a structural perspective, language is composed of a series of linguistic units ranging from the smallest to the largest, starting from morphemes, words, phrases, and clauses. From the perspective of 'semantics', language is functioned to convey meaning, so good, effective, and successful language is language that can communicate meaning or information to its listeners.

The genre of text that explains the steps for using a technology product is called the English Technology Procedure Text. This research explains how language, through the form of Technology Procedure Text Genre can be well-structured and function effectively to convey messages, information, or meaning to readers (textually) and listeners (audibly/orally), thereby enhancing knowledge, particularly in English language proficiency.

Literature Review

The approach used in solving the research problem employs the Systemic Functional Linguistics (SFL) theory because the SFL theory holistically examines language from the aspect of language function, which includes meaning and the form/structure of language. The LFS theory was developed by M.A.K. Halliday, where language can be understood in its usage if it is studied based on its context, namely linguistic context and social context. From the contextual perspective, language related to its context is examined through the analysis of Quranic verses using one of the theories, namely Halliday's Systemic Functional Linguistics, which finds that this theory is appropriate and relevant to the current and future situational contexts (Nathir, 2021).

According to Halliday, language is not only studied from the structural aspect, which is its form (grammar), but also from the aspect of its meaning (Wang et al., 2022). Two LFS approaches to language are how people use language and how language is structured. The function of language is to convey meaning (Eggins, 2004). Halliday's theory, which initially focused on the concept of 'form', later evolved into the theory of 'Form and Meaning'. SFL is not just a theory of grammar but a holistic theory that encompasses everything from the level of meaning, form, grammar, and its use in social contexts (Fawcett, 2000). In LFS, language is meaning realized into Form and then arranged into Lexicogrammar (Saragih et al., 2021). Thus, language in the LFS approach is studied not only in terms of its form or structure but also internally in terms of its meaning.

In terms of its function, language encompasses the actions of giving and requesting and

involves commodities of information and goods/services. Language that functions to provide information is called a Statement. Language that functions to request information is called a Question. Language that functions to request goods/services is called a Command, and language that functions to provide goods/services is called an Offer. The function of that language is realized in one of the forms/structures of language, namely Declarative, Interrogative, and Imperative.

Based on the Functions of Language, in previous research conducted on the Discourse of Wisdom Expressions in Elementary Schools throughout the Surakarta Residency using a descriptive qualitative method, it was found that there are 5 language functions, namely 1) instrumental function, 2) descriptive function, 3) interaction function, 4) individual function, and 5) heuristic function (Purnomo et al., 2021). Next, the Functions of Language in oral discourse Puan Maharani's speech at the Bung Karno Day event, using a descriptive qualitative method, identified 7 language functions in her speech within the oral discourse in the context of historical and cultural commemoration. These are instrumental, regulatory, representational, interactional, personal, heuristic, and imaginative functions. The dominant language function is representation because it conveys many facts and expresses respect to the country's leaders and political parties (Uyun et al., 2023).

In functional grammar, the analysis of language in both textual and non-textual forms can be examined not only in terms of meaning but also in terms of structure (Lafamane, 2020). From the structural aspect, a description of the text structure needs to be conducted to determine the completeness of the entire procedural text structure comprehensively and thoroughly, starting from the goal structure, material/tool structure, step/stage structure, to the closing/conclusion structure (Putri et al., 2024).

Research Method

This research uses a qualitative descriptive method that focuses on the function of language in the genre of technological procedure texts. This language function is described based on the meaning and structure used in the language. The qualitative method uses the perspective of the research object in the form of procedural text genres and prioritizes the research process because in the process stage, an in-depth, detailed, and maximal analysis is conducted (Rosyadi, 2023). Thus, the qualitative research method prioritizes the process as much as possible and to the fullest extent. This is very important to do because it will greatly affect the research results, where a maximal research process will also yield maximal research findings.

Results and Discussion

Based on the overall text analysis, two types of structures were found: Declarative and Imperative. In the Declarative structure, it contains the meanings of Statement, Command, and Prohibition, whereas in the Imperative structure, it contains the meanings of Command and Prohibition. As described below:

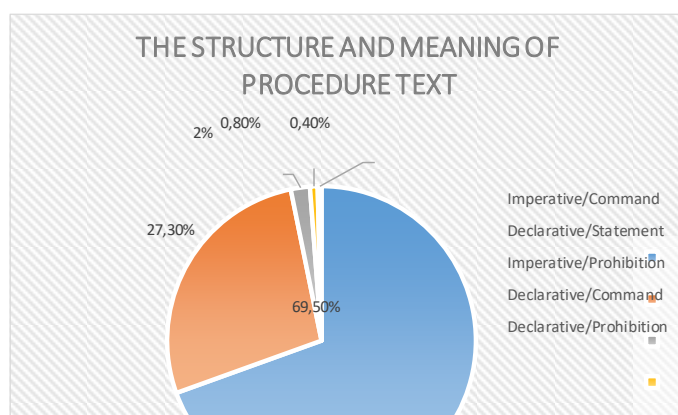


Chart 1: The Structure and Meaning of the Technology Procedure Text Genre

Discussion

Overall, in the genre of Technology Procedure Text, three language functions are found: Statements, Commands, and Prohibitions. These three language functions are realized in the form/structure of Declarative and Imperative language. The most dominant language function is the Command function with an imperative structure (69.5%). Next in second place is the function of Statements in declarative structure (27.3%). Then there is the function of Prohibition in the Imperative structure, but in a small percentage (2%). Although it is uncommon, the use of the command function in the declarative form/structure is still found in a very small percentage (0.8%). Lastly, the prohibition function in declarative form/structure is the least used in this procedural text (0.4%).

In Chart 1, there are three language functions in the genre of technological procedure texts, namely the command function, the statement function, and the prohibition function. In terms of language structure, these three meanings are realized into two types of imperative and declarative structures, as described below:

First, the Function of Language Commands in the imperative structure consist of elements:

It seems that there is no text provided for translation.

Predicate + Complement (+Adjunct)

The function of language with imperative meaning is most dominantly used in this text because it aligns with the communicative purpose of procedural texts, which is to explain the stages or steps in using the product. As seen in the following example:

First, fill the water into the tank on the steam iron.

Start ironing clothes with a steam iron.

First of all, press the locking catch

Next, slide the SIM card carefully into the slot

Check the manufacturer's instructions.

Look for the 'Night Mode' or 'Dark Mode' option in the Display settings.

To save a file, click on the Save As option under the File menu

In the examples above, the imperative form is marked by the predicates *fill*, *start*, *press*, *slide*, *check*, *look for*, and *click on*. This type of predicate is a base verb that indicates the meaning of a command in the form of an imperative clause when used at the beginning of a clause. Although in some clauses, sequence markers such as *first*, *first of all*, and *next* are used. The position of adjuncts can vary as seen in the above examples where the adjuncts are at the end of the clause, namely *into the tank on the steam iron*, *with a steam iron*, *carefully into the slot*, *in the display settings*, and *under the file menu*. Therefore, the function of the technology procedure text genre is characterized by the frequent use of language functions through the meaning of commands realized in the form/structure of the imperative.

Secondly, Statement in Declarative Structure consists of :

Subject + Predicate (+ Complement + Adjunct)

Examples:

How to use a steam iron is a little different from a regular iron.

Cellphone is a modern communication device, written message and data.

It may also be labelled 'Theme' or 'Appearance'

The function of language with declarative meaning (providing information) is used in procedural texts in the introduction and conclusion sections as the conclusion and

simultaneously the closing of the text. In the examples which have a declarative statement meaning, they begin with the subject "*How to use a steam iron, cellphone.*" Next, it is followed by the verb *is*, *is be* labelled. Ending with the complements a little different, a modern communication device, written message and data, Theme or Appearance. In example, there is the use of an adjunct: *from a regular iron*. The use of complements and adjuncts in declarative structures is optional because the mandatory elements that form a Declarative (statement) are the Subject and Predicate. Thus, the function of the Declarative language remains important in writing the genre of technological procedure texts.

Third, Prohibition in Imperative Structure consists of :

Predicate (+ Complement + Adjunct)

Examples:

Do not leave the iron on top of the clothes for a few seconds to avoid burning them

Avoid using water with a mixture of lubricant or clothing deodorizer, as it can

Don't forget to switch on the cellphone.

Do not rub the rice too long,

As a command means an action to request goods/services (doing something), conversely, a prohibition means an action to not do something. In these examples, the meaning of prohibition is marked by the use of the negation form *Not* in *do not* and *don't*, and there is also the predicate *avoid*, which means prohibition, accompanied by a complement and adjunct. Thus, the imperative form/structure that conveys prohibition is marked by the use of negation at the beginning of the clause or a predicate that conveys prohibition, such as "*avoid*," followed by a complement and adjunct.

Fourth, Command in Declarative consists of :

Subject + Predicate (+ Complement + Adjunct)

Examples:

After the steam iron is cold, you can immediately put the iron away.

In addition, we need to use clean water to fill the steam iron tank.

Usually, the function of imperative language is realized in the form of the imperative. However, in this clause, there is an irregularity where the command uses a declarative form/structure (where declarative is usually used for statement functions). In these examples, the declarative form is marked by the subjects *you* and *we*, followed by the predicates *put* and *need*, and ending with the complement *the iron* and adjunct: *away, to use clean water to fill the steam iron tank*. Although using the declarative form/structure, the meaning contained in the declarative form is an action of requesting a favor. This means that the declarative form above instructs to perform the actions "*put the iron away*" and "*use clean water*." The modal element '*can*' and the predicate '*need*' reinforce and clarify the intent of the command in the example clause above.

Fifth, Prohibition in Declarative Structure consists of:

Subject + Predicate (+ Complement + Adjunct)

Example: Therefore, you should not store clothes immediately,

In the example above, the clause is structured in a declarative form but has a prohibitive meaning, which is to request not to perform the action of giving goods/services. In the example above, the declarative clause with a prohibitive meaning can be broken down into the subject *you*, the negation form *not*, the predicate *store*, the complement *clothes*, and the adjunct *immediately*. The element *should + not* forms the meaning of prohibition in this clause.

Conclusion

In conclusion, the function of language in the genre of technological procedure texts encompasses three language functions that contain meaning: Command, Statement, and Prohibition. These three language functions are realized in language (text) in the form/structure: Imperative and Declarative. Based on the meaning of language functions and clause structure/form, it can be concluded in the genre of technological procedure texts: First, the function of command language uses the imperative structure (Predicate (+Complement+Adjunct)). Second, the function of the language of Statements in the declarative form (Subject + Predicate (+ Complement + Adjunct)). Third, the imperative form/structure that conveys prohibition is marked by the use of negation at the beginning of the clause or a predicate that conveys prohibition accompanied by a complement or adjunct. Fourth, commands using declarative forms/structures can be marked by the use of the modality *can* or the predicate *need*. Lastly, Fifth, the clause is structured in a declarative form but conveys a prohibition marked by the negation *not* through the use of *should not*.

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