

THE GENRE ANALYSIS OF FOOD LABEL FOR SUPPORTING SMALL AND MEDIUM ENTERPRISES TO JOIN INTERNATIONAL TRADES

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ABSTRACT

Label is necessary for trades and education. In business world, one of the requirements that should be fulfilled by the owner of industries or Small and Medium enterprises to go international is label. In education, how to make label should be taught as the students of economics faculty are encouraged to become entrepreneurs. This study focuses on the analysis of food label genre. It aims to explain how the stages of food label under study are structured, what stages of food label have in common, and how persuasion, and information is realized. Generic analysis based on social function and systemic functional analysis are used for analyzing thirty food labels as data. In selecting the data, random sampling technique was implemented. Thirty two stages were found in the food labels. However, there was not any label under the study that have the same order of stages. The realization of persuasion, product identification and information were word group, word group and numbers, declarative sentences, and imperative sentences.

Keywords: label, stages, information, persuasion, product identification, word group

INTRODUCTION

Label for food product is very important in business. First, label is needed for international trades. Second, label is the right of consumers for knowing the information of a product. Moreover, it is an obligatory for business owners to inform his/her product clearly and truthfully. Third, from the educational point of view, label should be taught in English for Specific Purposes class especially for the students of Economics Faculty. Teaching a label genre includes word choices and its grammatical structure that will open the students' mind so that those who really want to be an

entrepreneur have knowledge for joining the international trade.

Unfortunately, the owners of Small Scale Businesses (UKM) in Indonesia do not know and realize the importance of label. Based on research done by Kemenkop, 79,41% UKM that produce food and beverages have not issued a label for their product. Based on research conducted by Regional Planning Board of Magelang Regency in 2011, there were 375 persons that became UKM owners in Magelang, but they did not have any label for their products. Some Indonesian tourism objects are located in Magelang so that a lot of

local and international tourists come and become the customers of food and beverages. If the tourists want to buy a product, especially food product, they will look at the label first before buying. The absence of label in a product will make the tourists think a lot or even cancel the purchases. Sandiaga, (2009, p1) as the vice head of Business and Industry Chamber for Micro, Small and Medium Businesses and Co-operation said that tourism sector and industries supporting the tourism sector will be a prospective business. Here, one of the prospective businesses is food and beverages. However, Small and Medium Businesses (UKM) has problems and restrictions. (Kuncoro, 2008: 8) said that the development of UKM is problematic because of the low skill of its labours and human resources, and the bad entrepreneurship, marketing and finance.

In education, the students of ESP, especially the those of the economics faculty have got some subjects such as Marketing, Business Feasibility Study and Management, but they do not have adequate knowledge to make a label of a product in Indonesian, English or bilingual. In fact, the students are supported for being an entrepreneur after graduating from their study. If the students want to be an entrepreneur someday, they are categorized as UKM owners. At the beginning, they must be multitasking. It means they should have an ability of marketing, managing businesses, producing products, managing finances, packaging and labelling products.

By looking at the phenomena explained above, labelling is very important for UKM owners to have a target to go international. In education, it is needed for helping the students who want to be an entrepreneur. The study aims to explain how the stages of food product label under this study are composed, whether the stages of food product label under the study have in common, and how informative and persuasive product are realized in food product label under the study has been conducted.

RESEARCH METHOD

The data were analyzed quantitatively and qualitatively. Qualitative approach was implemented for knowing the stages of genre of food product label and the realization of informative text in the label. Then, quantitative approach was used for explaining the stages of food label product that have in common. The data of this study was thirty imported food product labels. The data were taken randomly. In the analysis, clause becomes the unit of analysis.

In analyzing the data, there were two models of analysis, used for supporting this study. Generic analysis based on social function was implemented for analyzing the stages of food product label. It is suggested by Eggins (1994: 37). He says that we could divide the genre into stages or parts according to the function of the different constituents. This approach emphasizes difference of function of every stage. Next, Systemic functional analysis that

emphasized on interpersonal meaning was also conducted for realizing the informative text in the food product labels. Eggins (1994: 2, 309) says that

the systemic approach to language is functional in two main respects: because it asks functional questions about language: systemicists ask how people use language; and because it interprets the linguistic system functionally: systemicists ask how language is structured for use.

Here, Thomson (1996: 28) also agrees that Functional Grammar can recognize three kinds of meaning within a clause. It covers experiential, textual and interpersonal meanings.

Some steps were done for analyzing the data. It begins with collecting thirty food product labels, classifying every stage based on the social function, labeling every stage and determining the stages of food product label which are commonly used by having simple calculation. Analyzing the realization of clause appear in the label is the next step that has been done. Then, it is followed by interpreting the findings and drawing the calculation

FINDINGS AND DISCUSSIONS

Label

Small and medium enterprises is one of prospective industries and they can be developed. It is because of some factors. They are various and spread out all over Indonesia. Moreover, almost 100% their raw materials are from Indonesian. They market their products not only in this country but

also other countries. As a matter of fact, they really contribute to the Indonesia economic growth.

The government have tried to protect Small and Medium enterprises and their consumers. In this case, to develop them, the government and its departments have conducted some trainings, seminars and socialization about production, management, marketing, regulation and deregulation. On the other hands, some regulations are issued for protecting consumers when consuming food products.

Nowadays, consumers are critical and smart. They need relevant information about the product they want to get since various products, brands and industries come up. The information of goods and services needed is classified into three groups. First, the information from the government that can be gained from laws or government rules, has been issued. For example is labelling and packaging which are stated on *Government Regulation No 9/1999*. Second, information which is from public organization such as YLKI (*Yayasan Lembaga Konsumen Indonesia*). This organization often conducts researches about a particular product. Then, the findings are published so that public society will know whether a particular product is good for health. Third, information from the businessmen that produce various products. The aims are for informing new products or marketing their products. Those three sources of information have their own way to inform

goods and services. However the most influential one is label or advertisement.

Based on Indonesian Government Regulation Nb. 69/1999 about Label and Food Advertisement, food label is any information about food that can be images, written text or both of them. It is stuck on the food product or part of food packaging. Its functions are for product identification, product information sources, product description which are designed as attractive as possible so that it also has function as an advertisement.

Talking about label, it will relate to the packaging which also becomes an important thing. Packaging is a process of wrapping a product by using a particular material so that the product is protected and durable. Kottler also (2009: 31) says that a well designed packaging will create comfort for customers and it can be used for promoting a product. Then, it can be an advertisement,

which is called as “five seconds”. A product can compete in business world because of packaging. Further, a well-designed packaging will attract consumers. However, packaging and labelling are still problematic for the owners of Small and Medium Enterprises. The problems are the materials for packaging, label design, and fund for making the package.

By having packaging and its label, the product information such as nutrition, ingredients and its expired date can be known. The well-designed packaging and label will make the consumers curious. The effect of having packaging and label is that the sale of a product increase.

Stages of Food Label Genre

After selecting the stages of food label, an analysis was conducted. Next, the analysis results the following table that depicts the stages of labels.

Table 1

The Stages of Food Label and the percentage of their existence in the labels

NO	STAGES	PERCENTAGE
1.	Logo	83,3%
2	Product name	100%
3	Pre- product name	90%
4	Product image	100%
5	Ingredients	100%
6	Nutrition information	93,3%
7	Health information	73%
8	Storage	63,6%
9	Product information	70%
10	Company image	10%
11	Company information	0,3%

12	Company name	90%
13	Address	90%
14	Telephone	50%
15	Fax	40%
16	Web site	60%
17	Email	30
18	Halal logo	50%
19	Environmental awareness image	63,3%%
20	Net weight	100%
21	Country of origin	76,6%%
22	Bar code	100%
23	Expired date	100%
24	Production date	40%
25	serving	83%
26	Unsealing point	100%
27	Batch number	40%
28	Customer service	10%
29	Production code	3%
30	Opening hours	10%
31	Country logo	10%
32	Imported countries	33,3%

Table 1 presents some important points which are explained below.

- (1) Product name, ingredients, net weight, bar code, and expired date are always presented in the labels under study. 100% producers have published those stages in the packaging. Product name and bar code are for identifying a product. To inform the product offered ingredients, net weight and expired date are always written
- (2) 96,6% labels under the study have product image. It shows that product image has an important role. The

function is for identifying the product and persuade the buyers for buying the product. However, there is a product that does not have product image since the material for packaging is transparant plastic. In this case, the customers can know the product directly.

- (3) Nutrition information appears almost in all labels under the study. The percentage is 93,3%. The function of this study is giving the information about the product nutritions so that the customers can know whether product is good for his health. Moreover, BPOM RI

has issued a regulation. It is HK.00.05.52.6291 which is about the reference of nutrition label of food stuff from the Indonesia 2007

- (4) 90 % label has pre-product name, company name, address. Pre-product name has a function for persuading the customers to buy the product since it depicts the product in clear short and interesting words. Company name is for giving information the name of the company produces the product. Then, address is used for giving the information of company's address so that the customers will be easier when they want to purchase the products or send complaints
- (5) Logo is for identifying the product. Next, serving is for giving information how to serve the product. 83,3% of labels under the the study have those two stages
- (6) 76,6%of labels mention country of origin. It functions for giving the information about labels mentioning country of origin that functions to inform in which country such products stems from.
- (7) Health information is written in 73,3% of labels. It is for fiving health information. For example is whether a product contains of cholestrol or can causes allergy for its customers. Even this stage can persuade the customers to buy healthy products as nowadays people begins to be more aware to their health
- (8) 70% of labels under the study have product information. It is for giving information about the strength of the product
- (9) Environmental awareness image and storage are in 63,3% of label under the study. Those two stages are for giving information. Further, environmental awareness image can persuade customers who pro to the "go green" to buy the product.
- (10) 60% labels have website. It can give information about the company, its products, services and purchase transactions.
- (11) Halal logo is written in 50% of labels. It is used to give information whether the product is halal, especially for moslem.
- (12) 46%of labels inform the company's phone number. It is for giving information to the customers if they want to complsain or ask question about the company and the products.
- (13) Batch number and imported countries, are owned by 40% of labels. Batch number is for identifying the product and imported countries is for giving information the countries, imported the product.
- (14) 36% labels wrote fax number. It is used to give information for consumers when ever they want to contact the company
- (15) e-mail and production date are also appears in some labels. It was about 26%. Those two stages are for giving information

(16) Company image, unsealing point, customer service, opening hours come up in 10% of label. They are for giving information

(17) 0,3% labels have country logo and it is for identifying the product

To sum up, the stages that function as product identification are product name, bar code, product image, logo, batch number and country logo. Then, the stages used for informing are company image, unsealing point, customer service, opening hours, email, production date, fax, imported countries, telephone, halal logo, web site, nutrition information, environmental awareness, product information, health information, ingredients, net weight, and expired date. Finally, stages used for persuading the consumers are environmental awareness, product image and health information.

Based on the analysis done, the stages of labels under the study do not have in common. However, there are five stages which always appear in the labels. They are product name, product image, ingredients, bar code, expired date.

In fact, the other important stages are net weight, imported countries, and halal logo. Unfortunately, they are not always written in the labels. The impact is that it will make the consumers disappointed. The example is halal logo. Knowing there is not any halal logo in the label, the Moslem consumers cancel their purchases since they will be in doubt whether they can consume the product.

The Realization of persuasion, information, and product identification

The other finding that can be known is the realization of giving information and persuasion. It is presented in Table 2.

The Common Stages of Food Label

Table 2
The realization of food stages in labels

No.	Stages	Word Group	Declarative	Imperative	Interrogative	Numbers	Word Group & Numbers	Images	Total	Percentage
1	Logo	29	-	-	-	1	-	33	63	3,69 %
2	Product Name	53	-	-	-	-	-	-	53	3,11 %
3	Pre Product Name	54	1	-	-	-	-	-	55	3,22 %
4	Product Image	-	-	-	-	-	-	47	47	2,75 %
5	Ingredients	359	9	-	-	-	77	-	445	26,08 %
6	Nutrition Information	52	18	-	-	1	423	-	494	28,96 %
7	Health Information	21	32	-	-	1	6	-	60	3,52 %
8	Storage	4	-	21	-	-	1	-	26	1,52 %

No.	Stages	Word Group	Declarative	Imperative	Interrogative	Numbers	Word Group & Numbers	Images	Total	Percentage
9	Product Information	25	47	5	-	4	11	1	93	5,45 %
10	Company Image	-	-	-	-	-	-	3	3	0,18 %
11	Company Info	-	4	-	-	-	1	-	5	0,29 %
12	Company Name	26	19	-	-	1	2	3	51	2,99 %
13	Address	1	-	1	-	-	22	-	24	1,41 %
14	Telp	-	-	1	-	1	12	-	14	0,82 %
15	Fax	-	-	-	-	-	9	-	9	0,53 %
16	Web Site	14	-	-	-	-	-	-	14	0,82 %
17	Email	6	-	-	-	-	-	-	6	0,35 %
18	Halal Logo	12	-	-	-	-	-	12	24	1,41 %
19	Environment Awareness Image	-	-	-	-	-	-	11	11	0,64 %
20	Net Weight	-	-	-	-	2	31	-	33	1,93 %
21	Country of Origin	16	10	-	-	-	-	1	27	1,58 %
22	Bar Code	-	-	-	-	19	16	17	52	3,05 %
23	Expired Date	11	2	9	-	5	22	-	49	2,87 %
24	Production Date	-	-	-	-	1	4	-	5	0,29%
25	Serving	1	-	1	-	-	6	-	8	0,47%
26	Unsealing Point	2	4	-	-	-	-	3	9	0,53%
27	Batch Number	-	-	-	-	-	2	-	2	0,12%
28	Customer Service	1	6	2	-	-	-	-	9	0,53 %
29	Production Date	-	-	-	-	-	5	-	5	0,29 %
30	Opening House	-	-	-	-	-	1	-	1	0,06 %
31	Country Logo	1	-	-	-	-	-	1	2	0,12 %
32	Imported Countries	5	-	-	-	-	-	-	5	0,29 %
	TOTAL	694	152	40	0	36	651	133	1706	
		40,68 %	8,91 %	2,34 %	0,00 %	2,11 %	38,16 %	7,8 %	100%	

Table 2 illustrates that there are 32 stages and 1706 clauses in the label. The most and less dominant stages in food labels are explained as follow:

1. Nutrition Information

The label is dominated by nutrition information. 494 clauses or 28,96 % of label's content are in nutrition information. The example is written as follows.

Nutrition Facts		
Serving Size 60g		
Serving Per Container About 1.3		
Amount Per Serving		
Calories	314	Calories from Fat 222.5
		% Daily Value*
Total Fat	24.7g	37.9%
Saturated Fat	7.2g	38%
Trans Fat	0g	
Cholesterol	120mg	40.8%
Sodium	998mg	41.5%
Total Carbohydrate	2.2g	0.7%
Dietary Fiber	0g	
Sugar	0g	
Protein	20.6g	
Vitamin A	0%	• Vitamin C 0%
Calcium	25.2%	• Iron 19.2%
*Percent Daily Values are based on a 2,000 Calorie diet.		

The example above shows the detailed information of nutrition in the product that covers energy, yielded after consuming the product, protein, cholesterol or carbohydrate which is in the product. The nutrition information is important as it will attract the smart consumers. Here, the nutrition information is realized mostly in word groups and numbers.

2. *Ingredients*

The next stage that dominates the label is ingredients. 445 of 1706 clauses or 26,08 % are composed for making this stage. The realization of this stage is word group, declarative and word group and numbers. The example is at the following box.

INGREDIENTS

Peanuts 75.5%, Dried Anchovies 16.4%, Green Onion 4%, Spice(Red Chili) 4%, Salt 0.05%, MSG 0.05%.

Ingredients are the materials needed for making the product and some labels mention the quantity of each material.

3. *Product Information*

5,45 % of labels is product information. It is realized mostly in declarative sentences. The following clauses is the example. Based on the example, it can be seen that Green day informs the strengths of product. By having this stage, it is expected that buyers will buy the product without any doubt.

Greenday proudly presents the “Snack of the century”. Our product is a premium brand of “Vacuum fried fruit and vegetable chips” which is made from the finest raw materials via highly-advanced technology, without any additives, preservatives and food coloring. Our products are crunchy, low in fat and contain high fibre content which are widely proved to be the perfect snack for all ages.

4. Logo

The example of logo is depicted below.



Logo can be images, word groups or the combination of pictures and word groups. In this study, logo is realized in images mostly. Further, word groups and numbers also contribute in this stage. Logo is drawn in the labels since it can make the buyers easier in recognizing the company that produces the product.

5. Health Information

Green Day
100% Natural, Gluten free,
NoPreservatives

This stage is usually additional information. The consumers who have some allergies will be really aware to this stage before buying a product. Health information is written in declarative, word group, word

group and numbers, and numbers. Here, declarative sentences dominates this stage.

6. Pre Product Name

Pre- product name appears in words, phrases or clauses next to product name. It makes customers read as soon as they read the product name. In this case, pre-product name is written down as attractive as possible to attract the buyers. Then, it usually explains about the product deeper. The word group below is the example of pre-product name.

Real Fruit & Veggie

7. Product Name

Mixed Fruit Chips

There are 53 clauses that are categorized as product name. The example is written below:

Product name is located at the middle front side of the product. Usually, it has the biggest font size. It usually becomes a part of promotion. Consumers will read this stage first before read the other stages and buy the product.

8. Bar Code

Bar code is thick and thin vertical lines and some numbers. It is for making the transaction of buying and selling easier. The example is below.



Next, a detector can detect the price of a product through bar code. The realization of this stage is number and line images.

9. Company Name

Manufactured By:
Maiji Seika (S) Pte Ltd 36, Quality Road
Singapore 618806
Product of Singapore

Company name is also part of label. Its realization is word group, declarative sentences, images, numbers, numbers and word group.

10. Product Image

Product image represents the product offered. It is not only for giving information, but also for persuading the buyers to buy the product. The example is illustrated below



11. Net Weight

Net weight is realized in numbers or word group and numbers. Moreover, word group and numbers dominates this stage. The example is written as follows.

NET WEIGHT: 40g

12. Country of Origin

Country of origin is the country where the products are produced. It is realized in word

group mostly. The others are in declarative sentences. The example is below.

AUSTRALIAN OWNED

13. Storage

Storage is how to keep the products. They are written in imperative sentences.

The example is at the following box.

Store in a cool, dry place. Keep
away from sunlight.
Product of Malaysia

14. Address

Address is the company's address. It is used for having correspondence, sending complaints and applying a job. The example is

As follows.

TONG GARDEN FOOD(Malaysia), SDN BHD
(Company No: 812327-V)32, Jalan Mega 1,
Taman Perindustrian Nusa Cemerlang 79200
Nusajaya, Johor, Malaysia.

15. Halal Logo



Halal logo is written in word group and images. It is very important for the moslem people. Before buying a product, they will look at this stage. If they do not find this logo, they will not buy the product. The example is below

16. Web site

Web site is an address that can be found in the internet. It is written in word group. The example is in the box

Website:

www.tonggarden.com

E-mail: customercare@tonggarden.com

17. Telephone

Telephone which is written in word group and number is used for asking questions or complaining. The example is below.

Ph. +65 6264888

18. Environment Awareness Image



This stage shows the care of company to the environment such as throwing the wrapper in the dust bin. They are dominated by images. The example is

19. Customer Service

For further information about this or go natural other products please call our consumer hotline 1800 062 558 or look our website www.gonatural.com.au
Go natural and the Go Natural & Bee device are registered trademarks of Go Natural Australia Pty. Ltd

The realization of customer service are declarative sentences, imperative sentences and word group. However, it is written in declarative sentences mostly.

20. Unsealing Point

This stage can make the customer easier in opening the product. It illustrates in images, declarative sentences, word group and imperative sentences. The following picture is the example:

OPEN HERE

21. Fax

It can be used for complaining or communicating between customers and company produce the product. It is realized in word group and numbers.

Fax: +65 6265 4441

22. Serving

In order to avoid choking, please chew and swallow carefully.

Serving is suggestion from producer in serving the product. The realization is word group and numbers, word group, imperative sentences, and, images for example,

23. Email

The realization of this stage is a word group and the example is as follows.

Email: edfsb@streamyx.com

24. Production Date

It is the date when the product is produced. The realization is word group and numbers, and word group. The example is below.

PROD DATE: 10/11/2011

25. Imported Countries

The realization of this stage is word group.

Imported by :

1. **Lion City Distribution Pie Ltd** 9. Woodlands Link, Singapore 738723 Tel: 65-6584 2775 Fax: 65-6584 2558.
2. **Asia Express Food**
Spoortraat 56, 5271 RH IJsselmuide, The Netherlands, Telp 31 38-332 9082 Fax: 31 38-332 9045 Email: info@asiaexpressfood.nl web: www.asiaexpressfood.nl
3. **AL Maya International Limited (FZC)** P.O.BOX 8476, Dubai, UAE. Tel: +97143473500 Fax: +97143473501

26. Expired Date

Expired date is the date when the consumers can consume the product. After the expired date, the product is not good to be eaten. There are two ways in writing down this stage; they are:

- a. Best Used before dd/mm/yy
- b. Use by dd/mm/yy

The realization is declarative, imperative, word group and numbers, and numbers. The example is written below.

**BEST BEFORE SHOWN ON PACKAGER
DD/MM/YY**

27. Company Information

This stage describes the history of company. The realization is imperative

sentences, and word group and numbers. The example is

Sejak tahun 1991, WonderlanMunchy telah memulai produknya di Batu Pahat, Malaysia. Bentuknya yang bervariasi menjadikan produk ini menjadi produk makanan unggulan dengan kualitas premium dan telah menjadi ikon produk makanan dengan rasa sempurna, kualitas superior, serta menekankan pada kesegaran produk.

29. Company Image

It is realized in images, as it is drawn below



30. Batch Number

The realization of this stage is word group and numbers. The example is stated below.

Batch No: A719

31. Country Logo



Country logo is a logo that indicates where the product comes from. It can be a symbol or flag of country. It is realized mostly in

images; but it can also be word group or declarative sentences. Here is the example

32. Opening Hours



Opening hours is information about the time given by a company to serve the consumers. It shows that the owner of the company is serious in helping the buyers to purchase or complain. The example is

In other words, it can be said that word group and word group and numbers dominate the label. According to Martin (1997: 12), word group is classified as the minor clause. It cannot be analyzed since there is not any mood and residue. It usually appears in spontaneous oral text. It indicates that the use of minor clause is the way of food producer communicate with consumer. Besides that, the producer want to give complete concise and clear information. Then, declarative and imperative sentences also play role in the label. Declarative sentences are for giving information, while the imperative sentences are used for asking someone to do something. Finally, images also support the label. It is for persuading the consumers to buy the product.

CONCLUSION

After having many steps in the research, it can be summarized that the stages from the

most frequently used up to the less frequently used are product name, ingredients, net weight, bar code, and expired date, nutrition information, product image, pre-product name, company name, address, logo, serving, country of origin, health information, product information, environmental awareness image, storage, web site, halal logo, phone, batch number, imported countries, fax, e-mail, production date, company image, unsealing point, customer service, opening hours, and country logo. Here, the stages of labels under the study do not have in common. In addition, product name, product image, ingredients, bar code, expired date always appear in the labels. Unluckily, some labels miss some important stages. In fact, they are needed by the consumers before buying a product. The realization of stages in food label are word group, word group and numbers, imperative sentences, declarative sentences and images.

Knowing the findings, the owners of Small and Medium enterprises should think about labelling if they want to export their products. Then, in education , teachers of English for Specific purposes should inform about this genre for supporting them to be an entrepreneur.

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