

# THEME AND THEMATIC STRUCTURE IN RESORT GURU GURU VOL.6 BROCHURE

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**THEME AND THEMATIC STRUCTURE IN RESORT GURU GURU VOL.6  
BROCHURE**

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**Abstract**

Every clause has its own character as a message which is known as thematic structure. Its elements are divided into theme and rheme. Therefore this research gives an overview about theme and its development in the text. The purpose of this study is to describe (1) the types of themes contained in the Resort Guru Guru vol.6 brochure and (2) how the form of the thematic progression is contained in Resort Guru Guru vol.6 brochure. This research data is obtained from the written text contained in a brochure namely Resort Guru Guru vol.6. Data were analyzed by using thematic theory by Halliday and Mathiessen and theory of theme development by Paltridge. Based on the analysis, there are two findings in the analysis of items contained in the brochure that is (1) the fillers of theme in the clause is divided by types of clause consisting of declarative, interrogative, and imperative clauses. (2) the theme development pattern contained in this brochure consists of constant theme, linear theme, and split rheme, and there is also another pattern that is the development between rheme to rheme and between rheme to theme and rheme.

**Keywords:** theme, thematic structure, thematic development.**I. INTRODUCTION**

Text has the aim to convey a message or the specific purpose to an addressee. Discourse is one of the forms of text. It consists of several clauses which are related to each other that form a coherent meaning. Clause is a group of words consisting of at least a subject and a predicate. In (Halliday, 1994), the interpretation of clause is based on the functional and it is the realization of higher level patterns which is known as three lines of meaning. That concept restricts the clause to the independent clauses, since it has the complete sense and can stand by itself as a complete sentence. Three lines of meaning are the three distinctions in a clause. They are clause as a message, clause as an exchange, and clause as a representation. Among of them have the different functional configuration and different in making meaning in the clause. This research is focused on clause as message. The clause has a meaning as a message which is known as thematic structure. This clause is divided into two, they are theme and rheme. Theme shows the point of the departure of message while rheme shows the extended of the theme. There are various elements in order to build a theme, based on what the speaker is going to say. The location of theme is always in the first clause and it shows what the clause is concerned about.

One of the uses of text is reflected in an advertisement. Brochure is one of the products of advertisement. It is the kind of print ads which serves the information about brand's products or services. Bali is known as the one of the beautiful island in the world and provides many tourist destinations. Jimbaran area is one of the center tourism objects in Bali. It becomes the appropriate area to provide hotels, villas or resorts. Some hotel companies, villas or resorts compete for customers. One effort to introduce their companies is by using a brochure that displays textual and images information about the hotel, villa or resort. Brochure

contains several textual information that can be analyzed. Thus, the data of the theme and rheme in this study is collected from brochures, especially brochures of five star's resort in Jimbaran, such as the brochure of Ayana & Rimba Resort which is compiled in the form of resort life news namely Resort Guru Guru. The reason of using this brochure as the data source is due to this brochure serves several kinds of theme that can be analyzed in this research. The analysis of thematic structure use Halliday's concept which analyzes theme and rheme in the clause level, for example *Rock Bar is one of Asia's most iconic sunset & cocktail destinations* (Resort Guru Guru vol.6: 13). *Rock Bar* is the theme in the clause since it serves the point of departure of message, while *is one of Asia's most iconic sunset & cocktail destinations* is the rheme which is the extended of the theme. In analysis of theme and rheme, there is thematic development which is known as thematic pattern. It shows the coherency among themes and rhemes in the text to make the complete sense of message.

In supporting the ideas of the research, some relevant researches have been collected to support the topic. All these researches have given a large contribution in doing this research. Followings are some researches on thematic structure. First, the research entitled *Theme-Rheme Organization of Learner's Texts* by (Katharina, 2010), the research gives the understanding to the reader that in writing the writer has to choose the appropriate theme and they have to organize theme and rheme to produce the good writing. Second, the thesis entitled *Coherence in English as a Second Language Undergraduated Writing: a Theme-Rheme Analysis* by (Mellos, 2011), the research gives the contribution that as the writer has to be aware to the use of theme and rheme in order to get coherency in writing. Third, the article by (Le & Wijitsopon, 2012), entitled *Using Theme-Rheme to Analyze ESL/EFL Learners' Academic Writing*, the use of

thematic pattern in that research is very useful to overcome ESL/EFL learner's problems in writing academic. Fourth, an article entitled *Theme and Thematic Progression in learner English: A literature review* by (Wei, 2014) this research used thematic patterns to help the English learners get the coherency in their writing. Fifth, a study entitled *Theme and Thematic Progression in English Writing Teaching* by (Wei, 2015) the activities of study in this research included the comprehension of the theme and rheme positions in the clause and their pattern in writing to create a coherency. So a teacher must be able to apply the theme and theme progression (T / TP) concept in class. Sixth, an article entitled *Thematic Structure in Barack Obama's Press Conference: A Systemic Functional Grammar Study* by (Kuswoyo, 2016) this research provides an illustration that the thematic structure is not limited to the written text, but also to spoken text. Next, the paper entitled *Theme in Declarative Clauses Found in Han's "To All The Boys I've Loved Before"* by (Yanthi, 2016), this research is only limited to the kinds and the function of the theme which is found in declarative clauses in the novel.

## A. Concepts

### 1. Theme

Theme is the part of first segment in the clause (Baker, 2011). It means that everything that comes first in the clause is categorized as theme. Other definition of theme is stated by (Halliday, 1994), theme is the part in which serves the point of departure of message. Therefore, theme is indicated as what the clause is concerned about. For example: Jack went up the hill (Gerot & Wignel, 1994). Theme in this clause is *Jack*, because it is the element which comes first in the clause and serves the point of departure of message.

### 2. Rheme

(Baker, 2011) states that rheme is the things that the speakers want to say about the theme. Therefore, it is the element which comes after the theme. (Halliday, 1994) states that rheme is the part in which the theme is developed. In other words, rheme serves the extended information toward to the theme. For example: Jack went up the hill (Gerot & Wignel, 1994) rheme in this clause is *went up the hill*, because it is the element which gives the information toward to the theme.

## B. Theoretical Framework

Theories which are applied in this research is by using thematic structure theory (Halliday, 2014) and thematic progression theory by (Paltridge, 2006) Thematic structure is defined as the character of a message in clause. It is divided into theme and rheme. Theme is the part of the clause which serves the point of message, while rheme is part of the clause which contains the extended of the theme. The kinds of themes are determined by simple theme and multiple themes. Simple theme is the theme

which consists of one structural element, while multiple themes are the theme which consists of more than one structural element. Unmarked and marked theme is the part of thematic structure. Both of them are the way to determine how the information is conveyed in the clause. The forms of unmarked and marked theme are different in each types of clause. The types of clause are divided into declarative, interrogative, and imperative clause.

One way of developing text is by using thematic progression. Thematic progression refers to how the presence of a theme in the text. Thus it will be obvious how the information flow in the text. (Paltridge, 2006) stated there are three common ways in the development of the text, they are constant theme, linear theme, and split rheme. Constant theme progression is signaled by putting the theme of the clause into the next beginning clause. The pattern of linear theme is signaled by putting the rheme1 in a clause into the beginning of the next clause. Split rheme is the rheme which has various kinds of information which is turned into theme in the several next clauses.

## II. METHODS

This research data is obtained from the written text contained in a brochure namely Resort Guru Guru vol.6. Thus, the data of the theme and rheme in this study is collected from brochures, especially brochures of five star's resort in Jimbaran, such as the brochure of Ayana & Rimba Resort which is compiled in the form of resort life news namely Resort Guru Guru. The reason of using this brochure as the data source is due to this brochure serves several kinds of theme that can be analyzed in this research. The analysis of thematic structure use Halliday's concept which analyzes theme and rheme in the clause level, for example *Rock Bar is one of Asia's most iconic sunset & cocktail destinations* (Resort Guru Guru vol.6: 13). Data were analyzed by using thematic theory by Halliday and Mathiessen and theory of theme development by Paltridge.

## III. DISCUSSION

### A. Thematic Structure

The discussion about the kinds of theme found in Resort Guru Guru vol.6 brochure is determined by the number of structural element of theme. It can be determined by simple theme and multiple themes. The kinds of theme in simple theme can be divided into three types of clause, they are declarative, interrogative, and imperative clause. There are two ways to determine how the information is conveyed in the clause which is formulated as unmarked and marked theme. Examples below are the simple theme in Resort Guru Guru vol.6 brochure.

Table 1

The simple theme in Resort Guru Guru vol.6 brochure.

a. Ayana	renovated Cliff Villa on the cliff edge with stunning views in December 2014.
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b.	Relaxing on an azure beach under the topical sun	is one of the most essential needs during your island vacation.
c.	On top of Rimba	there is a cozy terrace next to the entrance of Unique Rooftop Bar & Resataurant.
d.	Walking down the stairs from the entrance of Ayana	you will find Damar restaurant.
e.	What	can the butler do for me?
f.	Is	there something wrong with this light?
g.	I	got lost in the resort?
h.	Try	a creative signature cocktail or stay after sunset for Rock Bar's romantic Mediterranean seafood dinner.
i.	Any request or inquiry,	feel free to contact our Guest Relations Officer.

Theme in (a) and (b) are filled by nominal which has the natural element as theme in declarative clauses and has the function as a subject. Therefore, it is the unmarked theme in declarative clause. Theme in (c) is filled by prepositional phrase and has the function as an adjunct. Theme in (d) is filled by nominalization which has the function as a complement. Both (c) and (d) are the elements which can be turned as the natural element as theme in declarative clause since their function is the other than subject. They categorized as marked theme in declarative clause. Theme in (e) and (f) are the natural element in interrogative clause and categorized as unmarked theme. They build up by using WH- question and yes/no interrogative. Theme in (g) is filled by nominal that cannot be turned as natural element in interrogative clause. Thus, it is categorized as marked theme. Theme in (h) can be called as the natural element as theme in imperative clause since it is filled by verb and it is categorized as unmarked theme in imperative clause. Theme in (i) is filled by nominal and cannot be turned as the natural element of theme in imperative clause. Thus, it is categorized as marked theme.

Multiple themes are filled by more than one structural element. It may be built up by the combination of textual, interpersonal, and topical theme. Example below is the multiple themes in Resort Guru Guru vol.6 brochure.

Table 2

The multiple themes in Resort Guru Guru vol.6 brochure.		
a	Please enjoy	a special collaborative menu of Tsujiri and Ayana.
	modal	topical
	Interpersonal	Experiential
	Theme	Rheme

Theme in clause (a) is filled by two distinction elements. Therefore, this clause is categorized as multiple themes. Theme in this clause is *Please enjoy*. The first element is filled by modal adjunct *please* as the interpersonal theme. The next element is filled by topical theme *enjoy* as the process of the experiential element. Thus, theme in this clause is filled by the process of experiential *enjoy* and modal adjunct element *please* which comes before it. Rheme in this clause is *a special collaborative menu of Tsujiri and Ayana*.

## B. Thematic Progression

Thematic progression is a way to develop the information in a text. It means that it is the direction of how the information in a clause is developed to the next clauses in a text. Examples below are the thematic progression found in Resort Guru Guru vol.6 brochure.

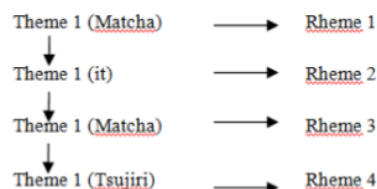
### 1. Constant Theme

Constant theme is occurred by developing theme of a clause to the following theme in a text. Below is the constant theme in the brochure.

Table 3

The constant theme in the brochure	
Matcha	is made by using the traditional method of grinding fresh green tea leaves.
It	is also known for its rich content of vitamins A,C, and E, as well as B carotene.
Matcha	is Japan's natural 'powder drink', which is also low in calories and full of green tea catechin, which promotes a healthy metabolism.
Tsujiri	presents the world's highest quality Matcha green tea and various sweets using 150 years of knowledge and experience.
Theme	Rheme

Here is the direction of the message in text above.



The pattern shows that there are any reiteration themes in this text. Theme in second clause is the reiteration of theme in first clause by using reference. In third clause is occurred the repetition of word *Matcha*, and the last clause is the reiteration by using synonym of *Matcha*.

### 2. Linear Theme

Linear theme progression is a kind of thematic progression which develops information in rheme

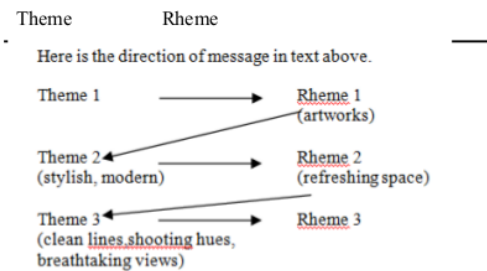


into theme in the preceding clause. Below is the linear theme in the brochure.

Table 4

The linear theme in the brochure

Rimba	was opened as a contemporary sister hotel to Ayana, inspired by 'forest' in Bahasa Indonesia, Rimba Jimbaran Bali by Ayana boasts tree top views and premier artworks throughout.
Stylish and modern rooms & suites total 28	presenting each guest with a refreshing space to unwind and renew.
Clean lines, soothing hues, and breathtaking views	create a comfortable personal sanctuary.



This pattern shows that there are some relations between rheme of a clause with theme in the next clause of a text. The first relation is between rheme1 and theme2 which is signaled by discussing about the style of Rimba's room artwork. In this section, one of some points in the rheme1 is putted into the theme in the second clause. The next relation is between rheme2 and theme3. Rheme2 discusses about the refreshing space for guest. It becomes the information in theme3 about the form of its refreshing space which is realized by the gorges views that the resort is offered. Thus, the development that occurs in this text is by using a different term but refers to the same intent point.

3. Split Rheme

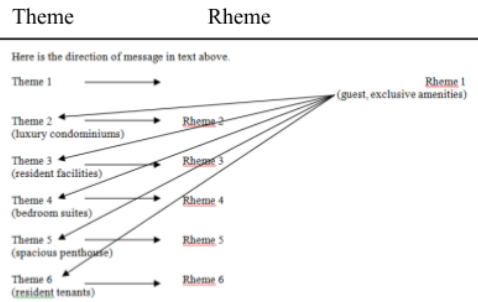
In this pattern, the information in rheme is turned into the information of theme in the several next clauses. Below is the split rheme in the brochure.

Table 3

The split theme in the brochure

In 2014	Ayana Residence launched adjacent to Ayana resort giving guest the opportunity to have their own piece of Ayana and to enjoy the exclusive amenities at the doorstep, for the rest of their lives.
These luxury condominiums	are cosseted behind a gated estate within the 90 hectare resort.
Resident facilities	include a private swimming pool and a clubhouse.

The 1 bedroom suites	are spacious at 105m2, with a fully equipped kitchen.
The most spacious penthouse	even has its own room for the housekeepers.
Resident tenants	are also entitled to have special benefit at the resort's restaurant and bars, spa, accommodation, as well as priority access to Rock Bar.



Based on the pattern, there is some information which can be distributed by a rheme in first clause in this text. The information of theme 2, 3, 3 4, 5 refer to the amenities of the resort, while the information in theme 6 refers to the guest of the resort. All of them are the kinds of reiteration by using synonym.

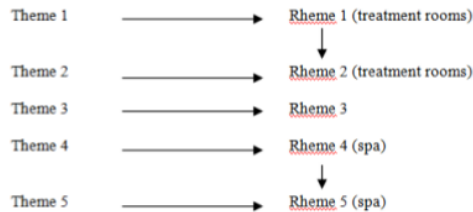
Beside those 3 common patterns, there are other types of thematic development which are occurred in some text in this brochure. One of the other patterns is constant rheme. It is occurred by repeating the information in a rheme into the preceding rheme in the next clause. Below is example of constant rheme in the brochure.

Table 3

The example of constant theme in the brochure

Opened	in 1996 as one of hotel's luxury facilities with only four treatment rooms.
Four years later,	15 additional treatment rooms were built as well as the launch of a beauty and nail salon.
In 2012	Ayana opened Asia's largest Aquatonic Seawater Therapy Pool under the license with Termes Marin, delivering Thalassotherapy treatment.
The following year	in 2005, we launched the one and only 'Spa On The Rock' offering guests the ultimate spa experience.
In 2008	the resort spa was reborn as Termes Marins Spa Bali, followed by the opening of Rooftop Spa at Rimba in 2014.
Theme	Rheme

Here is the direction of message in text above.



The development of message in this scheme gives the different overview than the common types of thematic pattern. There is the repetition between rheme (1) and (2) and between rheme (4) and rheme (5). It is occurred by repeating the same word.

#### IV. CONCLUSION

The analysis of theme is determined by the number of its structural element which is divided into simple theme and multiple themes. There are three kinds of simple theme found in this brochure, they are the theme in declarative, interrogative, and imperative clauses. All of them have their own natural characteristic theme which is called as unmarked theme while other than that is called as marked theme.

Thematic progression is a way in order to develop the message in the text by using the pattern to show the direction of messages. Mostly, the direction of message in this brochure text uses the repetition in order to distribute the message. The form of the repetition is by repeating the same word, by using the synonym of the word, and by using reference.

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