

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research explored the distribution of the transitivity system in two press releases by WWF International and Greenpeace International in response to the 2024 global climate report. The researcher analyzed 117 clauses, 59 of which came from the WWF text and 58 from Greenpeace's text. It is about how the transitivity constituents, process types, participant functions, and circumstantial elements convey the stances expressed by the NGOs. The data source for this research is the press releases of WWF and Greenpeace on their international website, which were published on the same day as the release of the 2024 global climate report.

Through the verb creative from the material clause, WWF represent that the climate problem must be solved by humans, followed by the dominance of the transformative verb which explains that climate damage is already having an impact on current life through the verb elaborative, the transformative verb extending plays roles in explaining that this damage can be handled through collective action. In contrast, the transformative enhancing verb explains that this damage is fast-moving and urgent in time, so it must be quickly addressed. The use of the modal To also explains that this text prepares changes in the future depending on human action. Through this text, WWF informs and directs readers to understand, feel threatened, and encourages them to act.

Meanwhile, Greenpeace represents that the climate crisis results from destructive human actions, can be overcome through cooperation, and is highly dependent on current socio-political decisions. Functionally, the text describes reality, raises awareness, criticizes power, and directs readers to action. Greenpeace asserts that the climate crisis

is not destiny but a political and ethical choice. This NGO also reinforces the representation that the world is being destroyed by human actions rather than a purely natural phenomenon.

Furthermore, the similarities between the two texts are that both utilize material clauses to describe the climate crisis with similar narrative structures. WWF's and Greenpeace's press releases' similarity also lies in the processes used and the absence of existential processes. Other processes that appear also have the same function in both texts. The difference lies in the emphasis. WWF emphasizes natural urgency, while Greenpeace emphasizes politics, economics, and the actors doing the damage. WWF tends to hide the actors while Greenpeace reveals the actors. Besides, Greenpeace's press release feels more confrontational and advocative than WWF's press release, which is more neutral and analytical.

Time constraints also encouraged both institutions to use a direct language style and be full of action verbs to capture the main message quickly. This research also shows that they produce narratives from verbiage expressed by several teams from each NGO. As a result, although the tone of the two texts is different, both are strengthening the narrative of the global climate report on the same day.

Issuing the press release on the same day allowed the information to be strongly and directly mention the critical point, capitalizing on the momentum with action language. Both organizations continue to insert their viewpoints per their institutions. In addition, the press release capitalizes on this momentum by using action lexicals because global reports usually mention a tipping point (1.5°C threshold).

4.2 Suggestion

This research examines dominant process types. Future research can analyze the whole process, making the research more complete by adding a discussion on participant function and circumstantial elements. It also focuses on transitivity analysis of ideational metafunctions; thus, the next researcher can add other metafunctions, such as interpersonal and textual metafunctions, to produce a more complete analysis.

WWF, Greenpeace, and other organizations can consider the selection process used to adjust the persuasion strategy, such as strengthening the call. Participant functions can also reflect how each organization positions itself, whether more neutral, scientific, or confrontational. Organizations can align the participant representation strategy with the target audience for more effective communication. The use of circumstances can clarify the urgency and scale of the issue. Organizations can strengthen the climate crisis narrative through the use of varied circumstances.

