

**A SYNTACTIC ANALYSIS ON ENGLISH
SIGN-BOARD OF BUILDINGS IN JAKARTA**



RESEARCH PAPER

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by

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CHAPTER I

INTRODUCTION

A. Background of the Study

Talking about language is never ending. Language is pivotal for human to do their communication. The form of language can be spoken and written. One can find spoken language in electronic media namely radio, television, records, etc, meanwhile written one can be found in written media such as newspaper, magazine, book, billboard, sign-board, etc. For instance, written language can be found in English sign-board of buildings in Jakarta.

Actually, the nature of language is a means of communication. However, Chomsky (1972: 103) remarked that language is a mirror of mind. It reflects that language is used to express feeling: idea of living, human's personality and background. Here, human beings are created as a consequence of such a complex system in communication. And, humans' languages reflect their culture, personality, background of the society, the way of thinking, etc.

It is widely agreed that the impact of English can be seen in our country, Indonesia. We can notice the buildings in Jakarta like malls/ shopping center, apartments, and offices are named by using English words. For examples, they are *Bintaro Plaza, Cilandak Town Square, Davinci Tower, Darmawangsa Square, Mangga Dua Square, Pondok Indah Mall, Senayan City, The Plaza Semanggi*, etc.

Those examples above, if viewed syntactically are intriguing or even bewildering. This is so, because as noun phrase like *Bintaro Plaza, Mangga*

Dua Square, Cilandak Town Square, they will have the head to be the last noun. Since the NP constructions are N + N, it must be the last noun to be the head. However, the first noun in NPs as in the examples above is not English: anyone knows that *Mangga Dua* is not English. It is proper noun in Indonesia. Moreover, since it is Indonesian proper noun, it must be posited in the last as in *Square Mangga Dua* or *Plaza Bintaro*. Hence, it is inferred that such constructions above syntactically follow English NP constructions while semantically should not follow English NP construction. As the same time as, there are many forms of sign-board like *Plaza Indonesia, The Plaza Semanggi, Town Square Cilandak, World Trade Center (WTC) Mangga Dua*, and *International Trade Center (ITC) Permata Hijau*.

The writer conducts this research to elaborate the inconsistency in positing the proper noun and the main stress. Later, the researcher will break down the above phrase: ***Bintaro Plaza***: the head is Plaza and the modifier is Bintaro, ***Cilandak Town Square***: Cilandak and Town modify Square (as the head), ***Davinci Tower***: the modifier is Davinci and it modifies the word Tower, ***Darmawangsa Square***: Darmawangsa as the modifier and Square as the head, ***Mangga Dua Square***: Mangga Dua modifies Square, ***Pondok Indah Mall***: Pondok Indah modifies Mall, ***Senayan City***: City is modified by Senayan, and ***The Plaza Semanggi***: The and Semanggi modify Plaza. The last English sign-board has different syntactic component from common syntactic structure. According to Fromklin's (1999: 107) theory, there are many types of Noun Phrase: a. proper nouns (John Smith, England, Sunday), b. concrete or

abstract nouns (flower, beauty, happy), c. countable or uncountable noun (two people, salt), d. collective nouns (family, people, fans). The object of this research belongs to proper noun. Proper nouns have 'unique' reference, and usually have no article in English. The researcher finds a data such as The Plaza Semanggi.

The view the writer will take here is that a unique phenomenon in the name of buildings especially in Jakarta by using English words. It is a unique phenomenon since previously the buildings in Jakarta are named by using Indonesian language. Then, there is a change in 2005 that is using English language. And also in these objects, the writer finds many syntactic components. However, Jakarta is the capital city of Indonesia so that one of the effects of English globalization appears on sign-board of buildings in Jakarta. Although the object is a simple thing, it has something to learn. This happening inspires the writer to make a research in syntactic analysis on *English sign-board of buildings in Jakarta* to classify and describe syntactical analysis.

O'Grady (1997: 163) has pointed out that syntax is the system of rules and categories that underlies sentence formation in human language. Another argument from Gleason (1955: 128) proposed that syntax is defined as the principle of arrangement of the constructions (words) into a larger construction of various kinds. In the other hand, applying syntax is to break down a sentence and even a phrase into a constituent.

B. Previous Study

To improve and to support this study, the researcher presents several previous studies dealing with syntactic analysis. There were many researchers analyzed linguistics forms in biscuits label, storybooks, novels, songs, advertisement, newspaper, magazines, billboard by using Traditional, Structural and Tagmemic approach. Here are as follows:

The first, Supriyanti 2005 “*Analysis of English Adjectival Construction in Sons Fortune by Jeffrey Archer: Syntactical Study*” observed ‘*English adjectival*’ construction by using syntactic structure ‘modification’ and drew using Chinese Box.

The second, Rodliyah 2006 “*Syntactical Analysis of Verb Phrase in the Jakarta Post Headline using X-Bar Theory Approach*” focused on the constituents and the description of verb phrase in The Jakarta Post headline based on X-bar theory.

Based on the above previous studies, the writer wants to clarify the research in Syntactic Analysis of English sign-board of buildings in Jakarta by using X-bar theory.

C. Problem Statement

The researcher would like to choose X-bar theory for the syntactic analysis of English sign-board of buildings in Jakarta:

1. What are the linguistic descriptions on English sign-board of buildings in Jakarta?

2. What kinds of proper nouns are on English sign-board of buildings in Jakarta?
3. Which one is having the main word stress in each of English sign-board of buildings in Jakarta?

D. Objective of the Study

The three objectives of the study are:

1. To explain English sign-board of buildings in Jakarta syntactically.
2. To classify the kinds of proper nouns on English sign-board of buildings in Jakarta.
3. To identify each of the English sign-board of buildings in Jakarta having the main stress.

E. Limitation of the Problem

Syntactic analysis on English sign-board of shopping center/ malls in Jakarta viewed from X-bar theory.

F. Benefit of the Study

The writer hopes that there are some benefits in this research, such:

1. Theoretical Benefit

It has contribution to the education field especially in analyzing the proper nouns on English sign-board of buildings in Jakarta.

2. Practical Benefit

It has contribution for the readers especially in understanding the proper nouns on English sign-board of buildings in Jakarta viewed from X-bar theory.

G. Research Paper Organization

In order to make this research well-organized, the researcher divides the research paper organization. She draws the research into five chapters: Chapter I contains the background of the study, previous study, problem statements, objectives of the study, limitation of the problem, clarification of terms, and benefits of the study of syntactic analysis on English sign-board of buildings in Jakarta.

Chapter II contains underlying theory. There are about the notion of syntax, transformational grammar, proper noun, word stress, and the notion of compound.

Chapter III consists of type of research, object of the study, data and source of data, method of collecting data, and technique of analyzing data.

Chapter IV deals with analyzing data and the result of analyzing data later, chapter V mentions the conclusion and suggestion related to this research.