CHAPTER I
INTRODUCTION

A. Background of the Study

Advertisement is one of the media that is made to attract the reader, viewer, or the listener about new product. Advertisement consists of the name of the product, and their slogan. The slogan is made to get impression reader, viewer, or the listener with good dictions, so the reader can attracted and easy to memorize and catch the meaning of the slogan. Memorizing the meaning of slogan can also be done by means of understanding the structure of the slogan. In short, it is about the syntax of the slogan of the advertisement.

Radford (1988:2) stated that Syntax is the study of how words are combined together to form phrases and sentences. According to him phrase can be classified into five: these are Noun Phrase (NP), Verb Phrase (VP), Prepositional phrase (PP), Adverbial Phrase (ADVP), and Adjectival Phrase (AP). The head of a phrase can be modified by any construction or words. It can be placed before or after the head of phrase. Syntactic analysis according to O’Grady and Dobrovolsky (1987:92) is the category identification to which the words of a language belong. In the advertisement slogans there are some syntactic structures that according to the writer it would be interesting to analyze them beyond their good diction.
In this research, the writer will analyze the phrases using syntactical analysis and give some examples of noun phrases analyzed by X-bar theory from the English advertisement slogan along Jalan Slamet Riyadi Surakarta, such as:

1. *worldwide partner* is a laptop slogan named ACER

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NP
  |   
N'  |   
N'  |   
   worldwide
   |   
N'  |   
N'  |   
   partner
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The example of noun phrase *worldwide partner* above is small NP (N’), because it does not have a determiner to expand N’ into N”. Constituent *partner* is the head noun and constituent *worldwide* is a noun phrase which stands as pre nominal modifier because it occurs before the head noun constituent *worldwide* functions as adjunct constituent since it has loosely relation with the head noun.

2. *Power of freedom* is slogan of machine oil named GS Astra

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N''
|   |
N'  |
N'  |
N   |
   |   |
   power
   |   
PP
   |   
of freedom
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The example of noun phrase *power of freedom* above is belongs to both full NP (N’’) and small NP (N’), because it is possible to add a determiner to expand N’ into N’’. Constituent *power* is the head noun and constituent *of freedom* is a prepositional phrase which occurs as post nominal modifier because it stands after the head noun constituent *of freedom* function as complement constituent since it has close relation with the head noun.

From all the examples above, the writer is interested to study the syntactic analysis of noun phrase in English goods advertisements along Jalan Slamet Riyadi Surakarta because it never studied by researchers before. The other reason is to know what the constituent and its function in noun phrases because it mostly used in English advertisements’ slogan in Jalan Slamet Riyadi Surakarta. The writer wants to analyze the constituent and its function in English advertisements’ slogan using syntactical analysis based on X-bar theory. So, the writer conducts this research entitled *Syntactic Analysis on Noun Phrase in English Goods Advertisements along Jalan Slamet Riyadi Surakarta.*

B. Previous Study

This research deals with some previous studies but it has difference in some matters. These previous studies will be mentioned here to prove that the research is different from others. The fist research is the research paper entitled *Syntactic Analysis of Verb Phrase (VP) in The Jakarta Post Headline using X-Bar approach* by Rodliyah (*UMS*, 2006). Her research aims to know the constituents and the description of VP in *The Jakarta Post* headline based on X-bar theory.
The object of her study is verb phrase in *The Jakarta Post* headline. It was a descriptive qualitative paper and she used descriptive qualitative method to analyze the data. In the result of her research, she found four types of Verb Phrase based on the status of the constituents of VP construction. They are: (1) $VP \rightarrow V + NP$ (complement), (2) $VP \rightarrow V + NP$ (complement) + $P$ (adjunct), (3) $VP \rightarrow V + PP$ (complement) + $PP$ (adjunct), (4) $VP \rightarrow V + V'$ (complement).

The second writer is Nurhidayati (2008) with *A Syntactic Analysis on English Sign-Board of Buildings in Jakarta*. The object of her research is English Sign-Board of Buildings in Jakarta. She was a student of Muhammadiyah University of Surakarta. Her research purposes to analyze the English sign-board of buildings in Jakarta syntactically and to analyze what kinds of proper noun in the English sign-board of buildings in Jakarta and also to analyze the word stress in each of English sign-board of buildings in Jakarta. Her research is qualitative. As the result, she found the linguistic description of English sign-board of buildings in Jakarta syntactically can be determined the kinds of proper noun: definite proper noun (full noun phrase) and indefinite proper noun: (small noun phrase), and main word stress in English sign-board of buildings in Jakarta (according to the head of the proper noun).

The research dealing with *Syntactic Analysis on Noun Phrase in English Goodss Advertisements Along Jalan Slamet Riyadi Surakarta* completes the previous writers. The difference of this study with the first research is that the first writer analyzes the Verb Phrase in the other hand, the writer analyzed noun
phrases used of English advertisement slogans along Jalan Slamet Riyadi Surakarta. The other difference of this research with the second writer the source of the data which the second research taken from English Sign-Board of Buildings in Jakarta while the writer takes the data from English Goods Advertisement along Jalan Slamet Riyadi Surakarta. In other hand, there is a similarity from the previous studies with the writer, that all the researches are analyzed syntactically using X-bar theory. It means that this research had not even studied by the other research before.

C. Limitation of the Study

This study limits the object and only focuses on analyzing noun phrases in English good advertisement slogans along Jalan Slamet Riyadi Surakarta. The data will be analyzed based on syntactic analysis using X-bar theory with tree diagram written by Andrew Radford (1988).

D. Problem Statement

Based on the phenomena mentioned on the background of this study, the writerformulates the following problems.

1. What are the constituents of noun phrases used of English goods advertisement slogans along Jalan Slamet Riyadi Surakarta

2. How is the function of the constituent of the noun phrases used of English goods advertisement slogans along Jalan Slamet Riyadi Surakarta based on X-Bar theory by Radford?
E. Objective of the Study

Based on the problem above, the objectives of the study are:

1. To identify the constituents of noun phrases in slogans used of English goods advertisements along Jalan Slamet Riyadi Surakarta

2. To describe the function of the constituents of the noun phrases in slogans used of English goods advertisements along Jalan Slamet Riyadi Surakarta

F. Benefit of the Study

The writer expects that this study gives some contributions for theoretical field and practical field, such as:

1. Theoretical Benefits
   a. This study will give more information in studying syntactic analysis of phrases based on X-bar theory.
   b. The results of this study can be used as development and contribution of theory that available before in teaching Syntax for English lecturers.

2. Practical Benefits
   a. The finding study can be used to add more reference and knowledge to the other researcher about the syntactic analysis especially on study of phrases by using X-bar theory.
   b. The result of this study will give more knowledge in understanding and describing the syntactic analysis of noun phrase based on the X-bar theory.
G. Research Paper Organization

This research paper organization explains sub part of each chapter. It is divided into five chapters. The order is as follows:

Chapter I is introduction. This chapter consists of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. This chapter discusses about Syntax, phrase structure, X-bar theory, phrase structure rules, noun phrase, testing of differences between complement and adjunct, function of constituent, advertisement, and the parts (component) of advertisement.

Chapter III is research method. This chapter deals with type of the research, object of the research, source of data, method of collecting data, and techniques for analyzing data.

Chapter IV is the data analysis. This chapter presents data analysis and discussion of noun phrase constituents and constituents function of noun phrase.

Chapter V is conclusion and suggestion. The last chapter deals with conclusion of the study and then proposes some suggestions.