

**A SYNTACTIC ANALYSIS OF ENGLISH CONSTRUCTION
IN DUNKIN' DONUTS ADVERTISEMENT**

RESEARCH PAPER

Submitted as A Partial Fulfillment of The Requirements
for Getting Bachelor Degree of Education
in English Department



By:
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**TEACHER TRAINING AND EDUCATION FACULTY
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2004

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APPROVAL

**A SYNTACTIC ANALYSIS OF ENGLISH CONSTRUCTION IN
DUNKIN' DONUTS ADVERTISEMENT**

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ACCEPTANCE

Accepted by the board of examiners
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On July 30, 2004

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Dean,

Drs. Bambang Sumardjoko, M. Pd.

MOTTO

*Barangsiapa yang mengerjakan amal yang sholeh maka itu adalah untuk dirinya sendiri, dan barangsiapa mengerjakan kejahatan, maka itu akan menimpa dirinya sendiri, kemudian kepada Tuhanlah kamu dikembalikan
(Q.S. Al-Jaatsiyah: 15)*

Dari segala sesuatu yang kita kenakan yang paling penting adalah senyuman
(anonim)

**I hear I forget
I see I remember
I do I understand**
(English proverb)

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DEDICATION

F or

My dearest mother and father

My dearest only sister

My dearest uncle and aunty

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ACKNOWLEDGEMENT

Bismillahirrohmanirrohim.

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13. Ein Man über das Mer, ich habe mein Versprechen genachkommen.

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Alhamdulillahirobilalamin

Surakarta, August, 2004.

Writer,

Anindyati Prastuti

SUMMARY

Anindyati Prastuti. A 320 990 308. A Syntactic Analysis of English Constituents in Dunkin' Donuts Advertisement. Research Paper. UMS. August 2004.

One strategy in trading competition is by using advertising but to make a good advertisement an advertiser should pay attention on several key elements. Most of those key elements are in form of a written language such as headline, illustration, subhead, and slogan. Advertisement language is usually arranged in interesting design and exciting language. To understand the language of advertisement can be done by understanding the constituents of the language. The goal of this research is to find out the constituents and to describe the construction of the advertisement language of Dunkin' Donuts advertisement in Dunkin' Donuts calendar 2001.

This research is a descriptive qualitative research that describes the construction of a structure and find out the constituents that form the structure. This research is concentrate on structural grammar with applying immediate constituents analysis by using Chinese box.

The results of this research are: (1) kinds of constituents that form the construction are immediate constituent and ultimate constituent, (2) in Immediate Constituents analysis there are four kinds of syntactic structures that used to show the relation between constituents. Those syntactic structures are Syntactic Structure of Modification (SSoM), Syntactic Structure of Predication (SSoP), Syntactic Structure of Complementation (SSoC), Syntactic Structure of Coordination (SSoCo), (3) a sentence is, at list, built up by Syntactic Structure of Predication (SSoP) except imperative sentence that built up by Syntactic Structure of Complementation (SSoC). Syntactic Structure of Modification (SSoM) builds a phrase construction Syntactic Structure of Coordination (SSoCo) is used to show the relation of two equivalent constituents.

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