# 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

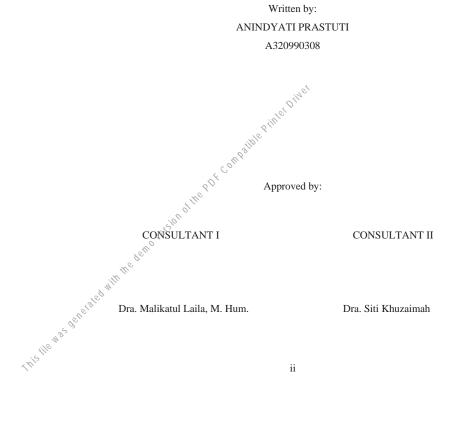


TEACHER TRAINING AND EDUCATION FACULTY
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2004

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## APPROVAL

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



#### ACCEPTANCE

Accepted by the board of examiners Teacher Training and Education Faculty Muhammadiyah University of Surakarta.

## On July 30, 2004

#### Team of examiner:

1. Dra. Malikatul Laila, M. Hum. (Chair Person) ) 2. Dra. Siti Khuzaimah (Mamber I) This lie was sent at a min the demonstration of the Police 3. Dra. Siti Zuhriah, M. Hum ) Teacher Training and Education Faculty Muhammadiyah University of Surakarta. 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)

 ${\it Dari segala sesuatu yang kita kenakan yang paling penting adalah senyuman}$ (anonim)

I hear I forget
I see I remember
I do I understand
(English proverb) This lie was denerated with the Berto Weston of the Police Rolling of the Police of th

DEDICATION

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My dearest mother and father My dearest only sister My dearest uncle and aunty

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#### ACKNOWLEDGEMENT

Bismillahirrohmanirrohim.

Thanks to Allah SWT the most merciful, His blessing can never be measured nor calculated so that the researcher can finish this research that is the requirement of her bachelor degree in the university

In finishing her research, the researcher realized that without the helps of other people it is impossible for her to finish her work. In this opportunity she would like to express her special and deepest gratitude and appreciation to:

- 1. Drs. H. Bambang Sumardjoko, M. Pd., as the Dean of Teacher Training and Education Faculty of Muhammadiyah University of Surakarta.
- 2. Dra. Malaikatul Laila, M. Hum, as the first consultant who has corrected and guided her to write her research.
- 3. Dra. Siti Khuzaimah, as her second consultant who had given correction, suggestion, and advice patiently and wisely.
- 4. Dra. Siti Zuhriah, M. Hum, as her guest examiner.
- 5. Dra. Ending Fauziati, M. Hum, as the chief of English Department.
- This lie was generated 7. All the lectures of the English Department. 6. Dra. Rini Fatmawati, as her academic consultant for the guidance during her

- Her dearest parent, Bapak and Ibuk, thank you for your love and affection, your prey and motivation.
- 9. Her dearest only sister, Nunik, she may use the comp now.
- 10. Her dearest uncle and aunty, Om Bas and Bulik Sri, thanks for the motivation and advice.
- 11. All girls in WISMA NIES (Mbak Nur, Giwang, Emi, Utami, Dina, Nina, Lisa, and Anik), all boys in ARJUNA (Fathur, Arip, Jo, etc) and the ex persons (Reni, Mbak Henik, Ira, Pak Gun, Mas Gembul, Basinur, Hamka, Kokok, etc). She will miss them all and the last five years wonderful live and will never forget.
- 12. All her friend in F class that can not mention one by one, thank for the wonderful friendship.
- 13. Ein Man über das Mer, ich habe mein Versprechen genachkommen.

Finally the researcher would like to express her thanks to all those have helped the researcher completing the research. The researcher thinks that this research might be far from being perfect, therefore, the researcher happily accepts constructive critics in order to make this research perfect.

Alham dulilla hirrobila lamin

Surakarta, August, 2004.

Writer,

Anindyati Prastuti

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#### 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). (SSoC, SSoC) The Police of the Syntactic Structure of Modification (\$SoM) builds a phrase construction Syntactic Structure of Coordination (SSoCo) is used to show the relation of two equivalent

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