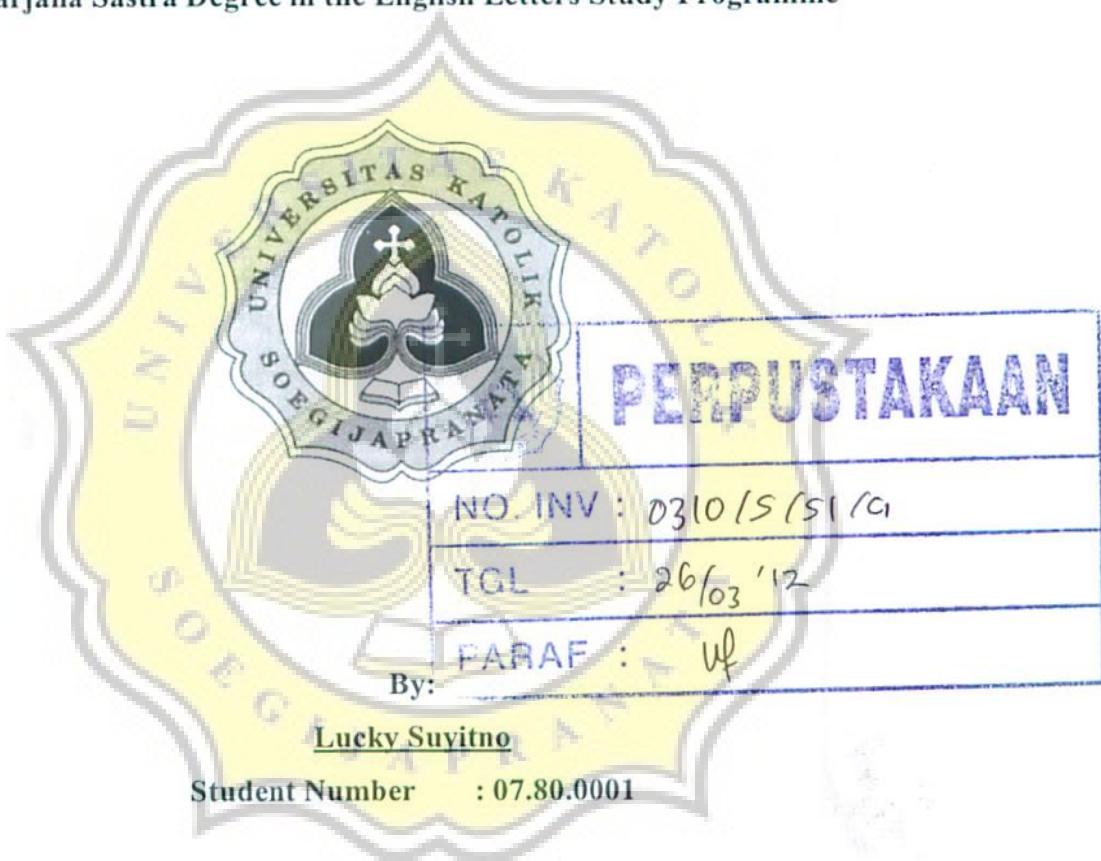


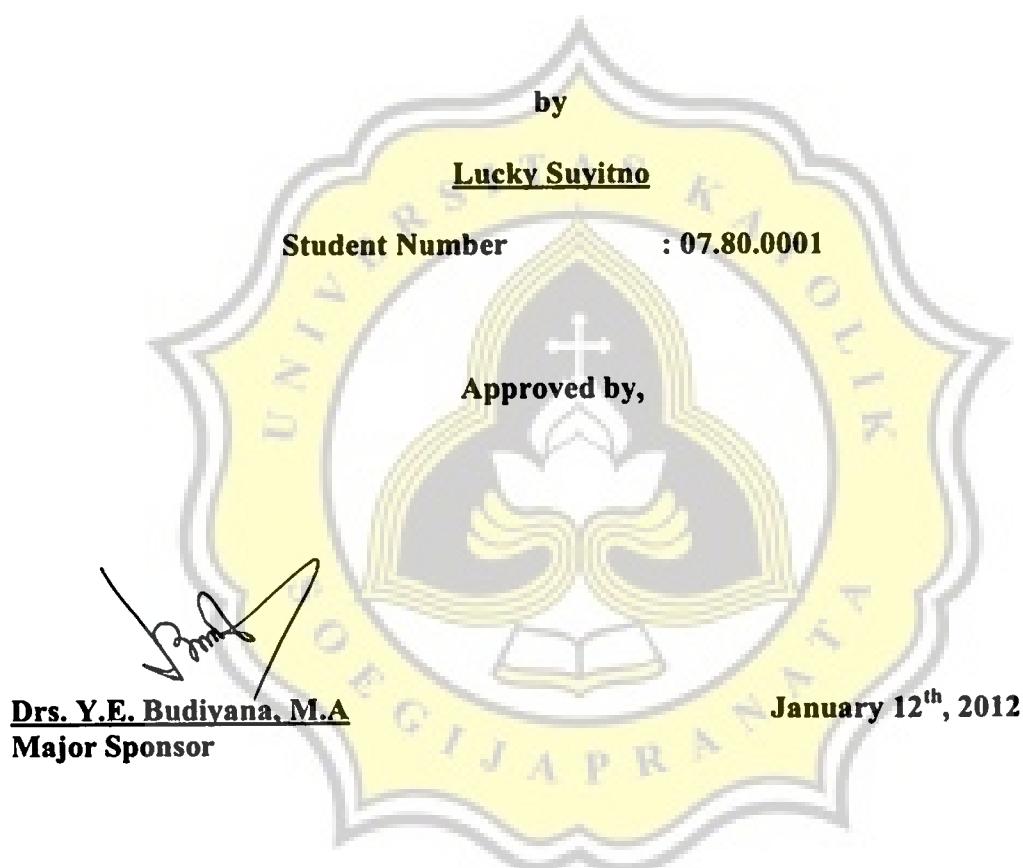
A SYNTACTIC ANALYSIS OF CAR AND COMPUTER ENGLISH TAGLINES FOUND IN WIKIQUOTE

A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the
Sarjana Sastra Degree in the English Letters Study Programme



ENGLISH LETTERS STUDY PROGRAMME
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SEMARANG
2012

A THESIS ON
A SYNTACTIC ANALYSIS OF CAR AND COMPUTER ENGLISH
TAGLINES FOUND IN *WIKIQUOTE*




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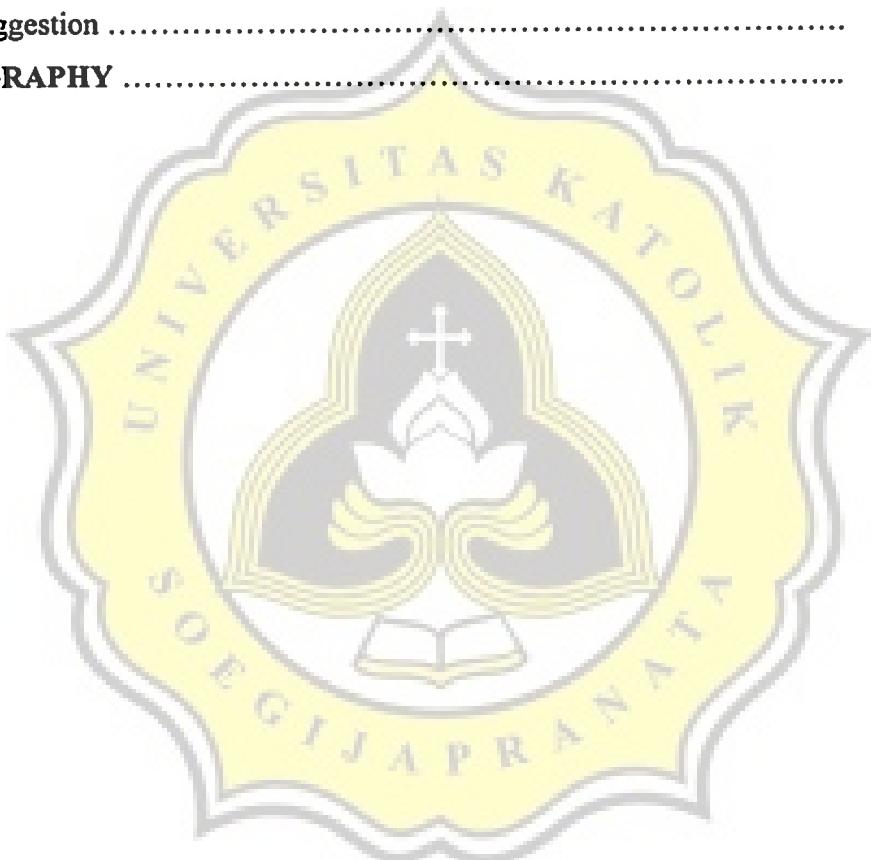
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ABSTRACT

This study aims to find out the kinds of phrases and sentences of the English taglines in car and computer products found in *Wikiquote*. The writer chose tagline as the object of this research because it is an important part of advertisement which has unique characteristics to attract the consumers' attention. Besides, it should be powerful so that people can remember it easily as the identity of the product. Then, this study used the theory of syntactic analysis based on Martin (1984) and Brown (1999) for the analysis of sentences. According to them, there are three types of sentences which are used most frequently in the world's languages. They are: declarative, imperative and interrogative sentences. Moreover, this study also used the previous study from Chen (2006) about five phrase denominations in English taglines. They are: noun, verb, adjective, adverbial and prepositional phrases. The results of this study show that the noun phrases and imperative sentences have been dominantly used in English taglines in car and computer products. Besides, no samples which use adverbial phrases were found in this research.

ABSTRAK

Studi ini bertujuan untuk menemukan berbagai macam analisis frasa dan kalimat slogan berbahasa Inggris pada produk mobil dan komputer yang ditemukan di *Wikiquote*. Penulis memilih slogan sebagai obyek studi ini karena slogan merupakan salah satu bagian penting dalam sebuah iklan yang mempunyai karakteristik yang unik untuk menarik perhatian konsumen. Selain itu, slogan juga harus mampu membuat konsumen untuk mengingatnya dengan mudah sebagai ciri khas dari suatu produk atau merek. Selanjutnya, studi ini menggunakan teori analisis sintaksis yang diambil dari Martin (1984) dan Brown (1999) untuk menganalisa jenis-jenis kalimat. Menurut mereka, ada tiga jenis kalimat yang paling sering digunakan dalam bahasa-bahasa di dunia, yaitu: kalimat pernyataan, perintah dan pertanyaan. Lebih lanjut, studi ini juga menggunakan studi sebelumnya dari Chen (2006) tentang lima jenis frasa yang mendominasi slogan berbahasa Inggris, yaitu: frasa kata benda, kata kerja, kata sifat, kata keterangan dan kata preposisi. Hasil dari studi ini menunjukkan bahwa penggunaan frasa kata benda dan kalimat perintah adalah yang paling mendominasi di slogan produk mobil dan komputer. Sedangkan dari semua contoh slogan, tidak ditemukan satu contoh pun yang menggunakan frasa kata keterangan.

I believe everything happens for a reason. People change so you can learn to let go. Things go wrong so that you can appreciate them when they're right. You believe lies so that you will eventually learn to trust no one but yourself. And sometimes, good things fall apart, so better things can fall together.

-Marilyn Monroe-