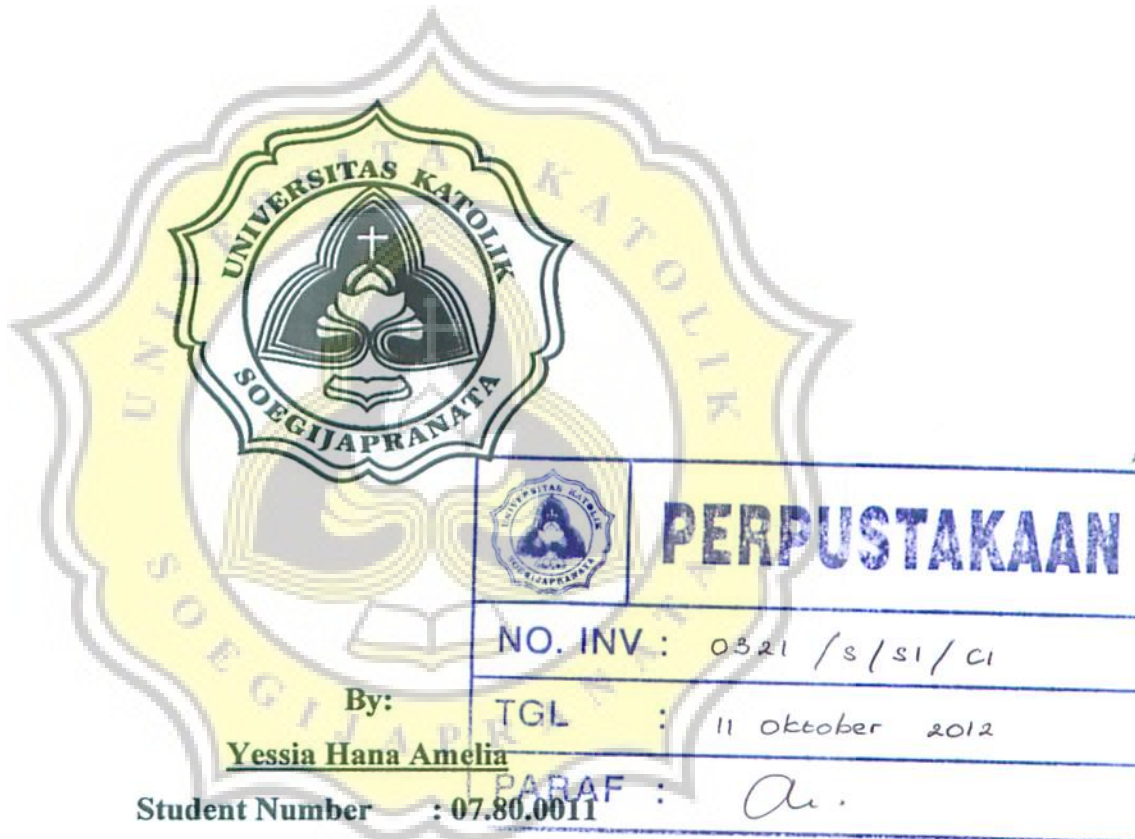


**AN ANALYSIS OF SYNTACTIC FUNCTIONS AND SEMANTIC
ROLES OF MEN PRINTED AD-TEXTS OF INDONESIAN
CIGARETTES, CONDOMS, AND TONICS IN SEMARANG**

**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
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2012

A THESIS ON
**AN ANALYSIS OF SYNTACTIC FUNCTIONS AND SEMANTIC
ROLES OF MEN PRINTED AD-TEXTS OF INDONESIAN
CIGARETTES, CONDOMS, AND TONICS IN SEMARANG**

by

Yessia Hana Amelia

Student Number : 07.80.0011

Approved by,



Emilia Ninik Aydawati, SP, M.Hum
Major Sponsor

July 23rd, 2012



Dra. Wuryani Hartanto, M. A
Co-Sponsor

July 23rd, 2012

A thesis defended in front of the Board of Examiners on July 23rd, 2012 and declared acceptable

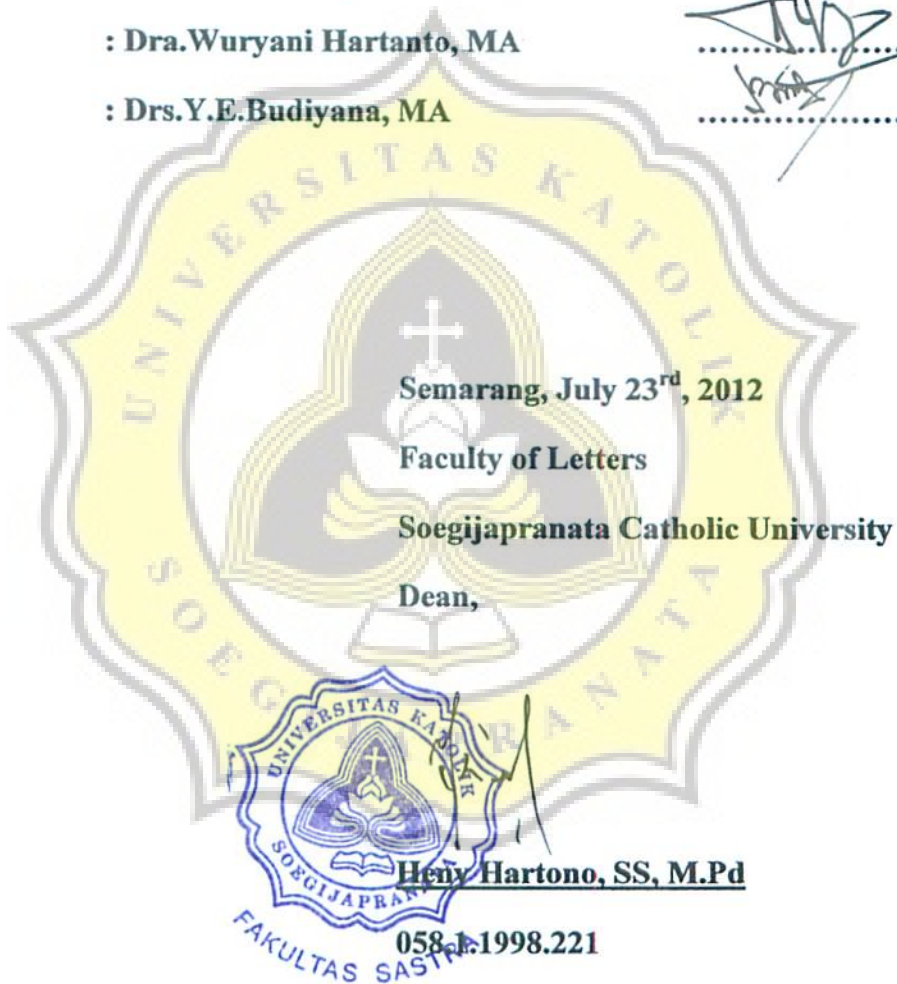
BOARD OF EXAMINERS

Chairperson : Emilia Ninik Aydawati, SP, M.Hum
Secretary : Dra.Wuryani Hartanto, MA
Member : Drs.Y.E.Budiyana, MA


.....

.....

.....



Henry Hartono, SS, M.Pd

0581-1998.221

ACKNOWLEDGEMENTS

First and foremost, I would like to extend my gratitude to Jesus Christ for His Blessings and Mercy so that I could complete this thesis. I would also like to thank the following people for their support during my study at Soegijapranata Catholic University, Semarang:

1. My lovely parents, my brother, and Mrs. Almi (whom I considered as my grandmother) for their care, patience and attention for me. Thanks for having prayed for me and taught me everything.
2. Mrs. Emilia Ninik Aйдawati, SP, M.Hum as my major sponsor, Mrs. Wuryani Hartanto, M.A as my co-sponsor for their guidance and patience in helping and checking my thesis, and all lecturers for their inspiring knowledge.
3. Mr. Kasno and Mr. Haryo who gave me information about the faculty that I needed and supported me in bad and good times.
4. Sanny, Nami, Andien, Irene, Lucky, and all of my friends, who always encouraged and supported me in completing my thesis. For Yoan (a friend in another university) and some librarians in the campus, I would like to thank you so much for your help to facilitate me with all books that are needed for my thesis.

Semarang, 2012

TABLE OF CONTENTS

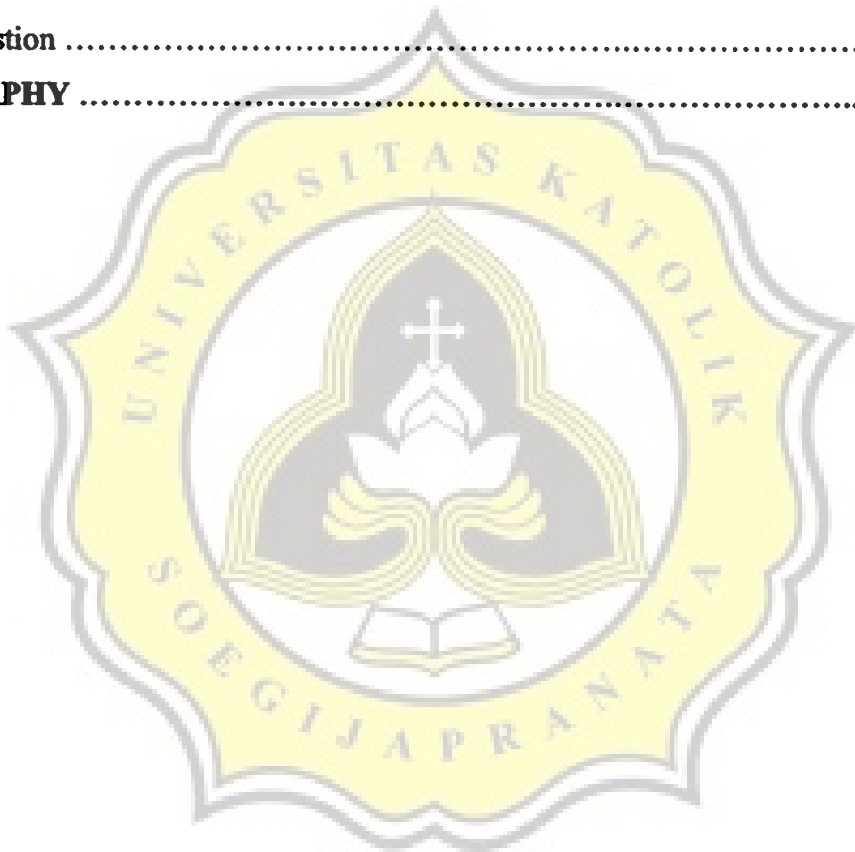
PAGE OF TITLE	i
PAGE OF APPROVAL	ii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
ABSTRACT	vii
ABSTRAK	viii
CHAPTER 1 INTRODUCTION	
1.1 Background	1
1.2 Field of the Study	2
1.3 Scope of the Study	2
1.4 Problem Formulation	3
1.5 Objective of the Study	3
1.6 Significance of the Study	3
1.7 Definitions of Terms	4
CHAPTER 2 LITERATURE REVIEW	
2.1 Advertisement as a Communication Media	5
2.2 Indonesian Advertisement Today	6
2.3 Syntax	7
2.4 Semantics	21
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Data Collection	31
3.1.1 Instruments	31
3.1.2 Procedure	32
3.2 Data Analysis	32

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

4.1 Syntactic Functions Analysis..... 35
4.2 General Finding of Syntactic Functions..... 52
4.3 Semantic Roles Analysis..... 53
4.4 General Finding of Semantic Roles..... 69

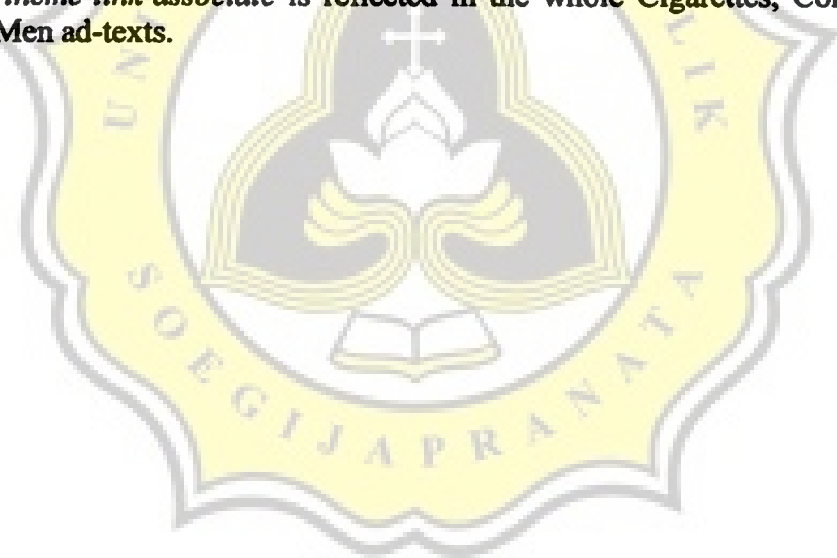
CHAPTER 5 CONCLUSION AND SUGGESTION

5.1 Conclusion 71
5.2 Suggestion 72
BIBLIOGRAPHY 73



ABSTRACT

This study has the objective to reveal the syntactic functions and semantic roles in the advertising texts of Cigarettes, Condoms, and Tonics for men printed in the Indonesian language. The author chose the advertisement texts as the objects of her study because advertising media often attract the prospective consumers' attention. Such media also influence and shape people's image toward the advertised products. The writer analyzed the texts using the theory of syntactic function quoted by Aarts (1997) and Huddleston and Geoffrey (2005). In the deeper analysis, the writer also finds out the semantic roles of the texts using the theory quoted from Kreidler (1998). The results of this research point out that the sentences in Cigarettes, Condoms, and Tonics for men ad-texts are dominated by the composition of the syntactic function of pseudo *Subject-Predicate-Direct Object* (pseudoS-P-DO). Furthermore, it is revealed that the advertisers highlight the products through the function of pseudo Subject. Meanwhile, the semantic role composition of *theme-link-associate* is reflected in the whole Cigarettes, Condoms, and Tonics for Men ad-texts.



ABSTRAK

Studi ini memiliki tujuan untuk menganalisa fungsi sintaksis dan mengenali peran semantis dalam teks iklan rokok, kondom, serta jamu kuat untuk pria yang tercetak dalam bahasa Indonesia. Penulis memilih teks iklan sebagai obyek studi karena media iklan seringkali menarik perhatian calon konsumen. Media-media tersebut mempengaruhi dan membentuk suatu pencitraan masyarakat terhadap produk-produk yang diiklankan. Iklan merupakan media yang juga digunakan oleh agen periklanan untuk mengenalkan produk-produk untuk orang dewasa yang biasanya tak lazim untuk diiklankan khususnya bagi masyarakat Semarang. Kemudian penulis menganalisa dengan teori fungsi sintaksis yang dikutip dari Aarts (1997) dan Huddleston and Geoffrey (2005). Dalam analisis yang lebih dalam, penulis juga menjelaskan teori tentang masing-masing peran semantis oleh Kreidler (1998). Hasil dari penelitian ini menunjukkan bahwa kalimat-kalimat dalam teks iklan rokok, kondom, dan jamu kuat untuk pria didominasi dengan kalimat yang memiliki susunan fungsi sintaksis *Subyek bayangan-Predikat-Obyek Langsung* (S bayangan-P-DO). Lebih lanjut, terungkap bahwa para pengiklan menyoroti produk dalam fungsi subyek bayangan ini. Sedangkan, susunan peran semantis *theme-link-associate* tercermin dalam teks iklan rokok, kondom, dan jamu kuat untuk pria secara keseluruhan.



THERE HATH NO TEMPTATION TAKEN YOU BUT
SUCH AS IS COMMON TO MAN: BUT GOD IS
FAITHFUL, WHO WILL NOT SUFFER YOU TO BE
TEMPTED ABOVE THAT YE ARE ABLE; BUT WILL
WITH THE TEMPTATION ALSO MAKE A WAY TO
ESCAPE, THAT YE MAY BE ABLE TO BEAR IT.

(I Corinthians 10: 13 - King James Version)



ONCE FAILED,
TWICE DEVELOPED,
THREE TIMES SUCCEED

(a religion teacher of a high school)