

The Syntactical Analysis Of Sentence Patterns Of Make Over Lipstick Advertisement Found In Instagram Applied In Tree Diagram

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Abstract

The science of language is known linguistics. Syntax is a branch of linguistics that studies the set of words, phrases, clauses in a sentence. The researcher focuses her research on sentence pattern in *Make Over* lipstick advertisement found in instagram. The objective of this research are to analyze the syntactical structure of sentence pattern applied in tree diagram and transformation grammar. The tree diagram used to describe words, phrases, or clauses arranged in a sentence. While the transformation grammar function to find out the changes in the shape of a sentence. In analyzing the data in tree diagram the researcher uses Dianne Borstein theory and for analyzing the data in transformation grammar uses Akmajian and Frank theory. The researcher uses descriptive qualitative methods to describe and explain the finding data. The data found were thirteen data taken through the selection of sentences based on their types, namely declarative sentence, question sentences, and exclamation sentences. The data is then analyzed. From the analysis carried out, the reseracher found declarative sentences and exclamation sentences on the basic structure of sentences while the command sentences and question sentences are in the transformation grammar structure.

Key Words : Syntactical Analysis, sentence pattern, Instagram advertisement.

INTRODUCTION

Background of the Study

Language is also used to depict or tell how to form or to present a goods or objects, and to describe the taste of an object, Widyahening (2015). The businesses maintain the language to describe the product so that the target customer as if imagines, tastes, smells, sees the product then they are be persuaded to buy the product. Krista (2004) says to implay copywriters of advertising have to be careful to produce effective adverts to best incite and encourage the consumer. The science of language is known as linguistics. Sytax is one of linguistics branch studying how to arrange word become a sentence. Radford (2004) defines that syntax is the study of how words are combined to form phrases and sentences. Finegan (2004) argues that syntax is the part of grammar that governs. According to Tesniere (2015) syntax is the study of interior form of sentences in terms of connection. It means syntax is the foundation of a sentence pattern.

Tesniere (2015) says the stemmas are perhaps the most distinctive association that one has with syntax. A stemma is a tree like diagram that shows the dependency structure of phrases, clauses, sentences and even text. Bornstein (1977) said that a tree diagram shows the hierarchical structure of the sentence. Andersen (2014) defines a sentence is a complete set of words that conveys meaning. A sentence can communicate a statement, a command an exclamation, and a question. There are many reasons for studying syntax, from general humanistic or behavioral motivations to much more specific goals such as, to help us to illustrate the patterns of English more effectively and clearly then to enable us to analyze the structure of English sentences in a systematic and explicit way, Kim and Peter (2008). Borstein (1977) explains in transformations there are two levels of each sentence, a deep structure that represents the meaning, and the surface structure that represents the sounds. She also says transformation bring

about various kinds of changes, they can rearrange elements in a string of symbols, add elements that were not there before, delete elements, and substitute one element for another. This study focuses on analyzing the syntactic structure of sentence pattern in advertisement of Make Over Lipstick found in Instagram. Sari (2005) states syntactic sructure is the basic elements that are needed to decide the kind of pattern, which will be used in advertisement copy.

Statements of the Problem

Base on the explanations in the background of the study there are 2 statement of the problems formulated. They are as follows.

1. How are the syntactical analysis of sentence patterns of Make Over Lipstick advertisement found in instagram applied in tree diagram?
2. How are the syntactical analysis of sentence patterns of Make Over Lipstick advertisement found in instagram applied in transformation rules?

Objectives of the Study

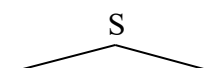
Base on the statement of the problem above the objective of the study are :

1. to analyze the syntactical analysis of sentence patterns of Make Over Lipstick advertisement found in instagram applied in tree diagram; and
2. to analyze the syntactical analysis of sentence patterns of Make Over Lipstick advertisement found in instagram applied in transformation rules.

THEORETICAL BACKGROUND

1. Sentences

According to Akmajian and Frank (1975) the basic structure of the sentences (S) is divided into two major constituents, NP (Noun Phrase)and VP (Verb Phrase), as shown as follow :



NP

VP

Traditional grammar defines a sentence in one two ways. Frank (1972) defines a sentence in one two ways. They are:

- a. Classification of sentences by number of full predication. There are four basic sentence structures in English, they are:

- 1) Simple sentence

A sentence or one clause which only has one subject and one verb. This sentence is having subject and predicate.

For example : Judy laughed.

- 2) Compound sentence

Two simple sentences are joined by a co-ordination conjunction.

For example : Judy laughed and Jimmy cried.

- 3) Complex sentence

A sentence have two or more full of predicating or a sentence have main clause and sub clause (independent clause/dependent clause).

For example : Jimmy cried when Judy laughed.

- 4) Compound-complex sentence

A sentence contains two or more independent clauses and one or more dependent clause.

For example : Judy laughed and Jimmy cried when the clowns ran past their seats.

- b. Classification of sentence by types. There are four types of sentences, they are :

- 1) Declarative sentence

A sentence in which the subject and predicate have normal word order. The sentence ends with a period in writing and a drop in pitch in speech.

- 2) Interrogative sentence

A sentence which the subject and predicate are often reserved, or sometimes it is started with auxiliary, question words, and modal. It used to ask a question and ended with a question mark in written, most

yes-no question end with a rise in pitch, most interrogative word question end with a fall in pitch.

- 3) Imperative sentence

An imperative sentence, only the predicate is expressed. It gives a command or makes a request and often an invitation or offer.

- 4) Exclamatory sentence

A sentence is used to express excitement or emotion feeling and ends by an exclamation mark phrase.

2. Transformation Grammar

Transformation is a process of generating the deep structure into the more complicated surface structure of a sentence (Chomsky, 1965). Once a type of transformation is applied to the lexical entry of the noun or verb in the deep structure of the NP and VP in the surface structure. Eventhough there are some types of transformation rules according to Latief (1995). The thesis writer only mentions three types of the transformation, that are :

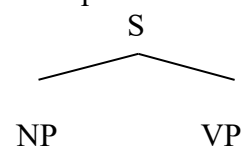
- a. Passive transformation
- b. Adverbial movement
- c. Relative clauses

Akmajian and Frank (1975) proposed some types of transformation rules, these are four of the transformation :

- a. verb inflectional transformation
- b. imperative transformation
- c. interrogative transformation
- d. passive transformation

3. Tree Diagram

According to Tallerman (2011) the root of the tree is labelled 'S' for 'Sentence' and the clause is divided into two main branches, the subject and the predicate.



In each case, there is a major split between the subject NP on the left branch and the predicate VP on the right branch.

Borstein starts with S, the highest level and works down to lower level until it comes to maximally specific level wherein addition symbol can be written. This process is called derivational in the sentence.

RESEARCH METHOD

In her thesis, the writer used the descriptive qualitative method. Qualitative and decriptive research method had been very common procedures for conducting research in many disciplines, including education, psychology and social science, Nassaji (2015). This types of research have also begun to be increasingly used in the field of second language teaching and learning. It meant that the researcher only intend to describe the data obtained as they were found in the fields. It was based on the problem statement. The purpose of this research was to analyze the sentence patterns in advertisement of caption in instagram. The researcher used 8 advertisements taken from the caption of Make Over lipstick in instagram. To limit this research the researcher used advertisement that was posted on 1 up to 31 October, 2018.

ANALYSIS

The writer presented the founding data based on the classification of sentence by types. Then, the data analyzed by using tree diagram and transformation grammar.

A. Declarative sentences

1. Fashion vibes feels intense on the last day of #MakeOverXJFW2019.
2. We've got them in 20 colors that last up to 8 hours long.
3. With Make Over Ultra Hi-Matte Lipstick, you get to show your best smile in every color.
4. Gorgeous, we must confess.
5. We have commit sin of #ColorObession and it feels damn good.

The writer take two of the founding data to be example of analyzing.

Fashion vibes feels intense on the last day of

#MakeOverXJFW2019.

The sentence "fashion vibes feels intense on the last day of #MakeOverXJFW2019" is a declarative sentence. The three diagram contains the basic sentence that is fashion vibes feel intense on the last day of #MakeOverXJFW2019" is a declarative sentence then it is transformed become "fashion vibes feels intense on the last day of #MakeOverXJFW2019" which the verb "feel" added by 's'. There is once transformation grammar process that is inflactional transformation which abbreviated with "T-Infl" followed by down mark .



The phrase structure rules of the sentence :

S = NP + VP ~~NP~~
Nc

Det Art
NP = Adj + Nc AdvP→
PP

AdjP Adj
VP = Aux + Vt + NP + AdvP PP =
Prep + NP
Aux = Tense→ Pres NP =
Det + AdjP + Nc

B. Imperative Sentence

1. Layer your Make Over Intense Matte Lipcream with Make

Over Liquid Lip Color and take
that #MakeOverInspo
#RunwayInspo
#MakeOverFABrunway lips to
another level!

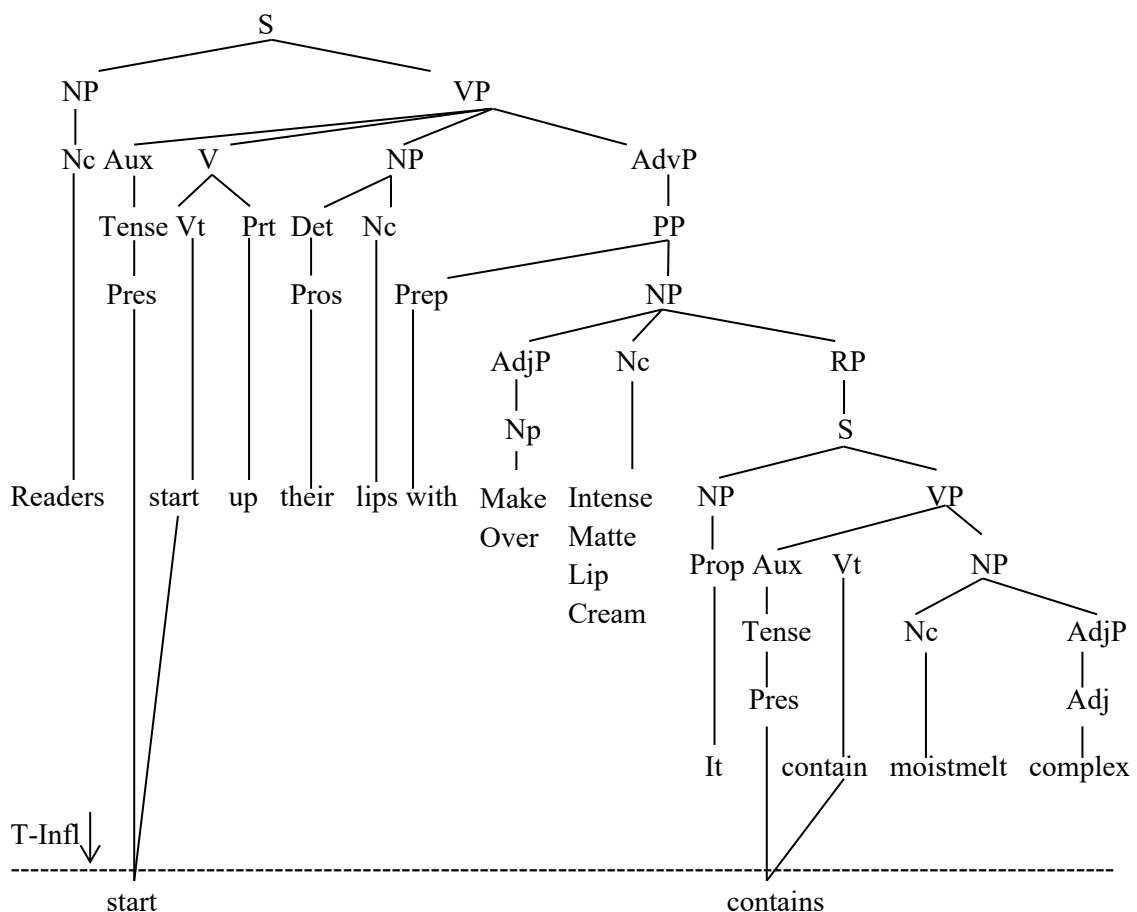
2. Color match your lips in every
#ColorObsession you want,
Gorgeous!
3. Get this Make Over Intense
Matte Lip Cream and
Powerstay Matte Powder
Foundation with #specialdeals
only during

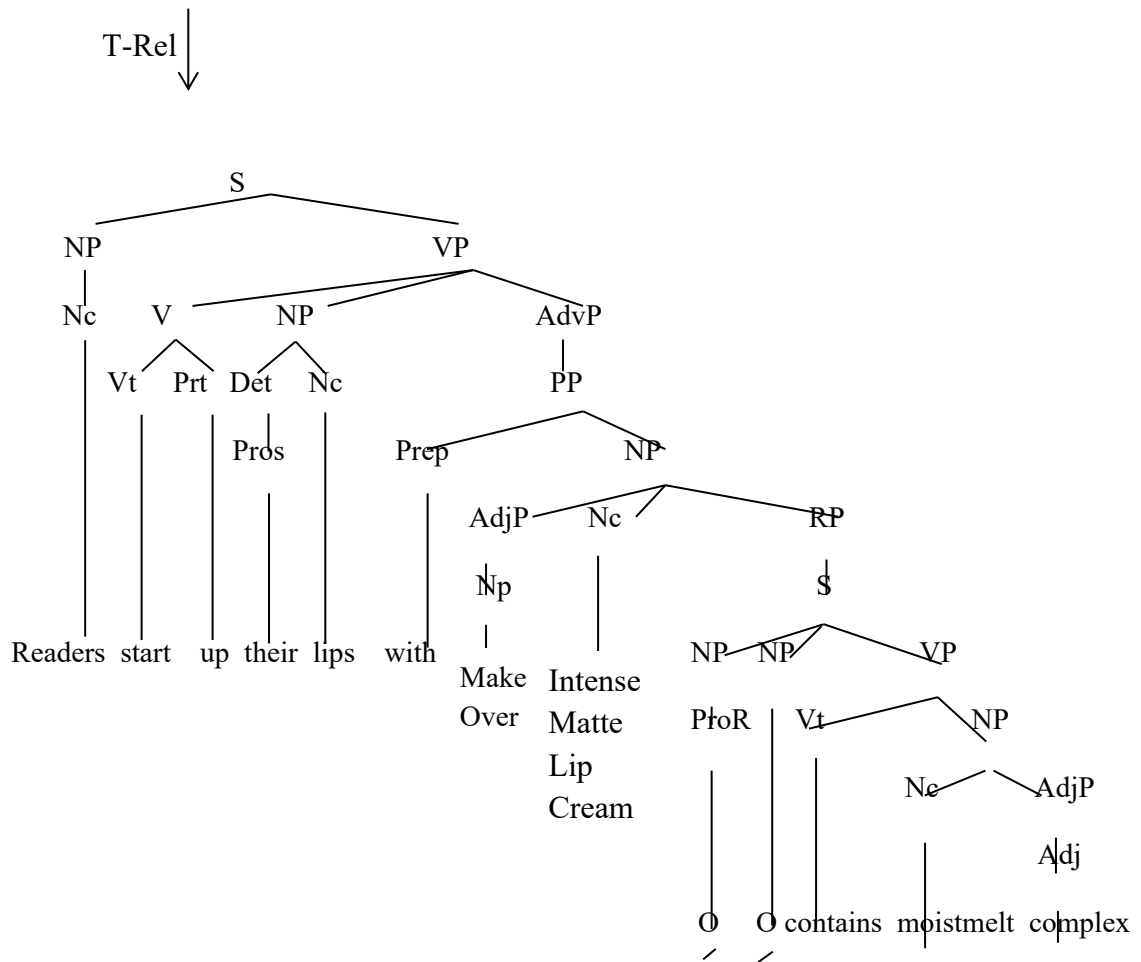
#MakeOverFABweek at
Laguna Atrium Central Park
Mall on 1-7 October.

4. Start up your lips with Make
Over Intense Matte Lip Cream
containing moistmelt complex!
5. Matte up your lips all day with
Make Over Intense Matte Lip
Cream formulated with
Mattelast Fluid Gel
Technology.

The writer take one of the data to be analyzed.

Start up your lips with Make Over Intense Matte Lip Cream containing
moistmelt complex!





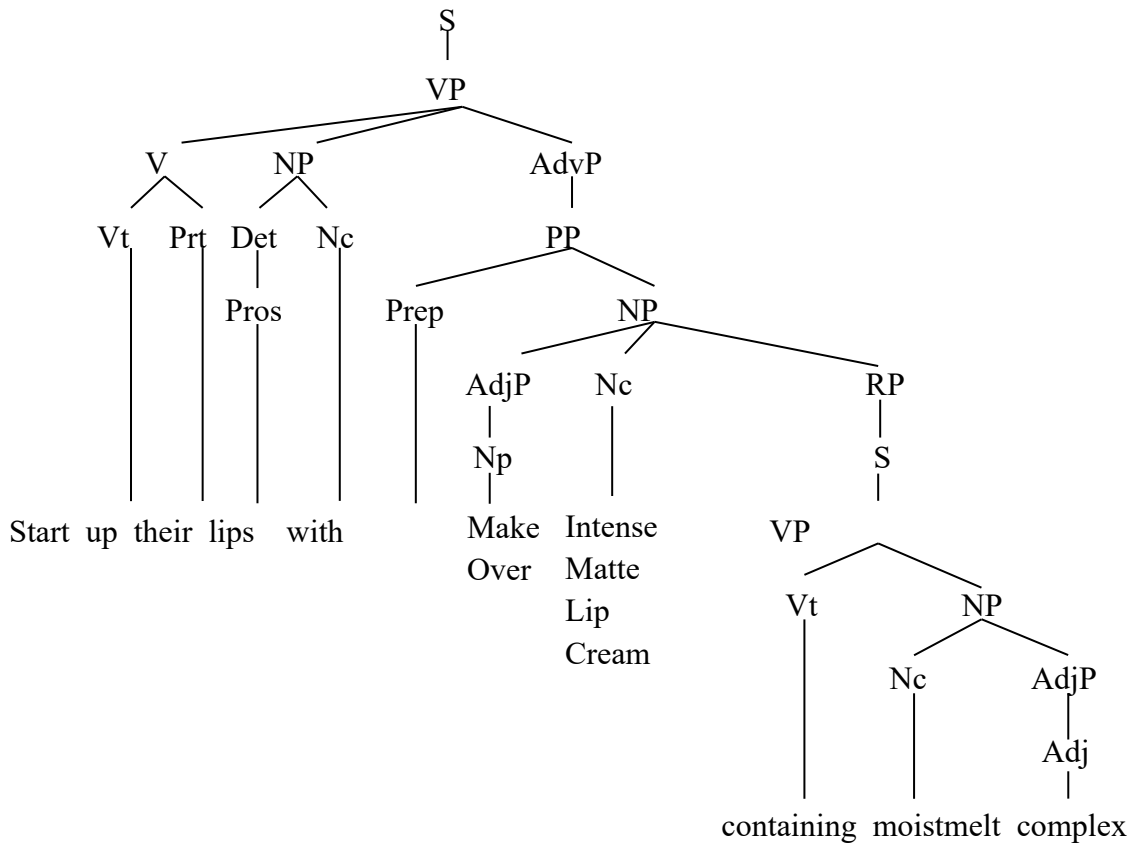
The sentence is an imperative sentence which has basic form containing main and subordinate clause with "Readers start up their lips with Make Over Intense Matte Lip Cream as main clause and "It contains moistmelt complex" as subordinate clause. The relative clause does not contain relative pronoun as shows in the second

the following!

diagram through transformational grammar process.

The sentence has two transformational process, the first is relative transformation to combine both of the sentence and the second is imperative transformation to change it into command sentence as the ordinary sentence of the advertisement. Look the second transformation in

T-Imp \longrightarrow



The imperative sentence contains only Verb Phrase without Noun Phrase as the pattern in other imperative sentence. The phrase structure rules of the sentence :

1. The basic form

$S = NP + VP$

$NP = Det + Nc$

$VP = V + NP + AdvP$

$PP = Prep + NP$

$V = Vt + Prt$

$NP = AdjP + Nc + RP$

2. Relative transformation

One of the example to be analyzed.

$RP \longrightarrow S$

NP

ProR

$S = NP + NP + VP$

3. Imperative transformation

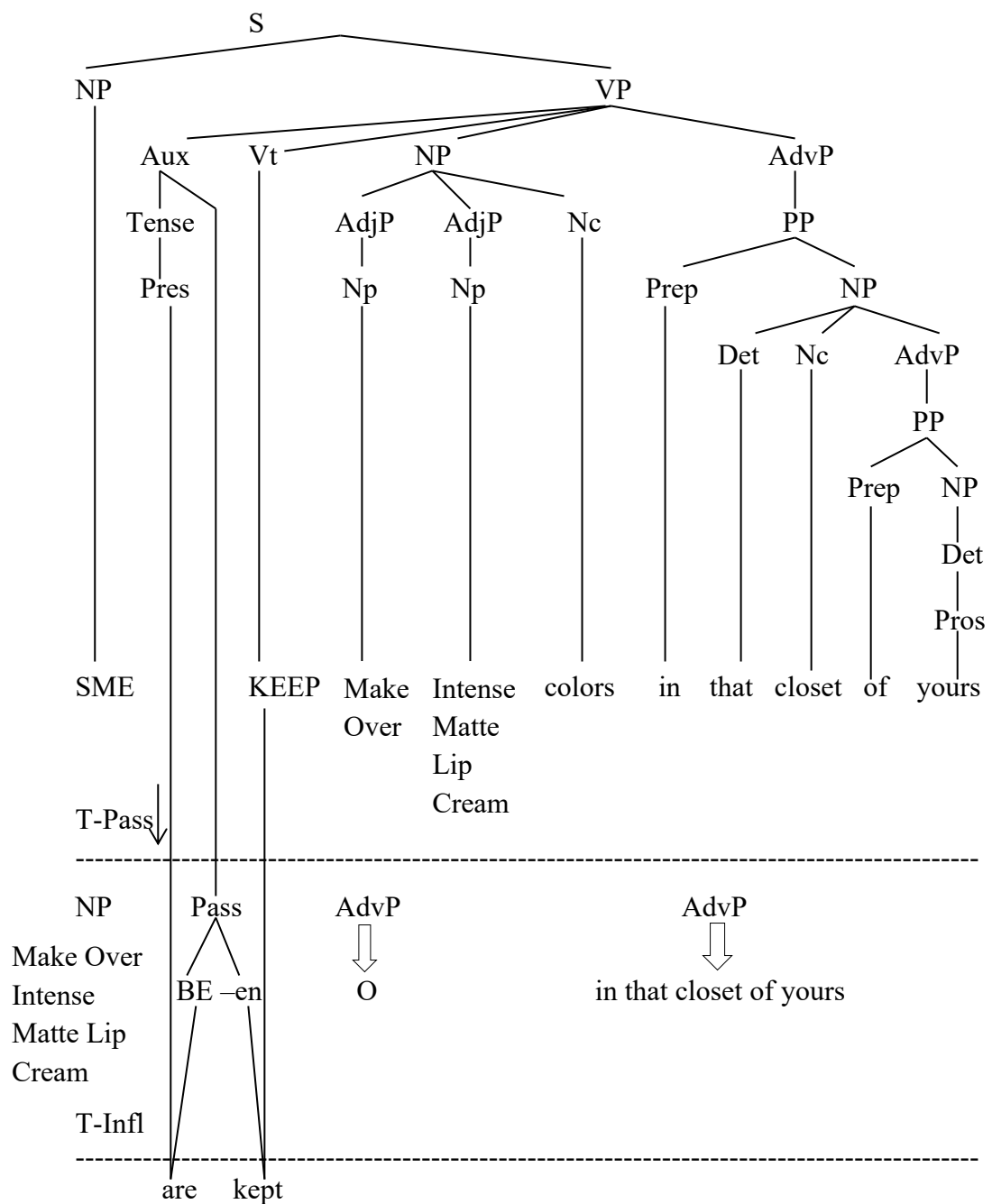
$S \longrightarrow VP$

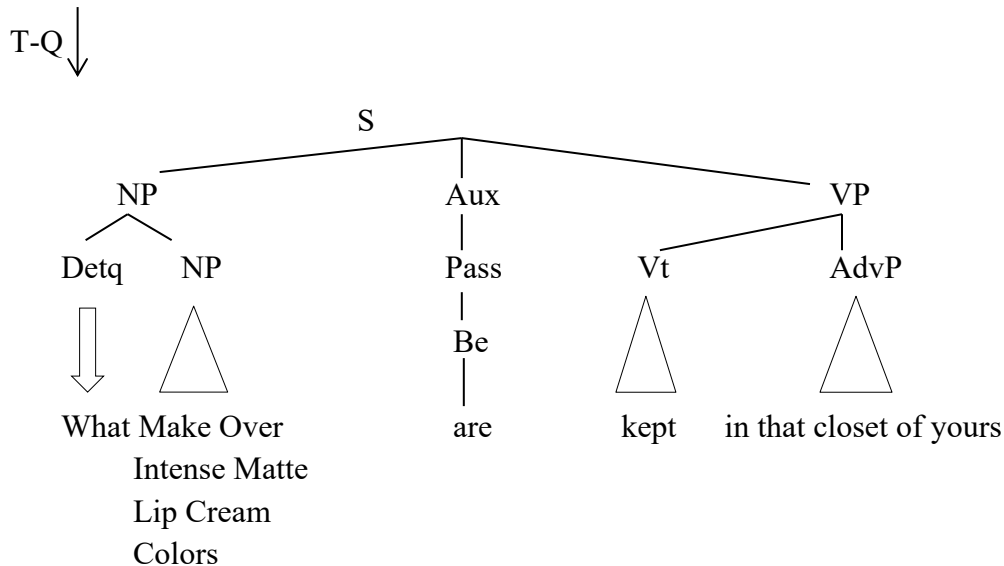
$VP = V + NP + AdvP$

C. Interrogative sentence

1. Weekend is coming near, would you go with this purple lips look like @nazlaalifa here?
2. What Make Over Intense Matte Lip Cream colors are kept in that closet of yours?

What
 Make Over Intense Matte Lip
 Cream colors are kept in that
 closet of yours?

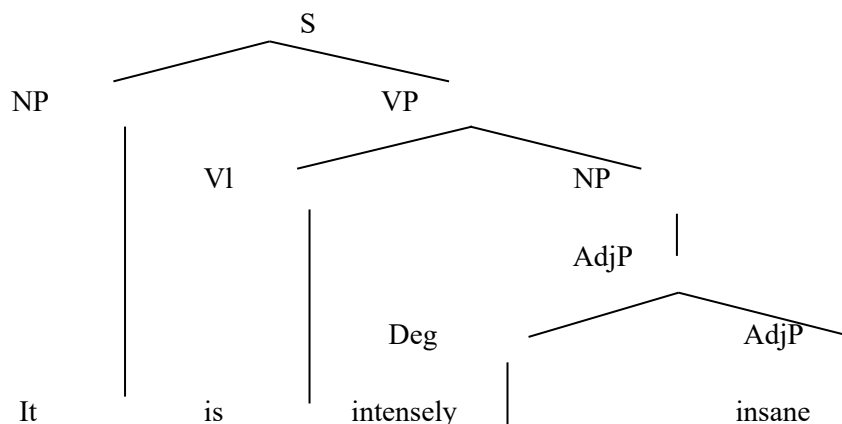




The sentence is an interrogative sentence which has a basic form “Someone keep Make Over Intense Matte Lip Cream colors in that closet of yours”. The interrogative sentence symbolized by mood “Q”. The sentence has three transformational grammar process that is passive transformation then followed by inflectional transformation and the last interrogative transformation abbreviated by T-Q with down mark . The phrase structure rules of the sentence :

1. Basic form

$S = NP + VP$ NP = AdjP + AdjP + Nc



It is a phrase is an exclamatory sentence because contain the expression of excitement feeling to show something. The phrase structure rules is $S = NP + VP$.

CONCLUSION

In basic structure of sentence pattern in Make Over Lipstick advertisement mostly consist of noun phrase plus verb phrase (NP + VP) as in general. However, some are using noun phrase plus noun phrase plus verb phrase (NP + NP + VP) and subject plus coordinating conjunction plus subject (S + Cjc + S). The sentence pattern in verb inflectional transformation grammar in generally are same, that is NP + VP, but the verb phrases have different modifier which are Aux = Tense (Past/Pres) + M (M + O) + V, Aux = Tense (Past/Pres) + Perf (HAVE + -en) + V, Aux = Tense (Past/Pres) + Prog (BE + -ing) + V. While in relative transformations is NP (ProR) + NP + VP, in imperative transformations is the sentence only consist of VP. The interrogative sentence consist of two types, the first is yes or no question that has phrase structure rules Aux + NP + VP and the second is interrogative determiners that has phrase structure rules NP + Aux + VP. The sentence pattern in passive transformation is NP + VP with modifier of verb phrase Aux = Tense (Past/Pres) + Pass (BE + -en) + V. Declarative and imperative are very recommended for people who want to make advertisement to describe everything about the product and to command people to try the product.

SUGGESTION

This research are still far from the perfectness, therefore, the thesis writer wishes for the future researcher who want doing research in the same field has to be carefull and be patient in analyzing the data to complete the research. The future researcher can uses another source of the data, it can be from another advertisement, lyric's song, and etc. And for people who want making Sari, F. 2000. An Analysis of Syntactic Structures in Advertisement with

advertisement especially lipstick advertisement should use declarative and imperative sentence to promote the product.

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