

A Syntactic Analysis On Advertisement Of *4Life* Transfer Factor Plus In Instagram Using Theory Of Tree Diagrams

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Abstract

The science of language known is linguistics. Syntax is branch of linguistics that studies the set of words, phrases, clauses in a sentence. The researcher focuses her research on sentence pattern in *4Life* Transfer Factor Plus advertisement found in Instagram. The objectives of this research are to analyze the processes of syntax analysis on the sentence patterns of *4Life* Transfer Factor Plus advertisement found in Instagram applied in Tree Diagram and to analyze the types of sentence patterns on *4Life* Transfer Factor Plus advertisement found in Instagram. The tree diagrams is used to describe words, phrases or clauses arranged in a sentence.

A. INTRODUCTION

Language is a set finite or infinite of sentences, each finite in length and constructed out of a finite set of elements (Chomsky 1957:13). Language is not only used for daily conversation but also used in education, research and science both spoken and written. Considering those functions of language, people study language both formal and informal. In countries where English is neither the first nor second language, it is taught or learned as the first foreign language for practical necessary uses of communication. 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 business maintain the language to describe the product so the target customer as if imagines, smells, tastes, sees the product then they are persuaded to buy the product. An advertisement needs effective and clear sentences to influence the customer.

In linguistics, study about the sentence of language is syntax. According to Yule (1996:4) defines syntax as the study of relationships between linguistic form, how they are arranged in sequence, and which sequences are well formed. Furthermore, Chomsky (1966:1) states that syntax is the study of the principles and process by which sentences are constructed in particular languages. In addition, Gleason (1961:128) states that syntax as the principles of arrangement of the construction formed by the process of derivation and inflection (word) into larger constructions of various kinds. And according to Radford (1997:1) also says that syntax is concerned with the ways in which words can be combined together to form phrases and sentences.

In syntax, there are two ways and types that can be used to analyze the sentence. The two types are Tree Diagrams and Chinese Boxes while the two ways are surface structure and deep

structure. Bornstein (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. Surface structure is actually produced structure referring to the sentence as it is pronounced or written. It focuses on the construction of a sentence as it is directly accessible. Deep structure is the abstract structure that allows the listener to know what the sentence means. Transformation is a process of generating the deep structure into the more complicated surface structure (Chomsky, 1965).

According to 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 phrase, clauses, sentences and even text. Tree diagram is two- dimensional diagram used in generative grammar as a convenient means of displaying the internal hierarchal structure of sentences as generated by a set of rules.

In this case, studying syntax is important since it studies how sentences are formed and arranged based on the grammatical rule. If we cannot arranged a good writing and make a good communication, It makes sure that the hearers and the readers will be confused and they cannot accept what our writing and communications mean. Sometimes a sentence has an ambiguous one and the meaning is not clear. A syntax diagram can help to understand these ambiguous sentences too.

This study focuses on analyzing the syntactic structure of sentence pattern in advertisement of 4Life Transfer Factor Plus found in Instagram. Now days, the writer creates many unique sentence in online media include Instagram to promote the product. According to Lapanska (2006) advertisement is a form of communication between the creator of advertisement and the costumer. Since, it is a form of communication, the concern about the language will be essential.

By reviewing some reasons, the thesis writer decides doing an analysis about “A Syntactical Analysis on Advertisement of 4Life Transfer Factor Plus in Instagram Using Theory of tree Diagrams”. 4Life Transfer Factor Plus is the most powerful and best seller 4Life product. It educates, enhance and balance the immune system with the exclusive Tri-Factor Formula. It’s clinically proven to help boost the immune cell’s activity faster than normal immune response, with no reported overdose or side effects. Transfer Factor Plus represents 4Life’s highest level and broad spectrum Immune System support, boosting immune system cell function. 4Life Transfer Factor Plus combines the Intelligence of Transfer Factor, the intuition of NanoFactor extract, and the added support of Cordyvant blend (combination of immune-supporting ingredients) to provide the ultimate immune support for your body. So that’s way the thesis writer uses 4Life Transfer Factor Plus as the object of this study, because The thesis writer wants to know what sentence patterns are used by 4Life to persuade buyers to buy their products.

The statement of the study : how are the processes of syntax analysis and what types of sentences are on the sentence patterns of *4Life* Transfer Factor Plus advertisement found in Instagram applied in tree diagram? And the objectives of the study : to investigate the processes of syntax analysis and types of sentences are on the sentence patterns of *4Life* Transfer Factor Plus advertisement found in Instagram applied in tree diagram. In relation with the topic of the thesis, there are 4 theories applied in this study. There are syntax, phrase structure rules, transformation grammar and tree diagram.

Syntax, according to Tallerman (2011), syntax means sentence construction: how words group together to make phrase and sentences. Furthermore, Tesniere (2015) syntax is study of interior form of sentences in terms of connection. To make sentence understandable needs an interior in order that a word with others can be connected each other. Phrase structure rules are a type of rewrite rule used to describe a given language's syntax and are closely associated with the early stages of transformational grammar, being first proposed by Noam Chomsky (1957). 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. Tree diagram, according to Radford (2004: 407), Tree diagram is a form of graph used to represent the syntactic structure of a phrase or sentence. Furthermore, Bornstein (1997:39), A tree diagram displays the hierarchical structure of the sentences which considered as the basic of the syntactic system of analysis in which the rules should be interpreted as the instruction to rewrite or expand on the left of arrows as the sequence on the right.

B.RESEREACH METHOD

The researchers conducts a qualitative research in which the research mainly deals with forms of words or pictures rather than the number. The source of data is the advertisement of Instagram. The researcher used 10 advertisements taken from the caption of *4life* Transfer Factor Plus in Instagram.

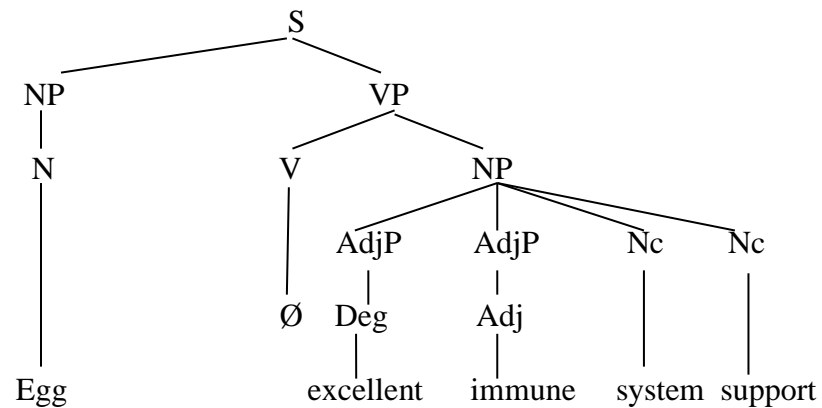
C ANALYSIS

In this study the writer takes 12 data from *4Life* Transfer Factor Plus in Instagram. before conducting data analyzing, the data presented in the table which are classified based on the analysis of declarative sentence, interrogative sentence, imperative sentence and exclamatory sentence as the data findings.

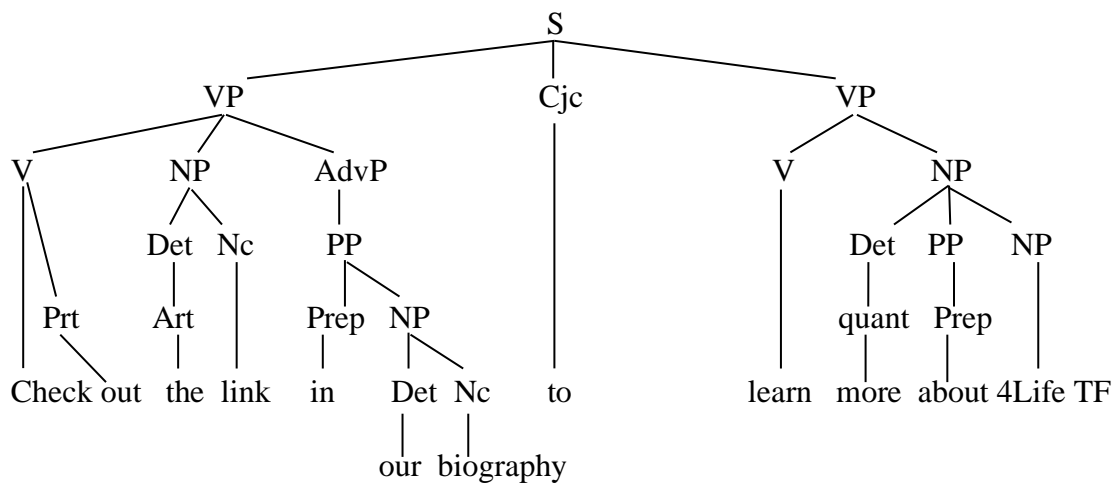
Datum	Sentence	Types of sentence
1	Egg – excellent immune system support!	Exclamatory sentence
2	4Life Transfer Factor Plus works with your immune system in a unique way	Declarative sentence
3	Today is National #GiveawayDay and we're celebrating Big this year	Declarative sentence
4	Nothing gives you an immune system boost like 4Life Transfer Factor Tri – Factor Formula	Exclamatory sentence
5	Get powerful immune system support, no matter where you go!	Imperative sentence
6	We are the immune system company!	Exclamatory sentence
7	What makes 4life Transfer Factor Plus special?	Interrogative sentence
8	Did you know Transfer Factor Plus features a proprietary blend of potent ingredients like zinc?	Interrogative sentence
9	We're leading the way in immune system science!	Exclamatory sentence
10	4Life Transfer Factor Plus contains ingredients made by the immune system for the immune system	Declarative sentence
11	Check out the link in our bio to learn more about 4Life Transfer Factor	Imperative sentence
12	Need to boost your immune system?	Interrogative sentence

The writer will give one analysis of tree diagram in each type of sentences :

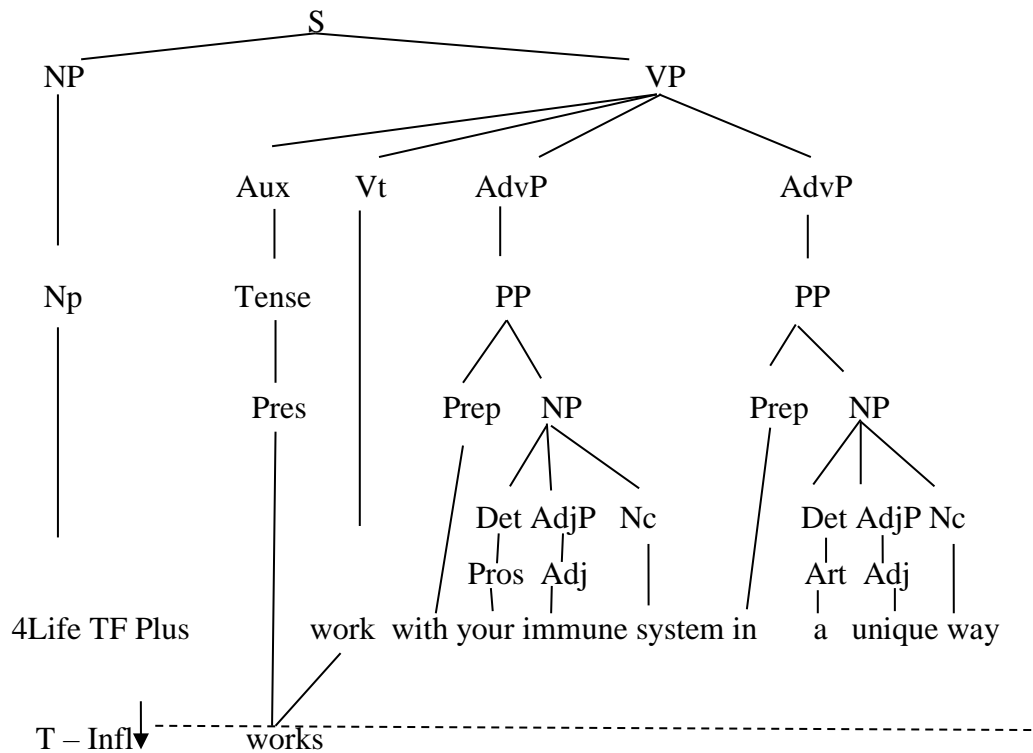
1. Exclamatory sentence : “Egg – excellent immune system support!”



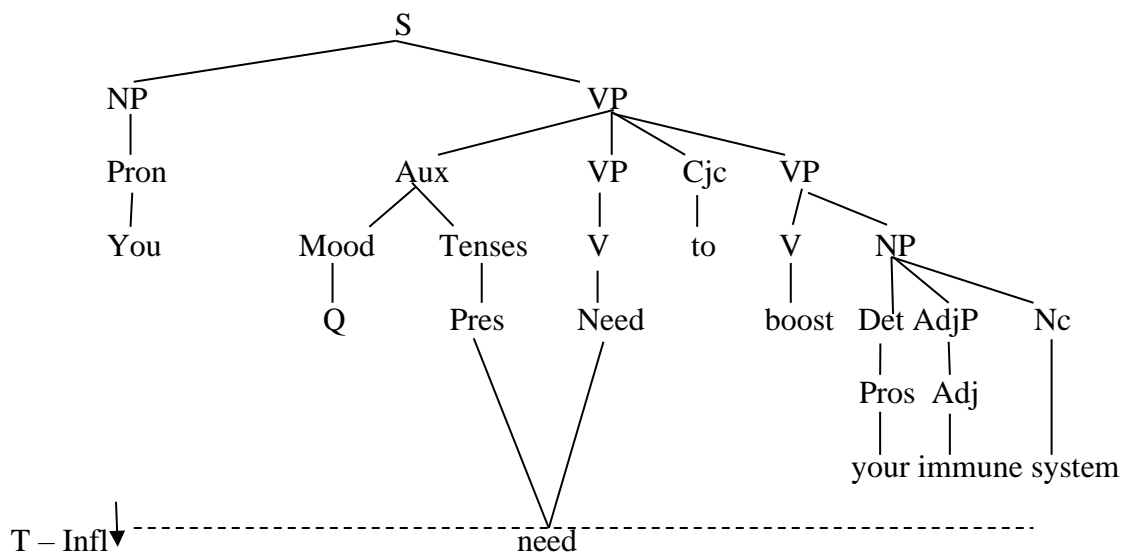
2. Imperative sentence : “Check out the link in our bio to learn more about 4Life Transfer Factor”

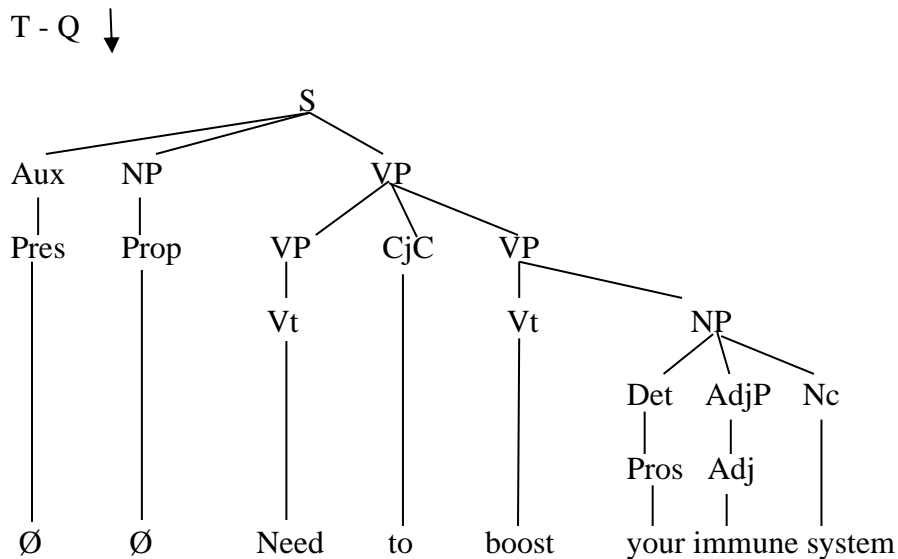


3. Declarative sentence : “4Life Transfer Factor Plus works with your immune system in a unique way”



4. Interrogative sentence : “Need to boost your immune system?”





D. CNCLUSION

From the discussion above, it can be concluded that the the thesis writer found seven verb inflectional transformations, one relative transformation, one imperative transformation, one passive transformation and two interrogative transformation. The phrase structure rules of imperative and interrogative sentence found in transformation because they are arranged through transformational grammar process. In 4Life Transfer Factor Plus advertisement found in Instagram found three declarative sentences, two imperative sentences, three interrogative sentences and four exclamatory sentences. In basic structure of sentence pattern in 4ife Transfer Factor Plus mostly consist of noun phrase (NP) and verb phrase (VP) as in general. However some are using noun phrase plus noun phrase plus verb phrase (NP + NP + VP), subject plus coordinating conjunction plus subject (S + Cjc + S) and verb phrase plus coordinating conjunction plus verb phrase (VP + Cjc + VP).

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