

The Analysis of Syntactical Category in Automotive Advertisement's English Slogans

Azzahra Ruwanda Attina Putri

English Literature Study Program, Faculty of Humanities, Universitas Islam Negeri Maulana
Malik Ibrahim Malang
18320030@student.uin-malang.ac.id

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Corresponding

Author:

Azzahra Ruwanda Attina
Putri

18320030@student.uin-malang.ac.id

ABSTRACT

This study examined the syntactic categories used in English slogans in automotive advertisements. Practically, this study examined the types of syntactic category and how it was used in English slogans in automotive advertisements. By employing a descriptive qualitative method in which the data were analyzed using Carnie's (2013) theory of syntactic category, the researcher took the data from the official website of several automotive brands. The researcher chose ten English slogans of automotive advertisements from America and Asia consisting of phrases and sentences which became the data of this study. The results of this study revealed that there were two kinds of phrases and sentences, including five noun phrases, one adjective phrase, three imperative sentences, and one interrogative sentence in the automotive commercials. To investigate the word function and position in English slogans, the data were described by using a tree diagram. Furthermore, it could be concluded that the mostly used phrases and sentences in English slogans in automotive advertisements were noun phrases and imperative sentences. Through the results of this study, it is suggested that the next researchers can use other objects of the study besides the automotive commercials from America and Asia. Further studies can also be conducted in English advertising slogans in other products, such as motorcycle, food, cloth, tourism, phone, beauty and other commercials.

Keywords: syntax, syntactic category, slogans

INTRODUCTION

Language has an essential role in interacting with others, allowing speakers to express their thoughts and feelings to their listeners in both spoken and written form. Language is not only used as an individual communication tool between speakers and listener but language can also be used as a communication tool between entrepreneurs and customers. Language can be found in the business world which has been beautifully

packaged as a form of creation and innovation. With the existence of competition in business, many companies use advertisement to introduce their products, one of which is in the form of slogans.

Advertisement slogans include categories of syntax in the form of words, phrases, and even sentences. A syntactic category is a group of words that can be exchanged without losing their grammatical meaning (Fromkin, 2000). Furthermore, according to Carnie (2013), the syntactic category, also known as part of speech or word class, indicates how words in a sentence work. The syntax is a sub-discipline of grammar. Syntax is discussed words with other words or other components as a unit of utterances (Chaer, 2006). Meanwhile, Carnie (2013) stated that syntax is a part of how language works that relate to the structure of sentences. Syntactic categories and syntactic structures take place in syntax. Syntactic categories include words, phrases, clauses, and sentences. The four basic types of syntactic structure are structure of modification, structure of complementation, structure of coordination, and structure of predication.

The slogan of a product can be found in advertising language. In political, commercial, religious, or other situations, a slogan is a memorable motto or phrase that is repeated to communicate an idea or intention (Merriam-Webster, 2019). Slogans have an important role in attracting customers. People are expected to understand the advertising product directly after reading a slogan. Furthermore, slogans are frequently made as unique as possible in an attempt to attract people to read and be interested in the product being offered.

Every advertisement has its own characteristics that attract customers to purchase the product being advertised. Regardless how a company introduces a product, the purpose of providing information to the public is the same. Each company has a slogan, to establish their product apart from the other products. People who read the slogan advertisement will want to buy the products that are being offered. Indeed, the unique use of words in advertising slogans has a significant influence on attracting customers. In so doing, the researcher reached the conclusion that the slogan is an authentic language that is easy to understand and remember, and can be found in students' daily lives.

Based on the explanation above, the researcher is interested in analyzing the syntactic categories in the slogans of automobile commercials because the researcher has noticed that these automotive advertisements frequently use English in their slogans. Automotive companies can use slogans to communicate and distribute information to the public about their products and services, as well as to communicate with customers. Slogans in automotive products offer product information to customers in a unique and attractive way, allowing them to build an impression of the products on offer and eventually determine whether or not to buy them.

There are several previous studies that used syntax to analyze the slogans, for example Huadhom and Trakulkasemsuk (2017) and Kovryga (2020) who focused on analyzing tourism slogans. Huadhom and Trakulkasemsuk (2017) conducted a syntactic analysis on online tourism slogans; meanwhile, Kovryga (2020) who identified the prevailing syntactic means used in British and Belarusian tourism slogans and making a comparative analysis on them. The first study's results showed that the most dominant slogans used in tourism were simple declarative sentences; while the latter's results

revealed that the most dominant used in British and Belarusian tourism slogans were exclamatory sentences. Besides that, the study of syntactic analysis in slogans was also conducted in English goods advertisements (Komariah et al., 2013). This study focused on identifying the constituents and the function of the noun phrase used in English goods advertisements slogans along Jalan Slamet Riyadi Surakarta. This study used the descriptive qualitative method and X-bar theory proposed by Rafford (1988) to present phrase structure rules and phrase makers. The study of syntactic slogans was also done in the advertisement in English magazines (Motaqed & Annapurna, 2016; Karsita & Apriana, 2012). Motaqed and Annapurna (2016) conducted syntactic devices in English magazines; meanwhile, Karsita and Apriana (2012) conducted syntactic patterns in advertisement slogans in magazines. Motaqed and Annapurna (2016) showed that the most dominant syntactic pattern used in English magazines were simple declarative sentences. Conversely, Karsita and Apriana (2012) showed that the most dominant syntactic pattern used in advertisement slogans in magazines was verb phrases.

In addition, the study of syntactic complexity on slogans were conducted by Miller and Toman (2015). The study focused on comparing syntactically simple slogans, and moderately complex slogans, stimulating deeper processing and improving brand recall and interpretation. Most service slogans were simple and most types of transformations were found except for the imperative form. Besides that, the study of syntactic analysis in slogans was also conducted at commercial products by Suyitno (2012) and Wahyuni (2011). Suyitno (2012) focused on analyzing phrases and sentences in English slogan in cars and computers product. On the other hand, Wahyuni (2011) focused on describing the syntactic categories, types of syntactic structure, and classification of the speech act of the slogans. The results of these studies were not much different from one another. Suyitno (2012) showed that the most dominant phrases and sentences used in cars and computers products were noun phrases and imperative sentences; while Wahyuni (2011) showed that 4 basic types of syntactic structure and 2 kinds of syntactic categories were used in the commercial products. Emodi (2022) and Korobkina (2021) also did the studies of syntactic feature on slogans. Emodi (2022) presented an analytical study of the language features of English advertisements at a syntactical level; while, Korobkina (2021) analyzed the peculiarities of the syntactic features and structure on advertising text. The results of these studies were different from each other. The first study showed constraining short and long sentences, peculiar sentence structure, deviation, imperative and interrogatory sentence. Conversely, Korobkina (2021) revealed that syntactic construction contained two types, which were having emotional and expressive connotations and acquiring stylistic functions.

The differences between this study and the previous ones would be explained as follows. Firstly, the researcher chose the English slogans in automotive advertisements as the objects of the study, because they were well-known and had the best sales in the automobile market, especially in Sport Utility Vehicle (SUV) from America and Asia based on the article which were uploaded by Muhammad (2021). Secondly, this study only focused on mentioning the types of syntactic categories and describing how they were used in English slogans in an automotive advertisement based on the theory from Carnie (2013). Thirdly, the researcher used tree diagrams to analyze the syntactic categories of

English slogans in automotive advertisements because they were related to the terms of linguistics and to get a better understanding on the nature of advertising language. The above-mentioned criteria have become the gaps in this study, so this study is worth-doing.

The researcher used various websites as the study's objects, which showed English slogans in automotive advertisements as the data of this study. Carnie's (2013) theory would help in understanding and answering the research questions about syntactic categories and how they were used in English slogans in automotive advertisements. The researcher chose the theory because Carnie proposed the categorization of syntactic categories, as well as the analysis word function in the sentence.

Syntax

Syntax is one of the branches of linguistics that studies the rules of words to form phrases or sentences. According to O'Grady, Dobrovolsky and Katamba (1996) the system of rules and categories that support sentence creation in human language is known as syntax (p. 732). This is in line with Miller (2002), who argues that "the way words are combined to form phrases, phrases are combined to form clauses or larger phrases, and clauses are combined to form sentences is called syntax" (p. 56).

The syntax is the study of how words are placed together to produce phrases and sentences, and it answers questions like, what the structure of a statement is like what is the president doing and what the nature of the grammatical procedures that combine its constituent words to generate the overall sentence structure is (Rafford, 2004). This argument is in line with Burton-Roberts (2011) who contends that syntax is the term used to describe the study of the shape, placement, and grouping of the elements that make up sentences. In addition, according to Tallerman (2011), the term syntax refers to the way words are put together to form phrases and sentences. Based on the above arguments, it can be concluded that syntax is a study of how to combine words in the formation of sentences. In addition, syntax is also interpreted as a sentencing system that has a structure in the language and also a collection of words that are simultaneously collected to form phrases, clauses, and sentences.

Carnie (2013) asserts that understanding how we can communicate and connect as a human requires a solid understanding of syntax. Syntax is the level of language organization that connects sounds and meaning by grouping words into phrases and sentences. A syntactic category is known as part of speech or word class. Nouns, verbs, adjectives, adverbs, and prepositions are the most popular parts of speech. The parts of speech indicate how a word will be used in a sentence. In this research, the researcher analyzes syntactic categories of English slogans in automotive advertisements using Carnie's theory (2013).

A syntactic category is an approach that complements a syntactic structure that is not related to grammatical rules but relates to the syntactic category itself. Fromkin (1990) maintains that "a syntactic category is a collection of words that can be grammatically substituted for one another" (p. 125). Meanwhile, according to Carnie (2013), part of speech or word class refers to the syntactic category (p. 44). "There are some syntactic categories; phrase and sentence (adjective phrase, noun phrase, verb phrase, prepositional phrase, and adverb phrase), and parts of speech, namely nouns,

verbs, adjectives, adverbs, prepositions, determiners, and auxiliary verbs" (Fromkin, 2000, p. 127). In addition, according to Carnie (2013, p. 44), "the most popular parts of speech are nouns, verbs, adjectives, adverbs, and prepositions". Nevertheless, regarding the limitation of this study, the researcher only focused on phrases and sentences of English slogans in an automotive advertisement.

Phrase

Parera (2000) argues that "phrase is a construction made up of two or more words, whether in the form of a basic sentence pattern or not" (p. 32). In addition, Chaer (2009) argues that phrase is a grammar unit in the form of a non-predicate word unit or usually called a word unit which fills one of the syntax functions in a sentence.

The categories of phrases are listed as follows:

Noun Phrase (NP)

According to Richards (2000), a noun phrase is a collection of words with nouns or pronouns as the main part (the head) of the phrase. Noun phrases can consist of only one word or they may be long and complex. This opinion is in line with Fromkin (2000), who argues that "a noun or proper noun is frequently found in noun phrases" (p. 127). Besides that, according to Miller (2002, p. 11), "a noun phrase is the sequence of head and modifiers in several other languages that follows a stricter pattern, with all modifiers either preceding or trying to follow the head".

Noun phrases (NP) can consist of single nouns or pronouns such as Jessica or people. A phrase consists of a noun as the headword preceded by a determiner.

Example: *the girl, a book, his glass*.

However, other words can modify the headword in a noun phrase. The name of a person, place, quality, or thing is defined as a noun. There are various patterns of noun phrases based on rules of phrase structure:

Table 1. Various patterns of noun phrases

1. NP → N	NP consists of N	<i>Girl</i>
2. NP → det N	NP consists of det + N	<i>The girl</i>
3. NP → det N PP	NP consists of det + N + Prepositional Phrase	<i>The girl in the house</i>
4. NP → det A N	NP consists of det + adjective + N	<i>The beautiful girl</i>
5. NP → (det) (A) N (PP)	NP consists of det + adjective + N + Prepositional Phrase	<i>The beautiful girl in the house</i>
6. NP → A N	NP consists of adjective + N	<i>Beautiful girl</i>

Verb Phrase (VP)

According to Richard (2000), a verb phrase is a part of a sentence that includes the primary verb as well as an object(s), complement(s), and adverbial(s). Verb phrases always consist of a verb and may also include noun phrases or prepositional phrases. Auxiliaries are also used to generate verb phrases with verbs. In addition, Carnie (2013) asserted that "a verb phrase consists of a single verb and headed by the verb" (p. 80). There are various patterns of verb phrases based on rules of phrase structure:

Table 2. Various patterns of verb phrases

1.	VP → V	VP consists of V	<i>She drinks</i>
2.	VP → V NP	VP consists of V + NP	<i>She drinks a glass of water</i>
3.	VP → V NP PP	VP consist of V + NP + PP	<i>She drinks a glass of water in the kitchen</i>
4.	VP → V (Adv)	VP consists of V + Adverb	<i>She ran quickly</i>

Prepositional Phrase (PP)

According to Richard (2000), the phrase formed by a preposition and its complement is known as a prepositional phrase. In addition, Carnie (2013) maintains that “prepositional phrase consists of prepositions as the head” (p. 79). A prepositional phrase has one pattern based on the rules of phrase structure, which is explained below.

Table 3. Pattern of prepositional phrase

1. PP → Prep (NP)	PP consists of Prep + NP	<i>In the school</i>
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Example: *In the school*.

A noun or pronoun is the complement of a preposition. *In* is the preposition and *the school* is the noun phrase which consists of determiner *the* and noun is in the name of the place *school*.

Adjective Phrase (Adj P)

“An adjective phrase is a phrase with an adjective as a head” (Miller, 2000, p. 19). An adjective phrase is a phrase that replaces an adjective with a group of words. The adjective phrase consists of a single adjective like *beautiful* in *the girl is beautiful*.

Table 4. Various patterns of prepositional phrase

1. Adj P → (Adv P)	Adj P consists of Adv P	<i>She drives slowly</i>
2. Adj P → A (adv)	Adj P consists of Adj + Adv	<i>You are too kind</i>

Sentence

Syntax is the study of a sentence or sentence structure. A sentence is a group of words that expresses a statement, a question, or an order, and typically includes a subject and a verb. Frank (1972) contends that sentence is a complete prediction that includes a subject and a predicate with a finite verb. The types of sentences are further explained below.

Declarative sentences (statements)

In a declarative statement, the subject and the predicate are in the same word order. The sentence finishes with a period (also known as a full stop in British English) in writing and a drop in speaking.

Example: *The girl drank her coffee.*

Interrogative sentences (questions)

In interrogative sentences, the subject and the auxiliary are typically reversed. In writing, the phrase finishes with a question mark (or interrogation point).

Example: *Did the girl drink the coffee?*

Imperative sentences (requests, commands)

In an imperative statement, only the predicate is expressed. The fundamental form of the verb is utilized regardless of person or tense. In writing, the imperative sentence comes to an end with a full stop.

Example: *Drink your coffee.*

Exclamatory sentences (exclamations)

The subject and the balance of the predicate come after the exclamatory phrase. An exclamation mark is used at the end of an exclamatory sentence in writing (or exclamation point). A full stop can be used to lessen the impact of an exclamation.

Example: *What a beautiful view that was!*

Part of Speech

Part of speech is the term that refers to the various types of words that are used to make sentences, such as nouns, pronouns, verbs, adjectives, adverbs, prepositions, conjunctions, and interjections (Richards, 1985). Meanwhile, Carnie (2013) argues that “parts of speech indicate how a word will be used in a sentence and the most popular parts of speech are nouns, verbs, adjectives, adverbs, and prepositions” (p. 44-48), which are explained further below. Examples of the parts of speech are shown in the underlined words in the brackets.

Nouns

A noun is a word used to name a person or thing. Nouns can occur after determiners *the, those, and these* (e. g. *the girl*), and can occur after adjectives (e. g. *the beautiful girl*). A noun can follow prepositions (e. g. *in the hospital*). In addition, all of the conditions can occur together (e. g. *in the big hospital*). Besides that, a noun can also occur as the subject in a sentence (e. g. *The beautiful girl was helpless*), or as the direct object (e. g. *I see the beautiful girl*). Other examples of nouns are cat, hospital, motorcycle, etc.

Verbs

A verb is a word used to express something about a person or thing. Auxiliaries and modals can be followed by verbs, such as *have, having, had, will, would, can, could, was, were, be, being, am, is, are, shall, should, may, and must* (e. g. *The bread was eaten*). A verb can also follow subjects and adverbs such as *often* and *frequently* (e. g. *She often eats bread for breakfast*). Other examples of verbs are read, drink, sleep, and so on.

Adjectives

An adjective is a word that changes a noun or pronoun, usually by explaining it or making it more specific. Adjectives can occur between determiners such as *the, these,*

those, a, etc., and nouns (e. g. *The beautiful girl*). In addition, they can follow the auxiliary *am, are, is, was, were, be, been, being* (e. g. *I am beautiful*). Besides, adjectives also can also be modified by the adverb *very* (e. g. *very beautiful*). Other examples of adjectives are beautiful, handsome, smart, etc.

Adverbs

An adverb is a term that is used to specify any word class, except for nouns and pronouns. An adverb cannot occur between a determiner and a noun or after the verb *is* (most American English does not allow any adverbs after *is*). They can occur almost anywhere else in a sentence, though they are most commonly seen at the beginning or at the end of a clause or sentence (e. g. *She ran quickly*). Other examples of adverbs are quickly, slowly, beautifully, and so on.

Prepositions

A preposition is a word that is placed before a noun (noun phrase) to show the relationship of the person or thing represented by the noun with something else (e. g. *I go to school*). Other examples of prepositions are to, from, over, etc.

RESEARCH METHOD

In this study, the researcher used a descriptive qualitative approach. The researcher used the descriptive qualitative method for describing the data about the types of syntactic categories and how it was used in English slogans of automotive advertisements. In this study, the researcher used Carnie's (2013) theory of syntactic categories. Using tree diagrams, this study examined syntactic categories and the use of syntactic category in English automotive advertisement slogans. By using a tree diagram, it helped the researcher to obtain more understanding of the syntactic category used in English slogans in automotive advertisement.

The data source of this study was the English slogans of automotive advertisements on websites where the data were in the form of phrases and sentences containing syntactic categories. The researcher only focused on Sport Utility Vehicle (SUV) automotive advertisements from America and Asia. In addition, the researcher only took 10 English slogans; including *Cadillac, Ford, Chevrolet, Dodge*, and *Buick* from America, and also *Mitsubishi, Nissan, Toyota, Hyundai*, and *Honda* from Asia.

The data were collected in several steps by the researcher. First, the researcher discovered English slogans in automotive advertisements, particularly in advertisements for Sport Utility Vehicle (SUV) cars from America and Asia. Then, the researcher observed the English slogans of automotive advertisements which had been previously collected. While observing, the researcher concentrated on syntactic categories employed in English slogans, such as phrase, sentence, or noun phrase, verb phrase, adjective phrase, and prepositional phrase.

After collecting the data, the researcher analyzed the data in several ways. Firstly, the researcher identified the types of syntactic categories in the English slogans of the automotive advertisements. Secondly, the researcher used tree diagrams to examine and describe syntactic categories and the use of syntactic category in English slogans for

automobile advertisements. To identify the answers for the research questions, the last step was to summarize the findings of the analysis. For practical reason these data presented in this journal are those which are considered representative from each syntactic category.

FINDINGS & DISCUSSION

The sub-chapter covers the findings based on the research questions. The phrases and sentences of English slogans on automotive advertisements would be described by using a tree diagram. In addition, the researcher provides a detailed description of the word function and position of the syntactic category. As a result, the result of the analysis is simple to comprehend. The data of the analysis are presented as follows;

The researcher focused on the syntactic category in phrases and sentences of English slogans in automotive advertisements. The English slogan texts were the data source that were used by the researcher in analyzing the syntactic category. Before presenting the results of the data analysis, the researcher sums up the following data, as shown below.

Table 5. American SUV

No	Linguistic form	Brand	Data	Syntactic Category
1	Phrase	Cadillac	Standard of the world	Noun Phrase
		Dodge	Domestic, not domesticated	Adjective Phrase
		Buick	The spirit of American style	Noun Phrase
2	Sentence	Ford	Have you driven a Ford, lately?	Interrogative sentence
		Chevrolet	Find new roads	Imperative sentence

From the table above, American SUVs used phrases and sentences in the automotive slogans. The most commonly used syntactic category in English slogans in automotive advertisements from America were noun phrases. It could be seen in *Cadillac's* slogan because it had a head noun of "standard". *Dodge's* slogan was an adjective phrase, because the head was "domestic". *Buick's* slogan was a noun phrase, because it had a determiner "the" and was followed by the noun "spirit". *Ford's* slogan was an interrogative sentence, because the sentence contained a question mark. *Chevrolet's* slogan was an imperative sentence, because it contained the verb at the beginning.

Table 6. Asian SUV

No	Linguistic form	Brand	Data	Syntactic Category
1	Phrase	Toyota	Mobility for all	Noun phrase
		Hyundai	New thinking, new possibilities	Noun phrase
		Honda	The power of dreams	Noun phrase
2	Sentence	Mitsubishi	Drive your ambition	Imperative sentence
		Nissan	Life is a journey: enjoy the ride	Imperative sentence

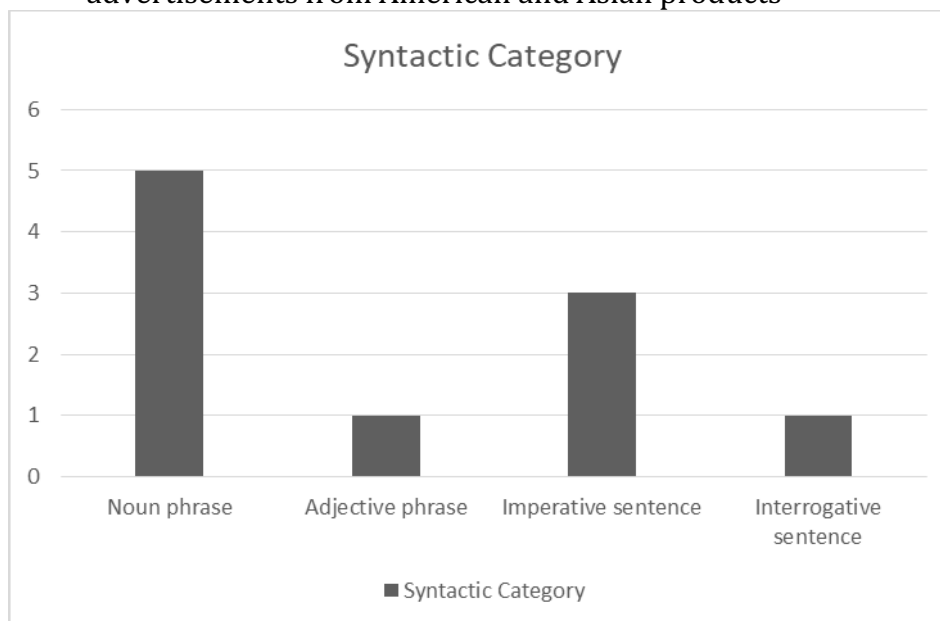
From the table above, Asian SUVs used phrases and sentences in automotive slogans. Meanwhile, Asian SUV slogans only used noun phrases and imperative sentences. It could be seen in *Toyota's* slogan, which was a noun phrase, because it had "mobility" as a head noun. *Hyundai's* slogan contained two noun phrases, because the head was "new" which modified the word "thinking" and the word "new" modified "possibilities". *Honda's* slogan was a noun phrase, because it had a determiner "the" followed by the noun "power". *Mitsubishi's* slogan was an imperative sentence, because the sentence contained a verb at the beginning. *Nissan's* slogan contained two sentences, namely a declarative sentence, and an imperative sentence. It contained the verb "life" as the subject" and the verb "enjoy" to show an imperative sentence.

From the data above, it could be seen that English slogans of automotive advertisements consisted of phrases and sentences based on Carnie's (2013) theory. The researcher found three kinds of sentences, including declarative, interrogative, and imperative sentences. Furthermore, it also consisted of two kinds of phrases, including noun and adjective phrases. Those sentences and phrases had been analyzed by syntactic category analysis using tree diagram theory.

To sum up, the researcher found ten English slogans in automotive advertisements. From those slogans, the researcher found three kinds of sentences (declarative, interrogative, and imperative sentences) and two kinds of phrases (noun and adjective phrases) based on Carnie's (2013) theory in which imperative sentence and noun phrase frequently appeared in English slogans of automotive advertisement.

In this section, the discussion presents the results of the analyzed data which are done by investigating the syntactic category analysis of English slogans in automotive advertisements. Furthermore, this research highlights the types of syntactic categories and the use of syntactic categories in English slogans of automotive advertisements in several American and Asian brands. The description of word function and position is described by using tree diagram analysis. Based on the concerned of this study, the researcher found ten English slogans in automotive advertisements from American and Asian SUV car brands, which had syntactic categories in their slogans. In order to clarify and answer the research questions, the discussion needs to take place after the findings are presented, and explained the comparison in case of findings between this study and relevant previous studies.

Figure 1. Syntactic category found in the English slogans in automotive advertisements from American and Asian products



The first syntactic category found in the English slogans in automotive advertisements from American and Asian products was phrases in the form of noun and adjective phrases. Nouns were frequently used following determiners such as *the*, *those*, *these*, etc., and they could also be used after adjectives. Nouns could also follow a preposition, appear as the subject of the sentence or as a direct object, and be negated by *no*. All of these conditions could happen together. A noun phrase can consist of a noun headword preceded by the determiner (Carnie, 2013).

The second syntactic category found in the English slogans in automotive advertisements from American and Asian products were sentences in the form of declarative, imperative, and interrogative sentences. In declarative sentence, the subject and predicate were in the same word order. Only the verb could express an imperative sentence. The imperative sentence came to a close with a full stop in writing. The purpose of the imperative sentence was to give a command to the reader. Meanwhile, in interrogative sentence, the subject and auxiliary were frequently reversed. In writing, the phrase was finished with a question mark (or interrogation point).

In addition, adjectives could appear between determiners such as *the*, *a*, *these*, etc., and nouns. They could also be followed by the auxiliary *am/ is/ are/ was/ were/ be/ been/ being*; however, this distribution was overlapping with verbs. The adverb *very* frequently modified adjectives, and this distribution overlapped with adverbs (Carnie, 2013). By applying Carnie's (2013) theory, the researcher found five noun phrases and one adjective phrase in English slogans in automotive advertisements.

The finding of this study was in line with the findings of Suyitno's (2012). The researcher examined phrases and sentences in English slogans in cars and computers products. Meanwhile, Suyitno (2012) only found two kinds of syntactic category by using



different theories, namely noun phrases and imperative sentences. The findings of this study were supported by Wahyuni's (2011) study in which the English slogans in food, drinks, automotive, computer, phone, and appliances products had two kinds of syntactic categories, which were noun phrases and imperative sentences. However, these kinds of syntactic categories might occur in English slogans in automotive advertisements.

In other findings, Komariah et al. (2013) explained that noun phrases could be used in English goods advertisements slogans. By using the X-bar theory proposed by Rafford (1988), the most commonly used form in English goods advertisements slogans were noun phrases, with the rules covering noun often appeared after determiners, and nouns could also take prepositional phrases as modifiers. Therefore, the rules of noun phrases in English slogans in automotive advertisements were similar to the rules of noun phrases in English goods advertisement slogans.

On the contrary, in the research which was done by Motaqed and Annapurna (2016), there were different findings in analyzing syntactical categories in English magazines slogans. The findings showed that declarative sentences were the most common sentence employed in slogans. Besides, another analysis of syntactical categories in English magazines slogans was conducted by Karsita and Apriana (2012). The findings revealed that there were five different types of phrases utilized in advertising slogans, they were; verb phrase, noun phrase, prepositional phrase, adverb phrase, and adjective phrase. In addition, the most dominant used advertisement slogans in magazines were verb phrases. In this case, the syntactic category found in English magazines slogans was different from English slogans in automotive advertisements.

In this case, it was different from the previous study conducted by Huadhom and Trakulkasemsuk (2017). This study investigated the syntactical analysis of online tourism slogans which focused on frequency, forms, and functions. The findings revealed that noun phrases, followed by simple declarative sentences, were the most often utilized in tourism slogans in terms of occurrences. The findings were supported by Kovryga (2020) who focused on determining the most common syntactic techniques employed in British and Belarusian tourism slogans and comparing one another. The results revealed that the most common language techniques of the syntactic level that were the characteristic of Belarusian and British tourism slogans were the use of dialogue (question-answer) constructions, the use of interrogative sentences, the use of exclamatory sentences, the use of nominative sentences, and the use of homogeneous parts of the sentences. In this case, only two types of the syntactic category were the same as English slogans in automotive advertisements found in tourism slogans, namely noun phrase, and interrogative sentence.

In other findings, Emodi (2022) presented an analytical study of the language features of English advertisements at a syntactical level. The findings of this study revealed that short sentences, simple sentences, the contrast of long and short sentences, unusual sentence patterns, deviations, and the usage of imperative and interrogative sentences were all underlined syntactically. On the other hand, these findings were in contrast with Miller and Toman's (2015) study. This research was looking at the syntactical complexity of modern service company brand slogans employed by Fortune 500 corporations in 2011. The findings revealed that despite the potential benefits of fairly complicated slogans, the majority of service slogans were simple and contained no

syntactical modifications. There were few examples of transformation forms, except for the imperative form.

However, in English slogans in automotive advertisements, the researcher found the type of syntactical categories in the noun phrases, adjective phrases, interrogative sentences, and imperative sentences. The noun phrase often occurred because nouns frequently used following determiners such as the, those, and these, and they could also be used after adjectives. Nouns could also follow a preposition, appear as the subject of the sentence or as a direct object, and be negated by no. All of these conditions could happen together at the same time. A noun phrase could consist of the noun headword preceded by the determiner.

In addition, adjectives could appear between determiners such as the, a, these, etc., and nouns. They could also be followed by the auxiliary am/ is/ are/ was/ were/ be/ been/ being; however, this distribution was overlapping with verbs. The adverb very frequently modified adjectives, and this distribution overlapped with adverbs. More than that, in the imperative sentence, only the verb could express it. The imperative sentence came to a close with a full stop in writing. The purpose of the imperative sentence was to give a command to the reader. In addition, in the interrogative sentence, the subject and auxiliary were frequently reserved. In writing, the phrase was finished with a question mark (or interrogation point). This is in-line with Carnie's (2013) theory who argued that the most possible kinds of syntactic category used in automotive advertising are phrases and sentences because every automotive slogan contains a syntactic category such as a noun phrase, adjective phrase, imperative sentence, and interrogative sentence.

Relating to several previous studies such as Suyitno (2012), Wahyuni (2011), and Emodi (2022), this present study was considered to have similar findings because in English slogans of automotive advertisements, there were two kinds of syntactic categories, including phrases and sentences in the form of noun phrase, adjective phrase, imperative sentence, and interrogative sentence. On the other hand, related to several previous studies conducted by Motaqed and Annapurna (2016), Karsita and Apriana (2012), Huadhom and Trakulkasemsuk (2017), Kovryga (2020), and Miller and Toman (2015), this present study was considered to have different findings because in English slogans in automotive advertisements, noun phrases and imperative sentences were most commonly used rather than verb phrase, declarative sentence, and exclamatory sentence.

Furthermore, among the types of syntactic categories proposed by Carnie (2013), the noun phrases and imperative sentences were the most common used in English slogans in automotive advertisements. The findings of this study were in accordance with Carnie's theory. Carnie (2013) argues that nouns can also take prepositional phrases as a modifier, nouns can appear after adjectives, and nouns often appear after determiners. Meanwhile, only the verb can express in an imperative sentence. In writing, the imperative sentence comes to an end with a full stop. The imperative sentence aims to give a command to the reader.

Finally, the tree diagram analysis done by the researcher helped the reader to understand the syntactical categories in English slogans in automotive advertisements. As Carnie (2013, p. 72) stated that "all the types of syntactic categories can be described in the tree diagrams". The statement followed the findings of the researcher's, where the

syntactical categories in the English slogans were in the form of noun phrases, adjective phrases, imperative sentences, and interrogative sentences. The researcher formulated the tree diagram based on the syntactic category found in the English slogans in automotive advertisements in order to describe the word function and position in the English slogans that triggered the syntactic category. The researcher used a tree diagram to analyze the syntactical categories of English slogans in automotive advertisements because it was related to the terms of linguistics and to get a better understanding of the nature of advertising language. Therefore, the reader could illustrate the patterns of English slogans more clearly and effectively.

To sum up, the findings that had been analyzed by relevant theories and compared to several previous studies contributed to the novelty on the topic of the syntactic category that was examined in English slogans in automotive advertisements. This was proven by the findings of this study, in which the syntactic analysis of the syntactic category was found in English slogans in automotive advertisements. In addition, the noun phrases and imperative sentences were commonly used in English slogans in automotive advertisements. From this study, two kinds of phrases (five noun phrases, and one adjective phrase), and two kinds of sentences (three imperative sentences, and one interrogative sentence) were found.

CONCLUSION & SUGGESTION

This study examined syntactical categories in English slogans in automotive advertisements, which covers the types of syntactic categories and the word function and position analyzed by using tree diagrams based on the theory proposed by Carnie (2013). In this study, the researcher found two kinds of phrases and sentences, namely noun and adjective phrases, as well as imperative and interrogative sentences. Noun phrases and imperative sentences were the most commonly used in English slogans in automotive advertisements because the companies preferred to describe their products with simple form but easy to read, easy to spell, and easy to remember. It was assumed to make the readers clearly understand the companies' intentions.

Furthermore, in describing the word function and position using a tree diagram, the researcher described the slogans that had been categorized based on the syntactic category, then provided a description of the word function and position in the slogan, in accordance with Carnie's (2013) theory. Therefore, the constituents of the phrases and sentences in the English slogans in automotive advertisements could be clearly seen. In American SUV cars, the researcher found two types of noun phrases, one type of adjective phrase, one type of interrogative sentence, and one type of imperative sentence. Meanwhile, in Asian SUV cars the researcher found three types of noun phrases, and two types of imperative sentences. It could be seen that English slogans of automotive advertisements contained phrases and sentences based on Carnie's (2013) theory.

In the scope of linguistic studies, this study only examined the syntactic category in English slogans in automotive advertisements. The researcher of this study only investigated ten English slogans of automotive advertisements. Meanwhile, the other studies conducted by other researchers focused on syntactical structure, syntactical level,

syntactical devices, and different objects such as tourism slogans, food slogans, computer slogans, and so on.

After analyzing the syntactic category in English slogans in automotive advertisements, the researcher would like to give several recommendations for English learners and further researchers. For English learners, since slogans use unique and attractive language, it can help to illustrate the patterns of English slogans in automotive advertisements more effectively and clearly. The researcher of this study concludes that slogan is an authentic language that is simple to comprehend and remember and that it can be found in the daily lives of English learners. Thus, syntax is related to linguistics terms and the reader can get better understanding of the nature of advertising language.

For further researchers who want to conduct research in the same field of syntax, especially in the syntactic category, other theories can be used to analyze the similar data. In addition, other subjects can also be examined, such as slogans of cars from different countries, motorcycles, food, clothing products, tourism, phone, beauty, and other commercials. By examining the topics of different objects, it would contribute to the understanding of how the syntactic categories are used in English advertising slogans.

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