

## ABSTRACT

Merlia Safitri. 1210503088. *The Structure of Campaign Slogans Used by the Presidential Candidates of the United States of America.*

Keywords: Syntax, Campaign Slogans, Structure, Noun Phrase, Prepositional Phrase, Declarative Sentence, Imperative Sentence.

The research focuses on syntactic analysis that explains about syntactic structures and process of forming those structures. The researcher analyzes the unit structure of campaign slogans used by the presidential candidates of the United States of America. The problems of this research are formulated into two questions: (1) What are the structure of the Candidate of America Presidents' campaign slogans? and (2) How are the structure of the Candidate of America Presidents' campaign slogans formed?

The researcher uses Valin's *an introduction of syntax* (2004), Frank's *modern English* (1972), Radford's *linguistics an introduction* (2009) and Kroeger's *an analyzing grammar an introduction* and some supporting theories to solve the problems presented in research questions.

This research employs descriptive qualitative method by which the researcher categories, describes, and analyzes systematically in order to be able to answer the research questions proposed. The data used in this research are taken from campaign slogans used by the presidential candidates of the United States of America in the following address:

<http://www.presidentsusa.net/campaignslogans.html>.

The process of analyzing the data was done through identification, categorization, and discussion which explain the result. The findings of the study are presented simultaneously with the discussions. In this research, the twenty four slogans are classified into two groups, they are phrase and sentence.

The result of the research shows that from twenty four slogans, there are four kinds of structure had been found, they are noun phrase, prepositional phrase, declarative sentence and imperative sentence. In relation to the ways the presidential campaign slogan are formed, the result showed that there are 14 slogans formed by noun phrase, 2 slogans by prepositional phrase, 5 slogans by declarative sentences and 3 slogans by imperative sentences.

It becomes obvious that the structure of the candidate of america presidential campaign slogan are dominantly formed by noun phrase of which seen from the formed structure, the noun phrase have the noun as the head and the others are the modifications that modify the noun itself.