

## CHAPTER I

### INTRODUCTION

This research focuses on syntactic analysis that explain about syntactic structures and process of structures. The researcher analyzed the unit structure of Campaign Slogans Used by the Presidential Candidates of the United States of America. As a general introduction, this chapter describes background of the research, statement of problems, research objectives, research significance, clarification of terms and organization of the paper.

#### 1.1 Background of the Research

Linguistically, syntax is a study that investigates the relation between speech language and verbal communication of word in speech. Therefore, what syntax basically concerns about is the arrangement of word in the hierarchical structure sentence (Finegan et.al 1992:128).

Syntax studies structure of sentence. Syntax is part of grammar that concerns it self with the structure of sentence. Trager et.al. (in Tarigan 19983:3) stated that the analysis constructions that involve only free forms is called syntax.

As stated by Thomas (1993:1) "Syntax, which seeks to describe the way word fit together to form sentence or utterances". Syntax is a branch of linguistics, which is concerned with the ways word combine to form sentence.

(Finegan et.al.1992:108). Ramlan (2001:18) supported the both definition by saying “*Sintaksis adalah cabang ilmu linguistic yang mempelajari tentang struktur wacana, kalimat, klausa, dan frase.*”

Some studies about syntactic and semantic have been done before this research with each own interest. In Sunan Gunung Djati State Islamic University, a study was done by Gania titled *An Analysis of syntax and semantic on English Slogan on Television* (2004). This research tried to describe the kinds of structures are used the English slogans on television, then to know the meaning of those slogans. The researcher took the data from the advertisement in television. The researcher limited her research problem by analyzing fifty slogans that were classified into two groups, they are phrase and sentence. In the phrase, there are noun phrase, verb phrase, prepositional phrase and adjective phrase. In the sentence, there are declarative, interrogative, and imperative. She used syntax as analyzes the kind of structure used, while semantic aspect to analyze the meaning of those slogans.

The slogan of the campaign is a language that is potentially influence the perception and behavior of the target . According to KBBI (2003:1080), slogan is a word or short phrase that exciting or flashy and easy to remember to tell you something, words or short phrases that interesting or striking and memorable to describe a class ideology, organization and political party. Quality slogan high requires creativity, because the slogan of quality requires the right choice of words and can be appealed, which can easily be remembered by people who see.

Slogan goal is to spur the spirit of a group (individual) or to the ideals of an institution/organization then functions slogan should understand the intended audience. The function of it self is for public education, boost the spirit, ideals, commercial advertising or political propaganda. Also, it is an expression, idea or goal that is repeated in order to be easily remembered by everyone.

Based on the description above, her research titled **The Structure of Campaign Slogans Used by the Presidential Candidates of the United States of America**. Researcher chooses to examine issues slogan contained in America Presidents.

## 1.2 Statements of Problem

This research attempted to answer the following questions:

1. What are the structure of the Candidate of America Presidents' campaign slogans ?
2. How are the structure of the Candidate of America Presidents' campaign slogans formed ?

## 1.3 Research Objective

Based on the statement of problem above, the researcher formulates two purposes of the research as follows:

1. To identify the structure of America Presidents' campaign slogans.

2. To analyze the process of structure of the candidate of America Presidents' campaign slogans formed.

#### **1.4 Research Significance**

The research has two significances, these are:

1. Theoretically, usage of this research is adding knowledge for researcher and for readers. Besides that, this research help others adding information about the process of structures of the sloganand analysis The Structure of Campaign SlogansUsed by the Presidential Candidates of the United States of America
2. Practically, this research can give information about the process of structures of the sloganand analysis The Structure of Campaign SlogansUsed by the Presidential Candidates of the United States of America

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#### **1.5 Clarification of terms**

In order to minimize misinterpretation on the key terms used in this research, the researcher clarified some key points:

a. Syntax deals with how sentences are constructed, and users of human languages employ a striking variety of possible arrangements of the elements in the sentences (Valin, 2004:1).

b. Structure

An arrangement of elements. For example, the elements of structures of the English unit 'clause' are P (predicator), S (subject), C (complement), A (adjunct).

c. Slogan

Easily remembered phrase used in advertising.

Slogans are rhetorical device aimed not only attaining the ultimate end declared therein, but more importantly, at the process to reach the goal.

(Woods, 2003:2)

## 1.6 Organization of the Paper

This paper is ordered into five chapters as follows:

Chapter I (Introduction)

It consists of background of the research, statements of problem, research objective, research significance, Clarification of term and organization of the writing.

## Chapter II (Literary Review)

It contains some theories which used in the research; include the explanation related to the theory applied in the research. It provides definition of language and slogan also its relation. This chapter also delivers the theory of sentence structure as the main supported theory of the research.

## Chapter III (Research Method)

It elaborates the research design that used in this research; include some steps that the researcher did in the research. This chapter also explains how the data were collected and analyzed to find the final result.

## Chapter IV (Findings and Discussions)

It discusses the result of the research which consists of data presentation, findings, and the results of the analyzing the data.

## Chapter V (Conclusions and Suggestions)

It presents the conclusion; include result of the research in summary. This part is also gives the answer of the research's questions. As the last phase, it also presents the suggestions for repair in further research.