

CHAPTER I

INTRODUCTION

This chapter presents some points to introduce this thesis. This chapter consists of; background, statement of problem, reseach significant, clarification of key terms and writing organization.

1.1 Background of Research

In modern era, people live in a place where all of them feel that no distance among them. The modernization is an effect of Globalization, as a result around the world can communicate each other easily. The technology and language are aspects that make people life is easier. As people know language is an important thing in their life.

Language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by people in a particular country or type of work. Based on the definition, language is a tool of communication in people life wherever people live. Without language there is no world. People able to imagine if we have no language that means people life is nothing. Human are dead without language. How important language and its function for people life.

Everyone has own language, commonly language is formed by the society itself. Each society has an own language. People can conclude that in the world has a million or more languages. Based on each differences , people have to know more than one language to communicate with the people around the world. The mother

tongue language is a must for everyone but, learning other languages is also needed.

As people know that there is an international language and that is English.

“English is a global language. You hear it in television spoken by politicians all over the world. Wherever you travel, you see English signs and advertisements. Whenever you enter hotels or restaurant in a foreign city they will understand English and there will be an English menu. Indeed, if there is anything to wonder about at all they might add, it is why such as headlines should still be newsworthy” (Crystal, David. English as a Global Language. 2003:2. Cambridge books online).

Based on the description above people know that English is a global language, it can be proved that wherever we are we can see all of a signs or advertisement is written in English. People can conclude that English is one of international language and people must understand English because it is helpful for us everywhere go travel through somewhere.

From all of the statement above people know that English is an international language, we can communicate with the other people around the world use English. In Indonesia, English is not a strange language because there are so much Indonesian who able to speak English.

This is a prove that in Indonesia, English as a third language after own mother tongue and our nationality language. The nearest example of English usage is in university slogan, there are many universities that have a slogan in English. It will help the university to Go Global and can be accepted internationally.

Advertisement is a short and striking or memorable phrase used in advertising (Oxford Advanced Learner’s Dictionary,). According to the description, people can conclude that slogan is a tools how to explain, promote and

distinguish something being a simple things that attractive, different, unique and memorable of something in this case, Universities Slogans.

Today, most of the University in Indonesia using an English in their university slogan. It is easy for people to find a university slogan that using English. There are so many things written in English and Indonesiaan people have to understand it as well.

The pattern of the sentence of slogan must be simple, attractive and memorable to make people easy to remember. In this case, the study of sentence structure in English is Syntax. "Syntax is a central component of human language, language has often been characterized as a systematic correlation between certain types of gestures and meaning" (Van Valin Jr, 2004:).

The writer chooses slogan as an object because nowadays slogan is a common thing that easily found around us. There are many slogans surrounding us. The writer chooses syntax and semantics to analyze the slogan. There are many previous researches that analyze an object using syntax and semantics. In this case the writer uses syntax and semantics as a tools to analyze the slogan but, not all of the previous study use a slogan as an object.

The writer finds the previous researches about syntax and semantics, there are:

1. Ceceng Sugiarto (2005) the titled is Syntactic Comparison: An analysis of Sentence Types on English and Indonesian. It focused on the reseach question. The reseach question is to show the types of sentences in English and Indonesian and for answering the second one, the writer

compared the findings in matters of sentences types in English and Indonesian to get the similarities and differences of sentence types in English and Indonesian.

2. Ikbalullah (2009) the titled is The Contextual meanings of Cigarette advertisement slogan. It focused on to knew the contextual meaning of cigarette advertisement slogan regard to English department students comprehension that relied on an intensity fact as the data checked.
3. Umayah (2012) the titled is Structure and Meaning of Compound words in Lipstick Colors's Naming. It focused on the word forming of lipstick color names in a catalogue provided by Sophie Martin, a cosmetics brand available and quite well known by teenagers in Indonesia.
4. Badru Najah (2013) the titled is Syntactical Errors analysis on student's graduating papers of English Department of Uin Bandung by BadruNajah, 2013. It focused on the problems are the syntactical errors made in English writing by using foreign language.the errors can be caused by the psychological problem due to native language problem.

Based on the previous study above, the writer interests to use a slogan as an object to analyze use syntax and semantics. In this case the parsing diagram and meaning conveyed on a slogan will be explain.

1.2 Statement of Problem

The problem of the research are :

1. Most of slogan in Indonesia is in English.

2. The writer wants to know the structure and meanings conveyed of slogans that written in English.

1.3 Research Objective

The purposes of this research are to:

1. Describe the sentence structure of university slogan.
2. Describe the semantics meaning of the university slogan.

1.4 Research Significance

The purpose of this reseach are to:

1. Academic benefit

This research able to be a reference and helpful things for the next writers who wants analyze about syntactical structure.

2. Practical benefit

This research able to contribute to the development of linguistics study.



1.5 Organization of Writing

This research is divided into five chapters and the description are as follows:

Chapter I The first chapter presents some points to introduce the thesis.

This chapter consist of background, statement of problem, research objective, research significance, clarifications of terms and writing organization.

Chapter II This chapter contains about the theoretical foundation that are relevant to the research. The chapter provides the theories used to analyze reseach finding, this chapter consists of theories of syntax, syntactic categories, lexical categories, non lexical categories, syntactic structures and meaning of semantics.

Chapter III The third chapter explains about the methodology used in the research, that consists of the research method, the source of data, the data, the technique of collecting data, and the technique of analyzing data.

Chapter IV The fourth chapter is finding discussions and explain the result of the research clearly, that consists of the research findings and the explanation of the research questions.

Chapter V The last chapter in this research contains about the conclusion and the suggestion of the research.