DICTION AND SENTENCE STRUCTURE IN ADVERTISEMENT

SKRIPSI

Submitted In Partial Fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program

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UMSU
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MEDAN
2019

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Judul Skripsi : Diction and Sentence Structure in Advertisement

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
14/2-2019	- Revisi abstract	
	- Revisi chapter IV, V	
	- Revisi References	
23/2-2019	- Revisi chapter IV, Data Analysis	
	- Conclusion	
	- Typing, Margin in References	
2/3-2019	- Revisor complete	

Medan, 12 Maret 2019

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ABSTRACT

Pane, Mina Masniari.NPM 1402050208. "Diction and Sentence Structure" Skripsi.English Education Program. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara (UMSU).Medan. 2019.

This study is about *Diction and Sentence Structure in Advertisement.* This study tries to analyze the diction and structure of sentences used in advertising baby products and provides telecommunications on television. The research subjects were advertisement for baby products (advertising bubur promina, SGM Presinutri, SUN Red Rice, Sweety Gold, Milna Porridge, Switzal Baby Bath, My Baby Telon Oil, My Baby Powder, Molto Pure, Mamy Pokko Mini S Pants, Johnson Baby Powder and Nestle Cerelac Porridge) and telecommunications providers (Telkomsel, Xl and Smartfren). Objects of diction and compilation of sentences related to advertisement of baby products aired on national television (RCTI, SCTV, Indosiar, MNC TV, Trans TV, Trans 7). Data on television commercials is obtained by downloading the advertisement for the baby products from the youtube.com site.

The method or technique of this research is qualitative and the type of data of this research is descriptive. The results of this study indicate that there are types in diction, namely denotations, connotations, general and utterances in the advertisements studied and there are 48 sentence structures in advertisements that include 15 simple sentences, 15 compound sentences, 10 complex sentences and 8 compound sentence

Key Word :Diction, Sentence Structure,Product Ads Baby Supplies and Provider Telecommunication

ACKNOWLEDGEMENTS

Assalamualaikum Wr.Wb

In the name of Allah SWT,the most beneficient and the most merciful.Price to Allah,firstly,the researcher would like to thanks to Allah,the most Almightly who has given her opportunity in finishing and completing this study.Secondly,blessing and peace be upon our prophet Muhammad SAW,who has brought us from the darkness to the brightness.

Thirdly, the researcher would like to thanks for her beloved parents, Sutan Mulia Pane (Alm) and Yusni Arianti Munthe for their love,prayer, and great support both in material and moral before, during and after her study.

The tittle of this research is *Diction and Sentence Structure in Advertisement.*This study was written to fulfill one of requirements to get the degree of Sarjana Pendidikan in Faculty of Teacher Training and Education of University Muhammadiyah of Sumatera Utara. In writing this research,there were many difficulties and problems faced by the researcher and without any helps from the following people,it may impossible for her to finish this research.Next,she takes this oppurtunity to thanks to people mentioned below:

1. Dr.Agussani M.A.P.,as a rector of University of Muhammadiyah Sumatera Utara, who has given recommendation and permission to her to carry out the research at UMSU
2. Elfrianto Nst, S.Pd., M.Pd.,as the Dean of FKIP UMSU,who has encoraged her along her education in FKIP

3. Mandra Saragih,S.Pd.,M.Hum and Pirman Ginting, S.Pd., as the head and secretary of English Education Program for their suggestion and administrative help in the process of completing the necessary requirements..
4. Dr. Hj. Dewi Kesuma Nst, S.S.,M.Hum.,as the supervisor who has given suggestions,ideas,comments and guidence in this research.
5. Pirman Ginting,S.Pd., M.Hum ,the researcher's lecturer,and also her reviewer,thank you so much for your advice and comment for this research.
6. All the lectures of FKIP UMSU,especially those of English Education Program who have given her knowledge in English teaching, the valuable thought and instruction well the information in teaching English during her academic year in completing her study in UMSU.
7. The Employees in English Administration of FKIP UMSU, who has given help in administrative system service of completing neccessary requirements, so all administrative system could be resolved easily.
8. Muhammad Arifin, M.Pd, as the head of the library in University Muhammadiyah Sumatera Utara, who has allowed her for research there.
9. Her husband Muhammad Syahfriandi,who has givenso much supporting,prayed ,care and,cared precious time in finishing this research.
10. Her his little daughter Medina Almira Zahra, who has given so much happiness and spirit.
11. Her husband's parents, Mamak and Ayah, who has always give motivation and pray for her study until now.

12. Her dear friends, Deviana Sari Sinurat, Inka Pricilia, Risnanda Rahayu, Lisa Winarti, Siti Maimunah Nst, who has always give support and pray for her study at FKIP UMSU.
13. And all people who help and support the reseacher during this study,thanks for everything and helping. May Allah SWT bless them all, aaminyarobbalalamin.

The researcher realize that her study is still far from being perfect. So, the researcher experts suggestions and comments from all of the readers or other researcher expects suggestions and comments from all of the reader or researchers who want to learn about this study.

Finally, the researcher hopes that her study will be useful for the readers, especially the study of English Education Program who wants to do a similar and research and also for the reseacher herself. May Allah SWT bless all. Aaminyarobbaalamin.

Wassalamualaikum Wr.Wb

Medan, March,2019
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TABLE OF CONTENTS

Pages

ABSTRACT ..... **i**

ACKNOWLEDGEMENT ..... **ii**

TABLE OF CONTENTS ..... **v**

LIST OF TABLE ..... **vii**

LIST OF FIGURES ..... **ix**

LIST OF APPENDICES ..... **x**

CHAPTER IINTRODUCTION 1

A. The Background of The Study 1

B. The Identification of The Study 5

C. The Scope and Limitation 5

D. The Formulation of The Problem 6

E. The Objective of The Study 6

F. The Significance of The Study 6

CHAPTER IIREVIEW OF LITERATURE 7

A. Theoritical Framework 7

1. Diction 7

2. Sentence 10

3. Sentence Structure 11

4. Advertisement 14

5. Types of Diction and Sentence Structure 15

5.1 Diction 15

5.2 Sentence Structure 16

B. Relevant Studies 17

C. Conceptual Framework 19

CHAPTER III METHOD OF RESEARCH 22

A. Research Design 22

B. Sources of the Data 22

C.Technique of Collecting Data 23

D. The TechniqueofAnalyzing the Data 23

CHAPTER IV DATA AND DATA ANALYSIS 25

A. Data 25

B. Data Analysis 25

C. Discussion 37

CHAPTER V CONCLUSION AND SUGGESTION 39

A. Conclusion 39

B. Suggestion 39

REFERENCES **41**

APPENDIXES **43**

LIST OF TABLES

Pages

Table B.1.1 Type of Diction 26
Table B.1.2 Type of Sentence Structure 33

LIST OF FIGURE

Pages

Figure 2.1 Conceptual Framework 21

LIST OF APPENDICES

Appendix 1 The pictures of products needs baby and telecommunication provider Advertisement

Appendix 2 Form K-1

Appendix 3 Form K-2

Appendix 4 Form K-3

Appendix 5 Lembar Pengesahan Proposal

Appendix 6 Surat Pernyataan Bukan Plagiat

Appendix 7 Lembar Pengesahan Hasil Seminar

Appendix 8 Surat Permohonan Perubahan Judul Skripsi

Appendix 9 Surat Izin Riset

Appendix 10 Surat Keterangan Selesai Riset

Appendix 11 Berita Acara Bimbingan Proposal

Appendix 12 Berita Acara Bimbingan Skripsi

Appendix 13 Curriculu Vitae

CHAPTER I
INTRODUCTION

A. The Background of the Study

Diction is important in every day. Diction must also be in accordance with the situation and place of use of the words. The right words will help someone express exactly what they want to say, both oral and written. Speaking diction or choice of words that are related to the form and meaning of the word, therefore diction is inseparable from the meaning itself in this research.

One place for thinking, feeling, and desire is the mass media. How to think, feel, and desire can be in the form of delivering information then it can also be in the form of offering a product or service which of course makes language a means, so that it is easily conveyed to the wider community about what it wants to convey.

The issue of diction is denotation and connotation like what has been stated by Rosenberg (1989: 47-48), he wrote 'You can see that communication is bound to be muddled when people do not know the commonly accepted meaning of certain words or use soundlike words interchangeably. These are problems of denotation. Words also have certain connotation- emotional colorings and associations that affect the way we perceive what they represent.'

D'Angelo (1980: 407-408) state our next problem of diction, they are concrete and abstract words. He explain 'Concrete words refer to actual, specific things in experience. More than any other words, concrete words bring us closest to immediate sensation. They appeal to the reader's sense of touch, taste, smell, sight, or hearing. Abstract words are words that refers to qualities (hot, cold, good,

bad) relationships (existence, quantity, order, number), and ideas (curiosity, inquiry, judgments, brief, credulity). They tend to be Latinate words and are usually, but not necessarily, longer and more complex than Anglo-Saxon words.'

Sheridan (1966: 11) states that according to the level of usage, English diction can be divided into two levels, Standard English and substandard on nonstandard English. He defines Standard English as that is used by educated leaders of the nation. It can be either formal or informal (colloquial) depends on the audience for whom it is used. While nonstandard English according to Sheridan is those which is used: (a) by the uneducated (illiterate), the careless or unconventional (slang), (b) in a limited regional area (dialect), or (c) in a particular restricted group for whom words with standard meaning acquire specialized usages known only to the users (jargon).

Advertisements are outdoor media written on a piece of paper or cloth with large and striking letters that are easy to read. Through advertising someone can convey what is in his thoughts, feelings, and desires. With advertisements too, one can persuade, seduce, and remind others because one of the purposes of advertising is to influence others.

Basically, advertising is a means of communication tool used by communicators in this case the company or producer to convey information about goods or services to the public, especially for customers through a mass media. In addition, advertisements are made with the same purpose, namely to provide information and encourage consumers to try or follow what is in the advertisement, which can be in the form of consuming products and services offered. For this reason, advertising messages are needed that attract the attention

of consumers and other communities. Then one of the attractiveness of advertising as a type of electronic media advertisement, namely its audio visual form. The audio visual form of advertisements on Youtube is very dependent on the images and words that are seen or displayed. Advertising can be used to trigger increased sales among the public.

A writer must pay attention to the accuracy of diction or word choice so that the consumer's interpretation of the advertisement is in accordance with the thoughts, feelings, and desires that the producer wants to convey when making an advertisement.

Of the many advertisements found in print and electronic media that are very interesting to the author, there are electronic posters on Youtube. The reason why the authors chose electronic posters as the material of this research study is because the language used in electronic posters is very interesting with a variety of diction. In previous studies no one has examined the diction in electronic posters on Youtube.

After knowing about diction and sentence structure, many people don't understand about the use of diction and sentence structure in advertisements. So from that the author makes this research to help so that people can determine the diction and structure of sentences in good and true advertisementsAdvertising is a form of expression to convey ideas through a language either orally or in writing. Advertising that is conveyed in writing is sometimes combined with picture and colors. According to sugono (ed., 2008:421), advertising is a message that is designed to encourage and persuade the public so that they are interested in the products or services “encourage and persuade”. In other word, an advertisement

must have a persuasive element. Because of this element, the advertising language is loaded with grammar of persuasion.

Language is the normal way humans communicate. Language may be done by speech or by writing or by moving the hands to make signs. Greene (1972:25) state that language is the set of all possible sentences; and the grammar of a language is the rules which distinguish between sentencesand non-sentences. Language is a system that communication,particularly the human ability to do so; and a language is any specific example of such a system.The scientific study of language is called lingusitics. Linguistics is the study of these knowledge systems in all their aspects: how is such a knowledge system structured, how is it acquired, how is it used in the production and comprehension of messages. The part of linguistics that is concerned with the structure of language is divided into a number of subfields: phonetics, phonology, morphology, syntax, semantics, and pragmatics.

The main purpose of the study of linguistics in an academic environment is the advancement of knowledge. However, because of the centrality of language in human interaction and behaviour the knowledge gained through the study of linguistics has many practical consequences and uses.

Diction can be defined as style of speaking or writing, determined by the choice of words, often separates good writing from bad writing. It depends on a number of factors. Firstly, the word has to be right and accurate. Secondly, words should be appropriate to the context in which they used. Lastly, the choice words should be such that the listener or reader understands easily.

Diction focused on the morphology. The morphology of the language that is used in advertising product needs baby and provider telecommunication is the same as Indonesian morphology in general. This language is formed by several morphemes which comprise allomorphs and morphs, repetition, pluralization, and diction. However, in this language, there is a specific morphology. The author calls this specific morphology as phonemic formation in a morphological process. In the grammar of Indonesian, such morphology is termedas phonemic formation in morphological process—which is almost the same as the unique morphological process, as special morphemes, as distinctive morphological process, or as persuasive dictions. The data and the elaboration of the morphological system of the language used in advertising products needs baby and provide telecommunication will be presented below.

Sentence structure included in syntax. The word syntax is originated from syntaxis, Ancient Greek word for ‘arrangement’ or ‘setting out together. It is defined as the study of the structure of the sentences.

B. The Identification of the Problems

Related to the background above, the problem follows:

1. The use of diction and sentence structure in advertisement.
2. There was difficulty to find diction and sentence structure in advertisement.

C. Scope and Limitation

The scope of the research is focused on the morpholgy and syntax study and it is limited focuses on *diction and sentence structure in product needs baby and provider telecommunication*.

D. The Formulation of the Problems

The problems of this study is formulated as the following:

1. What type of diction and sentence structure found in advertisement?
2. How are the used of diction and sentence structure in advertisement?

E. The Objectives of the Study

The objectives of the study are as follows :

1. to describe the type used in diction and sentence structure in advertisement.
2. to know the used of diction and structure sentence in advertisement.

F. The Significance of the Study

The finding of the study are expected to be ueful theoretically and practically.

1. Theoretically,as input for the people about the important of studying about pogrammar,especially Diction and Sentence Structure in Advertisement.
2. Practically, the finding of this research is usefull for :
    - **a.** The readers, to give all people clear information about diction and sentence structure in advertisement.
    - **b.** English teacher, can use this research as the material in supporting the teaching learning process, and
    - **c.** Students, to know compare diction and sentence structure in learning.

CHAPTER II

REVIEW OF LITERATURE

A. Theoritical Framework

Theories are related to explain some concepts applied in the research concerned. The researcher will present some theories related to the study in order to get the points clearly.

1. Diction

White (1986: 313) describe that diction is when 'a writer can express simple and complex ideas by choosing words that are both accurate and economical, and by choosing modes of expression and explanation that are appropriate to the target audience.' While in Wikipedia it is explained that 'diction is the art of enunciating with clarity, or speaking in such a way that word is clearly heard. Diction's concerns with word choice are multiple. Register, or whether words belong to a formal or informal social context, is a large part of it.' Then we can see that register lies much on diction to define whether certain words belong to certain formality scale.

Calderonello and Edwards (1986: 470476) states the problem in choosing words called wordiness, 'wordiness most often results from one of the major sources: (1) the use of several words when fewer or even one will do, and (2) the use of two or more words or word groups to express, unnecessarily, the same thing (redundancy).' They also stating two other problems in the level of diction, the first one is clichés where they define it

as ‘words or expressions that have become tired, drained of their original forcefulness, through overuse.’ The second one is jargon or general and specified word that is define as ‘a term that has several meanings, it can refer to the specialized vocabulary used by members of a particular group or profession.’

In a clearer view, D’Angelo (1980: 409) describes us general and specific words as follow ‘A general word is one that applies to many things, to a collectivity, to the whole. Any word that takes in a group of particulars, in which these particulars are thought of as parts of a whole, is a general word. A specific word is one that applies to particular, unique, and distinctive things. Thus, the word clothing is general, but the term yellow striped pants evokes a specific image.

The next issue of diction is denotation and connotation like what has been stated by Rosenberg (1989: 47-48), he wrote ‘You can see that communication is bound to be muddled when people do not know the commonly accepted meaning of certain words or use soundlike words interchangeably. These are problems of denotation. Words also have certain connotation- emotional colorings and associations that affect the way we perceive what they represent.’

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refers to qualities (hot, cold, good, bad) relationships (existence, quantity, order,number), and ideas (curiosity, inquiry, judgments, brief, credulity). They tend to be Latinate words and are usually, but not necessarily, longer and more complex than Anglo-Saxon words.'

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when using the small word “of” and (h) try to avoid the word “thing”. Mastery of Diction (word choice) in a sentence, there are still many who have not been right. They often use words or word choice that does not fit the context. There are words that are the same or vocabulary wors from the local language/ Indonesia used in the formation of a sentence. It causes the result in a less precise meaning of a sentence or phrase that does not become effective.

Mastery of Diction Razak (1988:64) says that: “The choice of the right word can open a”taste” of the readers, as well as food seasoning can make people eat more revenous. “ Keraf (2005:24) states that: (1) Diction includes understanding words used to convey an idea, how to classify the right words, and what is good style to use in a given situation; (2) Diction is the ability to accurately distinguish nuances of meaning from the idea to be conveyed, and the ability to find a suitable form (suitable) with the situation and the value of a sense of community owned group of listeners; (3) Diction / appropriate word choice and it only made possible by the mastery of a large number of vocabulary or vocabulary of the language. It can be concluded diction as the choice of words to describe an idea and also used to express ideas or tell the events with attention to style language, expressions and so on.

2. Sentence

Moore (1966:123) stated that ‘sentence is the word group which conveys a complete idea in the larger context of the paper, is the basic unit of thought, the device by which we call attention to a topic, the subject, and

then say something about the topic.' Furthermore, he classified sentence into four major headings, by purpose, by syntax, by form, and by completeness. In this thesis I use only sentences that may be classified according to their syntax; as simple, compound, complex, and compound-complex. Leech and Short (1981:217) splitting the definition of sentence into two similar-but-different description based on the level of style; 'On syntactic level, a sentence (ignoring some areas of indeterminacy) may be defined as an independent syntactic unit, either simple (consisting of one clause) or complex (consisting of more than one). On the graphological level, a sentence is simply a unit beginning with a capital letter and ending with a full stop (.) it is assumed that these two definitions are the same: that syntactic sentences and graphological sentences are (or at least ought to be) coextensive.' The sentence is a combination of two or more words that produce a final understanding and intonation patterns. Each sentence has a constituent element of the sentence. A combination of elements will form a sentence that implies. So the sentence is a unit of language that contains a "mind" or "mandate" complete. Fries (1952:9) says that "a sentence is a group of words expressing a complete thougt" Furthermore he said that "a sentence is a word or group of words standing between an initial capital punctuation.

3. Sentence Structure

Mastery of sentence structure (grammar) by Richards (2003:41) is a phrase, clause, or sentence that is acceptable because it follows the rules of grammar while grammar (grammar) is a description of the structure of

language and the way in which the linguistic units, such as words and phrases are combined to produce sentences in the language as well as considering the meaning of the language functions contained in these sentences as a whole.

The sentence expresses a complete thought. It is the large unit of combining word. It can be a singleor multiple clauses. Leech (2006:104) in Alduais (2012:207) defined that sentence is the largest unit of language that it is the business of grammar to describe. The sentence are marked by beginning with capital letter and ending with a full stop (.), question mark (?), or exclamation mark (!). Greenbaum and Nelson (2002:23-32), the elements of the sentence are subject, verb, object, complement, and adverbial. The subject element is a noun phrase, the verb element is verb phrase, the object element is a noun phrase, the complement can be an adjective phrase and a nounphrase, and the adverbial can be adverb phrase, prepositional phrase, and noun phrase. Greenbaum and Nelson (2002:20-37), mentioned that Sentence structure is formed by an element. The elements of sentence structure have meaning such as Subject, verb, object, complement and adverbial. Each element of sentence structure can be a phrase. A sentence can be constructed by one or more cluases.

According to Dutwin (2010:172-185), kind of sentences are a simple sentence, compound sentence, complex sentence and compound-complex sentence while Greenbaum and Nelson (2002:20-37), mentioned that the kind sentence are simple, compound, and complex sentence. The simple sentence consists only one independent clause for example, ‘Visualization

prepares athletes for success.' (Dutwin 2010:172). Compound sentences have two main clauses, each with independent status. Structure can be analyzed in term of sentence elements such as subject and predicate. It is consisted two or more coordinate clauses are normally linked by one of the coordinating conjuctions (and, or, but) for example, 'Visualization (I) and (cc) practice prepare athletes for success (I)' (Dutwin 2010:175). Complex sentence is a multiple sentence in which one more subordinate clauses are embedded.

According to Leech et al (1981), if we want to analyze certain author's sentence structure, then we should analyze more on the sentences and look how they are constructed. While Kenney (1966: 67) says that analyzing writer's syntax means concerning ourselves with such matters as the characteristics length of the writer's sentence, the proportion of simple to complex sentences and so on.

Gleason (1965: 75) states that sentences are classified in two ways: as declarative, interrogative, exclamatory, and imperative; or as simple, compound,complex, and (sometimes) compound-complex. Kreuzer and Logan (1966: 189-190) explain it in more complete way as follows: (1) Simple sentence (2) Compound sentence(3) Complex sentence(4) Compound-Complex sentence.

Leech et al (1981: 93) classify sentences only into simple and complex sentences. He says that simple sentences is the one that consist of a single clause, while a complex sentence is the one that normally consists of more than one clause. In complex sentence, the clauses may be related to one

another by subordination or by coordination. They also state that either subordination or coordination is not necessarily a relation between two clauses; it may be a relation between two phrases or two words. Still according to Leech et al, they state that there are some features that can be used to indicate subordinate clauses. They write: ‘Subordinate clauses, in their internal structure, are divisible into clause elements S, P, O, C, A. If they were not, there would be no justification for calling them clauses at all. A subordinate clause usually has some marker or other to help indicate their subordinate status.’ (1981: 95) They further explain that there are three types of marking, and they are as follows:

(1) A subordinating conjunction: e.g. if, when, although, that, because.

(2) A Wh-clause element: e.g. what, who, whoever.

(3) A non-finite predicator: e.g. Vi, Ving, or Ven.

Leech et al classify subordination into direct and indirect subordination (1981: 103). Direct subordination is the one in which a unit being an element of another unit of the same rank (e.g. a noun clause as an element of another clause). Whereas indirect subordination is the one in which a unit being an element of another unit of lower rank (e.g. a relative clause as an element of a noun phrase).

4. Advertisement

Advertisement is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors od advertising are typically businesses wishing to promote their products or services. Advertising is differentiated

from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direcr mail; and new media such as search result, blogs, social media, website or text messages. The actual presentation of the message in medium in referred to as an advertisement or “ad”or advert for short.

Advertising is at the front of delivering the proper message to costumers and prospective customers. the purpose of advertising is to inform the customers about their product and convince customers that a company’s services or products are the best, enchance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople’s individual messages, draw customers to the business, and to hold existing customers.

5. Types of Diction and Sentence Structure

5.1 Diction

Individuals vary their diction depending on different contexts and settings. Therefore,we come across various types of diction. The first Denotation (the exact,literal definition of a word independent of any emotional association or secondary meaning and refers to individuals, the second Connotation (the implicit rather than explicit meaning of a word and consists of the suggestions, associations, and emotional

overtones attached to a word, The third general (refers to groups) and The last Jargon (consists of words and expressions characteristic of a particular profession or pursuit).

5.2 Sentence Structure

5.2.1 Simple Sentence

A simple sentence contains one independent clause. What's an "independent clause'? It's one subject followed by one ver or verb phrase. It expresses a single idea. For example, *I'm happy.*

5.2.2 Compound Sentence

A compound sentence has two independent clauses joined by a *linking word* (and, but, or, so, yet, however). Each independent clause could be a sentence by itself, but we connect them with a linking word: *I'm happy, but my kids are always complaining.*

5.2.3 Complex Sentence

A complex sentence has one independent clause and one more *dependent clauses*. A dependent clause cannot be a complete sentence by itself. For example: *I'm happy, even though I don't make much money*

5.2.4 Compound-Complex Sentence

A compound-complex sentence contains 3 or more clauses: 2 independent and at least 1 dependent clause. For example: *I'm happy, even though I don't make much money, but my kids are always complaining since we can't afford to buy the newest toys.*

B. Relevant Studies

Some studies that related to this research had been conducted before.

The first study is conducted in the thesis "A comparative study on diction and sentence structure between spoken news broadcast by cnn international and written news arcticle issued by time magazine" by Mukhlasin (2007). The researcher analyzed about a comparison of diction and sentence structure between spoken news represented in the program Your World Today broadcasted by CNN International and written news articles which is represented by three articles from TIME Magazine. The articles themselves contain the issues of Middle East covering from Iran uranium enrichment program, the war between Israel and Hizbollah in Lebanon, and 'eternal' conflict between Palestine supported by only several Arab countries and Israel supported by U.S. government. Although the study is based on the style used in the articles, the resecher only focusing her analysis on the diction and sentence structure. The analysis itself is separated into three major problems. First is how the style of the articles from TIME Magazine seen from its diction and sentence structure. The second problem is how the style of the articles from CNN seen also from the diction and sentence structure. The third one is the similarities and differences of styles in the articles from both media where the diction and sentence structure is also being the major consideration. The objective of the study is to get clear picture upon the style which is seen from the diction and sentence structure of the two media through comparison.

The second study is conducted in thesis “A Correlation between Mastery of Sentence Structure and DictionWith English Writing Skills at IX Grade Junior High School of AlSyukro South Tangerang” by Ratna sari dewi. This study aimed to obtain empirical data of determining the correlation between mastery of sentence structure and diction, either individually or simultaneously with English writing skill at IX grade Junior High School of Al Syukro Ciputat, South Tangerang academic year 2013/2014. The method implemented in this research was descriptive method with a correlation technique.

The population gathered in this study was all 9 thgrade students of Al Syukro Islamic Junior High School, Ciputat, South Tangerang with the total number of students were 67. The samples were taken by using a total sampling technique. The instrumentapplied for data collection by using multiple choice test for mastery of sentence structure (X1) and diction (X2), while the performance test was for English writing skill (Y).

The third study is conducted in journal “Error Analysis of Students’ Sentence Structure in Writing Application Letter” by Rika Arista (desember,2016). This research was aimed to describe the kind of the classification and the dominant of error that made by the student in writing application letter at the twelfth grade of SMKN 5 Batam in the academic year 2015/2016. The analysis of error in the foreign language learning was important to help the teacher to take an immediate action to avoid the re-occurrence of error. This study was limited only in the classification of error in the element of sentence and the application letter format. The

research was conducted in April 2016 and was held on twelfth grade with the number of sample was 50 students. Data was collected by the written test and analyzed by descriptive method to describe the students' error. The result of the research presented there was 1188 errors in the application letter format and sentence structure in writing application letter. There were 45.03% with number 535 errors of omission, 14.06% with number 167 errors of addition, 36.03% with number 428 errors of selection, and 4.88% with number 58 errors of ordering. The dominant sentence structure error was 7.15% with number 85 errors of omission in the adverbial and adverbial complement element of the simple sentence. A lot of error in the element of the sentence structure in writing application letter caused by the omission, selection, and addition of some letter in the element. The error also caused by the application of the capital letter, punctuation, and conjunction while the error of ordering was due to the sequence of the element in the sentence structure was incorrect placed. Based on the finding of the research, the researcher suggested that the teacher should pay more attention in the writing subject learning and correct the error directly to avoid the re-occurrence of the error, while for the school should facilitate the overall English teaching.

C. Conceptual Framework

Linguistics is the scientific study of language, and involves an analysis of language form, language meaning, and language in context. Major subfield of linguistics is morphology and syntax. Morphology is the study of how language change through time relationship among

languages. And syntax is the study of the way in which sentences are constructed; how sentences are related to each other. In linguistics, the study about the sentence of languages is syntax. Yule (1996: 4) defines syntax as the study of the relationships between linguistic forms, how they are arranged in sequence, and which sequences are well formed. In addition, Chomsky (1966: 1) states that syntax is the study of the principles and process by which sentences are constructed in particular languages. According to the definitions of syntax above, it is concluded that syntax is the arrangement and relationship among words, phrases, and clauses forming sentences based on grammatical rules. Bornstein (1977: 48) states that a sentence is the basic unit of syntactic analysis which is easier to see the parts of (phrases) and subparts (parts of speech) of the sentence in a tree diagram.

Hart (2000) has said that diction is a reliable but “humble device” because it ignores how and why wors are chosen in texts and instead focuses only one the kinds of words people use.

The conceptual framework of this study was described in detail in the following figure.

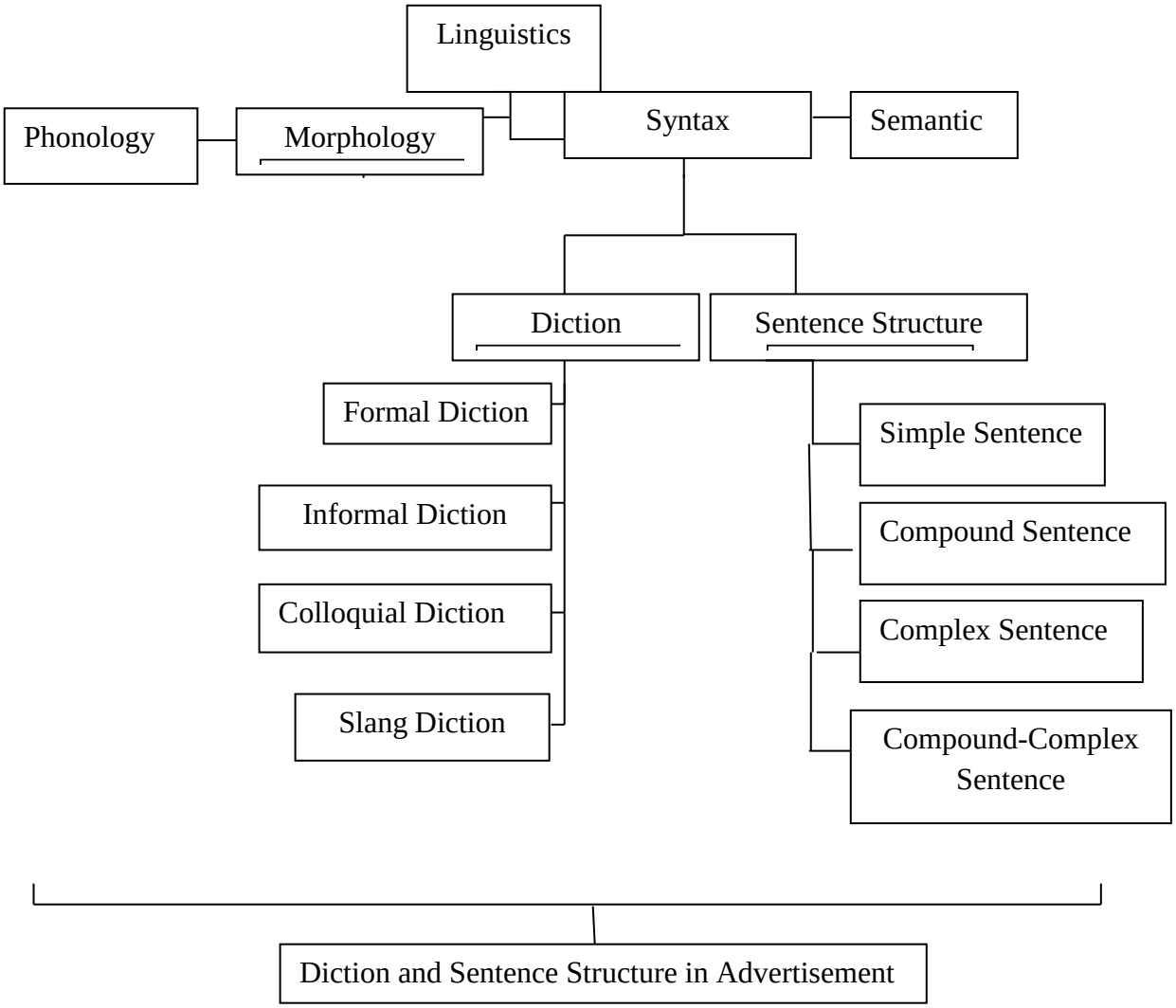

Figure 2.1 Conceptual Framework

CHAPTER III

METHODS OF RESEARCH

A. Research Design

This research is conducted by using descriptive qualitative research.

Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). The researcher were collected some data by getting involved in using advertisment in televison.

The data in this research is from product needs Baby Advertisement (Promotional porridge, SGM Presinutri, Red Rice SUN, Sweety Gold,Milna Porridge, Switzal Baby Bath, My Baby Telon Oil, My Baby Powder,Molto Pure, Mamy Pokko Mini S Pants, Johnson Baby Powder and Nestle Porridge Cerelac) and Sentence Structure on telecommunication provider Advertisment.

B. Sources of the Data

The sources this research has some data to be analyzed. The advertisement to be analyzed are product needs baby (Promotional porridge, SGM Presinutri, Red Rice SUN, Sweety Gold,Milna Porridge, Switzal Baby Bath, My Baby Telon Oil, My Baby Powder,Molto Pure, Mamy Pokko Mini S Pants, Johnson Baby Powder and Nestle Porridge Cerelac) and provider telecommunication (Telkomsel, Indosat, Axis,

Smartfren, and Tri) . The data is taken from the Diction and Sentence Structure in product needs baby and telecommunication provider Advertisement.

C. The Technique for Colleting Data

The techniques of collecting the data is implemented by doing the several steps:

1. Browsing advertising from youtube.
2. Downloading advertising about Baby Supplies Product.
3. Identifying the diction and sentence structure found in the advertisements.

D. The Technique of Data Analysis

After collecting the data, there were analyzed by using Miles and Huberman (2014) that involves: (1) data reduction, (2) data display, and (3) conclusion.

1. Data reduction

The first steps of data analysis is data reduction. It refers to the process of selecting, focusing and simplifying. In this first stage, Reducing the data means summarizing, choosing the main thing, focusing on the important things. The researcher get the data from analysis documentary about *Diction and Sentence Structure in Advertisement*. In this reseacher focuses on diction and sentence structure.

2. Data Display

   It is process of displaying data in the from of table to analyze the data so that more to understanding. Looking at the displays help us to understand what is happening and to do something either analyze futher or take action based on that undrstanding.

3. Data Conclusion

   The reseacher were classified the data with the same code and merge the categories and finds the kind among the categories. Then, it continue to give explanation. Finally, the reseacrher were get the result and conclusion of the research.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

A. Data

The data of this research were collected from the diction and sentence structure in advertisement.There are two advertisements in all, they are: product needs baby and telecommunication provider. There were 24 advertisement about product needs baby and telecommunication provider. Those were analyzed based on types of diction and sentence structure. The utterances were presented in appendix 2. There types of diction were analyzed in this research included denotation, connotation, general and jargon. Then, there types of sentence structure were analyzed in this research included simple sentence, compound sentence, complex sentence, and compound-complex sentence.

B. Data Analysis

After identifying the data, the types of diction and sentence structure in advertisement were classified based on the types of diction by White (1986:313) and the types of sentence structure by Kreuzer and Logan (1966:189-190). There are types of diction, namely: Denotation diction, Connotation diction, General diction and Jargon diction. The types of sentence structure, namely: simple sentence, compound sentence, complex sentence and compoud-complex sentence.

The choice of words or diction to be examined in advertisement include:

B.1. **Type of Diction and Sentence Structure in Advertisement**

B.1.1 Type of Diction in Advertisements

No.	Type of Diction	Code	Meaning
1.	Denotation Milna Porridge a. ***Aku*** percaya (***I*** trust Milna) SGM Eksplore Presi Nutri b. Aku anak SGM (***I*** am SGM child) Molto pure c. Pelembut pakaian ***kami*** yang tiga kali lebih lembut (***Our*** clothing softener is three times softer)	1.a 1.b	From the utterance aimed, can be described in denotations can also use the use of pronouns in advertisements such as me, you and him. like the example above. This utterance aimed to use of person pronouns for example:us. confirms something that exists.

2.	**Connotation** My baby Telon Oil a. My baby, **kepercayaan ibu cerdas** (My baby, **smart mother's trust**) Promina Porridge b. **Masa kecil penuh rasa** (**Childhood full of taste)** Johnson Baby Powder c. Wanginya **bayi banget** (Smell **the baby really**) Molto Pure d. Bayi anda dilindungi dengan **dunia penuh kasih** (Your baby is protected by **a world of love**)	2.a	In the utterance, it is explained that the word "smart mother's trust" because of the connotation is the attitudes, feelings, and emotions aroused by a word.

3.	**General** a. Penggunaan istilah singkat, seperti kata teknologi: keseluruhan berarti menyediakan barang yang dibutuhkan untuk kelangsungan hidup dan kenyamanan hidup manusia, dermatologi: ilmu penyakit kulit dan perawatannya, sensitif: cepat menerima stimulasi atau sensitivitas, ekstra: sangat atau luar biasa. (as the word technology: the whole means to provide goods needed for the survival and comfort of human life, dermatology: the science of skin diseases and their treatment, sensitive: quick to receive stimulation or sensitivity, extra: very or extraordinary). Smartfren b. Smartfren juaranya internet unlimited (Smartfren is offering unlimited internet)	3.a	From the utterance, From the statement, the general is more specific. Explain short terms but have meaning. in the diction, the general dictionary is dismissed briefly so that the ads submitted are more interesting.
4.	**Jargon** Nestle Cerelac a. Nestle good food, good life	4.a	From the utterance, Jargon itself is interesting and persuasive (invitation / influence) readers to

	Milna Porridge b. Milna ahlinya makanan bayi (Milna is an expert on baby food) My baby Telon Oil c. My baby, kepercayaan ibu cerdas (My baby, trust smart mother) Mammy Pokko Pants d. Mammy pokko pants, ekstra kering (Mammy Pokko pants, extra dry) Sweety gold Pampers e. Sweety gold, the royal comfort Switzsal Baby Bath f. New formula is extra soft for new borns SUN Red Rice g. Love SUN, mother's natural love Smartfren h. Smartfren juaranya internet unlimited (Smartfren offers unlimited internet) Simpati i. My simpati, my style		buy products offered. In addition, jargon also functions to increase the selling value of products offered to market share.

	(My sympathy, my style)		

A. Denotation

Denotation refers to the literal meaning of a word, the "dictionary definition.

Data 1: ***aku*** percaya milna

(***I*** trust Milna)

Aku anak SGM

(I am SGM child)

From the utterance above, can be described in denotations can also use the use of pronouns in advertisements such as me, you and him. like the example above.

Data 2: Pelembut pakaian ***kami*** yang tiga kali lebih lembut

(***Our*** clothing softener is three times softer)

From the utterance above, use of person pronouns for example: us. confirms something that exists.

B. Connotation

Connotation on the other hand, refers to the associations that are connected to a certain word or the emotional suggestions related to that word.

The connotative meanings of a word exist together with the denotative meanings.

Data 3:-My baby, **kepercayaan ibu cerdas**

(my baby, **smart mother's trust**)

-**Masa kecil penuh rasa**

(**Childhood full of taste)**

-Wanginya **bayi bang**

(Smell **the baby real**

-Bayi anda dilindungi dengan**dunia penuh kasih**

(Your baby is protected by **a world of love**)

From the utterance above, bold words are connotative words. From the above statement it can be explained that connotative meaning is the meaning that arises from social attitudes, personal attitudes and additional criteria imposed on a conceptual meaning.

C. General

General refers to groups or specific.

Data 4: Penggunaan istilah singkat, seperti kata teknologi: keseluruhan berarti menyediakan barang yang dibutuhkan untuk kelangsungan hidup dan kenyamanan hidup manusia, dermatologi: ilmu penyakit kulit dan perawatannya, sensitif: cepat menerima stimulasi atau sensitivitas, ekstra: sangat atau luar biasa.

(as the word technology: the whole means to provide goods needed for the survival and comfort of human life, dermatology: the science of skin diseases and their

treatment, sensitive: quick to receive stimulation or sensitivity, extra: very or extraordinary).

From the utterance above, From the above statement, the general is more specific.

Explain short terms but have meaning. in the diction, the general dictionary isd l briefly so that the ads submitted are more interesti

Data 5: Smartfren juaranya internet unlimited

(smartfren is offering unlimited internet)

From the utterance above, it is generally explained that unlimited explains withoutlimits or is infinite in usage.

D. Jargon

Jargon consists of words and expressions characteristic of a particular profession or pursuit.

Data 6:- Nestle good food, good life

- Milna ahlinya makanan bayi

(Milna is an expert on baby food)

- My baby, kepercayaan ibu cerdas

(My baby, trust smart mother)

- Mammy pokko pants, ekstra kering

(Mammy Pokko pants, extra dry)

- Sweety gold, the royal comfort
- Smartfren juaranya internet unlimited

(Smartfren offers unlimited internet)

My simpati, my style

(My sympathy, my style)

From the utterance above, Jargon itself is interesting and persuasive (invitation / influence) readers to buy products offered. In addition, jargon also functions to increase the selling value of products offered to market share.

B.1.2 Type of Sentence Structure in Advertisements

No.	Type of Sentence Structure	Code	Meaning
1.	Simple Sentence	1.a	Simple Sentence is one which has only one subject and one predicate. For ex: Aku percaya (I trust) In this utterance, I as the Subject and Trust as the Predicate
2.	Compound Sentence	2.a	Compound Sentence has more than one part that can stand alone (indenpendent clause). For ex: Usia enam bulan ia sudah siap untuk suapan pertamanya. (Six month old he was ready for his first meal) a. Six month olf he was ready (Independent clause) b. For his first meal (Dependent clause)

			In this utterance, “Six month old” as Adv, “he” as Subject, “was ready” as Verb, “his” subject, “first meal” as Verb.
3.	Complex Sentence	3.a	Complex Sentence are necessary part of one of the sentences (clauses). For ex: Ikuti undian dan menangkan hadiah dengan menukarkan poin anda (Follow the lottery and win prizes by exchanging your points). a. Follow the lottery and win prizes (Independent clause) b. by exchanging your points (Dependent clause) In this utterance, “Follow the lottery and win prizes”as Verb, and “by exchanging your points ” as Subject.
4.	Compound-Complex Sentence	4.a	Compound-Complex Sentence is at least 2 independent clause and one or more dependent clauses. For ex: Hidup Xtra VIP karena pake Xtra combo VIP, Bisa nonton youtube tanpa batas dimana aja kapan aja

			(Live Xtra VIP because of using the Xtra VIP combo, Can watch youtube without limits anywhere, anytime) In this utterance, “Live Xtra VIP because of using the Xtra VIP combo” as main clause, “Can watch youtube without limits anywhere” as subordinate clause and “anytime” as subordinate clause.

Four types of sentence sructure were analyzed in this research included simple sentence, compound sentence, complex sentence and compound-complex sentence.

1. Simple Sentence
   - Aku percaya
     (I trust)
   - Aku anak SGM
     (I am SGM child)

2. Compound Sentence

- Usia enam bulan ia sudah siap untuk suapan pertamanya.

(Six month old he was ready for his first meal)

c. Six month olf he was ready (Independent clause)

d. For his first meal (Dependent clause)

3.Complex Sentence

- Ikuti undian dan menangkan hadiah dengan menukarkan poin anda

(Follow the lottery and win prizes by exchanging your points).

c. Follow the lottery and win prizes (Independent clause)

d. by exchanging your points (Dependent clause)

B.2. The used of Diction and Sentence Structure in Advertisements

B.2.1 The used of Diction in Advertise

1. Make people who read or listen to advertisements understand more about what the advertiser wants to convey.

2. Prevent misunderstanding in delivery.

3. Make communication more effective.

4. Symbolizes expressions in verbal ideas "written or spoken".

5. Form the right expression or idea so that it can please listeners or advertisers.

B.2.2 The used of Sentence Structure in Advertisements

1.Simple Sentence

A **simple sentence** contains one independent clause.

2. Compound Sentence

A **compound sentence**has two independent clauses joined by a linking word (and, but, or, so, yet, however).

3. Complex Sentence

A **complex sentence** has one independent clause and one or more **dependent clauses.**

4. Compound-Complex Sentence

A **compound-complex sentence** contains 3 or more clauses: 2 independent and at least 1 dependent clause.

C. Discussion

Based on the research findings, there were two sub-categories that found in this research. This research discussed about diction and sentence structure in advertisement. In diction, there were denotation, connotation, general and jargon. First is denotation. Denotation refers to the literal meaning of a word, the "dictionary definition. For example: ***I*** trust Milna, means the utterance aimed use of pronouns in advertisements. Second is connotation. Connotation , refers to the associations that are connected to a certain word or the emotional suggestions related to that word.The connotative meanings of a word exist together with the denotative meanings. For example:my baby, **smart mother's trust**, means the utterance aimed to explained that connotative meaning is the meaning that arises from social attitudes, personal attitudes and additional criteria imposed on a conceptual meaning. Third is general. General refers to groups or specific. For example: as the word technology: the whole means to provide goods needed for the survival and comfort of human life, dermatology: the science of skin diseases and their treatment, sensitive: quick to receive stimulation or sensitivity, extra: very or extraordinary, means the utterance aimed to Explain short terms but have meaning. in the diction, the general dictionary is dismissed briefly so that the ads submitted are more interesting. And the last is Jargon. Jargon consists of words and expressions characteristic of a particular profession or pursuit. For example: Nestle good food, good life. Mammy Pokko pants, extra dry. My simpati, my

style, means the utterance aimed to increase the selling value of products offered to market share.

In sentence structure, there were simple sentence, compound sentence, complex sentence and compound-complex sentence. Simple sentence contains one independent clause. For example: I Trust. Compound sentence has two independent clausees joined by a lingking word. For example: Six month old he was ready for his first meal. Complex sentence has one independent clause and one dependent clauses. For example: Follow the lottery and win prizes by exchanging your points. And the last, Compound-complex sentence contains 3 or more clauses:2 independent and at least 1 dependent clause. For example: Live Xtra VIP because of using the Xtra VIP combo, Can watch youtube without limits anywhere, anytime.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data, the researcher concluded that:

1. There were the types of diction and sentence structure in advertisement.In diction, there were denotation, connotation, general and jargon. In sentence structure, there were simple sentence, compound sentence, complex sentence and compound-complex sentence.
2. Based on the analysis, the researcher found how used diction and sentence structure in advertisement, especially: product needs baby and provider telecommunication.

B.Suggestion

After doing the research, there are some suggestions that I will offer to the reader:

1. Recommendation for students, especially English language education, is advised to learn more about diction and sentence structure to get a deeper and deeper understanding of diction and sentence structure style analysis, not only diction and sentence structure, further studios are expected to source other styles. do.

2. Recommendations for research to carry out this research with detailed analysis to obtain understanding and related understanding of diction and sentence structure.

3. Hopefully the media can have their style in choosing words and sentence structure so that it will not make it difficult for viewers or readers who receive information.

4. It is desirable that research not only compare advertisements but also compare other sources, because it will be very different between advertisements from one source to another, especially in comparative studie.

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Appendix

(A)

(B)

(C)

(D)

Zwitsal Baby Spa
Zwitsal
Baby Spa
Ingin memanjakan si kecil? Lakukan perawatan alami Zwitsal Baby Spa yang tidak hanya merawat kulit bayi secara maksimal namun juga dapat membantu mengoptimalkan tumbuh kembangnya.
Bagian 1
Pijat Sehat

(E)

INOVASI BARU
SGM
Eksplor
Presinutri
3
1-3 Tahun
Susu Pertumbuhan
dengan
Zinc
Rasa Madu
1000g
SARI HUSADA

(F)

Berbagi Pelukan
Melalui Kelembutan
Molto
Ultra
Pure
Dropbox
Donation

(G)

Nestlé
Cerelac
Ayam Bawang

(H)

SUN BUBUR BAYI 6+ 120 gr
SUN
Beras Merah
Beras merah
SUN
Pisang Susu
Pisang susu
SUN
Kacang Hijau
Kacang hijau
SUN
Ubi Ungu
Ubi ungu
SUN
Ayam Kampung & Bayam
Ayam kampung & bayam
SUN
Brokoli & Wortel

Sweety
Gold
Pants
New
TIPE CELANA
COMFORT
DIAMOND
LAYER
M 60
7-12 kg
LUXURIOUS TOUCH
Sweety
Pants
M

(J)

HEMAT!
BARU!
BANTALAN X-TRA KERING
MamyPoko pants
X-tra Kering
10 jam
DAYA SERAP
Popok Bayi
Tipe Celana
S
4~8kg
Pcs.
Standar
JAPAN Quality
unicharm

(K)

Pakai Sepuasnya
Pulsa Gak Abis-Abis
24 jam
GRATIS
200 menit
GRATIS
1000 SMS
XL-KU
Beli
sekarang!
XL LANGKAH LEBIH MAJU
Syarat dan ketentuan berlaku : www.xl.co.id | XL Contact Center: 817 (Rp 350/call) atau 021 57959817 - 08170817707 (Berbayar)

(L)

TALKMANIA,
GRATIS NELPON
100 MENIT!
Ketik TM (spasi) ON, kirim ke 8999

(M)

im3
ooredoo
Ini Freedom Basic
Bonus nelpon & SMS-nya
UNLIMITED. Dijamin!
BARU!
BONUS UNLIMITED
JARINGAN
4G TERCEPAT
DI INDONESIA

(N)

Axis GAOL
0838
BANTEN
AXIS
GAOL
GRATIS NELPON
KE SEMUA AXIS
12 MALAM - 5 SORE
SETIAP HARI
GRATIS nelpon TIAP HARI ke sesama
AXIS dari jam 12malam sampai jam 5sore

(O)

smartfren
communication & technology
Jessica Mila
Aktris & Model
Mulai Dari
99 Rb
Selama 30 Hari
HEBAT
HEMAT
CEPAT
Beli Paketnya Hanya di Aplikasi mysmartfren
Download aplikasinya di
Google Play
App Store

(P)

TELKOMSEL
4G LTE
The Best Mobile Broadband Experiences
PikiranRakyat

(Q)

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http:/www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Form : K – 1

Kepada Yth: Bapak Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Periha! : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Mina Masniari Pane
NPM : 1402050208
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 133 SKS IPK= 3,34

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
8/12-2017	Diction and Sentence Structure in Advertisement	
	Ellipsis in Advertisement of Time Magazine	
	Linguistic Landscape of Bilingual Information Kualanamu International Airport	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 06 Desember 2017
Hormat Pemohon,

Mina Masniari Pane

Keterangan:
Dibuat rangkap 3 : - Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http:/www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Mina Masniari Pane
NPM : 1402050208
Prog. Studi : Pendidikan Bahasa Inggris

Judul	*Diterima*
Diction and Sentence Structure in Advertisement	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing

Hj. Dewi Kesuma Nst, SS, M.Hum

Medan, 06 Desember 2017
Hormat Pemohon,

Mina Masniari Pane

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Mina Masniari Pane
NPM : 1402050208
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Diction and Sentence Structure in Advertisement

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. Hj. Dewi Kesuma Nst, SS, M.Hum ACC 11/12-2017

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 11 Desember 2017
Hormat Pemohon,

Mina Masniari Pane

Keterangan
Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
- Untuk Ketua / Sekretaris Prog. Studi
- Untuk Mahasiswa yang Bersangkutan

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jln. Mukthar Rasri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 845/II.3-AU /UMSU-02/F/2017
Lamp : ---
H a l : **Pengesahan Proyek Proposal Dan Dosen Pembimbing**

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama Mahasiswa	: Mina Masniari Pane
NPM	: 1402050208
Program Studi	: Pend. Bahasa Inggris
Judul Skripsi	: Diction and Sentence Structure in Advertisement
Pembimbing	: Hj. Dewi Kesuma Nst.,SS.,M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :
1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak sesuai dengan jangka waktu yang telah ditentukan
3. Masa daluwarsa tanggal : **12 Desember 2018**

Medan, 23 Rab. Awwal 1439 H
12 Desember 2017 M

Wassalam
Dekan

Dr. Elfrianto ,M.Pd.
NIDN 0115057302

Dibuat rangkap 4 (Empat) :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
   WAJIB MENGIKUTI SEMINAR

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

بسم الله الرحمن الرحيم

LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama	: Mina Masniarni Pane
NPM	: 1402050208
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: Diction and Sentence Structure in Advertisement

Sudah layak diseminarkan.

Medan, 18 September 2018
Dosen Pembimbing

Dr. Hj. Dewi Kesuma Nst, SS, M.Hum

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30
Website: http:/www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

بسم الله الرحمن الرحيم

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap	: Mina Masniari Pane
N.P.M	: 1402050208
Program Studi	: Pendidikan Bahasa Inggris
Judul Proposal	: Diction and sentence Structure in Advertisement

benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 24, Bulan Oktober, Tahun 2018.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, 24 Oktober 2018

Ketua,

Mandra Saragih, S.Pd, M.Hum

SURAT PERNYATAAN

بسم الله الرحمن الرحيم

Saya yang bertandatangan dibawah ini :

Nama Lengkap	:	Mina Masniari Pane
N.P.M	:	1402050208
Program Studi	:	Pendidikan Bahasa Inggris
Judul Proposal	:	Diction and sentence Structure in Advertisement

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong ***Plagiat***.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Februari 2019
Hormat saya
Yang membuat pernyataan,

Mina Masniari Pane

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Fax. (061) 6625474 - 6631003
Website: http://fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Cerdas & Terpercaya

wab surat ini agar disebutkan
tanggalnya

Nomor : 791 /II.3/UMSU-02/F/2019
Lamp : ---
H a l : Mohon Izin Riset

Medan, 13 Jum. Akhir 1440 H
18 Februari 2019 M

Kepada Yth, Bapak Kepala Perpustakaan
Universitas Muhammadiyah Sum. Utara
di-
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak/Ibu pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Mina Masniari Pane
N P M : 1402050208
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitia : *Diction and Sentence Structure in Advertisement*

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dekan

Dr. H. Elfrianto Nst, S.Pd, M.Pd.
NIDN. 0115057302

** Pertinggal **

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN
Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: http://perpustakaan.umsu.ac.id

SURAT KETERANGAN
Nomor: 1462 /KET/II.3-AU/UMSU-P/M/2019

بسم الله الرحمن الرحيم

Pelaksana Tugas Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama	:	**Mina Masniari Pane**
NPM	:	**1402050208**
Univ./Fakultas	:	**UMSU/ Keguruan dan Ilmu Pendidikan**
Jurusan/P.Studi	:	**Pendidikan Bahasa Inggris/ S1**

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Diction and Sentence Structure in Advertisement"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 2 Rajab 1440 H
09 Maret 2019 M

Plt. Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UMSU Unggul | Cerdas | Terpercaya
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

بسم الله الرحمن الرحيم

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama : Mina Masniari Pane
NPM : 1402050208
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Diction and Sentence Structure in Advertisement

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
14 Agst 2018	- Revisi chapter I, II, III	
	- check grammar	
	- References	
25 Agst 2018	- Conceptual framework	
	- check grammar & the way of typing.	
	- Add more theories in chapter II	
10 Sept 2018.	- Revision complete	

Medan, 18 September 2018
Dosen Pembimbing

Diketahui oleh:
Ketua Prodi

(Mandra Saragih, S.Pd, M.Hum)

(Dr. Hj. Dewi Kesuma Nst, SS, M.Hum)

CURRICULUM VITAE

NAME	: Mina Masniari Pane
PLACE AND DATE BIRTH	:Medan, 02 October 1997
AGE	:21 Years Old
GENDER	:Female
NATIONALITY	:Indonesia
RELIGION	:Islam
ADRESS	:Jl. Durung no. 131 Medan

BACKGROUND OF EDUCATION

- Kindergarden at TK Wasliyah ,Medan
- Elementary School at SDN 007, Bagan Batu
- Junior High School at SMP S Pembangunan, Bagan Batu
- Senior High School at SMA S Laks. Martadinata, Medan
- Student of English Department Faculty of Teacher Training and Education, UMSU 2014 until Reaching the Degree of Sarjana Pendidikan (2014-2018)