

ABSTRACT

Pratamawati, Susi Zulisa. 2019. 15033034. *Syntactic Analysis of English Language Display Used in the Online Shop Applications*. Thesis. Teacher Training and Education Faculty of English Department. Darul ‘Ulum Islamic University of Lamongan.

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Syntax is one of the branches of linguistics. It studies the arrangement of words in the sentences or how phrases and sentences are structured. Structure of modification is one of various types of Structures Languages in this world. In the structure of modification there are two elements, namely: HEAD (H), and MODIFIER (M), the immediate constituent of Structure of modification called HEAD (H) and MODIFIER (M), term of *modifier* as an explanatory of *head*. This study was conducted analysis of syntax to figure out and investigate the structure of modification of English language display used in the online shop applications.

This study uses qualitative research and descriptive method to describe the data analysis. The data are fifty (50) English language display from five (5) Indonesia online shop applications, namely, Blibli.Com, Lazada, Bukalapak, Shopee, and Tokopedia. Furthermore, the researcher use Chinese box to analyze the structure of modification of English language display used in Indonesia online shop applications.

The findings of this study state that the frequency of syntactical forms from five (5) online shop applications used in Indonesia namely, (P) phrase (Np) noun phrases appeared most frequently with forty-three (43), followed by six (6) verb phrases (Vp), and one (1) preposition phrase (Pp). The sentence and clause were not a popular form of the English language display in Indonesia online shop applications. Therefore, the writer investigates the structure of modification of English language display used in Indonesia online shop applications. The result show that most of the Head (H) of English language display used in five (5) Indonesia online shop applications is a noun (N), forty three (43) of nouns (N) as a (H) head, followed by six (6) verbs (V) as a (H) head and one (1) preposition (P) as a (H) head, thus, thirty eight (38) nouns, four (4) adjectives as modifier (M), and five (5) nouns, one (1) pronoun, one (1) verb, one (1) adverb as a qualifier (Q). The researcher also found most of the immediate constituent shows Modifier (M) and Head (H) with the data gains forty two (42) of Modifier (M) and Head (H) then, following by eight (8) of Head (H) and Qualifier (Q).

In brief, the researcher suggested for the other researchers to analyze the similar studies with the different syntactic analysis structures, such as Structure of Predication, Structure of Coordination and Structure of Complementation. Thus, the researcher recommend analyzing the different objects of the data analysis for example, analyzing the online advertisement, analyzing the head line of the public news and so on.