

## CHAPTER I

### INTRODUCTION

This chapter consists of the background of the study, the research question, the definition of key terms, the objective of study, the significances of the study, and organization of the thesis.

#### **A. Background of the Study**

The term ‘language’ can be used to refer to a variety of concepts or things, such as the particular form of words and speech used by the people of a country, area or social group, or the method of human communication using spoken or written words (Dostert 2009: 3).

English is one of famous languages in the world, which is originally spoken by people of England and the U.S. and many areas now or formerly under British control. According to Reilly (2012: 1), English has official or special status in at least 75 countries with a combined population of two billion people. It is estimated that one out of four people worldwide speak English with some degree of competence. Further Burchfield (1985: 1) **says that English language** is like a fleet of juggernaut trucks that goes on regardless. It means that English is the important thing to be learned and known. English is mostly used by the people in the world to communicate across countries, that is why English is studied by many countries in the world, however learning English is not without trouble. Not few people say that studying English is hard in understanding the grammar or syntax. One

problem found in English grammar is English phrase. In fact constructing phrase is not easy for Indonesian students because of its placement.

One example of the use of English noun phrase is in the brochure written in English at the hotels located in Jogjakarta. The most dominant type of English phrase in the brochure is noun phrase. Beside visual content and design in advertising, the use of English language can give great impact on the costumers and help people to identify a product, especially who speaks English. There are a lot of Indonesian hotel brochures written in English to help foreigners visiting Yogyakarta.

The brochure is one kind of advertising strategies in the form of text and images, by using English language in brochures, it will not only help the foreigners but also give direct positive impact to the local hotel guess. English language in brochures is usually constructed by phrases to make the reader easily find the information they need. This may be the positive sign for the research to conduct on the phrase analysis on the brochures to help English learners understand phrase deeply. In many way, the writer see constructing phrase is still the problem to learn by Indonesian students. There for the researchers is interested to find out how the phrases in English brochure are constructed, brochure that will be analyzed are brochures from hotels located in Yogyakarta.

Yogyakarta is the most popular city in Java, many foreigners visit favorite places such as Malioboro street. In this case the writer will use some brochures from hotels in Malioboro street to analyze. To analyze noun phrase

used in the brochures, the writer will use the theory of Generative transformational grammar from Ronald Wardhaugh about Phrase. Thus the title of this research is The Analysis of English Noun Phrase Formulation Found in Hotel Brochures in Yogyakarta.

## **B. Research Question**

The research question based on the background is: how are English Noun Phrases formed contained in hotel brochures in Yogyakarta formed?

## **C. Definition of the Key Terms**

The writer will define the key terms to avoid misunderstanding related to some terms in the content of the thesis. The key terms which are required to be explained are as follows:

### **a. Generative transformational grammar**

According to Wardhaugh (1977: 26), the form of a set of rules that will produce, or generate the diagram.

### **b. Phrase**

According to Simmons (2014: 1), a phrase is two or more words that do not contain the subject-verb pair necessary to form a clause. Phrases can be very short or quite long.

### **c. Noun phrase**

Delahunty and Garvey (2015: 274) said that a noun phrase includes a noun - a person, place, or thing - and the modifiers - either before or after - which distinguish it. The pattern looks like this: optional + modifier (s) + noun + optional modifier (s).

d. Brochures

Dina (2011:15) states that printed brochures normally contain much more information, with a lot more variety in the information than in a pamphlet. Brochure printing is often specifically focussed in the products or services of a particular business.

**D. Objective of the Study**

The aim of the research is to analyze the formation of English phrase contained in hotel brochures in Yogyakarta.

**E. Significances of the Study**

The study hopefully will be able to contribute to some aspects of written English noun phrase on brochure, as follow:

a. Theoretically

This study can be used as a reference for those who want to conduct a study of phrase through brochure especially using descriptive qualitative study.

b. Practically

It presents the advantage of the study for the writer and the reader, as follows:

1) The Writer

The result of this study is able to increase the writer's writing competence, especially in writing English phrases.

2) The Readers

There are two significances for the readers, as follows:

- a) The readers can add their knowledge about the using of English noun phrase on advertising, especially on the brochures.
- b) The readers can learn more about the using of the English noun phrase used in hotel brochures in detail.

c. Pedagogically

This study pedagogically is expected to be useful in the educational world such as it can be useful for teacher, students and also institution practically on the discussion of English noun phrase construction.

**F. Organization of the Thesis**

The writer categories the thesis into five chapters, namely: introduction, review of related literature, method of investigation, finding and interpretation, conclusion and suggestions. Chapter I is introduction. It consists of six sub chapters. Those are the background of the study, research question, definition of the key term, objective of the study, significances of the study, and organization of the thesis. Chapter II is review of related literature. It contains theoretical study, previous studies, and theoretical framework. Chapter III presents method of investigation. It contains four subparts. Those are research design, research setting, source of data, technique of data collection, and technique of data analysis. Chapter IV is findings and interpretation and chapter V is conclusion and suggestions.