

THE ANALYSIS OF ENGLISH NOUN PHRASE FORMATION ON HOTEL BROCHURES IN YOGYAKARTA

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Abstract

The aim of this study is to analyse English noun phrase formation on brochures of five hotels in Yogyakarta. This is a descriptive qualitative study in which data are taken from the hotels at Malioboro Street, Yogyakarta. They are Amaris Hotels, Grand Puri Saron Hotels, Grand Puri Saron boutique Hotels, Mataram 2 Hotels, and Pyrenees Hotels. The techniques of data analysis are dividing all the phrase in brochures into its phrase types, rewriting each phrase using tree diagram, describing the formation of noun phrase from the hotels' brochures, and drawing conclusion. The study finds that there are 221 noun phrases found in brochures of five hotels in Yogyakarta.

Based on the result, there are 16 rule types of noun phrases found. Those rules of English noun phrase consist of: 1 $NP \rightarrow Adj + N + N + N$, 2 $NP \rightarrow Det + Adj + Adj + N$, $NP \rightarrow Adj + N$, $NP \rightarrow N + N$, $NP \rightarrow Det + N$, $NP \rightarrow Adj + Adj + N$, $NP \rightarrow N + N + N$, $NP \rightarrow N + Prep + N$, $NP \rightarrow Adj + N + N$, $NP \rightarrow Adj + N + Prep + N$, $NP \rightarrow V + N$, $NP \rightarrow Adj + N + Prep + N$, $NP \rightarrow Adv + Adj + N$, $NP \rightarrow Det + N + Prep + Det + N$, $NP \rightarrow N + Prep + V$, $NP \rightarrow N + Adj$. The domination of the rule type of English noun phrases formation on hotel brochures is $NP \rightarrow N + N$.

Keywords: English noun phrase formation, hotel brochures Yogyakarta

A. Introduction

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 especially in understanding the grammar or syntax. One problem found in English grammar is English phrase. In fact, constructing phrases 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 Yogyakarta. 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 who travel around 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 will 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 ways, the writers see constructing phrase is still the problem to learn by Indonesian students. Therefore the writers are interested to find out how the phrases in English brochure are constructed. The brochures that will be analyzed are brochures from hotels located in Yogyakarta.

Yogyakarta is the most popular city in Java, in which many foreigners visit favorite places, such as Malioboro Street. In this case the writers use some brochures from hotels in Malioboro Street to analyze.

To analyze noun phrase used in the brochures, the writers use the theory of generative transformational grammar from Ronald Wardhaugh about phrase.

B. Literature Review

According to Wardhaugh (1977: 26), generative transformational grammar is the form of a set of rules that will produce or generate the diagram. Furthermore, Delahunty and Garvey (2015: 274) state that traditionally phrase is defined as a group of words that does not contain a verb and its subject and is used as a single part of speech. Moreover, Delahunty and Garvey (2015: 274) say 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). The example is *an apple*.

C. Method of Investigation

This study uses descriptive qualitative research. As stated by Burns and Grove (2003:19), a qualitative approach is “a systematic subjective approach used to describe life experiences and situations to give them meaning”. Meanwhile Djamaan in Muhammad (2011: 30) states that descriptive qualitative method describes the meaning, concepts, definitions, metaphors, symbols and things. In this study, the writers use Delahunty and Garvey and Aarts theory (2001) to analyze the English noun phrase. This study describes the construction of English phrase used in brochures of hotel in Yogyakarta.

D. Findings and Discussion

After conducting the research, this study finds that the domination of the rule types of English noun

phrases formation on hotel brochures in Malioboro Street is $NP \rightarrow N + N$. This rule is the most used formation of English noun phrases on hotel brochures in Malioboro Street. The types of the rule of English noun phrases and total noun phrases in every type are in the table below:

No	The Rule Types of English Noun Phrase	Total Noun Phrase
1	$NP \rightarrow Adj + N + N + N$	1
2	$NP \rightarrow Det + Adj + Adj + N$	2
3	$NP \rightarrow Adj + N$	49
4	$NP \rightarrow N + N$	130
5	$NP \rightarrow Det + N$	12
6	$NP \rightarrow Adj + Adj + N$	2
7	$NP \rightarrow N + N + N$	10
8	$NP \rightarrow N + Prep + N$	3
9	$NP \rightarrow Adj + N + N$	6
10	$NP \rightarrow Adj + N + Prep + N$	1
11	$NP \rightarrow V + N$	1
12	$NP \rightarrow Adj + Adj + N$	1
13	$NP \rightarrow Det + N + Prep + Det + N$	1
14	$NP \rightarrow N + Prep + V$	1
15	$NP \rightarrow N + Adj$	1
Total of All Noun Phrase		221

The detail examples of noun phrase of the above table are as follow:

1. The Rule $NP \rightarrow Adj + N + N + N$
 - a. Grand Puri Saron Boutique Hotels
2. The Rule $NP \rightarrow Det + Adj + Adj + N$
 - a. A new Prestigious Hotel
 - b. The Most Popular Tourist Kampongs
3. The Rule $NP \rightarrow Adj + N$
 - a. Deluxe King
 - b. Suite rooms

- c. Master Chef
- d. Excellent Service
- e. Attractive Coffee
- f. High Quality
- g. Daily Housekeeping
- h. Merapi Mountain
- i. Hot Water
- j. Cold Water
- k. Mini Bar
- l. Deluxe Twin
- m. Single Bed
- n. Deluxe King
- o. Double Bed
- p. Full Day
- q. Full board
- r. Single Room
- s. Round Table
- t. General Information
- u. Excellent Service
- v. High Quality
- w. Full Attention
- x. Extra Care
- y. Modern Malioboro
- z. Smart Room
- aa. Welcome Drink
- bb. Hot Water
- cc. Cold Water
- dd. Master Card
- ee. Superior Room
- ff. Spacious Place
- gg. Standard Equipment
- hh. White Board
- ii. Excellent
- jj. Accommodation
- kk. Short Walking
- ll. Famous Malioboro
- mm. Comfortable Set
- nn. Tropical Atmosphere
- oo. Active Volcano
- pp. Popular tourist

- qq. Special Region
 - rr. Good Road
 - ss. Hot Water
 - tt. Cold Water
 - uu. Long Mirror
 - vv. Stacked Platforms
 - ww. Central Dome
 - xx. Artificial Lake
4. The Rule $NP \rightarrow N + N$
- a. Sky Lounge
 - b. Honeymoon Package
 - c. Sky Lounge
 - d. Malioboro Mall
 - e. Smoking Rooms
 - f. Hotel Facilities
 - g. Ball Rooms
 - h. Room Service
 - i. Parking Space
 - j. Opening Hours
 - k. Laundry Service
 - l. Atmosphere Asian
 - m. Borobudur Temple
 - n. Merapi Golf
 - o. Veteran University
 - p. Beringharjo Market
 - q. Mandala Krida Stadium
 - r. Agung Mosque
 - s. Sonobudoyo Museum
 - t. Paku Alam Palace
 - u. Meeting Rooms
 - v. Sky Lounge
 - w. Room Service
 - x. Public Areas
 - y. Tour Arrangement
 - z. Airport Pickup
 - aa. Parking Area
 - bb. Room Type
 - cc. President Suite
 - dd. Half Day

- ee. One Day
- ff. Name Room
- gg. Class Room
- hh. Mawar Saron
- ii. Hotel Facilities
- jj. Room Facilities
- kk. Hair Dryer
- ll. Atmosphere Asian
- mm. Ring Road
- nn. Bathroom Amenities
- oo. Amaris Hotel
- pp. Mataram Kingdom
- qq. Borobudur Temple
- rr. Adi Sucipto Airport
- ss. Sultans Place
- tt. Batik Museum
- uu. Shopping Mall
- vv. Meeting Room
- ww. Swimming Pool
- xx. Credit Card
- yy. Parking Area
- zz. Gajah Mada University
- aaa. Station Yogyakarta
- bbb. Reservation Center
- ccc. Mataram2 Hotel
- ddd. Reservation Center
- eee. Gallery Hotel
- fff. Railway Station
- ggg. Sultan Palace
- hhh. Malioboro Street
- iii. Tugu Trainstation
- jjj. Malioboro Mall
- kkk. Sultan Palace
- lll. Borobudur Temple
- mmm. Prambanan Temple
- nnn. Mendut Temple
- ooo. Parangtritis Beach
- ppp. Baron Beach
- qqq. Kaliurang Hills

rrr. Kasongan Ceramic
 sss. Traditional Architecture
 ttt. Hotel Facilities
 uuu. Meeting Rooms
 vvv. Prayer Room
 www. Parking area
 xxx. Travel Service
 yyy. Ticket Reservation
 zzz. Visa Card
 aaaa. BCA Card
 bbbb. Family Room
 cccc. Twin Room
 dddd. Wifi Area
 eeee. Sound System
 ffff. Standing Microphone
 gggg. Meeting Kits
 hhhh. Mineral Water
 iii. Laundry Service
 jjj. Taxi service
 kkkk. Car Rental
 lll. Free Internet
 mmm. Tourism object
 nnn. Shopping center
 oooo. Pyrenees Hotel
 pppp. Shopping Street
 qqqq. Merapi Mount
 rrrr. Strato volcano
 ssss. Yogyakarta City
 tttt. Beringharjo Market
 uuuu. Parangtritis Beach
 vvvv. Bantul Regency
 www. Gunungkidul Regencies
 xxxx. Hotel Facilities
 yyyy. Junior suite
 zzzz. Cotton Sheets
 aaaaa. Board Room
 bbbbt. Writing Desk
 ccccc. Security Key
 ddddd. Cleaning Service
 eeeee. Tourism Information

- fffff. Ticketing Service
 - ggggg. Transportation Service
 - hhhhh. Room Safety
 - iiii. BCA Card
 - jjjj. Borobudur Temple
 - kkkkk. Buddhist Temple
 - llll. Relief Panels
 - mmmmm. Buddha Statues
 - nnnnn. Buddhist Monuments
 - ooooo. Sailendra Dynasty
 - ppppp. Javanese Buddhist
 - qqqqq. Gupta art
 - rrrrr. Javanese People
 - sssss. Resting Area
 - ttttt. Meditation Area
 - uuuuu. Defense Area
 - vvvvv. Hiding Place
 - wwwww. Distinct Areas
 - xxxxx. Artificial Lake
 - yyyyy. Bathing Complex
 - zzzzz. Prambanan Temple
 - aaaaaa. Yogyakarta Province
5. The Rule NP → Det + N
- a. 48 Rooms
 - b. 47 Rooms
 - c. 80 Seats
 - d. 48 Rooms
 - e. 2 Bar
 - f. 12 Hours
 - g. The Border
 - h. Six Square
 - i. Three Circular
 - j. The Preserver
 - k. The Destroyer
 - l. The Boundary
6. The Rule NP → Adj + Adj + N
- a. Junior Suite Room
 - b. President Suite Room

7. The Rule NP \rightarrow N+ N + N
 - a. Tugu Railway Station
 - b. Mawar Saron Resto
 - c. Saron Coffee Shop
 - d. South Ring Road
 - e. Yogyakarta Bus Station
 - f. Adisucipto International Airport
 - g. Tamansari Water Castle
 - h. Beringharjo Tradisional Market
 - i. Air Conditioner Room
 - j. Garden Party Space
8. The Rule NP \rightarrow N + Prep + N
 - a. Doctor On Call
 - b. Heart Of Yogyakarta
 - c. Expression Of God
9. The Rule NP \rightarrow Adj+ N + N
 - a. Grand Puri Saron
 - b. Safe Deposit Box
 - c. Grand Puri Waterpark
 - d. Save Deposit Box
 - e. Safe Deposit Box
 - f. Largest Buddhist Temple
10. The Rule NP \rightarrow Adj + N + Prep + N
 - a. Medical Assistance On Call
11. The Rule NP \rightarrow V + N
 - a. Publish Rate
12. The Rule NP \rightarrow Adv + Adj + N
 - a. Very Strategic Location
13. The Rule NP \rightarrow Det + N +Prep + Det + N
 - a. The Center Of The City
14. The Rule NP \rightarrow N + Prep + V
 - a. Things To See
15. The Rule NP \rightarrow N + Adj
 - a. Cards Accepted

E. Conclusion

Based on the findings and discussion above, it can be seen that there are 221 noun phrases found in brochures of five hotels in Yogyakarta. The result shows that there are 16 types rule of noun phrases found. Those the rule of English noun phrase consist of 1 NP \rightarrow Adj + N + N + N, 2 NP \rightarrow Det + Adj + Adj + N, 49 NP \rightarrow Adj + N, 130 NP \rightarrow N + N, 12 NP \rightarrow Det + N, 2 NP \rightarrow Adj + Adj + N, 10 NP \rightarrow N+ N + N, 3 NP \rightarrow N + Prep + N, 6 NP \rightarrow Adj+ N + N, 1 NP \rightarrow Adj + N + Prep + N, 1 NP \rightarrow V + N, 1 NP \rightarrow Adv + Adj + N, 1 NP \rightarrow Det + N +Prep + Det + N, 1 NP \rightarrow N + Prep + V, 1 NP \rightarrow N + Adj. The domination of the rule states of English noun phrases formation on hotel brochures in Malioboro Street is NP \rightarrow N + N. Studying noun phrase formation is very important especially for those who have trouble in forming noun phrase. The following study about noun phrase might be conducted with different authentic materials used by public such as advertisement, game online instruction etc. to add more reference on phrase studies.

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