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Presented to University of Brawijaya In partial fulfillment of the requirements For the degree of Sarjana Sastra

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Universi Dewi, Venoncia Irene Kurnia. 2013. Transformation Analysis on Campaignsitas Brawijava Slogans Used by the Presidential Candidates of the United States of America. Stars Brawiew Study Program of English Language and Literature Department Faculty of Cultural Studies Universitas Brawijaya. Supervisor: Endang Sasanti, Co -Universitas Brawijava supervisor: Istiqomah Wulandari.

Keywords: tree diagram, transformational grammar, campaign slogans.

Slogans usually are used to deliver ideas, visions, emotions, and opinions in very short sentences. In their campaign, the presidential candidates all over the world always use certain slogans which show their vision and mission if they are sitas Brawijaya Universi running for Presidential Candidates and also to persuade the voters of the countrysitas Brawiava to give their vote in the presidential Election Day. The researcher wanted to the presidential Election Day. analyze the structure on the campaign slogans used by the presidential candidates of the United States of America from 1992 until 2012 since it affected the people Universi in the country in deciding which candidates to choose. The researcher conducted SILAS this research to find out the transformational grammars on campaign slogans used sites Br by the presidential candidates of the United States of America.

Therefore, the researcher used qualitative approach in this research in which the primary instrument is the researcher herself to collect the data and analyze the data. The data of this research were 10 campaign slogans from the sitas Brawlaya Universi elected president from 1992 to 2012. The data were taken from tas Brawijava www.presidentsusa.net.

The researcher found that the transformational grammars that were dominantly used on campaign slogans used by the presidential candidates of the Universit United States of America were imperative transformation which used Imp + you + sitas Brawijaya Universit will + VP => VP as the rule of the tree diagram and emphatic transformations it as Brawijava Universitwhich used Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y as the sites Brawijaya rule of the tree diagram, both of the rules were written by Bornstein, 1977. Universitas Brawijaya Universitas BShe also has suggestion for the next researcher to use the theory of sitas Brawijaya Universi functional grammar since campaign slogans had a hidden meaning and thesitas structures which were used in the campaign slogans had the different function in convincing the hearers and the readers.

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Dewi, Venoncia Irene Kurnia. 2013. Analisis Perubahan Tata Bahasa pada Slogan Kampanye yang Dipergunakan oleh Calon Presiden Amerika Serikat. Fakultas Ilmu Budaya, Program Studi Bahasa dan Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti, (II) Istiqomah Wulandari. Kata Kunci: diagram pohon, perubahan tata bahasa, slogan kampanye.

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Slogan merupakan suatu kalimat singkat yang dapat digunakan untuk menyampaikan pesan, pendapat, serta visi dan misi. Semua calon presiden di seluruh dunia selalu menggunakan slogan dalam setiap kampanyenya, slogan ini digunakan untuk menyampaikan visi dan misi mereka jika terpilih menjadi presiden dan juga untuk membujuk para pemilih di Negara tersebut untuk memberikan suaranya pada pemilihan umum. Peneliti ingin memahami tata bahasa pada slogan kampanye yang digunakan oleh calon presiden Amerika Serikat tahun 1992 sampai 2012 karena slogan kampanye mampu mempengaruhi para pemilih di Negara tersebut dalam menentukan pilihannya. Karena itulah pada studi ini peniliti akan menganalisa perubahan tata bahasa yang dipergunakan oleh calon presiden Amerika Serikat.

Oleh karena itu, peneliti menggunakan pendekatan kualitatif dalam penelitian ini dimana instrumen utama adalah peneliti sendiri untuk mengumpulkan data dan menganalisa data. Data yang digunakan oleh peneliti pada penelitian ini adalah 10 slogan kampanye yang digunakan oleh presiden terpilih dari tahun 1992 sampai 2012. Data yang dipergunakan diunduh dari www.presidentsusa.net.

Peneliti menemukan bahwa perubahan tata bahasa yang dominan pada Universi slogan kampanye calon presiden Amerika Serikat adalah *imperative* as Brawijay Universi transformation dengan rumus Imp + you + will + VP => VP dan emphatic Universi transformation dengan rumus Emph + X + tense + $\begin{bmatrix} Aux^1\\be \end{bmatrix}$ + Y => X + tense + stas Brawijay Universit $[Aux^1]$ + X be because to what diadia also be penetain 1077

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Peneliti menyarankan bagi peneliti selanjutnya untuk menggunakan teori functional grammar karena slogan kampanye memiliki makna tersembunyi dan struktur yang digunakan dalam slogan kampanye memiliki fungsi yang berbeda dalam menyampaikan pesannya kepada pendengar dan pembaca.

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava rawijaya Universitas Brawijaya CHAPTER I Universitas Brawijaya Universitas Brawijaya Universit INTRODUCTION sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas The first chapter presents background of the study, problems of the study, sitas Brawijava objectives of the study, significance, scope, and definition of key terms. Universit1.1 Background of the Study People need language in everyday life. According to Chomsky as quoted by Universitas UniversitRadford, (1988, p.1), "Language is a mirror of the mind – i.e. by detailed study of Sitas Brawijaya Universi language, we might hope to reach a better understanding of how the human mindsitas Br produces and processes language". Although people always use language to Universi communicate with each others, they do not realize that the sentences are not onlysitas Brawijaya rawijava rawijaya arranged by putting the words together randomly. People do not realize that they Universit produce the sentence based on a certain rule of structure, whereas understanding Sitas Brawijaya Universi the structure of language is very important in daily life. According to Carnie (2006), sentences are made up of words, and parts of Universitspeech are the most important units in a sentence because it tells us how the wordsitas Brawijaya it as Brawij, wijaya Universitas Br is going to function in the sentence; and the study is called 'Syntax'. The most_{sitas Br} common parts of speech are nouns, verbs, adjectives, adverbs, and preposition. ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya Universi Written materials also need a well-arranged structure. Similar to those of oralsitas Brawijaya expressions, written materials are used to deliver ideas, opinions, and even are used to persuade their readers to do something. Writing a sentence is not a simple Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithing, without a good arrangement of structure and ideas the readers will not be the Brawlay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya able to understand the message behind a paragraph or a text. One way to ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi understand the structure of a language is by making tree diagrams. A tree diagram shows all the grammatical information found in the sentences and also shows Universit more explicitly the fact that there are different levels in the analysis before thesitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas sentence is produced. "There is a level of analysis at which a constituent such as Brawijaya Universitive NP is represented and a different lower level at which a constituent such as N is Universitrepresented" (Carnie, 2006, p. 105). In this case NP means noun phrase which is it as used to describe the part of speech of the phrase and N is noun. The simplest NP Universit contains only a noun. There are two different levels in transformational structure, surface structure and deep structure. "...a deep structure that represents the meaning, and a surface Universi structure that represents the sound" (Bornstein, 1977, p.37). While Yule (2000, p.Sitas 102) defines deep structure as "an abstract level of structural organization in Universit which all the elements determining structural interpretation are represented" and sitas Br Universi Bornstein (1977, p. 246) defines surface structure as "the form of a sentence that appears after it has been subjected to transformations. The surface structure Universidetermines the spoken or written form of the sentence". Those statements mean that every sentence has both deep structure which shows the real meaning and surface structure which represents the sound of the sentence, in the other word, rsitas Brawijava Universitas Brawijava Universitas Brawijava Universi Universi deep structure and surface structure are connected each other. rawijaya Universitas Brawijaya structure. Slogans usually are used to deliver ideas, visions, emotions, and Universi opinions in very short sentences. Slogans can also be used to mock, persuade, or Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Irawijaya	create a certain effect about something or someone. The researcher wants to	Brawijay
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rawijaya	Universi analyze the structure and the transformational process used in the slogans used bysitas	Brawijay
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rawijaya	Universite of candidates and also to persuade the voters of the country to give their vote in	Brawijay
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rawijaya	Universitas The researcher is interested in analyzing the slogans used by the United Statessitas	
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rawijaya	President's policies, that is why the presidential candidates have to make powerful	
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universit country upon one of the elected candidates. A good campaign slogan has to follow sites Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi the certain rule of structures and to know whether the slogans follow the rules or sitas ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya not we can use the tree diagram to analyze it. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian In applying the tree diagram analysis on the slogans used in the Presidential Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universitas campaign, the researcher limits her research only in the campaign slogans used by sitas B Universit the presidential candidates of the United States of America from 1992 to 2012. Universi Moreover, the researcher also uses transformational structure by Radford (1988), sit Bornstein (1977) and Akmajian and Heny (1976) to analyze the tree diagram of the campaign slogans. In this research, the researcher assumes that if the Universi campaign slogans are analyzed using the theories of transformational grammar, sitas the results will show that the most transformational grammar which is used in the Universi campaign slogans is imperative transformation since campaign slogans are used tosi demand the voters to do an action as it is intended by the campaign slogan to Universitimake the America be better in the future. Universitas The benefit for the researcher by doing this research is to improve her knowledge about syntactic structure especially that used in the campaign slogans. Universitit is expected that this research can give more information about syntax especiallysitas Brawijaya in concerning tree diagram for students who are interested in conducting research this subject. Therefore, the researcher conducts a study study ersitas Brawijava Universit"Transformation Analysis on Campaign Slogans Used by Presidential candidatessitas Brawijava of the United States of America" Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas This research is aimed to answer the question: "What are the transformational sitas Brawijava rawijaya Universities Brawijaya grammars on campaign slogans used by the presidential candidates of the United Universities Brawijaya rawijaya rawijaya rawijaya UniversitStates of America?"niversitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University Brayers of the Study Universitas Related with the problem of the study above, the objective of this research issitas Brawijaya to find out the transformational grammars on campaign slogans used by the Universitas Bresidential candidates of the United States of America. Universitas Brawijaya **Definition of Key Terms** Universi 1.4 1. Syntax is the process by which words and grammatical categories combine to form phrases, clauses, and sentences in a languagesitas Brawijaya (Bornstein, 1977) Universita rawijaya Transformational Grammar is a grammatical process that operates on Sitas Brawijaya 2. a string of words and symbols with a particular constituent structure and sitas converts it into a new string with a new derived constituent structure Universitas Braw (Bornstein, 1977) Universitas Br3., Tree Diagram is a derivation of a sentence consisting of the sitas B substitutions that result from the application of the rewriting rules Universitas Brawijaya Universitas Braw (Bornstein, 1977) tas Brawijaya Universitas Brawijaya 4. **Slogan** is phrases designed to be memorable, attaching to a product or rawijaya Universitas Brawservice during a particular advertising campaign (Goddard, 1998) niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **REVIEW OF RELATED LITERATURE** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas This chapter conveys the review of related literature that gives preface aboutsitas Brawijava the topic of this research. It begins with the theory of Syntax, followed by Tree Universi Diagrams, Phrase Structure Rules, Transformational Rules, Deep Structure and Sitas Brawijaya BRAW, Universi Surface Structure, and Previous Study. **Universitas Brawijaya Universitas Brawijaya** Universit_{2.1} Syntax Syntax is "an attempt to produce an accurate analysis of the sequences or the ordering 'arrangement' of elements in the linear structure of the sentence" (Yule, Universi 1996, p. 100). While Bornstein (1977, p. 246) defines syntax as "the processes bysitas Brawijaya rawijaya which words and grammatical categories combine to form phrases, clauses, and Universit sentence in a language". Francis (1958, p. 293) says "syntax refers to the sitas Brawijaya Universitarrangement of words into meaningful phrase or sentence by using systematics tas Brawijava rules". From the experts' definition above, the researcher concludes that syntax is Universita branch of study dealing with the arrangement of words and grammar in thesitas Brawijaya wijaya Universitas Brawijava sentences and makes them well formed by using systematic rules. It can be used to analyze the grammatical information in a sentence since understanding the rawijaya Universi structure of sentence in a language is very important. sitas Brawijaya Brawijava Universitas Brawijaya Universitas Brawijaya Tree Diagrams Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitian It can be said that tree diagram shows the formation of the sentencesitan Brawijaya hierarchically. According to Yule (2000, p. 105), "there is a level of analysis at Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya University which a constituent such as NP is represented and a different lower level at which **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit constituent such as N is represented" wijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya itas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijava Universitas Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Byawijaya Universita Brawijaya rawijaya Universitas Brawijaya Universitas P rawijaya Universitan Brawijaya as' Brawijaya Universitas Brawijava, Unive Universitas Brawijaya ate **Universitas Brawijay**

Universitas From the diagram above, we can see that sentence (S) can be separated into Universitas Brown two constituents (NP and VP). Then, VP consists of V and NP and NP has noun

Universit(N) as the constituents.

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2.3 Phrase Structure Rules

According to Bornstein (1977), phrase structure rules are used to generate thesitas Brawijaya

basic sentences of a language. The phrase structure rules consist of symbols on the

Universitleft side which can be rewritten as their symbols on the right side of the arrow. Sitas Brawijaya Universe These are the expansion of the symbols on the left. For example, $S \rightarrow NP + VP$, sites Brawijaya

the symbol of "S" refers to "sentence" and it is expanded as "NP" (noun Phrase) Universitas Bra

Universitand "VP" (verb Phrase).

Universitas Phrase structure rules are as follows:

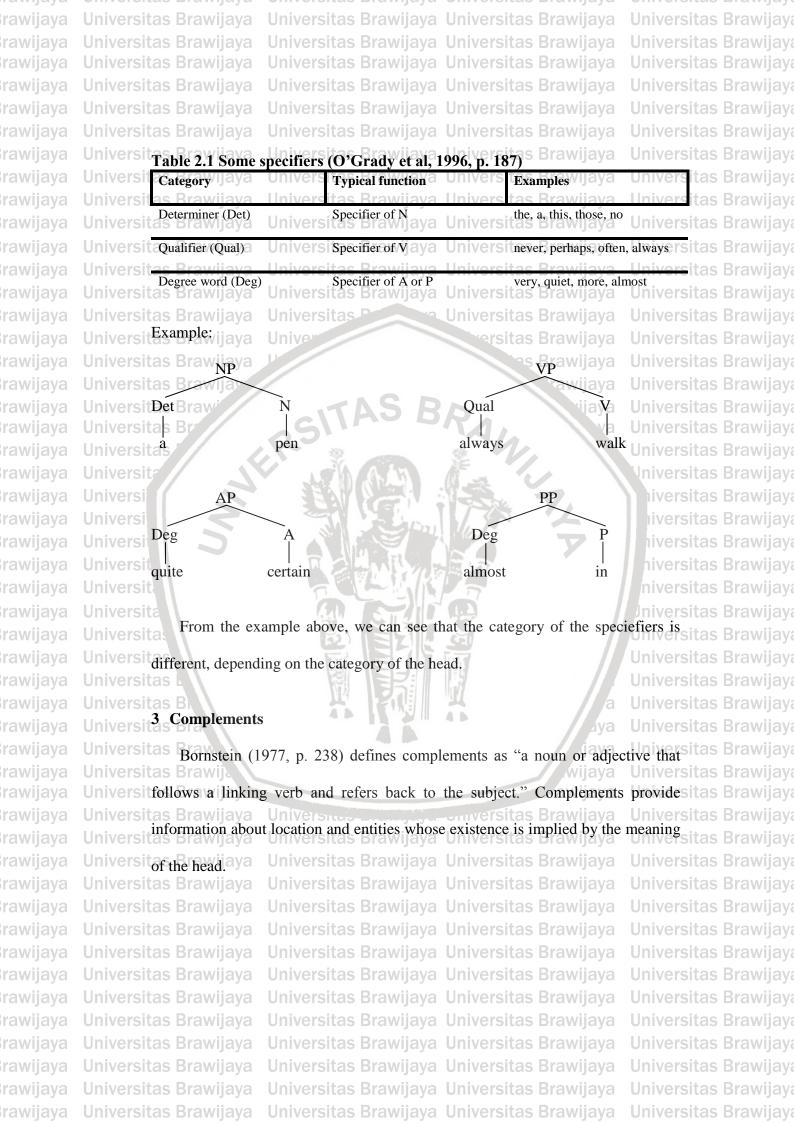
Universitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Rrawijaya (Art (Adj) + N) Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Rypvijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas PPawijay Prept+NPrsitas Brawijaya Universitas Brawijaya

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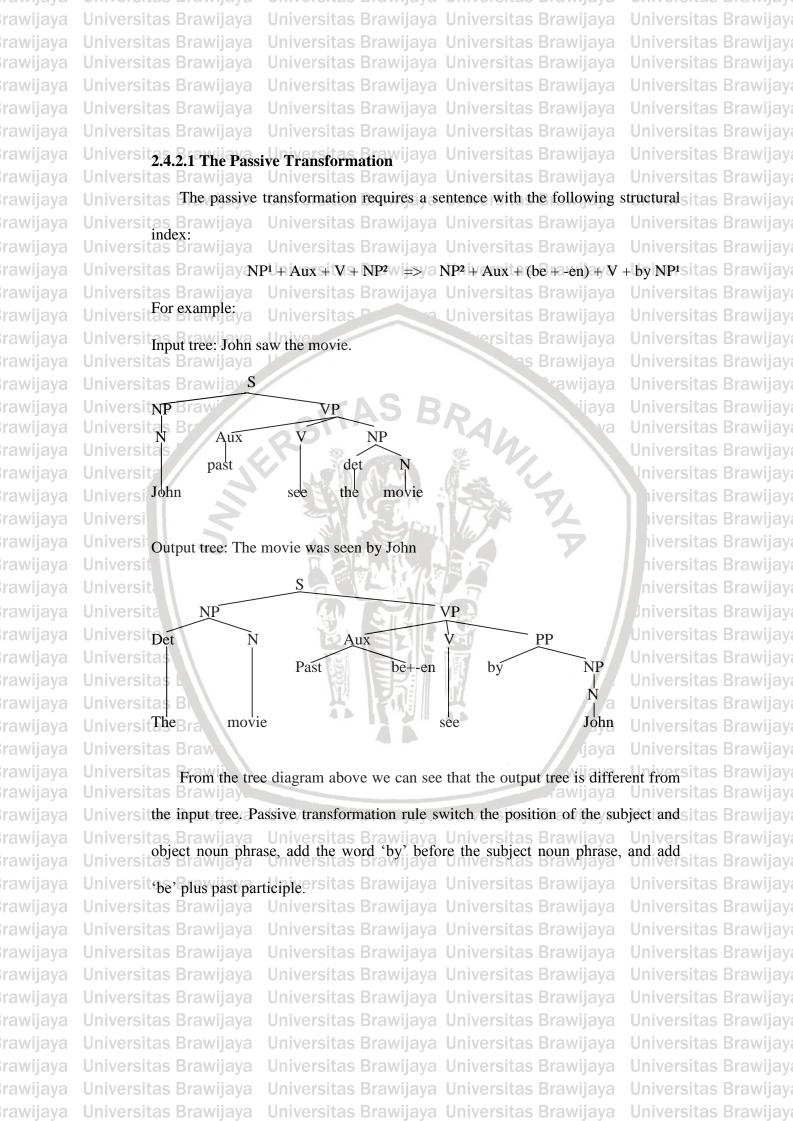
Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universit 2.4.1 Transformation Theory by Radford (1988) ersitas Brawijaya Universitas B Radford (1988) classifies transformation into four types, they are: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit2.4.1.1 WH-Movement Brawijaya Universitas Brawijaya srawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Br According to Radford (1988), question can be classified into two kinds, sitas Brawijava rawijaya Universitas Brawijaya yes – no question and wh – questions. It is called yes – no questions because the Universitas Brawijaya rawijaya yes – i ersitas Br Universitanswer of the questions are 'Yes' or 'No', while wh - questions usually use ansitas Brawijaya interrogative word beginning with wh- (who, why, what, when, where, which, rawijaya Universi how). Radford (1988) also identifies question into echo questions and nonecho Universitquestions. "Echo questions are so - called because they involve one personsitas Brawijaya echoing the speech of another", Radford (1988, p. 147). Echo question usually is Universi used to imitate the sentence from the first speaker in a question form, for example: Sitas Brawijaya rawijaya A : I bought a car rawijaya B : You bought a car? UniversitOn the other hand, nonecho questions are questions which do not imitate orsitas Brawijaya rawijaya universities the sentence from the other speaker. Your father will put which car in the garage? WH-MOVEMENT Universitas Brawijaya Universitas Brawijay *Which car* will your father put – in the garage? Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Bravija Universitas Bravijaya Universitas Bravijaya DET Universitas Brawijaya Universitas Brawijaya ersit<u>as</u> Brawijay **Universitas Brawi** Inivers s Brawijaya Universitas Brawijava Universitas Brawijava Iniversitas Brawijava Your father Universitas Brawijava Universitas Brawijava **Nniversitas Brawijaya** Universitas Brawijaya Universitas Brwhichyacarniveinsitas DET wijaya rawijaya Universitas Brawijaya Universitas theawijayagarageversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw <u>sitas Brawijava</u> AUX NP Universitas Br Uni will it DET rawijaya DEBrawij iya Universitas PPawijava iNya rawijaya rawija Universitayourrawijfather nutsi Pis Brawi NPa UniversitWhichaw carva rawijaya rawijaya Universitas Brawijaya Universitas **Det**wijaya Nniversitas Brawijaya Universitas Brawijaya Universitas theawijayagarageversitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya sitas Brawijaya Universitas In the tree diagrams above, we can see that the sentence shows two Universit movement operations, the first movement is by moving which car to the front of sitas Brawijava Universit the sentence, then we have to move the auxiliary will in front of the subject NP.ersitas Brawijaya Universitas Brawijaya rawijaya Universit2.4.1.2 Topicalisation Transformation rawijaya niversitas Brawijaya According to Radford (1988), topicalisation transformations can be used to rawijaya move a certain types of constituents in a sentence to the front of the sentence, as in rawijaya rawijaya Universitthe example bellow: I don't think I'd ever do that kind of thing rawijaya rawijaya TOPICALISATION Universitas Brawijaya That kind of thing, I don't think I'd ever do-. Universitas Brawijaya The example above shows us that topicalisation transformation has the function to generate the sentence after the complement 'that' into in front of the Universit sentence without adding or removing anything. Inversitian Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya 2.4.1.3 Though – Movement as Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijava Universitas Braccording to Radford (1988), though movement has the function to movesitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas dijectival phrase into in front of 'though'. Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijay Though I think she is very pretty, I don't like her wijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Unive THOUGH -- MOVEMENT rsitas Brawijava rawijaya ilava Universitas Brawijaya rawijaya **Universitas Braw** Universitas Brawijay Very pretty though I think she is -, I don't like hervijava rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Br From the example above we can see the transformation using though ______ rawijaya Universitas Brawijaya Universi movement can generate the adjectival phrase into the front of the sentence. This it as Brawijava Universitas Brawijay rule is done without any addition or deletion. RAW, Universitas Brawijaya Universit2.4.1.4 VP – Preposing Iniversitas Brawijaya Universit According to Radford (1988), VP - preposing allow the second VP of the rawijaya Universi sentence to be fronted. rawijaya I suspected that he would be playing cricket, and playing cricket he was-.versitas Brawijava rawijaya rawijaya **VP – PREPOSING** Playing cricket, I suspected that he would be -, and playing cricket he was. rawijaya **Universitas Brawijaya** Universitas BThe example above shows us that VP - proposing has the function tositas Brawijava generate the second verb into in front of the sentence without adding or removing Universitas Pravijay **Universitas Brawijava Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya 2.4.2 Transformation Theory by Bornstein (1977) rawijaya Universitas Bornstein (1977) classifies transformation into ten types, they are: rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya



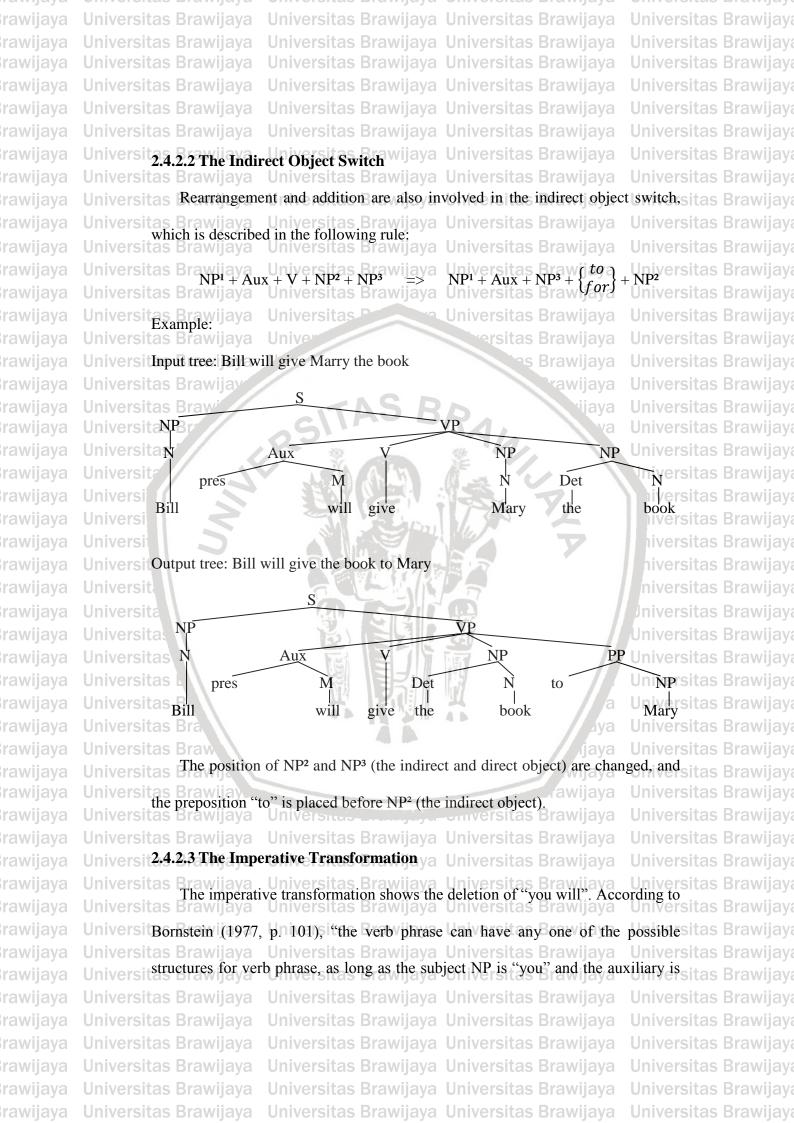
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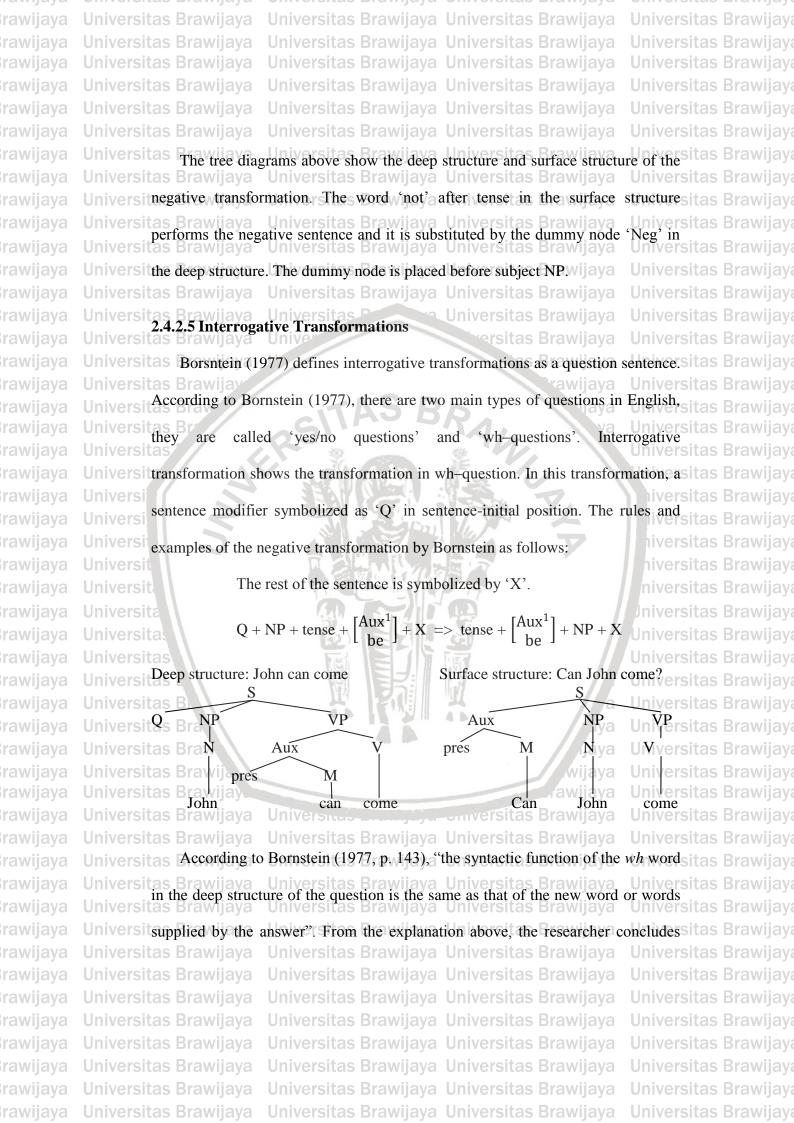
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tas Brawijaya **Universitas Brawijaya**



Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit"pres + will"". It means that in the imperative transformation we can delete almost Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universital of the elements of the sentence, except the verb of the sentence itself. This kindsitas Brawijava rawijaya of transformation rule can be applied only in the sentence which has 'you' as the rawijaya rawijaya rawijaya Universit subject NP and 'press + will' as the auxiliary. The example of the imperative sitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya transformation by Bornstein is as follows: Universitas Brawijaya Universit Input tree: You will stand Output tree: Stand! BRAWINS awi§aya Universitas Brawija<u>v S</u> Universit NP Bray VP/a **Universitas B** Lva Universitas Brawijaya pron Aux Universita prés Stand Universi You stand Universi 2.4.2.4 The Negative Transformation According to Bornstein (1977), transformations should not change the tas Brawijaya meaning of the sentence. Then, to show the negative sentences should have a rawijaya Universitdummy node in the deep structure (such as "Neg" or "Q") to distinguish themsitas Brawijaya from positive sentence. Bornstein (1977) defines 'dummy node' as a symbol Universit which did not appear in the surface structure; its function was to show the sitas Brawijaya Universi transformation. The dummy node used in this transformation is 'Neg'. The rules it as Brawijava and examples of the negative transformation by Bornstein as follows: $+ X + tense + \begin{bmatrix} Aux^{1} \\ be \end{bmatrix} + Y => X + tense + \begin{bmatrix} Aux^{1} \\ be \end{bmatrix} + not + Y$ **Universitas Bray** ijaya Universitas Brawijaya rawijaya Surface structure: John cannot come as Brawijaya Deep structure: John can come rawijaya as Brawijaya Universitas Brawijaya Universitas Brawypya Universitas Brawijaya UniversitNegBraNPaya LAuxersitas Vrawijava UrNversitas BAuxvijava Universitas Brawijaya Universitas Brawijaya Universitas Bravijay ^{pres}niver^Mas Bravijaya Universitas Bravijaya Universitas Bravijaya Univerpress BrMwiiz not Universitas Brawijaya rawijaya can nbt universitas Brawijaya John Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya



rawijaya rawijaya

Universitas Brawijaya Universite that when the wh word is the adv, the wh transformation then moves the wh word Universitas Brawijaya Universitas Brawijaya Universito the front of the entire sentence. The rule is as follows: as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya X + wh + Y => wh + X + Y Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Deep structure: With what are you drawing? Universitas Brawijaya Universitas Brawijaya Universitas Brasijaya Universitas Brawijaya Universitas Brappiava Universitaux Universitas Brawijay NPUNi pres be be what Universi Surface structure: What are you drawing with? Universit NP Aux NP Aux be pron

prés What

Universit^{2.4.2.6} The Emphatic Transformation

be

Universital According to Bornstein (1977), emphasis can be achieved in English by Sitas Brawijaya Universi placing heavy stress on it (indicated by intonation in speech or by italics orsitas Brawijaya

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underlining in writing). The emphatic transformation is applied when the entire Universits entence is applied. The rule for the emphatic transformation can be stated assitted Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya => $X + \text{tense} + \begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$ iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Serawijava_Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univervitas Braduxaya Univervitas BrawiAdva Universitas Brawijaya Miniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Jim Universitas Brawijaya Universitas Brawijaya

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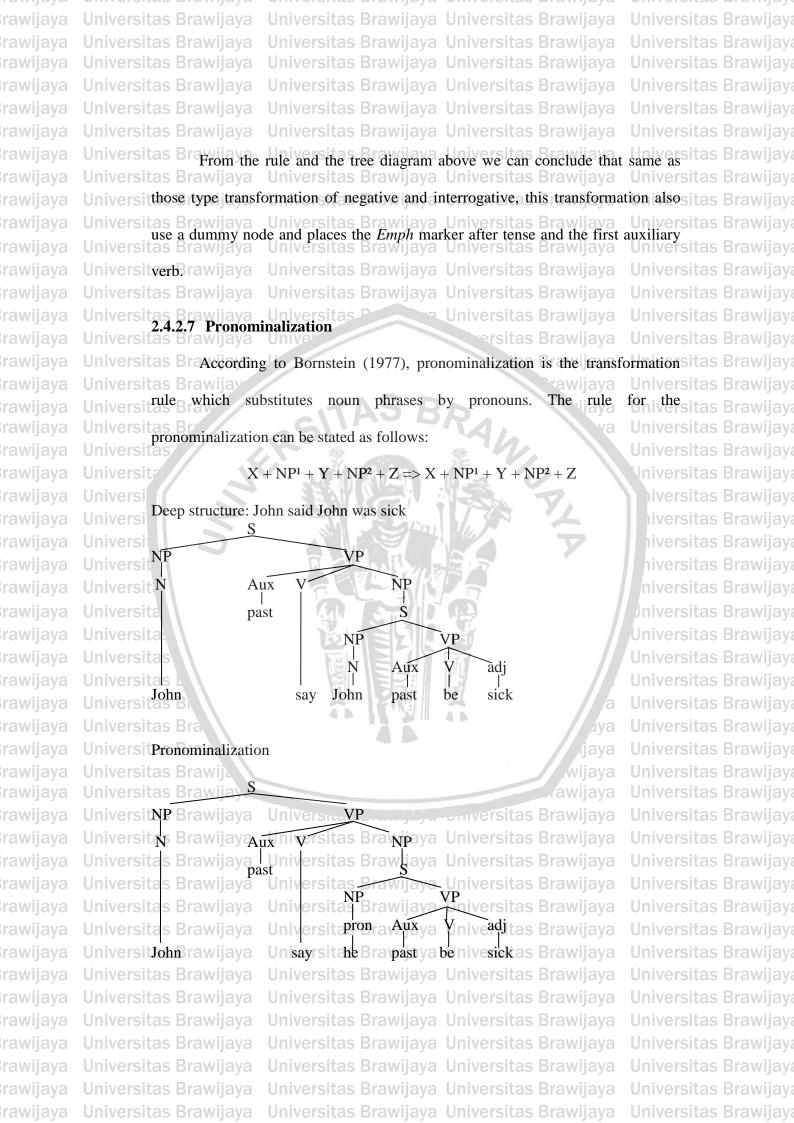
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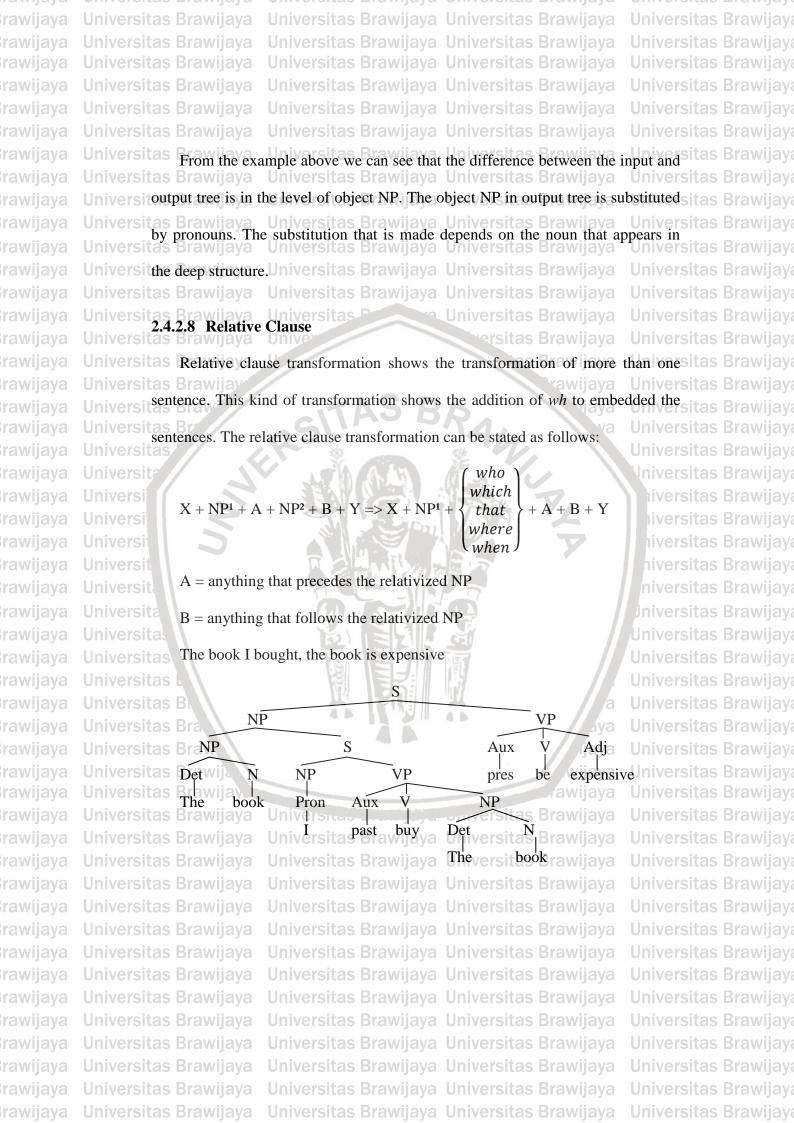
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas The book which I bought is expensive Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijas Universitas Brawijaya Universitas Brawijaya PUniversitas Brawijaya Universitas Brawija P Anjversitas Brawijaya Universitas Bravijaya Universitas Aux wijoya ersitas Blawijaya presi be Uhiv rawijaya ŃP Det NP expensive Brawijaya Brawijaya Brawijaya Universitas Bhewilbook Det Pron Aux ver<mark>sitas Brawijava</mark> Ч. Uthe book buytas Brawijaya past Universitas Brawijaya -human which Universitas Br From the tree diagram above we can see two sentences which is embedded sitas Brawijaya in one sentence and added by wh after the subject noun phrase. The addition of whUniversi that is made depends on the noun that appears, we can use which, where, when, SILAS Universi and that if the noun is |-human| and use who, that, whom, and whose if the noun rawijaya is |+human|. rawijaya Universita Universit2.4.2.9 Complementation According to Bornstein (1977), complementation makes a sentence become a rawijaya Universit noun phrase by adding 'complementizer' and makes it part of another sentence. Sitas Complementizer is the items added to a sentence to transform it into a noun Universit phrase. The most common complementizer in English is 'that'. The rule for this Universi transformation can be stated as follows: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya A new phrase structure rule is needed to account for such NP: Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava + Si+vYr = >athati+iSvi+aY/a Universitas Brawijava Universitas Brawijaya Universitas Brawijaya

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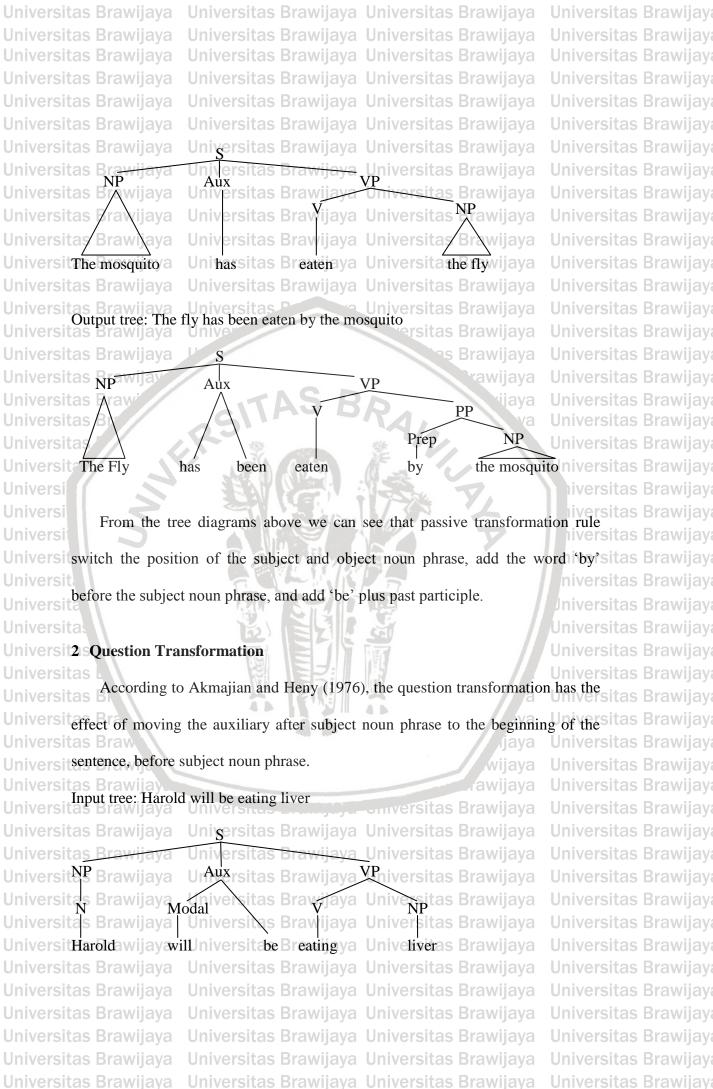
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rawijaya srawijaya



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Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** the mosquito niversitas Brawijaya **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** rawijaya rawijaya

Universitas Brawijaya Universit Output tree: Will Harold be eating liver? ya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brazilaya - <mark>Br</mark>awijaya Universitas Brawijaya Modal' Universitas Brawijaya Universitas Brawija Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitWillBrawijHaroldIniversitaWillrawijayabeniveetings Brawiliver Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas The tree diagrams above show the moving of modal will' from the first Brawijaya position after the subject noun phrase to the left of it. The sentences show the rule AMILY

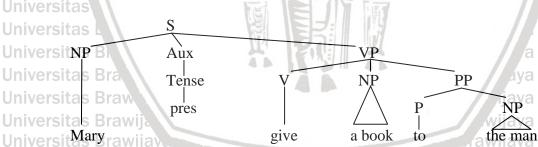
Universitas Br/No Question Transformation.

Universi 3 Dative Movement Transformation

According to Akmajian and Heny (1976), dative movement transformation is Universi the rule that has the effect of moving or switching the indirect objects NP to asitas Brawijaya

Universition after the verb.

Universit Input tree: Mary gave a book to the man



Universit Output tree: Mary gave the man a book jaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya **WP**versitas Brawijaya UniversitNP BrawijayAuxIniversitas Brawijaya Universitas Brawijaya Universitas Bypvijaya Universitas Typwijaya Universitas Brawijaya Universitas Brawijaya the man rsitas a book Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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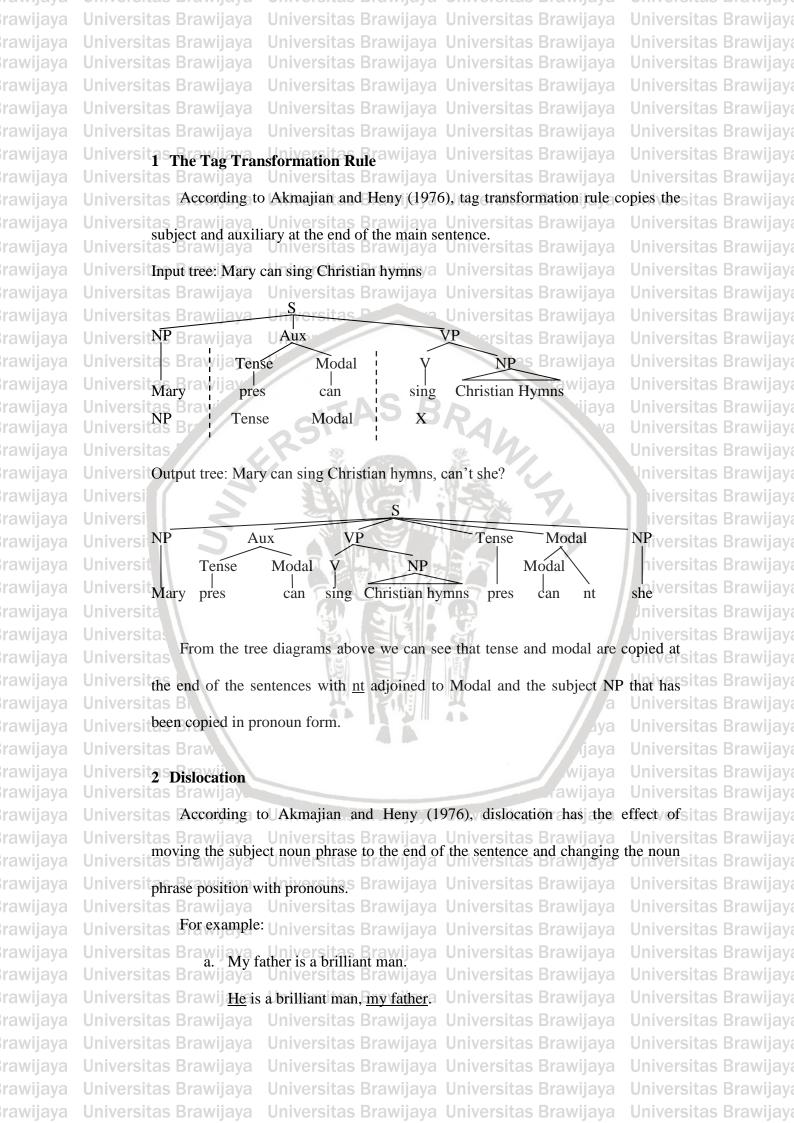
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitian From the tree diagrams above, we can see that the rule of dative movement sites Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi transformation moves the indirect object 'the man' to the position after verb and sitas Brawijava rawijaya Universitas Brawijaya switch it with the object 'a book'. The tree diagrams also show the deletion of Universitas Brawijaya rawijaya rawijaya rawijaya Universitprepositional phrase foersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya 4 Negative Placement Transformation Universitas Brawijaya Universitas Brawijaya rsitas Brawijaya – Universitas Brawijaya Universitas According to Akmajian and Heny (1976), the negative aplacementsitas Brawijaya **Universitas Brawija** awijaya transformation is the rule that have the effect of moving the sentence – initial 'not' Universities Br within the auxiliary. Universitas Brawijaya rawijaya **Universitas Brawijaya** Iniversitas Brawijaya Universit Jane will go \rightarrow Jane will not go S rawijaya Aux /PNP rawijaya Ň Tense Modal Modal Universita rawijaya Jane will pres not go Universit2.4.3.2 Copying Universitas Akmajian and Heny (1976, p. 231) define copying as "rules that have the Universi effect of adding a copy of an existing constituent in a new part of the tree". This it as Brawijaya Universi rule is almost the same with the previous rule about movement but the difference is in copying, there is always the original NP or a pronoun left after they have Universitas Brawijava Universitas Brawijaya Universi been moved from. Akmajian and Heny (1976) say that this rule is applied in thesitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas of transformations, they are; Universitas Brawijaya rawijaya aya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitian From the tree diagrams above, we can see that there insertion rule here moves that Brawliave Universitas Brawijaya Universitas Brawijaya Universi the subject noun phrase 'a boy' to the position after verb and insert the word theresitas Brawijava rawijaya Universitas Brawijava to fill the subject noun phrase position of the sentence. Universitas Brawijava rawijaya **Universitas Brawijaya** rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit2.4.3.4 Deletion Universitas Brawijaya Universitas Brawijaya rawijaya Deletion is the kind of transformation which has the effect of deleting Universitmaterial from the tree. There are several kinds of transformation which use this sitas Brawijaya **Universitas Brawija** BRAW, Universit formula, they are: Universitas Brawijaya Universit1SDative Movement Rule Universit Iniversitas Brawijaya According to Akmajian and Heny (1976), dative movement transformation issuas Brawijaya the rule that has the effect of moving the indirect objects NP to a position after the rawijaya rawijaya Universitverb. niversitas Brawijaya Input tree: Mary gave a book to the man rawijaya S Universitas Aùx rawijaya PΡ Tense NPa Universitas BI pres Universit the man a book to give Universi Output tree: Mary gave the man a book **Universitas Brawijaya** Universitas Brawijaya wijava Universitas Brawijaya **Universitas Brawijaya** Universitas Universitas Brawijaya Universitas Brawija VP as Brawijava rawijaya Universitas Brawijaya^{Tense}iversitas BYPwijaya UNPversitas BYPwijaya rawijaya rawijaya UniversitMaryrawijay pres niversitas give jaya the man sitas a book jaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas From the tree diagrams above, we can see that the rule of dative movement Universitas Brawijaya rawijaya Universi transformation moves the indirect object 'the man' to the position after verb and sitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya University switch it with the object 'a book'. The tree diagrams also show the deletion of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitprepositional phrase to ersitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit2 Deletion Under Identity Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Deletion under identity makes the deletion in the tree possible with the sitas Brawijava rawijaya Universitas Brawijaya Universitas Portugui o Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Sandy ate meatball and Ron ate meatball → Sandy ate meatball and Ron did tooersitas Brawijaya **Universitas Brawijay** Universitas From the example above, we can see that the deletion is possible to make University with the change of the elliptical sentence. According to Akmajian and Heny Universit(1976, p. 249), elliptical sentence is "....those incomplete sentence", thesitas Brawijaya incomplete sentence of the example above is 'Ron did too'. The elliptical sentence Universi cannot stand alone. "Yet, when conjoined with full sentences as above, they are sitas Brawijaya rawijaya Universitnot only meaningful but also quite commonly used in ordinary speech", sitas Brawijaya Universit (Akmajian and Heny, p. 249). rawijaya Universitas For example: a. Ellsberg was arrested by the FBI and Fonda was too Universitas Brab. I can't see you tomorrow, but Sam may. Universit2.5 Deep Structure and Surface Structure Bornstein (1977) defines transformational grammar into two levels for each Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitsentence, a deep structure and a surface structure. According to Bornstein (1977, sitas Brawijaya p. 37), "deep structures and surface structures are produced by two types of rules. Phrase structure rules generate the sentences that are found in the deep structure. Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Transformational rules change around these sentences, making them into surface these Brawlay rawijaya Universitas Brawijaya srawijaya

Universitas Brawijaya Universit structure". From the explanation above, we can conclude that deep structure Universitas Brawijaya Universitas Brawijaya Universi presents the real meaning of the sentence, and surface structure presents the sound sitas Brawijava of the sentence. Universitas Brawijaya Universit2.4 Previous Studies versitas Brawijaya Universitas Brawijaya Universitas Brawijava To enrich the ideas in analyzing the campaign slogans used by the Universitas Brawijava Universitpresidential candidates of the United States of America, the researcher reviewed sitas Brawijaya two previous studies that are related to this study. The first research, entitled "The Syntactic Analysis in the English Version of surah Ar Rahman (Translated by UniversitAbdullah Ali) that was conducted by Eliyana (2009), whereas the second research sitas Brawij was written by Nur Qomariah Goro (2010) entitled "The Tree Diagram Analysis on Syntactic Structures Used in the Headline of the Jakarta Post". The first research (Eliyana, 2009), found that each of the sentences contain different sentence patterns. Moreover she found that each of the sentence patterns Universithat are dominantly found is S-double bar \rightarrow {AdvP + S - double bar }. The second research was conducted by Nur Qomariah Goro (2010), she Universitas Bird second restant and the second restant and the second restance of the secon Universitof S \rightarrow NP + VP, (VP \rightarrow Aux + V + NP + PP), and S \rightarrow NP + Aux + VP (VP \rightarrow Ve+sit NP - S). She also found that the journalist often write double subject in one sentence by using apostrophe, they do not separate those subject by using 'and'.ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas The two previous studies above show the different theories and objectives.sitas B The researcher used those previous studies to enrich her knowledge about **Universitas Brawilava** tas Brawijava Universitas Brawijava Universi syntactical analysis and tree diagram as well. The first theory by Eliyana (2009)sitas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas used the tree diagram theory by Burton-Roberts (1998) and Thomas (1993), while Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit this research uses tree diagram theories by Radford (1988), Bornstein (1977) and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Akmajian and Heny (1976), same as Nur Qomariah Goro (2010). The differencessitas Brawijava rawijaya Universitas Brawijaya between this research and Nur Qomariah Goro's is that she used surface structure Universitas Brawijaya rawijaya rawijaya rawijaya Universito analyze the tree diagram in Jakarta Post headline, whereas this research usesitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universiboth deep structure and surface structure to analyze the tree diagram used in stas Brawijav rawijaya **Universitas Brawijaya** rawijaya Universit campaign slogans. Universitas Brawijaya **Universitas Brawijay** Universitas Brawijaya **Universitas Brawijaya** rawijaya rawijaya **Universitas Brawijaya** Universit Universitas Brawijaya rawijaya hiversitas Brawijaya rawijaya rawijaya rawijaya niversitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** rawijaya Universitas Brawijaya omversitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** srawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas RESEARCH METHODS awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas This chapter discusses the methods used in the study which comprise Type of sitas Brawijava Research, Data Sources, Data Collection, and Data Analysis. Universit 3.1. Type of Research The design employed in this study is descriptive qualitative approach. The Universitas Universit qualitative research is any kind of research that produces findings not arrived at bysitas Brawijaya Universi means of statistical procedures or other means of quantification. According to Arysitas Brawijava et al. (2002, p. 425), "the descriptive data in qualitative research deal with the data Universi Universithat are in the form of words, rather than numbers and statistics". Qualitativesitas Brawijaya rawijaya research use data that are presented in the form of sentence like public records, Universitextbook, letters, and diaries to show the deeper understanding about the datasitas Brawijaya Universitiself. Therefore, the type of qualitative research applied in this study is document sitas Brawijava analysis since the researcher analyzed the written campaign slogans used by the Universitpresidential candidate of the United States of America found in the internet tositas Brawijaya Universitanalyze their transformational rules using tree diagrams. Universita.2.B Data Source Universitas Brawijaya Universitas BThe data source of this research is the United States of America Presidential Brawijava campaign slogans; the researcher used 10 campaign slogans from the elected Universitpresident from 1992 to 2012 as her data. The data were taken fromsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universite www.presidentsusa.net. rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas According to Ary et al. (2002), there are three data collection methods insitas Brawijava qualitative research: observation (participant and nonparticipant), interviewing, rawijaya Universitand document analysis. In this research, the researcher used document analysis. Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas In order to get the intended data, the researcher conducted several steps in sitas Brawijaya Universi collecting data, as follows: Universitian Browsing and downloading the campaign slogans from the internet The researcher browsed some websites on the internet in order to get the sitas Brawijaya campaign slogans used by the presidential candidates of the United States of stars Brawijava America from the year of 1992 to 2012 which were used as the data of this research. After finding the website and the campaign slogans used by thesitas Brawijaya presidential candidates of the United States of America, the researcher downloaded the data from the internet. Eliminating the slogans Universit² is The researcher found 22 slogans used by the presidential candidates of the Universitas Universitas United States of America from 1992 to 2012 but she only used 10 sloganssitas Brawijaya from the elected president of the United States of America as her data. Universitas Brawijaya Re-checking Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Making sure that the campaign slogans were valid, the researcher re-sitas Brawijava checked the data collected once again by searching the other websites on the Universitas Internet to support the data. Brawijaya Universitas Brawijaya rawijava

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Irawijaya	Universit3.4. Data Analysis niversitas Brawijaya Universitas Brawijaya Universitas Brawij	
rawijaya	Universitas Brawieva Ary et al. (2002) defined data analysis as a process whereby researchers Universitas	jay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	jay
rawijaya	Universit systematically search and arrange the data in order to increase their understandingsitas Brawij	jay
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rawijaya	Universit of the data and to enable them to present what they learned to others. In analyzing Brawij	jay
rawijaya	Universit the data, the researcher used the following steps: Persitas Brawijaya Universitas Brawij	
rawijaya	Universitas Brawijaya Universitas Brawij	
rawijaya	Universit1. Identifying and classifying the campaign slogans used by the presidential sitas Brawij	
rawijaya	Universitas Brawi Universitas of the United States of America Universitas Brawij	
rawijaya		
rawijaya	Universitas The first step in analyzing the data was identifying the sentence pattern of Sitas Brawi	ay
rawijaya	Universitation Universitatio Universitatio Universitation Universitation Universi	
rawijaya	Universi the campaign slogans by classifying the slogans based on the theory written by _{Sitas} Brawij	
rawijaya	Radford (1988), Bornstein (1977), and Akmajian and Heny (1976).	
rawijaya Irawijaya	Universit2. Drawing Tree Diagram	
Irawijaya		
rawijaya	Universita After classifying the data based on their type of transformation, the	iav
rawijaya	Universital researcher drew the tree diagram of each campaign slogans based on the rule Brawi	
rawijaya	Universitas	
rawijaya	Universitas by Radford (1988), Bornstein (1977), and Akmajian and Heny. Universitas Brawi	
rawijaya	Universitas Brazilias Braz	
rawijaya	Universitas Bra	
rawijaya	Universitas Brafter drew the tree diagram, the researcher interpreted the data to get thesitas Brawij	jay
rawijaya	Universitas Brawija Universitas Brawij	jay
rawijaya	Universit deeper understanding about her research. She explained the tree diagram by sitas Brawij	
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rawijaya	Universitas Br The last step of analyzing the data, the researcher made the conclusion Sitas Brawij	
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rawijaya	Universitas found after doing those three steps above. Universitas Brawijaya Universitas Brawij	
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **FINDINGS AND DISCUSSION** FAMILY Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya This chapter presents the findings and discussion of this research. Universitas P Universit4.1 Findingsya This research investigated the transformational process used in campaign Universit slogans used by the presidential candidates of the United States of America. In Sitas Universitanswering the problem of the study, this research employed the theory of sitas Brawijaya transformational grammar by Radford (1988), Bornstein (1977), and Akmajian Universi and Heny (1976). The researcher found that there were 22 campaign slogans used by the rawijaya rawijaya presidential candidates of the United States of America; 14 campaign slogans Universi from the elected presidents and the rest 8 campaign slogans were from thesitas Brawijava presidential candidates who did not win. The researcher only used 10 campaign Universit slogans from the elected president since she could not find the supported data tositas Brawijaya analyze the deep structure of the campaign slogans. The supported data used by Universities the researcher were in the kind of document found from the internet, biography of Universi the elected presidents, and also the pictures and the videos of their campaign. Thesitas Brawljaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya researcher would like to present the data obtained from http://www.presidentsusa.net/campaignslogans.html as follows: Universitas Brawijaya rawijava

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Universitas Brawijaya Universit Table 4.1 Campaign Slogan of Presidential Candidates of United States of UniversitAmericavijaya No. Year **Presidential Candidate** Slogan Universit 1992 **Bill Clinton** It's the Economy, Stupid 1 1992 I Still Believe in A Place Called Hope 2 **Bill Clinton** 3 1992 **Bill Clinton** Don't stop thinking about tomorrow Universi a4 1996 Building a bridge to 21st century Bill Clinton S 2000 5 George W. Bush Leave no child behind Univer 2008 Change We Can Believe In 6 Barack Obama 7 2008 Barack Obama Change We Need 8 2008 Barack Obama A Leader who can Deliver Change 9 2012 Barack Obama It's About Time. It's About Change 10 2012 Barack Obama Forward

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Universitas Before classifying the syntactic structure used, the researcher would like tositas Brawijaya

analyze each of the campaign slogans used by the Presidential Candidates of the niversitas Brawijaya

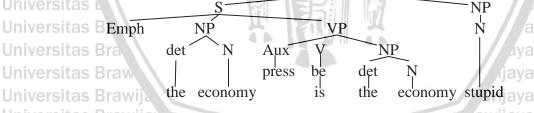
Universi United States of America. The detailed explanations of the analysis are in the sitas Brawijaya Universi

niversi followings:

Universit

Universit4.1.1 It's the Economy, Stupid (Bill Clinton, 1992)

Deep Structure: The economy is the Economy, Stupid



Surface Structure: It's the economy, stupid Universitas Brawijaya Universitas Brawijaya Universitas NPawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Brawijaya Universitas Brawijaya Universitas Blawijav VP pron Aux press bestage Nijaya Universitas Brawijaya Universitas Brawijaya Universitate Bravijava Universitas Bravijava **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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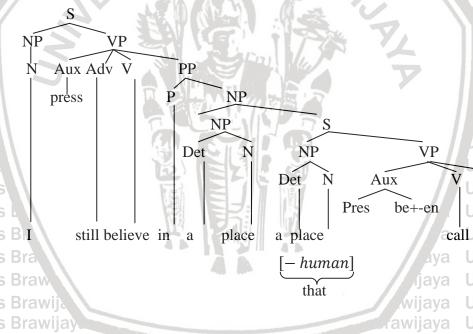
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universities B To make the explanation of the campaign slogan clear and understandable, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi the researcher used the transformation theory of pronominalization and emphaticsitas transformation written by Bornstein (1977). The first campaign slogan by Bill Universi Clinton v'It's athe economy stupid' was formed through those kinds of sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi transformation theory, the real meaning of this campaign slogan was 'the Universitas Brawijaya Universitas Universitas Brawijaya Universitas Universitas Brawijaya Universitas Universitas BWhen we heard or read this campaign slogan, we would not realize that this it as ersitas Brawijaya Universitas Brawijaya campaign slogan was not in the form of sentence but it was a phrase containing a sentence and noun phrase. The transformational rule applied in this campaign Universi slogan could not change the campaign slogan from a phrase into a sentence. The first transformation applied in this campaign slogan was the Universit pronominalization transformation theory. This kind of transformation was used to stars rawijava rawijaya substitute the noun 'the economy' with pronoun 'it'. After pronominalization was applied in the deep structure, the campaign slogan became 'It's the economy, Sitas Brawijaya Universitstupid'. Universitians B The second transformation that must be applied in this campaign slogan was Universithe emphatic transformation. The emphasis of this campaign slogan was thesitas Brawijaya economy'. The emphasis of a sentence must be placed in front of the deep structure tree diagram using the dummy node 'emph' like in the picture above. In Universi the tree diagram of surface structure, the dummy node had to be deleted but it didsitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya not change anything from this campaign slogan. Universitas Brawijaya rawijava

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Universitas B Surface Structure: I still believe in a place that is called hope I still believe in a place called hope



Universitas BThe second campaign slogan analyzed by the researcher was the campaignsitas Brawijava slogan used by Clinton 'I believe in a place called hope' which was analyzed by **Universitas Brawijaya**

Universitusing the relative clause transformation theory written by Bornstein (1977). This sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi campaign slogan had the real meaning 'I believe in a place, the place is called stas Brawijaya hope'. The real meaning of this slogan became its deep structure. The surface Universitas Brawijava Universitas Brawijava 'sitas Brawilava Universi structure of this campaign slogan was 'I believe in a place called hope' was thesitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universit surface structure which was used as the written or spoken campaign slogan by Universitas Brawijaya Universitas Brawijaya UniversitClinton.wijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawieve Universit rawijaya rawijaya Universitused to join two sentences into a sentence using the relative pronoun 'that'. Aftersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya the researcher applied the relative clause transformation, she found that the two Universit sentences of the deep structure became 'I believe in a place that is called hope'. Universi The researcher also found the deletion of the relative pronoun of this campaignsitas slogan and the verb 'be' in this campaign slogan. After all of the deletions were Universitapplied in this campaign slogan, it became 'I believe in a place called hope'. 4.1.3 Don't Stop Thinking about Tomorrow (Bill Clinton, 1992) rawijaya rawijaya Deep Structure: You will not stop thinking about tomorrow rawijaya NP rawijaya Universita Imp Neg

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NP Pron Aux Press You stop thinking

Universitas Surface Structure: Don't stop thinking about tomorrow

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Universitas Brawijaya Universitian B To make the explanation of the campaign slogan clear and understandable, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithe researcher used the theory of imperative transformation and negatives tas rawijava transformation by Bornstein (1977) and Do – Support by Akmajian and Heny Universi (1976). The real meaning of this campaign slogan was 'You will not stop thinkingsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya about tomorrow'. Universitas De Universitas Brawijaya Universitas Brawijaya Universitian B This campaign slogan was formed through three kinds of transformations. Universit The B first transformation used in this campaign slogan was imperative sitas transformation. When the imperative transformation was applied in this campaign slogan, it would delete the word 'you' and 'will' in the deep structure and the Universi campaign slogan became 'stop thinking about tomorrow'. The next transformationsitas B applied in this campaign slogan was negative transformation. When the negative Universi transformation was applied, we had to put the dummy node 'neg' in the beginningsitas Braw rawijava rawijaya of the tree diagram of the deep structure and changed it to 'nt' in the surface Universit structure. The last, when the sentence was generated in the surface structure, we sitas Brawijaya have to use *do-support* to insert the word 'do' in front of the sentence before the V (stop). After the negative transformation and do-support were applied in this Universitsentence, the sentence would become 'Don't stop thinking about tomorrow'. 4.1.4 Building A Bridge to the 21st Century (Bill Clinton, 1996) Universital Deep Structure: You will be building a bridge to the 21st century ava <u>Universit</u>as Brawijaya Universitas Brawijaya Imp NP versitas Brawijava Universitas Brawlay Lin Aux sitas Blawij NPUniversitas PP Pres M det N P be+-ing | | | c will build a bridge to t Universitas Brawijaya Universitas Brawijaya def 21^{st} century Universitas Brawijaya rawijava

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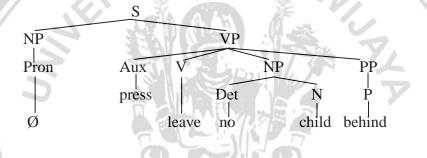
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could see the differences between them. In the deep structure we had to put the rawijaya Universit dummy node 'imp' in the beginning of the tree diagram, before the subject NPSitas Brawijaya rawijaya Universit (you). In this tree diagram we also have to add the subject NP 'you' and the Msitas Brawijava Universitas will'. The subject NP 'you' in this tree diagram mean all of the people of the UniversitUnited States of America. This addition was made to make it clearer that anyonesitas Brawijaya Universitwho read or heard this campaign slogan was invited to make a better life in the stars Brawijaya Universit following century. **Universitas Brawijaya** Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universit 4.1.5 Leave No Child Behind (George W. Bush, 2000) S Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BDeep Structure: You won't leave a child behind sitas Brawijava Universitas Brawijaya Universitas Brawijaya **Universitas Brawija** uiava Universitas Brawijava ni NP Universitas B^{Imp}ijaya^{Neg} /P UnPronsitas PAux/ijava Viniversi NP Braw PPva Universitas Brawijaya UniversitPres Jnivedéitas Nrawijeva M sitas Brawiiava You will leave child behind a

Universitas BSurface Structure: Leave no child behind



This campaign slogan by Bush 'Leave No Child Behind' actually has been it as structured using transformational rules. We could see from the deep structure and unversitated in the surface structure. We could see from the deep structure and deletions in the surface structure. The additions and deletions in the deep structure were applied because this campaign slogan was formed through two kinds of transformation. To make the explanation of the campaign slogan is clear and understandable, the researcher used the theory of imperative transformation and negative transformation by Bornstein (1977). The real meaning of this campaign slogan was 'You will not leave a child behind'. The first transformational rule applied in this campaign slogan was the imperative transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure transformation which added some elements in the tree diagram of deep to provide the structure is a structure in the structure is a structure is a structure is a structure in the structure is a structure is a structure in the structure is a structure in the structure is a structure in the structure is a structure is a structure in the structure is a structure is a structure in the structure is a structure in the structure is a structure is a structure in the structure is a structure in the structure is a structure

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya transformation rule by Radford (1988). The real meaning of this campaign slogan Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitwas Swe need change versitas Brawijaya Universitas Brawijaya rawijaya The first transformational rule which was applied in this tree diagram of the rawijaya rawijaya rawijaya Universi campaign slogan by Obama was topicalisation. In this campaign slogan, sitas Brawlay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya topicalisation moved the constituent NP (change) from the position after VP to the rawijaya Universit beginning of the sentence and the tree diagram. The second transformation Universi applied in this campaign slogan was the emphatic transformation. We could see insitas the deep structure tree diagram, the researcher used the dummy node 'emph' in Universita Universit the beginning of the tree diagram, in front of the subject NP 'we'.

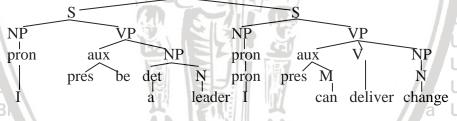
4.1.8 A leader who can Deliver Change (Barack Obama, 2008)

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Deep Structure: I am a leader, I can deliver change



iversitas BSurface Structure: A leader who can deliver change

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Universitas Brawijaya rawijaya Universitas Brawijaya Universitian Broto analyze this campaign slogan, the researcher used the transformational sites Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi rule Swritten by Bornstein (1977). The transformational rule applied in this sitas Brawijava rawijaya campaign slogan by Obama 'A leader who can deliver change' was relative clause rawijaya Universi transformation theory. The real meaning of this campaign slogan was 'I am asitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya leader, I can deliver change'. Universitas Brawijaya Universitas Brawijaya Universitas Bramilar The researcher applied the relative clause transformational rule in the deepsitas Bramilay Universi structure of this campaign slogan. In the tree diagrams above we could see that sitas there are two sentences in the deep structure but when the relative clause Universit transformation was applied in this campaign slogan, it became a clause. The first Universi NPs 'I' of both sentences was deleted, the subject NP 'I' in the second sentence changed into 'a leader' and substituted by the relative pronoun 'who'. Universi 4.1.9 It's About Time. It's about Change (Barack Obama, 2012) Deep Structure = Surface Structure : It's about time. It's about change NP ŇΡ ÑΡ VΡ Universitas Bra PΡ ÌΡΡ V pron V Pron aux aux **B**va Pres he pres be NP Universitas Brawi niversitas Universitas Brawijaya about time It is change about Universitas Brawijaya Universitas Brawijaya Universitas Br Universitas BThis campaign slogan showed the real meaning of the sentence. Therefore we could see that this campaign slogan had the same deep structure and surface Universitas Brawijava campaign slogan actually could be transformed using thesitas Brawijaya Universit structure.vi This Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya srawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universit conjunction transformational rule to connect those two sentences using **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitconjunction and Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit 4.1.10 Forward (Barack Obama, 2012) va Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BDeep Structure: You will move forward Universitas Brawijava Universitas Brawijava Universitas Universitas Brawijava Universitas Brawijaya Universitas Blanijaya NP VP **A**dv**P** Universitas Brawijay pron Aux | Adv Universitas Brawijaya You will forward move **Universitas Brawijaya** Iniversitas Brawijaya Surface Structure: Forward AdvP adv Forward This campaign slogan was analyzed using imperative transformation theory Universitwritten by Akmajian and Heny (1976). The real meaning of this campaign slogansitas Brawijaya Universitives 'America will move forward' **Universitas Brawijaya** Universitas BThe first transformation used in this campaign slogan was imperative sitas Brawijaya Universitransformation. Imperative transformation made the deletion of the word 'you'sitas Brawijaya and 'will' from the deep structure which was caused by the operation of the Universitimperative rule. However, the meaning of the deleted elements was not lost as a sites Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi result of the application of the imperative rule. The tree diagram of the imperative stars Brawijava transformation also deleted the dummy node 'imp' from the deep structure as Brawijaya Universit without changing the meaning and the function of the slogan. 'You' in this cases it as Brawijaya Universities Brawieve Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya raw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 'vou willsitas Brawijaya university rule was applied in this campaign slogan, it would be understood as Universitas Brawijaya Universitas Brawijaya Universitmove forward'a Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit4.1.1 Discussion Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BBased on the findings, the researcher found that the number of sitas Brawiava transformational rules applied in each campaign slogans had different functions to Universi create certain effects for the voters. Universitas B The first transformational rule, pronominalization (Bornstein, 1977), had the function to determine the pronoun. The pronominalization here was used to Universitchange the noun phrase into pronoun in the surface structure. The feature of thesitas Brawijay noun was important in the pronominalization theory because it could be used to determine the pronoun. The campaign slogans which applied pronominalization rawijava si were used by Clinton in 1992 (It's the economy, stupid). In this campaign slogan, sitas the pronominalization was used to change the noun 'the economy' into pronoun Universit'it'. The function of this kind of transformational rule in this campaign slogan wassitas Brawijaya to show the emphasis of the campaign slogan was 'the economy'. The subject NP Universities this campaign slogan had the feature [-human] so the substitution of the stars Brawijaya Universitnoun must be 'it' which was related to the word 'the economy'. wijaya The next transformational rule found was emphatic transformation theory (Bornstein, 1977). The emphasis was usually marked by a heavy stress on a last Brawllay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi certain word in the speech and by italics or underlining in writing. It added the dummy node 'emph' in the deep structure to show that in this campaign slogan Universi there was an emphasis which showed the main focus of the candidate as in the stars Universitas Brawiava Universitas Brawiava Universitas Brawiava Universitas campaign slogans used by Clinton in 1992 (It's the economy, stupid). The Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawiiava Universitemphasis in this campaign slogan was 'the economy' because in his campaign lites Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi slogan, Clinton wanted to declare to the people of the United States of Americasita that he would focus his policies in the economic aspect and makes it better. The University word 'stupid' in this campaign slogan referred to the rival of Clinton which it as B Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas brought the United States of America to the economic failure. It was cited in sitas www.clamentory.org that Clinton argued that the policies made by his rival's as Brawijava Universit Universitadministration did not manage the economy and the health of the people well. Thesitas next campaign slogan which used the emphatic transformation was used by Obama in 2008 (Change we can believe, Change we need). Those two campaign slogans used by Obama in 2008 had the same emphasis word, 'change'. The word 'change' was emphasized in this campaign slogan because Obama focused his Universi lead to change the United States of America in a better life. The third transformation rule applied in this campaign slogan was the Universit relative clause transformation theory (Bornstein, 1977). The function of this^{Sit} transformation rule was to join two sentences into a sentence when they had the identical noun phrases. Since the sentences had two identical NPs, one of the NPs Universified to be deleted and substituted by the relative pronoun. The relative pronounsitas B which was used to substitute the identical NP was depending on the feature of the This kind of transformation rule was applied in the campaign slogans used sitas Brawijava – Universitas Brawijava [–]Universitas Brawijava – Universi by Clinton in 1992 (I believe in a place called hope), because the researcher founds it as two sentences which had two identical NPs 'place' in the deep structure of this campaign slogan, one of the NPs had to be deleted and substituted by the relative Universi pronoun 'that'. 'That' was applied in this campaign slogan because the feature of Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawiiava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawiiava** this campaign slogan was [- human]. The second campaign slogan which applied ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi relative clause was used by Obama in 2008 (A leader who can deliver change).sitas The relative clause in this campaign slogan changed this slogan from two Universities sentences into a phrase. This campaign slogan became a phrase because there was a stars B Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universita deletion of the subject NP 'I' which explained the whole sentence. Because of sitas B the deletion of the pronoun 'I', the position of the subject NP was substituted by Universit'a leader' which had the same meaning as the first subject NP 'I'. Since it had the sites identical NPs 'a leader', one of the NPs had to be substituted with the relative pronoun. This campaign slogan has the feature[+human], we used 'who' instead s of 'which' or 'that' should be used for the feature [-human] Then, the researcher also found the using of imperative transformation Versit (Bornstein, 1977) in the campaign slogans used by the presidential candidates of the United States of America, this kind of transformation had the function to ask the other to do something. The subject NP 'you' and the M 'will' were added in Universi the deep structure because the imperative sentences were understood as being addressed to the second person 'you' to do the action in the future. This Universi transformational rule was applied in the campaign slogans used by Clinton insitas Br 1992 (Don't stop thinking about tomorrow), Clinton in 1996 (Building a bridge to 21st century), Bush in 2000 (Leave no child behind), and Obama in 2012 Universi (Forward). After the imperative transformation applied in those campaign slogans, sitas Bi ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit there were additions of the word 'you' and 'will' in the tree diagrams. The word 'you' in the deep structure of those campaign slogans refer to all of the people of Universi the United States of America. The addition 'you' of the imperative transformation **Universitas Brawijava**

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawiiava ersi in those campaign slogans was made to make it clearer that anyone who read or rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universi heard those campaign slogans was invited to make a better life in the future. Thesitas researcher used imperative transformation in the campaign slogan used by Obama Universitin 2012 (Forward) because when she saw an adverb stand alone, it would besit as B Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi understood as being addressed to the second person 'you' to do an action in the sitas Universit future which was suggested by the modal 'will'. rsitas Brawiiava Universitas BThe jnext transformation rule which was found was the negative it transformation theory (Bornstein, 1977). The negative transformation was applied to switch the sentence from positive sentence into negative sentence by using the University University dummy node 'neg' which was deleted and changed into the word 'nt' or the determiner 'no' in the surface structure as in the campaign slogans used by Universi Clinton in 1992 (Don't stop thinking about tomorrow), in this campaign slogansitas the negative transformation applied in the deep structure gave the addition of the ersit dummy node 'neg' and substituted by the word 'nt' in the surface structure to sites show that this campaign slogan was negative. After the word 'nt' was applied in the surface structure, we could see that this campaign slogan actually was used to Universitask the voters to not doing something. The second campaign slogan which applied sitas Bi the negative transformation was used by Bush in 2000 (Leave no child behind). Different from the slogan used by Clinton, Bush used the determiner 'no' to show Brawijava Universitas Brawijava Universitas Brawijava Universi that this campaign slogan was a negative sentence. ersitas Brawijaya The sixth transformation rule applied in the campaign slogans used by the presidential candidates of the United States of America was do-support by Akmajian and Heny (1976). Do-support usually appeared in the question sentence Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** ersitor the suggestion for not doing something like in the campaign slogan used by ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Clinton in 1992 (Don't stop thinking about tomorrow). Do-support in this is a campaign slogan was applied to show that this campaign slogan contained a Universi prohibition, do-support was needed to be placed in front of the verb to make thesitas Bra Universitas Brawijaya Universitian B The last transformation theory used was topicalisation (Radford 1988), it has Universithe effect to move the NP from the end place of the deep structure tree diagramsitas into the beginning of the surface structure tree diagram. The movement of the phrase was done without any addition or deletion of the other elements. This Universi transformation rule applied in the campaign slogan used by Obama in 2008 (Change we can believe in, Change we need). In the some cases like in the campaign slogan used by Clinton in 1992 (It's the economy, stupid), the transformational rules explained by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976) could not change the form of Sitas Br Universi the campaign slogan from a phrase into a sentence. It happened because the transformational rule which was applied in this slogan was only used to substitute Universithe noun of this slogan. Different from the campaign slogan used by Clinton insitas B 1992, the campaign slogan used by Obama in 2008 (A leader who can deliver change) applied relative clause transformation which could change this campaign sitas Brawijava Universitas Brawijava Universitas Brawijava Universi slogan from two sentences into a phrase. The change happened because there was it as a deletion of the subject NP 'I' of the first sentence of this slogan. Because of the deletion, the first sentence had to change the object NP of the first sentence 'a Universi leader' became the subject NP. Because of the change, the first sentence did not Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** have object NP so the verb of the first sentence had to be deleted. The object NP ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi had to join with the second sentence. That was the reason of this campaign slogan sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas for becoming a phrase. sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitian Based on the explanation of the data above, the researcher found that the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas campaign slogans used were in conform with the transformational theories written ersi by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976). The deep as Brawiiava Universit Universit structure and surface structure of each campaign slogans used by the presidential sites candidates of the United States of America had a good arrangement, they followed the rule of the structure and also the transformational rules. The transformational Universi rules were used in those all campaign slogans successfully representing the stars intended message and showing the main focus of the presidential candidates in a Universi simple sentence, so that the voters could understand it well. In addition, from the campaign slogan patterns above, the researcher found Universitat all of the campaign slogans had hidden messages behind the words and the sites Universi structure they used. For example in Obama's campaign slogan, he only used the word 'forward' as his campaign slogan; this word had the hidden message for the Universitvoters. In this campaign slogan, Obama focused on the development of the economic policies since he argued that the opposite party would bring America to turn back to the failure of economic policies. The word 'Forward' in his campaign Universi slogan mean that America would not experience the problems which was caused it as by the failure of economic policies. The United States of America had to be more prosperous, projected by the new economic policies made by the Obama's administration. He wanted Americans to move forward and face the future; that Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** University was the reason of Obama using this campaign slogan, he invited the America to ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi move forward. Besides the word 'forward', almost all of the campaign slogans it as used by Obama (3 from 4) contained the word 'change'. Obama used the word Universit' change' to show his main vision that if he was chosen to be the elected president, sitas Brawi Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi he wanted to revise the previous policies. He also convinced the voters that he sitas Brawijaya Universit could change the policies in the United States of America and also make better as Brawijaya Universit Universitiving for the people if he became their leader or in other words became their sites Bra Universitas Braw Universitas Braw Universitas Each presidential candidate had their own characteristics in making their Universi campaign slogans. The researcher saw that Clinton mostly used Imperative transformation rule, while Bush used both imperative transformation and negative Universi transformation, and most of Obama's campaign slogans used Emphaticsitas transformation and topicalisation. Before the researcher conducted this research, Universitable assumed that the most transformational grammar which was applied in the sitas Brawijaya Universi campaign slogans was imperative transformation and based on the findings, the researcher found that the most transformational grammar which was applied Universitmatched the assumption of the researcher, she found that the most sitas B transformational grammar which was used in the campaign slogans was the imperative transformation, 4 out of 10 campaign slogans used imperative Universi transformation, and 3 out of 10 used emphatic transformations. It means that thesitas Br campaign slogans had the characteristics not only to show the vision of the presidential candidate but also to invite the voters to join the government to do ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit something for their life and their country, va Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universities B Furthermore, the researcher could interpret from the findings and the data Brawliay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitabove that a good campaign slogan was the one which applied the emphaticsitas Brawijay
rawijaya rawijaya	Universities Brawieve transformation on it. Since the campaign slogans were used to show the visions Universities Brawieve
Irawijaya	Universitiand missions of the candidates and also to persuade the voters of the country in asitas Brawijay
rawijaya	
Irawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay Universi short sentence, it was supposed to contain an emphasizing word to show the main sitas Brawijay
rawijaya	
rawijaya	focus of the candidates. When the emphasis was applied in a campaign slogan, the Universitas Brawijay
rawijaya	Universi maker did not have to explain the main focus of their campaign slogan in detailed sitas Brawijay
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rawijaya	Universitas Brawijay Universitas Brawijay Universitas Brawijay
rawijaya	Universitas Moreover, the researcher found that a campaign slogan could consist of two sitas Brawijay
rawijaya	Universita Universitas Brawijay
rawijaya	Universi or more transformations theories. The first slogan by Clinton (it's the economy, sitas Brawijay
rawijaya	Universi Stupid) applied two kinds of transformations, the second campaign slogan (I
rawijaya	University of the second campaign stopping (resitas Brawijay
rawijaya	Universi believe in a place called hope) applied one kind of transformation, the third (don'tsitas Brawijay
rawijaya	Universitation thinking shout tomorrow) consisted of three kinds of transformation and the
rawijaya	stop thinking about tomorrow) consisted of three kinds of transformation, and the
rawijaya	Universit last campaign slogan by Clinton (building a bridge to the 21st century) used one Sitas Brawijay
rawijaya	Universitas Universitas Brawijay
rawijaya	Universitized of transformation. Then the campaign slogan used by Bush (leave no childsitas Brawijay
rawijaya	Universities B behind) applied two kinds of transformation. The latest elected president of
rawijaya	Universitas Brá Universitas Bravijay
rawijaya Irawijaya	Universit United States of America, Obama used five campaign slogans; the first campaign sitas Brawijay Universitas Brawija
rawijaya	Universitian Brawing (change we can believe in) had two kinds of transformation, the second sitian Brawing (change we can believe in) had two kinds of transformation, the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe in) had two kinds of transformation in the second sitian Brawing (change we can believe we can b
rawijaya	(change we need) was also using two transformations, the third (a leader who can
rawijaya	(change we need) was also using two transformations, the third (a leader who can Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universi deliver change) used one transformation only, the fourth (it's about time. It's sitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas Brawijaya about change) did not use any kind of transformation, and the last campaign Universitation and the last campaign
rawijaya	Universit slogan (forward) applied two kinds of transformations. it as Brawijaya Universitas Brawijay
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rawijaya	Universitas BIn the campaign slogan used by Obama in 2008, there was a campaign stars Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitslogan (It's about time. It's about change) which showed the same deep structuresitas Brawijaya
rawijaya	Universitian Brawijaya and surface structure. The same deep structure and surface structure showed that Universitian Brawijaya
rawijaya 	
rawijaya	Universit there was no transformational rule applied in this campaign slogan. Obama did not sit as Brawijay
rawijaya	Universities Brawingya Universities Brawingya Universities Brawingya Universities Brawingya Universities the conjunction to make those sentences joined into one sentence because in Brawingya
rawijaya	
rawijaya	this campaign slogan he wanted to show his people that time was valuable, even
rawijaya	Universitas Brawijaya U Universitin one second we could make a better change in this world. The meaning of this it as Brawijaya
rawijaya rawijaya	
rawijaya	Universitas Brawi campaign slogan would change if he applied the conjunction transformation Brawijaya
rawijaya	Universit theory by deleting one of the same NP and VP of the sentences, and adding the sitas Brawijay
rawijaya	Universita
rawijaya	Universi conjunction 'and' into 'It's about time and change'.
rawijaya	Universitas Brawijaya
rawijaya	Universi Universit Universit Since most of the campaign slogans used more than a kind of transformation Universitas Brawijaya
rawijaya	Universi theory and there was a campaign slogan which did not apply any kind/ofsitas Brawijaya
rawijaya	Universita a la constructiva a la constructiva de l
rawijaya	transformation theory, the researcher could conclude that there were no limitations
rawijaya	Universitin the number of transformation applied in a campaign slogan, so the sitas Brawijaya
rawijaya	Universitas 🔰 👘 🔄 🎧 👘 👘 🖉 Universitas Brawijaya
rawijaya	Universitation could be used or not in a campaign slogan. Universitas Brawijaya
rawijaya	Universitas Bruthermore, related to the previous studies, there were differences between
rawijaya	
rawijaya	Universithis study and the previous studies. First, the current researcher and the previous sitas Brawijaya
rawijaya	Universitas Brawija Universitas Brawijaya Universitas analyzed the different objects and data sources of course, the previous Brawijaya
rawijaya	
rawijaya Irawijaya	Study written by Eliyana (2009) used the translation of Surah Ar Rahman as her
rawijaya	Universidata, the second previous study written by Goro (2010) used the headlines of the Brawijav
Irawijaya	
rawijaya	Universitian Brawijaya Jakarta Post, while in this study, the researcher used campaign slogans used by the Universitian Brawijaya
rawijaya	Universitelected president of the United States of America as her data. Second, in the sitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universi previous studies, the researchers did not mention or draw the tree diagram of the stas Brawijaya
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rawijaya	Universit deep structure, so they did not analyzed how the real meaning of the sentence was Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universidrawn. In this study, the researcher analyzed both the deep structure and surfaces it as Brawijaya
rawijaya	Structure used in the campaign slogans used by the presidential candidates of the Brawijay
rawijaya	
rawijaya	UniversitUnited States of America to know how the real meaning of the campaign slogans it as Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	and to know the process of the transformation of each campaign slogans. The Brawijaya
rawijaya	findings of the previous studies and this study was also different, the previous Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
srawijaya Rawijaya	
rawijaya rawijaya	Universitian Brawin dominantly found is S-double bar $\{AdvP + S - double bar\}$. The second Brawin average of the second
rawijaya	
rawijaya	Universit previous study used by the researcher was written by Goro (2010) found that in Sitas Brawijaya Universita
rawijaya	Universi writing the headlines, the journalist use simple surface structure of S NP + VP, sitas Brawijaya
rawijaya	Universital A Service Reavilage
rawijaya	(VP Aux + V + NP + PP), and $S NP + Aux + VP (VP V + NP - S)$.
rawijaya	Universi Meanwhile in this study, the researcher found that the transformational grammars it as Brawijaya
rawijaya	Universita Iniversitas Brawijava
rawijaya	that were dominantly found was imperative transformation written by Bornstein, that Brawijaya
rawijaya	Universit1977 (Imp + you + will + VP =>VP) and emphatic transformation written by Sitas Brawijaya
rawijaya	Universitas III Iniversitas Brawijava
rawijaya	Universit Bornstein, 1977 (Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y). Sitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya
rawijaya	Universible Besides for having the differences with the previous studies, this study had the sitas Brawijaya
rawijaya	Universitas Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya rawijaya	
Brawijaya	Universitas Brawijay of the researchers in the previous studies and this study used tree diagram to Universitas Brawijaya
rawijaya	Universitanalyze their data. The second similarity was the theory which was used by the sitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universi researcher and the previous researcher (Goro, 2009), both of them used the theory Brawijay
rawijaya	University written by Bornstein (1977) and Akmajian and Heny (1976). Brawijaya Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya CONCLUSIONS AND SUGGESTION Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas BThis chapter presents the conclusion dealing with the finding of the studysitas Brawijava discussed in the previous chapter. This chapter also contributes some suggestions Universi that can be used to gain the better insight. Universitas Brawija Conclusions Conclusions Conclusions Conclusions Conclusions In analyzing the data, the researcher used the transformation theory written sitas Brawijaya Universitas Universitas Conclusions Universitas Universi by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976). Insitas Brawijava analyzing the campaign slogans used by the presidential candidates of the United Universi rawijaya Universi States of America, she found that each of them contained different pattern and sitas Brawijaya Universit different transformational grammar. Moreover, the she found that rawijaya Universitransformational grammars that were dominantly found were imperativesitas Brawijaya Universi transformation and emphatic transformation by Bornstein (1977) with the stars Brawnava patterns: Universitas Bra Universit (Imperative transformation) Imp + you + will + VP => VPa Universit (Emphatic transformation) Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y => X + tense + sitas Brawijaya versi s Brawijava Universit $\begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$ Universit $\begin{bmatrix} be \\ be \end{bmatrix}$ wijaya Universitas Brawijaya Universitas Brawijaya Furthermore, the researcher also found that it was possible if a campaign slogan Brawijay Universi did not apply any kind of transformation grammar as long as the words used coulds it as Brawijava be understood by the readers and hearers. Moreover, the researcher found that the rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya srawijaya

rawijaya Universitas Brawijaya Universit transformational grammar used in the campaign slogans used by the presidential Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi candidates of the United States of America met all the characteristics as presented sitas Brawijava Universitas Brawijava by the theories. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Br In addition, the researcher found that all of the campaign slogans have sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit messages were used to represent the ideal of the presidential candidates of the Universit United States of America to support their visions and missions, so the readers and sitas Brawijava the hearers could trust the candidate for becoming their president. Universitas Brawijaya Universit5.2 Suggestion Through this research, the researcher expects herself to be a person who can give a good contribution especially in the study of transformational grammar. The versi researcher also realized that her research may not be as perfect as she wanted sitas Therefore, the researcher suggested the next researcher analyze the campaign Universit slogans using the theory of functional grammar since campaign slogans had the sitas Brawijaya hidden meaning and the structures which were used in the campaign slogans had Universities the different function in conveying the hearers and the readers. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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- : 13 Februari 2013 : 1 Agustus 2013
- : I. Dra. Endang Sasanti, M.A
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