

Abstract

The researcher aims to analyse the Structure and Function of the noun phrase according to Greenbaum's Theory and how Sheraton Hotel uses it on their advertising. In his theory Greenbaum's Explains that Noun Phrases can be made from many possible structures such as modifier and Determiner, there are two types of Modifier (Pre-modifier and Post-Modifier), and three kinds of Determiner (Pre-Determiner, Central-Determiner, and Post-Determiner) and also a Noun as a Head of the Noun Phrase. Also, Noun Phrases can function as the Subject of a Sentence, the Object of a Preposition, the Object of a Verb, a Compliment, and an Appositive. The researcher uses supporting theory from Muhammad in his book (Metode Penelitian Bahasa). For analysing the structure, the researcher uses Immediate Consistent Analysis and for Analysis the researcher uses Expansion Technic. From a total of 35 Noun Phrases that have been analysed, it can be concluded that 16 advertisements that use the noun phrase structure formula Pre-modifier + Head Noun. are the most of it and this means it's a Complex Noun Phrase. Of the total of 35 noun phrases from 25 different advertisements that have been analysed, 14 advertisements have the function as the Subject of a Sentence, so it can be concluded that the function of the noun phrase in Sheraton Hotel Advertising tends to be the Subject of a Sentence, so it can be summarized that It indicates what the sentence is about and is performing the action.

Keywords: *Noun Phrase, Structure, Function, Sheraton Hotel, Advertising.*