

Chapter II

Review of Related Literature

In this chapter the writer will discuss Phrases, function of phrases, type of phrases and phrases in advertising. This discussion will be the theoretical basis for analysing the phrases of Sheraton Hotel Advertising.

2.1 Word

Words can be an ideas or component part of speech or human language: the sentence compiler section also the smallest unit in the language or sentence. According to Bloomfield (1926) “A minimum free form is a word” Cite in Katamba (1994:6).

Furthermore, Greenbaum’s (2000:24) Explain that words combine into the structures of phrases, clauses, and sentences. These four grammatical units words, phrases, clauses, and sentences constitute a hierarchy. The sentence is at the highest level in the hierarchy, the word is at the lowest level.

According to Jackson, et al. (2000:50), “there are four characteristics considered essential in definition of the word in English”, these are:

First, the word is a unit that cannot be interrupted. Any elements added to modify its meaning are always placed outside the word, either as prefixes at the beginning or as suffixes at the end, in order to maintain the word's internal stability.

For example:

The prefix un- added to the words aware → unaware

The suffix –able added to the words drink → drinkable

Secondly, a word may contain one or multiple morphemes. If it consists of only one morpheme, it cannot be further divided into smaller meaningful parts. For example, words like dog, hand, man, out, and work are simple and can stand alone. Words with more than one morpheme can be either complex or compound.

Complex words may be broken down into one free form and one or more bound forms.

Example: dog-s, happi-ly, quick-er, work-ing

Compound words consist of more than one free form. Example: birth-day, black-bird, candle-stick, coat-hanger.

Thirdly, typically, the word occurs in the structure of phrases. Morphemes are typically utilized to construct words, words to form phrases, phrases to create clauses, and clauses to compose sentences.

Finally, each word must also belong to a specific part of speech, which is an important characteristic. Quirk et al. (1985:67) in Jackson, et. al. (2000) categorizes words in the following manner.

Closed classes: preposition, pronoun, determiner, conjunction, auxiliary verb.

Open classes: noun, adjective, verb, adverb.

Lesser categories: numeral, interjection

A small number of words of unique function: the particle not and the infinitive marker to.

According to Quirk et al. (1985:67) explain that closed classes, also known as "grammatical" or "function" words, primarily contribute to the grammatical structure of

sentences. These classes are small, with a limited and mostly unchanging membership. In contrast, open classes are larger and continually growing. They represent "content" words, which convey the primary meaning of a sentence and are the words likely to be retained in a telegram or a headline. It is generally not possible to determine a word's class just by looking at it, although inflections may offer a clue.

Example:

A word ending in –ing is likely to be a verb,
And one ending in –est an adjective

However, to be sure it needs to study about a word's behaviour in sentences. All words that function in the same way are deemed to belong to the same word class. For example, consider the following sentence:

On
The book was in the cupboard
Under

Since they behave the same way in the sentence, they belong to the same word class, which is called „preposition“. The notion of word class is therefore useful because it allows us to make general and economical statements about the way the words of a language behave.

2.3 Phrase

Prastowo (2009:65) assumes that there are eight types of phrases, they are: noun phrase, verb phrase, adjective phrase, adverbial phrase, prepositional phrase, infinitive phrase, gerundive phrase, and participle phrase.

By contrast, Verspoor, and Sauter (200:119) state that “phrases can also be analysed into constituents, each with a function and realization. The head of a phrase is realized by

noun/pronoun, verb, adjective, adverb, and preposition. In total there are five kinds of phrase". Greenbaum, (2013:39) adds an opinion in his book "An Introduction to English Grammar". He also mentions "there are five types of phrases that is built a simple sentence (noun phrase, verb phrase, adjective phrase, adverbial phrase, prepositional phrase)". These are:

A phrase is a group of two or more words that can be used as a grammatical unit in a sentence (Richard, et al. 2002). Kridalaksana (1988) defines phrase as a combination of two or more words which are not predicative, the joint can be tight; stretchable; for Example, Mountain: High Mountain is a phrase because it is a no predicative construction. This construction differs from the mountain that is high, which is not a phrase because it is a predicative.

A phrase is a group (or pairing) of words in English. A phrase can be short or long, but it does not include the subject-verb pairing necessary to make a clause. A phrase, therefore, is a group of words which has no finite verb in it and acts to complete the sentence for making it meaningful.

"A phrase is a small group of words that form a meaningful unit within a clause."

Oxford Dictionary (1986) "In linguistic analysis, a phrase is a group of words (or possibly a single word) that functions as a constituent in the syntax of a sentence, a single unit within a grammatical hierarchy." Osborne, Timothy, Michael Putnam, and Thomas (2011)

A phrase is a collection of words that includes a determiner, pre-modifier, head, and post-modifier. It lacks a subject and predicate. Richard, et al. (1985:39), defines a phrase as a group of words that form a grammatical unit, without a finite verb or subject-predicate structure.

According to Gelderen, Elly (2002:43), a phrase is a unit of words centered around a head, such as a noun or a verb. Phrases follow syntactic rules as they are syntactic units.

Furthermore, various definitions of phrases are found from different sources, such as:

"Traditional phrase is defined as a group of words that does not contain a verb and its subject and is used as a single part of speech," according to Dalahunty and Garvey (2000:274). Three things are included in this definition: It indicates that a single word cannot create a phrase in three ways: (1) it specifies that only a group of words may do so; (2) it separates phrases from clauses; and (3) it demands that the groups of words that are thought to form a phrase form a single grammatical unit.

Verspoor and Sauter, in their works *Sentence Analysis in English* (2000:118). A Course of Introduction. Declare that "one or more words can make up a phrase." If it comprises many words, it often has one primary word that is the most significant in terms of meaning.

For instance, the cushion is the subject of discussion in the sentence "the cushion in the chair in the garden." The head of the sentence is the primary word. The entire phrase is referred to as a Noun phrase as a noun realizes the primary word. Aside from that, they describe how a phrase works. A phrase can function as a sentence's or clause's subject, object, predicate, and so on. phrases can also be parts of other phrases.

Endocentric Construction Some types of phrase contain a head word and have the same formal function in their clause as the single head would: very dreadful, rather more surprisingly, must be obeyed

Exocentric Construction Containing no element that is functionally equivalent to the whole structure (non-headed or unheaded) Some phrases are always exocentric for example: on the burning deck, in the iron mask? A basic English sentence (consisting of subject and predicate) is always exocentric, since neither part can stand for the whole: The boy / stood on the burning deck

2.4 Noun Phrase

According to Aarts (2001:31-32) noun phrase (NP) is a series of words whose main element is a noun. Noun phrases are formed from certain elements that make them whole. Vespoor and Sauter (2002:147) show the parts of a noun phrase including determiner, premodifier, head, and post-modifier are the possible parts of noun phrases,

According to Greenbaum's (2000:196), noun phrases serve various functions, such as subject, direct object, indirect object, subject predicative, object predicative, complement of a preposition, premodifier of a noun, or vocative. adjectives, nouns, genitive noun phrases, participles, and numerals are the most frequent premodifiers of nouns, while prepositional phrases and relative clauses (finite or non-finite) are the most common postmodifiers.

Modifying nouns can be either restrictive or non-restrictive, with restrictive modification narrowing the scope of the noun phrase's reference, while non-restrictive modification adds further information without restricting it. Sentential relative clauses, which are non-restrictive, refer not to a noun head but to the whole or part of what precedes them in the sentence.

Appositives are generally non-restrictive noun phrases that refer to the preceding noun phrases. Noun phrases can be combined syndetically (with coordinators) or asyndetically (without coordinators). In polysyndetic coordination, coordinators are placed between each pair of noun phrases. The coordination is segregatory if each noun phrase could function independently, whereas it is combinatory if the noun phrases act as a unit that cannot be separated that way.

The verb agrees with the subject in number and person, particularly when such distinctions are featured in the verb. While agreement is typically expected with the head of the noun phrase, the number of the verb may sometimes be influenced by another noun in the

phrase, typically the closer one. Collective nouns in the singular form may be treated as plural, especially in British English, when the focus is on the group as individuals.

Vocatives primarily consist of noun phrases and are optional additions to basic sentence structures aimed at addressing people, usually to single them out from others or to maintain a personal connection with them. Three contrasts exist for the reference of noun phrases: definite/non-definite, specific/non-specific, and generic/non-generic.

As we can conclude that the noun phrase is a series of word that have word noun as their head of the phrase. Furthermore, noun phrase can include a determiner, pre-modifier, head noun, post-modifier as their possible element in the noun phrase.

2.4.1 Structure of Noun Phrase

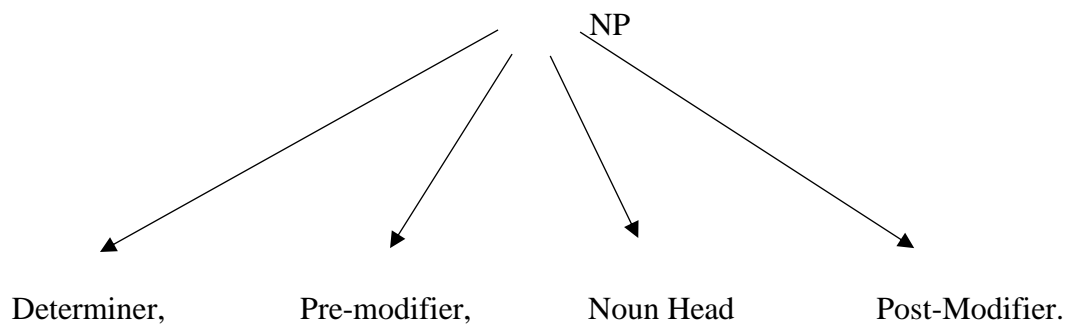
Noun phrase is defined as "consists of a noun and all the words and word groups that belong with the noun and cluster around it" by Stager (1979: 185). A non-plural phrase (Noun Phrase) can be as simple as a proper noun "John" or a pronoun "they," or it can be as complex as a "indeterminately long and complex structure," with a noun as the head preceded by other words like an adjective, article, or another noun, and followed by a relative clause or a prepositional phrase (Quirk 1973: 17). An example of the potential NP forms is shown in the following table, which was taken from Quirk et al. (1985: 62):

Table 2.1 Possible noun phrase forms

Determiner	Pre-modifier	Head	Post-modifier	Compliment
		Him		
Anastasia's		Jhon wedding		
That		Guy	With a blonde hair	
All those	Fine warm	Days	In the country last year	
A	Better	Story		than that

The	Best	Trip		That I ever had
A	Good	Trip	That I once had	

In a phrase there are things that can be analyzed, one of which is the structure of the phrase. Generally, noun phrases consist of: A noun phrase has as its head a noun, a pronoun, a nominal adjective, or a numeral. Greenbaum's (2000) further explains the structure of phrase nouns which can consist of: determiner, pre-modifier, head noun, post-modifier. Which is depicted in the following diagram:



The main word in a Noun phrase is a noun or a pronoun. There are a number of subclasses of noun and pronouns that will be discussed later. The structure of typical Noun phrase may be represented schematically in the following way, where the parentheses indicate elements of the structure that may be absent:

Determiners Pre-modifiers Noun Post-modifiers

Determiners introduce noun phrase. Modifiers are units that are dependent on the main word and can be omitted. There are two modifiers, pre-modifiers (come before the noun) and post modifiers (come after the noun). Here are examples of possible structures of noun phrases.

Table 2.2 Possible noun phrase structure

Noun	Books
Determiner + noun	those books
Pre-mod + noun	history books
Determiner + pre-mod + noun	some long books
Noun + post-mod	books about Canada
Determiner + noun + post-mod	some books on astronomy
Pre-mod + noun + post-mod	popular books on psychology
Det + pre-mod + noun + post-mod	some popular books on astronomy

Furthermore, Greenbaum's (2000) explains that the structure of a noun phrase can also be: multiple determiners noun phrase, multiple premodifiers noun phrase, multiple postmodifiers noun phrase, complex modification noun phrase. And we can also identify coordination and apposition in the noun phrase

2.4.1.1 Determiner

Greenbaum's, (1991:39) explains that "A determiner is a word used before a noun to give more information about the noun". There are three classes of determiners:

Pre-determiners, e.g.: all, both, half
Central determiners, e.g.: a(n), the, those
Post-determiner, e.g.: other, two, first.

By contrast, Verspoor and Sauter (2000:122) explain one additional constituent of the Noun phrase functions as determiner. Determiners are words somewhat like adjectives in that they come before a noun, but they are different in that they do not say anything about the quality or status of the „thing“, but tells „where“ (in relation to the speaker) the thing/person can be found. Determiners may be the articles (*a/an*) or (*the*) or any of the dependent pronouns and numerals, including some expressions like *a few*, *a number of*, *a lot of* and so on, which we also call indefinite pronoun.

Articles, dependent pronouns, and dependent numerals are often used in combination. Many books sub-classify the determiners into pre-determiners, central determiners, and post-determiners, but we will avoid this sub-classification and call them all determiners. Often, it is difficult to argue which of the determiners is the more important. Then it will name them separately. Givon, (2001:6) in his book *Syntax. An introduction*. He explains about determiners. As noted, “English determiners follow the definite quantifier slot. Various occupants of the determiner slot in English are

From the opinion above it can be understood that determiner is a word used before a noun to give more information about to the head noun, there are three classes of determiners namely: pre-determiners, central determiners, past-determiners. multiple determiners can occur when more than one determiner can introduce a noun phrase. for example, *all* and *our* in the word “In the initial sorties *all our aircraft* have returned safely”

2.4.1.2 Modifier

Greenbaum’s (1991:42) explains the noun phrase may have more than one pre-modifier or post-modifier:

Example:

a <i>long</i> hot summer
<i>Acute, life-threatening</i> crises
A <i>nasty</i> gash in his chin which needed medical attention

There are two post-modifiers in the last example because each separately modifies gash: *a nasty gash in his chin, a nasty gash which needed medical attention*. The modifier may itself be modified:

A comfortably <i>cool</i> room
The reduction <i>of violence</i> to children
Those eye witnesses <i>willing</i> to testify about what they had seen

2.4.1.3 Head Noun

Head Noun of Noun phrase must be a Noun that can be explained by Determiner, Modifier, and Prepositional Phrase The head of the noun phrase is the central noun that determines the syntactic category of the phrase.

2.4.1.4 Complex modification in the noun phrase

Noun modification can become quite intricate. For instance, a local London weekly paper featured a headline with a stack of premodifiers, such as "Dog row sword death jury told trial man 'didn't intend any harm' [Hackney Gazette]." In headlines, typical grammatical words such as "the" and "was" are often left out. Therefore, a complete version of the headline sentence could be written as: "The dog row sword death jury was told that the trial man 'didn't intend any harm.'" The subject noun phrase is nearly incomprehensible without the context provided in the initial paragraph of the news item, as seen in: "An alleged murderer has denied

deliberately plunging a sword into an unarmed man after a row over a dog fight." Complicated noun phrases typically involve extensive post modification. For instance, the following statement has a single noun phrase following "What is": "What is the single mechanism or dual mechanisms that allows a conducting filament to grow in the vertical direction immediately after breakdown and then at a later time and with the reapplication of a higher current to undergo radial growth to a lower resistance state? [Electronic Engineering]". Greenbaum's (2000: 199-200)

2.4.2 Function of Noun phrase

There are 5 kinds of phrase (Noun phrase, Verb phrase, Adjective phrase, Adverb phrase, and Prepositional phrase), all phrases have main functions in the sentence or clause, according to Gelderen (2002:61) states. Subject, Predicate, Object Predicate, Indirect Object (IO), Direct Object (DO), and Subject Predicate are some examples.

On the other hand, Quirk et.al (1985: 62) stated that noun phrase may have different functions in the clause and a semantic role is associated with each function. The semantic role describes the status of a noun phrase in relation to the action or state denoted by the verb. There are some functions of noun phrase, they are; noun phrase as a subject, noun phrase as an object, noun phrase as a complement, adverbial, prepositional object.

According to Greenbaum's (2000:196), noun phrases serve various functions, such as subject, direct object, indirect object, subject predicative, object predicative, complement of a preposition, premodifier of a noun, or vocative. Adjectives, nouns, genitive noun phrases, participles, and numerals are the most frequent premodifiers of nouns, while prepositional phrases and relative clauses (finite or non-finite) are the most common postmodifiers

The following is a brief list, with illustrations, of the possible functions of noun phrases:

Table 2.3 Possible noun phrase function

Subject	The people in the bus escaped through the emergency exit
Direct object	They are testing some new equipment
Indirect object	The bank gave her a loan
Subject complement	The performance was a test of their physical endurance
Object complement	Many of us consider her the best candidate
Complement of a preposition	The box of chocolates is intended for your children
Pre-modifier of a noun or Noun Phrase	Milk production is down this year The matter has been referred to the Academic Council Executive Committee.
Adverbial	The term finishes next week

The primary purpose of a noun phrase or noun is to serve as the subject in a sentence when the noun phrase comes before the verb in a clause or sentence. For instance, in the sentence "John came early," the subject is "John," the verb is "came," and "early" functions as an adverb. Furthermore, as per Yule (1985: 117), verbs like "see," "know," or "enjoy" do not require an experienced subject to denote any action. For example, "I saw the accidents."

The noun phrase or noun has a second function, which is to serve as an object within the sentence. According to the explanation provided by the expert earlier, there are two types of objects: direct objects and indirect objects. A direct object is directly associated with what is being said or happening during a conversation. To illustrate, let's consider the example "the headmaster gave George a new book." In this example, we can identify the headmaster as the subject, the book as the direct object, and George as the indirect object.

The third role serves as a complement. A noun phrase can function as the complement of the subject and occurs after specific verbs like "be," "become," or "seem," which are known as copula or linking verbs. These verbs connect the subject and the complement together (Close, 1975: 21). This function is illustrated in the examples: Tom was my best friend; John became a doctor. Moreover, the complement, whether subject or object, assumes the semantic role of the attribute. Greenbaum's and Quirk (2000: 209-210) identify two subtypes for this: "identification" and "characterization."

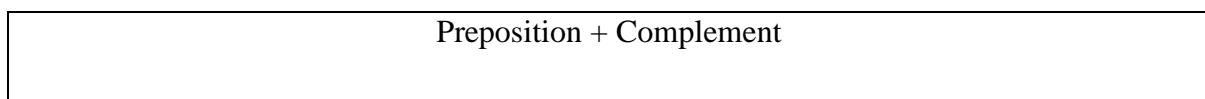
The fifth role of a noun phrase or noun is to function as an adverbial. An adverbial, typically represented by an adverb or a prepositional phrase, can also be represented by a noun phrase that expresses time, as in "He was there last week." The noun phrase adverbials "last week" and "two times" have specific semantic roles, indicating a fixed position on a temporal scale and duration, respectively (Quirk et al., 1985: 481-482).

The other role is that of a prepositional object. A noun phrase can act as a complement to the preposition in a prepositional phrase, as shown in the following examples. I sat on a chair made of wood. These noun phrases will possess the semantic functions of the adverb they are a part of, specifically relating to space and time.

From the explanation above we can conclude that noun phrase have many functions in the text, such as Subject, direct object, indirect object, subject complement, object complement, complement of preposition, pre-modifier of a noun or noun phrase and also adverbial. So different noun phrase may have different function in the text.

2.5 Prepositional Phrase

The prepositional phrase is a structure with two parts:



The prepositional complement is typically a noun phrase, but it may also be a nominal relative clause or an –ing clause. Both the nominal relative clause and the –ing clause have a range of functions similar to that of a noun phrase:

Complement as Noun Phrase	Through the <i>window</i>
Complement as nominal relative clause	From <i>what I heard</i> (from that which I heard)
Complement as –ing clause	After <i>speaking to you</i>

As its name suggests (preceding position), the preposition normally comes before the prepositional complement. There are several exceptions, however, where the complement is moved and the preposition is left stranded by itself. The stranding is obligatory when the complement is transformed into the subject of the sentence:

Your case will soon be attended to
This ball is for you to play with
The picture is worth looking at

In questions and relative clauses, the prepositional complement may be a pronoun or adverb that is fronted. In that case, the preposition is normally

stranded:	<p><u>Who</u> are you waiting <i>for</i>?</p> <p><u>Where</u> are you coming <i>from</i>?</p> <p>I am the person (<u>that</u>) you are waiting <i>for</i>? (In relative clauses the pronoun may be omitted).</p>
In formal style the preposition is fronted with its complement:	<p>For whom are you waiting?</p> <p>From where are you coming?</p>

	I am the person for whom are you waiting.
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2.5.1 Function of Prepositional Phrase

According to Greenbaum's, (1991:67) a prepositional phrase has functions as direct object, it is because the complement of prepositional phrase a perfect night in the form of noun phrase. So that, it has a range of function similar to that of a noun phrase. Prepositional phrases have three main functions: post-mod of a noun in phrase structure; post-mod of an adjective in phrase structure; adverbial in sentence structure, and also the functions of prepositional phrase are similar with a noun phrase. Here, the three possible functions of prepositional phrase are:

Post-mod of a noun	I took several courses in history The local council is subsidizing the installation of energy-saving devices
Post-mod of an adjective	We were not aware of his drinking problem I was happy with my marks last term
Adverbial	In my opinion, people behave differently in crowds In actual fact, the economy was showing signs of improvement by 1985.

Furthermore, the prepositional complement is typically a noun phrase, but it may also be a nominal relative clause or an -ing clause. Both the nominal relative clause and the -ing clause have a range of functions similar to that of a noun phrase:

Complement as Noun Phrase	Through the window
Complement as nominal relative clause	From what I heard (from that which I heard)
Complement as –ing clause	After speaking to you

2.6 Analysis techniques in linguistic research

Linguistic analysis techniques are divided into two large categories, namely the Referential Identity Method and the Distributional Method. The Referential Identity Method is a method of data analysis to answer the problems being studied with a determining tool originating from outside the language. It is the external aspect of language that determines the target lingual unit of the research (Sudaryanto At Muhammad 2016: 234).

In addition to using the Referential Identity Method to classify data, the distributional method can be used. This method is the opposite of the Referential Identity Method, which is a determining tool for sorting language elements in the language, even integrated with the data. (Sudaryanto at Muhammad 2016:244) In this study, the distributional method was used using the basic Immediate Constituents technique. Using this technique, the language unit data is divided into several elements that are considered to form the intended lingual unit. Three steps make up the distribution technique:

1. dividing the study data into language units.
2. using language intuition to discover the direct element units that constitute language units.
3. optimizing the syllabic, syntactic, and prosodic deciding tools.

Additionally, the researcher employed the Immediate Constituent Analysis, for analysing the structure of a noun phrase, this is a method in syntactic analysis used to break down sentence structures into smaller parts or their direct elements. This technique aims to understand how words and phrases in a sentence relate to each other and form grammatical structures. For this analysis there are a couple things to consider namely:

1. Identification the sentence and objective analysis.
2. Dividing a Sentence into Direct Elements
3. Breaking Down Elements into Smaller Parts
4. Identification of Syntactic Functions and Grammatical Categories
5. Generalization and Drawing the Conclusions. After that the researcher will writer down the result in data table.

(Sudaryanto at Muhammad;2016)

Furthermore, the researcher uses an advanced technique in the form of an expansion technique. With this technique, the language unit being analysed is expanded with a certain lingual unit. To facilitate the analysis of noun phrases theory who proposed by Greenbaum's (2000), the researcher will try to use the theoretical analysis procedure that has been explained above.

2.7 Advertising

There are numerous definitions of promoting given by specialists. Weilbacher (1984: 16) says that promoting comprise of media messages paid for and marked by a commerce frim or institution that wishes to extend the likelihood that those come to by these messages will carry on or accepts as the advertiser wishes them to act or accept.

According to Gaw (1961: 9) says that promoting may be a instrument for offering thoughts, products, or benefit to a bunch; it utilizes paid space or employments vehicle to carry its message that does not mask or cover up the personality of the sponsor or his relationship to the deals exertion.

Promoting too tells the customer what particular item, rand or benefit ought to do when it is utilized and hence makes a difference him or her to get it and assess involvement with the items and administrations that he or she employments.

Furthermore, according to Kotler (Marketing Management:2003, eleventh edition) “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.

2.8 Sheraton

The origins of the brand date back to 1933, when Harvard classmates Ernest Henderson and Robert Moore purchased the Continental Hotel in Cambridge, Massachusetts. In 1937 they purchased the Standard Investing Company and made it the company through which they ran their hotels. Their second hotel, and the first as part of the new company, was the Stonehaven Hotel in Springfield, Massachusetts, a converted apartment building they purchased in 1937. The chain got its name from a third hotel the pair acquired in Boston, which already had a large lighted sign on the roof saying "Sheraton Hotel" that was too expensive to change. Instead, Henderson and Moore decided to call all their hotels by that name.

Henderson and Moore purchased Boston's famed Copley Plaza Hotel in 1941, continuing with their rapid expansion opening properties along the entire East Coast. In 1945, Sheraton was the first hotel chain to be listed on the New York Stock Exchange.

In 1949 Sheraton expanded internationally with the purchase of two Canadian hotel chains. In 1956, Sheraton purchased the Eppley Hotel Company, which was then the largest privately held hotel business in the United States, for \$30 million Three years later, in 1959 it purchased the four hotels owned by the Matson Lines in Honolulu, Hawaii, its first hotels outside North America. In 1955, Sheraton began to build large highway hotels (100-300 rooms); in 1962 a franchise division was created to promote Sheraton Motor Inns. These provided free parking and competed with roadside motels.

The 1960s saw the first Sheraton hotels outside the US and Canada with the opening of the Tel Aviv-Sheraton in Israel in February 1961 and the Macuto-Sheraton outside Caracas,

Venezuela, in 1963. By 1965, the 100th Sheraton property, the Sheraton-Boston Hotel, had opened its doors. The multinational conglomerate ITT purchased the chain in 1968, after which it was known as ITT Sheraton. The chain deployed its automated Reservatron system and, in late 1969, a US national toll-free number displaced two hundred local Sheraton reservation numbers.

In 1985, Sheraton became the first western company to operate a hotel in the People's Republic of China. It assumed management of the state-built Great Wall Hotel in Beijing, which became the Great Wall Sheraton.

ITT Sheraton Luxury Collection: on January 13, 1992, ITT Sheraton designated 28 of its premier hotels and 33 of the Sheraton Towers, the luxury "hotel-within-a-hotel" facilities located within Sheraton's largest and most exclusive hotels, as the ITT Sheraton Luxury Collection. The flagship of the division was The St Regis in New York City. In 1994, ITT Sheraton purchased a controlling interest in the Italian CIGA chain, the Compagnia Italiana Grandi Alberghi, or Italian Grand Hotels Company, which had been seized from its previous owner, the Aga Khan, by its creditors. The chain had begun by operating hotels in Italy, but over-expanded across Europe just as a recession hit. The majority of these hotels were placed in the ITT Sheraton Luxury Collection, though a few were placed in the Sheraton division. After Sheraton's purchase by Starwood, The Luxury Collection was marketed as a separate division, though it somewhat confusingly contained a large number of hotels still named Sheraton. Most have been renamed over the last few years, there are only three such hotels remaining today, operating with the name Sheraton, but not technically part of Sheraton - Sheraton Addis (Addis Ababa, Ethiopia), Sheraton Grande Sukhumvit (Bangkok, Thailand), and Sheraton Kuwait Hotel (Kuwait City, Kuwait).

Four Points by Sheraton, in April 1995, Sheraton introduced a new, mid-scale hotel brand Four Points by Sheraton Hotels, to replace the designation of certain hotels as Sheraton Inns. Purchase by Starwood, in 1998, Starwood Hotels & Resorts Worldwide, Inc. acquired ITT Sheraton, outbidding Hilton. Under Starwood's leadership, Sheraton has begun renovating many existing hotels and expanding the brand's footprint. Purchase by Marriott, in 2016, Marriott International purchased Starwood Hotels in which the newly merged company became the largest resort company.

2.9 Previous Study

The Research has Conducted by Wijayanto and Fatmasari, at *Dialektika: Jurnal Pendidikan Bahasa Inggris*, Vol. 8 No.1 March 2020 – August 2020 with the title *The Analysis of English Noun phrase Formation on Hotel Brochures in Yogyakarta*. The writer found After conducting the research, this study finds that the domination of the rule types of English noun phrases formation on hotel brochures in Malioboro Street is $NP \rightarrow N + N$. This rule is the most used formation of English noun phrases on hotel brochures in Malioboro Street.

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

authentic materials used by public such as advertisement, game online instruction etc. to add more reference on phrase studies.

The Next research has conducted by Harefa, Sarumaha, Sitohang at Darma Agung University, Medan (2020) the title is Jargon of Hotel Advertising in Medan It turns out that only three forms of jargon were used from the five available jargon forms with the dominant of jargon that was used is sentences. It is 25 jargon which consist of 2 occurrences for word (8, 00%), 9 occurrences for phrase (36, 00%), 14 occurrences for sentence (56, 00%). While the acronym and abbreviation were not found. It can be seen that jargon in the form of a sentence becomes the most prominent.

Next the Research has conducted by Sofyan, Hasidi, Umasugi, Wahid. At Muhammadiyah University of North Maluku 2 January 2024 with the title Analyzing the Usage of Noun Phrases on Billboard Advertisements. writer founding that This study has examined the usage of language particularly to grammar point of view, and focus on analyzing noun phrase in advertisement language at billboard, and based on the previous data, the researchers can conclude that from the results of 15 billboards above, it can be said that not all the language used in the advertisement in billboards is in the form of phrases. It is also in the form of sentences. Even, there is a combination between sentence and a phrase in one advertisement. Data proved that there are 8 advertisement of billboards included in noun phrase. 2 advertisements involved in adjective phrase. And, there are 2 advertisements are categorized as verb phrase. Finally, the others are in the form of sentences.

Next the research was conducted by Almuhamam at Politeknik Negeri Bandung the title is An Analysis of Noun Phrases in Motorcycle Brochures (2021). The research found Analyzing the use of noun phrase is the topic of this final project. This study aims to analyze the structure of noun phrase found in motorcycle brochures from Yamaha Motorcycle Company and to

identify the type of noun phrase that is frequently used. This study used the theory of Greenbaum, S & Nelson, G (2002) which divides the structures of noun phrase into seven types: determiner + noun, pre-modifier + noun, determiner + pre-modifier + noun, noun + post-modifier, determiner + noun + post-modifier, pre-modifier + noun + post-modifier, and determiner + pre-modifier + noun + post-modifier. There were 796 noun phrases found and then they were classified based on Greenbaum's and Nelson's theory to identify the structure of noun phrase used in Yamaha Motorcycle brochures. This study reveals that all types of noun phrase proposed by Greenbaum's and Nelson are found. Moreover, there are three types of noun phrase that are frequently used in the brochures. They are determiner + pre-modifier + noun (381 noun phrases/47%), pre-modifier + noun (234 phrases/29%), and determiner + noun (158 phrases/19%).