

# **An Analysis of the Tagline on iPhone from a Syntax Perspective**

## **A Research Paper**

Submitted to the Faculty of Arts and Letters of the English Department of  
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*Sarjana* Degree (S-1)



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**2025**

## **DECLARATION OF ORIGINALITY**

The paper “**An Analysis of the Tagline on iPhone from a Syntax Perspective**” is my work. Written in partial fulfilment of the requirements for the bachelor’s degree at the English Literature Department, Faculty of Arts and Letters, Universitas Pasundan.

I confirm that my academic work results from all parts of this paper, including text, data, tables, images, and quotations. Following academic writing standards, I have properly cited any statements or ideas taken from other sources.

I am fully aware that any form of plagiarism constitutes an academic offence and will be subject to sanctions following the regulations of Universitas Pasundan. I make this statement with honesty and full responsibility.

Bandung, June, 2025

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## **DEDICATED PAGE**

*Bismillahirrahmanirrahim.* All praise and gratitude go to Allah SWT, the Almighty God, for all His abundance of grace, strength, and guidance that have accompanied every step in preparing this thesis. With great respect and love, I dedicate this work to my beloved parents, who have always been a source of prayer, encouragement, and invaluable love.

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## **ABSTRACT**

This research, entitled “An Analysis of the Tagline on iPhone from a Syntax Perspective”, explores the syntactic structure and meaning of iPhone taglines from 2007 to 2025. It aims to understand how Apple uses language to sell its products through concise and memorable taglines. Using a descriptive qualitative design and a phenomenological method, the study analyses 23 official iPhone taglines obtained from Apple’s website, press releases, and promotional materials. The analysis identifies the types of phrases, such as noun phrases, verb phrases, adjective phrases, and prepositional phrases, and interprets their meanings within a syntactic perspective. Findings reveal that noun phrases dominate the structure of iPhone taglines, often accompanied by superlative or descriptive adjectives to emphasise innovation, performance, and identity. Verb and prepositional phrases, though less frequent, are used effectively to convey transformation and engagement. The researchers have concluded that the iPhone tagline has minimalist, selling, clear, and emotional copywriting. Supported by the company’s consistent image as a pioneer in technology and design. This research also contributes to linguistic choices in advertising and offers insights for copywriters in constructing powerful brand messages.

**Keywords:** iPhone, Tagline, Syntax, Advertising Language, Copywriting

## **PREFACE**

Praise and gratitude are due to Allah SWT for all His grace, help, and guidance, enabling the writer to complete this thesis entitled “An Analysis of the Tagline on iPhone from a Syntax Perspective”.

The writer chooses this topic because of a strong interest in the writing style used in each iPhone tagline. Behind the short and simple sentences is a clear structure and an effective way of delivering messages. This interest grew as the writer noticed how Apple communicates big ideas using simple, meaningful words. Every message they create for the writer always contains something surprising—Apple is unpredictable.

The writer realizes that this work is far from perfect. Therefore, constructive suggestions and feedback are highly appreciated. The writer hopes that this thesis can benefit readers, especially those interested in linguistic studies in the context of advertising.

Bandung, June, 2025

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