

CHAPTER II

Tagline from a Syntax Perspective

This chapter describes the literature relevant to investigating iPhone taglines from a syntax perspective. The discussion begins with an introduction to language and the branch of linguistics. After that, the researcher will explain one of the linguistic branches of syntax: words, phrases, clauses, and sentences. Then, the discussion will continue with the definition of copywriting and taglines. Finally, the writer will list five previous studies that are relevant to the research.

2.1 Language

Language is a system of sound symbols used by humans as a means of communication to convey thoughts, ideas, emotions, and information. Good language can evoke emotional and intellectual responses through effective delivery. Language is one form of human communication. Humans, as social creatures, need to interact with each other to fulfill various needs of life and cannot live alone without interaction.

Language is not only understood as a collection of words, but also as a system of rules governing how linguistic symbols are arranged to form meaning. Quoted from “The Study of Language”, language has properties in it; displacement, arbitrariness, productivity, cultural transmission, and duality (Yule, 2022:16). Fromkin, Rodman, and Hyams (2017:4) emphasize that language reflects human cognitive abilities. It can also be analyzed through various fields of

linguistics, such as phonetic & phonology, morphology, syntax, semiotic, and semantics.

In addition, language is productive and dynamic; meaning, speakers can create new sentences that have never been spoken before, and change by cultural, technological, and social developments. As stated by Asha (in Putri, 2025:1), language is a system of patterns and symbols used to communicate. Language also functions as a medium of socialization, social identity, and a means of cultural inheritance between generations (Putri et al., 2025:13). Therefore, the study of language is not only important in the context of communication, but also in cultural studies, psychology, education, and even technology, such as the development of AI and NLP.

In conclusion, language reflects the thinking structure of its speakers. This is also explained in linguistics, where language is a complex and structured system. Each of the linguistic forms is a unity that produces meaning. To understand how meaning is shaped, one of the studies uses syntax. Syntax is a type of linguistics to studies the relationship between words. Syntax is important in organizing words into larger units, such as phrases, clauses, or sentences.

2.2 Syntax

The rules of syntax combine words into phrases and phrases into sentences. Among other things, the rules specify the correct word order for a language. A second important role of the syntax is to describe the relationship between the meaning of a particular group of words and the arrangement of those

words. According to Fromkin, Rodman, and Hyams (2017:186), the rules of syntax also specify the grammatical relations of a sentence, such as subject and direct object. Based on Tarmini & Sulistyawati's statement, syntax, along with morphology, is a branch of grammar (Tarmini & Sulistyawati, 2019:1).

While morphology discusses morphemes, words, and word formation processes, syntax focuses on the discussion of phrases, clauses, and sentences as systemic units. Phrases are composed of words, clauses consist of phrases, and sentences are formed from clauses. As part of linguistics, syntax aims to describe the relationship between elements in these units, both in terms of function and meaning. In other words, they provide information about who is doing what and to whom. This information is crucial to understanding the meaning of a sentence.

People are able to understand, produce, and make judgments about an infinite range of sentences, most of which they have never heard before. This ability illustrates that our knowledge of language is creative. In contrast, language and grammar resources can be used to produce and understand an infinite number of sentences. This aims to realize an infinite range of ideas and emotions. So, the structure of a sentence contributes to its meaning.

According to Fromkin, Rodman, and Hyams (2017:195), syntactic categories include both phrasal categories, such as NP (Noun Phrase), VP (Verb Phrase), AdjP (Adjective Phrase), PP (Prepositional Phrase), and AdvP (Adverbial Phrase). As well as lexical categories such as noun (N), verb (V), preposition (P), adjective (Adj), and adverb (Adv). Each lexical category has a corresponding

phrasal category. Following is a list of lexical categories with some examples of each type:

1. Noun (N)

Nouns are lexical items used to name people, animals, places, objects, or abstract ideas. It is the head of noun phrases (NPs) and often functions as a sentence's subject or object. Nouns can be concrete or abstract and appear with determiners or modifiers.

Example: "The puppy is playing in the garden."

2. Verb (V)

Verbs express actions, processes, or states of being, and they form the core of verb phrases (VPs). In syntactic structure, verbs determine the presence and form of other elements, such as objects or complements. It can be a direct object, without an object, or connect the subject to additional information.

Example: "She found her lost keys under the bed."

3. Preposition (P)

Prepositions are words that show relationships between nouns (or pronouns) and other elements in the sentence. Typically indicate direction, location, time, or manner and are the head of prepositional phrases (PPs). Prepositions must be followed by a complement, usually a noun phrase, to complete their meaning.

Example: "The cat jumped into the box."

4. Adjective (Adj)

Adjectives describe, limit, or qualify nouns and pronouns. It appears before nouns or after linking verbs and can serve as the head of adjective phrases (AdjPs). Adjectives often answer questions, such as “What kind?”, “Which one?”, or “How many?”.

Example: “She wore a red dress to the event.”

5. Adverb (Adv)

Adverbs modify verbs, adjectives, other adverbs, or entire sentences by providing additional information, such as manner, frequency, time, place, or degree. It often answers the questions “How?”, “When?”, “Where?”, or “To what extent?”. Depending on the modifier, adverbs can appear in various positions within a sentence.

Example: “She completed the task carefully.”

Based on the explanation above, syntactic categories are divided into phrasal categories (NP, VP, AdjP, PP, and AdvP) and lexical categories (noun, verb, preposition, adjective, and adverb). Each lexical category is the “head” of its corresponding phrase and sentence structure. Nouns typically are subjects or objects, verbs express actions or states, prepositions indicate relationships between words, adjectives modify nouns, and adverbs modify verbs, adjectives, or sentences. These lexical categories form the grammatical structure of a sentence and contribute meaning by specifying who, what, when, where, or how something happens. In detail, the author will explain how lexical operate in words, phrases, clauses, and sentences.

2.2.1 Words

Words are the building blocks of phrases, clauses, and sentences, and thus serve as the foundational units in syntactic analysis. Words are the smallest linguistic units that carry meaning. According to Tarmini & Sulistiyawati (2019:3), a word is a grammatical unit consisting of one or more morphemes that can stand alone and has the potential to occupy a particular syntactic function in a sentence. Verhaar (in Widhiarta, 2015:16) explains that in the field of syntax, words are not only viewed from their morphological form but also from their syntactic function within sentence structures. Therefore, words can be classified according to their grammatical categories (Fromkin, Rodman, and Hyams 2017:144), such as:

1. Nouns

Nouns indicate objects, people, places, or abstract concepts.

Example: “The teacher explains the lesson clearly in the classroom.”

2. Verbs

Verbs indicate actions, states, or processes.

Example: “The chef cooks the meal every evening.”

3. Adjectives

Describe the qualities or states of nouns.

Example: “She reads a thick book about ancient civilizations.”

4. Adverbs

Adverbs modify verbs, adjectives, or entire sentences.

Example: “He quickly finishes his homework.”

5. Prepositions

Prepositions are relationships between words in phrases or sentences.

Example: “The children play in the park after school.”

6. Conjunctions

A conjunction is a word that connects words, phrases, clauses, or sentences.

Example: “I love reading books and watching movies.”

In conclusion, words are the smallest units in language and syntactic structures. It brings semantic value and function within sentences according to their grammatical categories. Words are classified into nouns, verbs, adjectives, adverbs, prepositions, and conjunctions. Understanding these categories is important for constructing phrases, clauses, and sentences.

2.2.2 Phrase

A phrase is a syntactic unit consisting of two or more words that form a single semantic unit but do not constitute a clause. However, this phrase does not exceed the limits of the clause function, meaning that it does not contain a predicate or is not predicative. This means that a phrase does not contain a subject and predicate but still holds a particular meaning as a functional unit within a sentence. According to Ramlan (in Tarmini & Sulistiyawati, 2019:22), a phrase is

a grammatical unit made up of two or more words that is non-predicative. Tarmini & Sulistyawati (2019:22) also state that a phrase is a form of construction consisting of two or more elements (constituents) that play a role in filling certain syntactic functions in a sentence.

In this case, the main element of a phrase is referred to as the *head*, while the other words serve as *modifiers*. Kridalaksana (in Tarmini & Sulistiyawati, 2019:7) argues that a phrase functions to expand the meaning of its main element without changing its grammatical category. For example, in the phrase “very strong”, the word *strong* is the head and *very* is the modifier that intensifies the meaning.

Based on their types, phrases can be classified into several categories, including:

1. Noun Phrase (NP)

A phrase with a noun as the head.

Example: “The diligent student answered the question correctly.”

2. Verb Phrase (VP)

A phrase with a verb as the head.

Example: “The girl is writing a long essay for her English class.”

3. Adjective Phrase (AdjP)

A phrase with an adjective as the head.

Example: “The teacher was very proud of her work.”

4. Adverbial Phrase (AdvP)

A phrase with an adverb as the head.

Example: “He runs extremely fast during the competition.”

5. Prepositional Phrase (PP): a phrase beginning with a preposition.

Example: “The boy found a coin under the old bridge.”

A phrase is a group of two or more words that express a single idea, but do not include a subject or a verb. It has a specific role in a sentence and usually contains a main word (the head) and other words (modifiers) that give more detail. A phrase adds meaning to the head without changing its word type. Depending on the head word, phrases can be divided into noun phrases, verb phrases, adjective phrases, adverbial phrases, and prepositional phrases.

2.2.3 Clause

A clause can be either an independent (main) clause that can stand alone as a sentence or a dependent (subordinate) clause that requires another clause to be complete. A clause is a grammatical unit that consists of a subject and a predicate, but it does not always stand alone as a sentence. According to Ramlan (in Tarmini & Sulistiyawati, 2019:36), a clause is a grammatical unit made up of a subject and a predicate, possibly accompanied by an object, complement, or adverbial. Clauses are grammatical constructions that can be developed into sentences (Tarmini & Sulistiyawati, 2019:35).

1. Independent clause

A complete thought that can stand alone as a sentence.

Example: “I love reading books.”

2. Dependent clause

An incomplete thought that cannot stand alone and needs an independent clause to make sense.

Example: “Because I love reading books.”

From the explanation above, A clause is a grammatical unit composed of a subject and a predicate, including objects, complements, or adverbials. It plays a crucial role in sentence construction. Clauses are classified into two types: independent clauses, which can stand alone as complete sentences, and dependent clauses, which require an independent clause to form a complete thought.

2.2.4 Sentences

A sentence is a grammatical unit that typically consists of at least one clause and can stand alone to convey a complete message. A sentence is generally a series of words arranged according to a set of rules. According to Chaer (in Tarmini & Sulistyawati, 2019:54), a sentence is a language unit that, either actually or potentially, consists of a clause and can stand independently while carrying final intonation.

In syntactic analysis, the sentence is a primary focus, as it integrates elements such as subject, predicate, object, complement, and adverbial into a coherent structure. A sentence is the final product of syntactic processes, in which

words and phrases are systematically arranged to form a communicative linguistic unit. In addition, a sentence is also a structured strand of words according to Samsuri (in Tarmini & Sulistyawati, 2019:54). Sentence types can be classified by phrase and clause structure, including:

1. Simple Sentence

Contains one independent clause.

Example: “She reads every morning.”

2. Compound Sentence

Contains two or more independent clauses.

Example: “He wanted to go for a walk, but it started to rain.”

3. Complex Sentence

Contains one independent clause and at least one dependent clause.

Example: “Although she was tired, she finished the project.”

4. Compound-Complex Sentence

Contains two or more independent clauses and at least one dependent clause.

Example: “I was reading a book when the phone rang, and my brother was watching TV.”

In conclusion, a sentence is a grammatical unit that conveys a complete thought and consists of at least one clause. It is formed by systematically arranging words and phrases, such as the subject, predicate, object, complement,

and adverbial. On the other hand, sentences can be classified into four types based on their clause structure: simple, compound, complex, and compound-complex.

From the explanation above, it can be concluded that syntax is a branch of linguistics that studies how words are organized into phrases, clauses, and sentences. These syntactic elements become important components in forming sentences through writing. Writing is one of the mediums to convey messages. The message delivered must be for the purpose, such as persuading, selling, influencing, or converting. This context refers to the field of copywriting.

2.3 Copywriting

Copywriting is the technique of writing persuasive texts to influence readers to take certain actions, such as buying a product, using a service, or being interested in an idea. In a marketing context, copywriting is a script written by a copywriter for commercial purposes. These texts can be in the form of television, radio, magazine, newspaper, billboards, banners, and digital promotional materials. The text resulting from copywriting is commonly referred to as copy, while the writing activity is called copywriting.

Advertising combines elements of creativity between writing, words, language, and illustrations, either in images or videos. In this case, copywriting is a narrative or language in the form of writing used in advertising. In simple terms, copywriting is defined as the written language or script used in an advertisement.

Copywriting is a component of advertising that cannot be separated or stand alone, according to Febri Asiani (2020:15).

These materials can be published through print and online media, and include various forms of communication, from brochures, websites, newsletters, to taglines. According to Bly (2020:5), copywriting is the activity of writing marketing promotions and other advertising materials to sell a product or service. Copywriting is not limited to above-the-line media (conventional advertising), but also covers broader industry needs, such as press releases, sales letters, direct mail, and even promotional calendar text.

Copywriting is not only composing promotional words, but also delivering messages that touch emotions and make logical sense. The main emphasis in his book is on the structure of persuasive advertising texts, mastery of classic rhetorical techniques (ethos, pathos, logos), and the ability to build stories that are relevant to the audience. Muslikh Madiyant (2022:41) explains that copywriting is the practice of writing advertising scripts based on the principles of rhetoric and storytelling.

This requires choosing the right diction, using a persuasive language style, and a concise sentence structure. Good copywriting must have the characteristics of the product, the target audience, and the psychology of the consumers who are the target of communication. Copywriting is also not just stringing together beautiful words, but conveying messages effectively. According to Ogilvy (in

Feng, 2020:592), a good copy should be short, sharp, and able to convey the benefits of the product in an interesting and memorable way.

In the digital era, copywriting has become an important part of a content marketing strategy. Copywriting now serves not only to sell, but also to build long-term relationships, strengthen brand image (branding), and create a positive perception of the product or company. Kotler and Keller (2016:278) state that language in marketing determines the success of communication between brands and consumers so that every element of language used in copy must be strategically designed and communicative.

According to the explanation above, copywriting is a technique of writing persuasive texts to influence readers to take certain actions, such as buying a product or using a service. In the context of marketing, copywriting is a script written for commercial purposes and can be found in various media, both print and digital. Copywriting is not only crafting promotional words, but also delivering messages that touch emotions and make sense. Effective copywriting must be tailored to the characteristics of the product, target audience, and consumer psychology. As technology develops, copywriting not only serves to sell, but also to create positive perceptions, establish long-term relationships with consumers, and build brand image. To achieve this goal, a piece of writing should be short, concise, and clear. This can be applied or implemented in a tagline. A tagline is a short phrase that represents the product to create a memorable impression.

2.3.1 Taglines

A tagline is a short phrase used by a company or brand to convey the core of their identity, values, or product or service advantages. Taglines are commonly used in marketing strategies as a form of brand communication that aims to shape public perception and create strong emotional associations. According to Kohli, Leuthesser, and Suri (2007:417), a tagline is a short phrase that communicates a brand's positioning and personality to the target audience.

In other words, a tagline serves to strengthen a brand's identity and differentiate it from competitors. An effective tagline generally has the characteristics: short, relevant, memorable, and consistent with the brand image. In practice, taglines have become one of the essential elements of copywriting due to their ability to convey a concise yet impactful message. A tagline is part of the ad commonly used as a cover message so that consumers can easily recognize and remember (awareness) the contents of the advertising message as a differentiator from competitors' ads.

An effective Tagline can improve consumer purchasing decisions by advertising to introduce the audience to knowledge about the advertised brand. Advertising is part of a dynamic marketing strategy and must be able to build customer loyalty to the brand by improving consumer purchasing decisions. According to Kotler and Keller (2016:279), a tagline is a part of advertising that aims to reinforce the message and values that a company wants to convey to its audience. This has the purpose of maintaining or even increasing the brand's

existence. The tagline must be unique to differentiate it from competing products in the market.

According to Darno (in Putra, 2024: 25), taglines come in different types depending on the communication objectives that the company wants to achieve. Here are some types of taglines and their examples:

1. Descriptive Tagline

Describes the product or service offered explicitly.

- *“The ultimate driving machine”*
- *“Finger Lickin' Good”*

2. Persuasive Tagline

Designed to persuade or attract consumers with a strong promise or claim.

- *“Because you're worth it”*
- *“Melts in your mouth, not in your hands”*

3. Specific Tagline

Designed to position itself as the leader in a field.

- *“For The Man in Charge of Change”*
- *“Love the Skin You're In”*

4. Emotional Tagline

Establishes an emotional connection with the audience, often touching on values, hopes or dreams.

- *“Open happiness”*
- *“Belong anywhere”*

5. Imperative Tagline

Contains a direct invitation or command to consumers to do something.

- *“Just do it”*
- *“Think different”*

6. Superlative Tagline

Makes a claim to be the best or superior to competitors.

- *“The best a man can get”*
- *“Probably the best beer in the world”*

7. Provocative Tagline

Make a statement or question that arouses curiosity or thinking.

- *“Got milk?”*
- *“What's in your wallet?”*

8. Visionary Tagline

Describes the vision, mission, or long-term goals of the company or product.

- *“A diamond is forever”*
- *“Connecting people”*

According to the explanations of several experts above, a tagline is a short, concise, and memorable phrase to influence consumers. The tagline must be unique to differentiate it from its competitors. In addition, a tagline is the cover message of a company or brand. This is designed to help the company or brand stay top of mind with consumers through short messages. All the above references

are supported by linguistic theories and expert opinions. To strengthen this study, it is important to examine previous research that has explored similar topics. Therefore, the following section will present a review of relevant previous research related to linguistics and taglines.

2.4 Previous Research

Several research studies related to advertisements in promotional media have been conducted with various approaches, including semiotics, pragmatics, and rhetoric. These studies provide a strong foundation in understanding how language works to construct meaning.

Verenia Vivian Yip and Setefanus Suprajitno (2023) in a thesis entitled “The Denotative and Connotative Meanings on the Advertisement of iPhone 13 Relax, It's iPhone”. This related research uses a qualitative descriptive approach with a focus on semiotic analysis, examining the denotative, connotative, and mythical meanings in the iPhone 13 advertising video. The data collection technique uses video documentation from Apple's official channel. The findings of this study show that the visual, linguistic, and gestural signs in the ad serve to reinforce the iPhone brand image as a superior and safe-to-use product. However, this research mostly discusses the interpretation of meaning, not the grammatical structure of the tagline.

The second related research was conducted by Nuckfi Mukarromah (2016) with the title “Persuasive Strategies Used in Slogans of iPhone Advertisements”. This study aims to identify the types of persuasive strategies used in iPhone

advertising slogans based on Gorys Keraf's theory of persuasion and Aristotle's classical rhetorical principles (ethos, logos, pathos). Using a descriptive qualitative method, the data were taken from iPhone advertising slogans published online. The results show that rationalization, compensation, and hypnotic strategies are dominantly used to influence consumers. This research contributes to understanding the rhetorical function of slogans, but does not go deeper into the syntactic aspects or patterns of phrase and clause structures used in taglines.

The third research is a thesis by Helen Lela Ulfarida (2024) entitled “Semio-Pragmatic Analysis of Cellphone Advertisements”. This research analyzes print advertisements from two cellphone brands, namely Samsung and iPhone, using Charles Sanders Peirce's semiotic theory (icon, index, symbol) and George Yule's pragmatic theory (speech act theory). Data collection techniques were conducted through the documentation of print advertisements in digital media. The results show that cell phone advertisements use many visual signs as well as representative speech acts to communicate product advantages. Although this study combines semiotics and pragmatics to analyze the ads, the focus remains on the visual meaning and communicative function, not on the syntactic structure of the taglines used.

Audria Balqis (2024) researches about “*Analisis Perbandingan Peranan Tagline Pada Iklan Le Minerale Dan Aqua Terhadap Brand Awareness Kota Balikpapan*”. This research used a descriptive and comparative method, collecting data from 60 respondents via questionnaires. The findings showed that the tagline

“Kaya ada manis-manisnya” from Le Minerale was more effective in attracting consumer attention compared to Aqua’s tagline *“Aqua dulu”*, with 48.3% of respondents rating it as very effective. Other influencing factors included media channels and word-of-mouth recommendations. The study recommended leveraging social media and television to enhance brand awareness. However, this study concentrated on consumer perception and marketing effectiveness, without detailed linguistic or structural analysis of the taglines used.

The fifth previous research was conducted by Muhammad Nuzulullail Mifta (2024) in a study entitled *“Analisis Sintaksis Fa’il dalam Al-Qur’an Surah Al-A’raaf 6-12 dalam Perspektif Pendidikan Bahasa Arab”*. This research aims to determine the types of *fa’il* and the syntactic structure of *fa’il* in the specified verses of the Qur'an. It employs a qualitative method with a literature study design. The data were collected through documentation techniques, including references from books, journals, and relevant articles. The findings show that there is a limited amount of *fa’il* analysis in previous Qur'anic studies, and this research focuses on exploring the role and depth of meaning expressed through *fa’il* usage. By analyzing sentence structures in Surah Al-A’raaf, this study provides deeper insights into how *fa’il* conveys key messages and teachings in the Qur'an. However, the research does not relate directly to advertising language or tagline structure.

Based on the five previous studies, there is a lack of research that specifically examines the syntactic structure of iPhone taglines, particularly the

types of phrases and meanings. Therefore, the writer chose the title “An Analysis of the Tagline on iPhone from a Syntax Perspective”. This study uses a syntactic approach to analyze iPhone taglines. Through this approach, the research is expected to contribute new insights, especially the structure of taglines as a part of brand communication strategies.

No	Researcher	Year	Method	Title	Result
1	Audria Balqis	2024	Quantitative	<i>Analisis Perbandingan Peranan Tagline Pada Iklan Le Minerale Dan Aqua Terhadap Brand Awareness Kota Balikpapan</i>	The results showed that the tagline “Kaya ada manis-manisnya” from Le Minerale was more successful in attracting consumer attention compared to the tagline “Aqua dulu” from Aqua, with 48.3% of respondents considering Le Minerale's tagline to be highly effective.
2	Helen Lela Ulfarida	2024	Qualitative	Semio-Pragmatic Analysis of Cellphone Advertisements	The results of this semiotic research found seven images in the advertisement consisting of four icons, three indexes, two symbols, and two symbols.
3	Muhammad Nuzulullail Mifta	2024	Qualitative	<i>Analisis Sintaksis Fa'il dalam Al-Qur'an Surah Al-A'raaf 6-12 dalam Perspektif Pendidikan Bahasa Arab</i>	The results of the research found that nahwu in the Quran has very few fa'il analysis studies.
4	Verenia Vivian Yip & Setefanus Suprajitno	2023	Qualitative	The Denotative and Connotative Meanings on the Advertisement of iPhone 13 Relax, It's iPhone	The denotation and connotation meaning of the ad is that the iPhone 13 has three features: water resistance, long battery life, and

					durability
5	Nuckfi Mukarromah	2016	Qualitative	Persuasive Strategies Used in Slogans of iPhone Advertisements	<p>This study found six persuasive strategies in iPhone advertising slogans, with the dominance of rationalization, substitution, and hypnosis. The ads utilize ethos, logos, and pathos approaches to highlight product advantages, convince consumers, and evoke emotions.</p> <p>.</p>