

AN ANALYSIS OF POLITICAL JARGON ON PRESIDENT ELECTION IN 2019

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ABSTRACT

This research entitled "An Analysis of Political Jargon in President Election 2019" discusses about political jargon. The aim of this research is to find the form and function in political jargon on president election in 2019. The object of this research is political jargon and the subject of the research is president and vice president election in 2019. The method in this research uses descriptive qualitative method, because there is no statistical procedure and use of descriptive to explain the data. The data are taken from campaign banner, YouTube and Internet about President Election. For collecting data uses *padan* method and the method of analyzing data uses *agih* method. *Padan* method is a method who determine comes from outside the language itself. *Agih* method is a tool of method that forms by language itself. There are three steps of collecting data of the research is documentation, note of observation, and conclusion. There are six steps for analyzing data watches YouTube or TV broadcasting about president election or looks for in campaign banner and internet, after that the researcher find the jargon, then collects all of the jargon, find the form of jargon and the function of jargon, then makes conclusion. The research findings show the forms of jargons are 12 phrases, 7 clauses and 4 acronyms. The function of jargon are 17 provides speakers of specialized domains with clear, unambiguous term to refer to their activities and 6 provides speaker of a sub group with a means of marking in group membership and excluding outsiders.

Keywords : *Jargon, Political Jargon, President Election*

INTRODUCTION

Language is one of the communication tools that used by humans in their daily activities, and also language used to convey some information. According to (Crystal, 2010:84), there are 6000 languages in the world, maybe quite a few more maybe quite a few less. Each country, island, city and village have a language to communicate with other people. Indonesia have many languages because many islands, cultures and ethnics. For example in Javanese island, there are many languages that people use such as *Baduy*, *Betawi*, *Javindo*, *Java*, *Kangaen*, *Madura*, *Osing*, *Pecok*, *Sunda* and *Tengger*. It is just in Javanese island, maybe in other island has more languages. The function of language is to communicate with people by oral or written. Oral communication is the human

speeches in the public, face to face, sing a song and present about something. Written communication is the human send some information by message in social media or chatting, and email.

In this research the writer discusses about society of language, it is called sociolinguistics. Sociolinguistics is a study of language and society that it learns variety of language, it studies of sociological aspects. In the aspects of sociology are norm, culture, expectation, politeness, context, economics and politics. This research discusses politic aspects especially jargon. Jargon is a language that use in some institutes, such as technology, business, medical, law, advertisement, food, cosmetic, politic and ect. For example jargon from American president "Make America great again". The jargon is from Mr. Donald Trump in president election in America. The jargon above, it can influence the society to choose the one of the candidates. Because in the competition especially in politics, language is very important to deliver some messages. In the governor, language can influence the mind of human to follow the rule that the governor says.

In the some researchs, that the title *Semantic Analysis of 2019 Political Jargon in President and Vice President Election in Indonesia*. This research describes about the meaning of political jargon in president and vice president election. The similarity on my research is the object of the study; the contradiction is the theories that use of the research. Other research, the title is *The analysis of Law Jargon Used in Jhon Grisham's the Chamber*. This research describes of the form, function, and meaning of law jargon. The similarity is same to analysis of jargon, but the contradiction is the object of the research. Other research, the title is *Jargon Politik Pemilu Legislatif 2009 di Kota Semarang*. This research explains about an analysis of form, meaning and function in political jargon. The similarity is same to analysis of political jargon, but the contradiction is the object of the research. Based on the description above, this research is important to conduct in this study because is done yet any other researchers.

The research has two purposes as a theoretically and practically. Theoretically, this research can give contribute to sociolinguistics knowledge

especially in an analysis of political jargon in president and vice president in the 2019 election. In practical term, this research is expected to understand the form and function of political jargon in president and vice president election. This research is also to provide input on the use of jargon in political sphere. The community can be more selective in the product of political campaign.

RESEARCH METHOD

In this research uses qualitative descriptive research, because there is no statistical procedure and to explain the data uses description. In the qualitative research, the data from word, phrase and sentence. According to (Muckey 2005:2) Qualitative research is not conducted an experimental research. The qualitative research describes the data in words, phrases and sentences form. The data from campaign banner, Internet and YouTube about political jargon in president election 2019.

The collecting data, this research uses *padan* method, because the tool of deceiver uses vocal or sound and nominal. For example language from speech organs, speech partners, writing and referents. According to (Sudaryanto 2015:15) *Padan* method is a method who determine comes from outside the language itself. There are five decisive if the research use of *padan* method. First the deceiver is nominal or verb that it shows the action about something. Second the decisive is vocal or sound from mouth, so it uses *padan* method. Third the decisive is verbal or verb. Fourth the decisive is sentence or writing that it is start with capital and the end with point. Fifth decisive is imperative sentence that it causes to reaction from speaker, so it uses *padan* method. There are three steps of collecting the data. First documentation, the researcher takes a picture from campaign banner or look for the internet or watch YouTube about political jargon in president election, then collect all of the data to analyze. Second note of observation, the data from YouTube is processed to transkip in written text and analyze the form and function. Third conclusion, the researcher collect all the jargon and analyze the jargon into forms of jargon, function of jargon and language.

The analyzing data, this research uses *agih* because the object of the research is political jargon. It is form verb, adjective, adverb and phrase. The tool of determine in *agih* method is clear; it is always form the element from an object language itself. For example, clause, syllable, word, subject, object and predicate. According to (Sudaryanto, 2015:18) *Agih* method is a tool of method that forms by language itself. In the *Agih* method, language as an object of the research such as preposition, adverb, verb, adjective, clause, phrase and syllable. For analyzing data, the researcher conducts some ways to analyze the data. First, collect the political jargon in newspaper or internet, identify political jargon in YouTube or TV broadcast and identify the political jargon in campaign banner. Second, identify the data to form and function of jargon, and then make a conclusion.

RESULT AND FINDING

In this research analyzes the form and function of jargon of political jargon in president election 2019. There are six forms of jargon such as words, phrases, clauses, sentences, acronym and abbreviations. According to (Brown and Attardo:119) there are two functions of jargon such as provides speakers of specialized domains with clear, unambiguous term to refer to their activities and provides speaker of a sub group with a means of marking in group membership and excluding outsiders.

The table below is the result of analysis political jargon in president election 2019

No	Jargon	Form of Jargon						Function of Jargon	
		Adv p	Vp	Adj p	Np	Cl	Acr	1	2
1	<i>Melanjutkan Kerja Nyata, dengan bersih, efektif dan terpercaya</i>					√		√	
2	<i>Indonesia adil dan makmur</i>			√				√	
3	<i>Indonesia maju</i>			√				√	
4	<i>Indonesia menang</i>			√				√	
5	<i>Indonesia kerja</i>		√					√	
6	<i>Untuk Indonesia yang lebih baik</i>	√						√	

7	<i>Menebarkan kedamaian dan optimisme untuk negeri</i>					√		√	
8	<i>Sejahtera bersama Prabowo-Sandi</i>			√				√	
9	<i>Indonesia baru, harapan baru</i>			√				√	
10	<i>GEMA (gerakan masyarakat Jokowi-Ma'ruf</i>						√		√
11	<i>GPS (gerakan Prabowo Sandi)</i>						√		√
12	<i>2019 tetap Jokowi secara konstitusional</i>			√					√
13	<i>2019 ganti presiden sudah saatnya Prabowo Sandi</i>					√			√
14	<i>Pemimpin itu berpikir bukan hanya bekerja</i>					√		√	
15	<i>PASUKAN (Prabowo Sandi untuk NKRI</i>						√	√	
16	<i>Ingat 17 April ke TPS (tusuk Prabowo Sandi)</i>					√			√
17	<i>TPS (tusuk Prabowo Sandi)</i>						√		√
18	<i>Yang benar pasti menang</i>			√				√	
19	<i>Tidak ada rasa pesimis</i>			√				√	
20	<i>Optimis untuk maju</i>			√				√	
21	<i>Jujur, Muda, Terpercaya</i>			√				√	
22	<i>Selamat pagi ayo semangat belajar yang rajin raih cita-citamu optimis dan sukses</i>					√		√	
23	<i>Pilih yang jujur amanah dan Kerja Nyata</i>					√		√	

Note :

Np = Noun phrase

Adv p = Adverbial phrase

Adj p = Adjective phrase

Vp = Verb phrase

Cl = Clause

Acr = Acronym

1 = Provides speakers of specialized domains with clear, unambiguous term to refer to their activities.

2 = Provides speaker of a subgroup with a means of marking in group membership and excluding outsiders.

1. Form of jargon

a. Ramlan Theory

According to (Ramlan 2005 : 124) there are two kinds of clauses, it is complete clause and incomplete clause. Complete clause is a sentence that has subject and verb. Incomplete clause is a sentence that just has verb, there is no subject, for example:

1) Picture 1

Mr Ir.H Joko widodo and K.H Ma'ruf Amien is candidate of President and Vice President Election in 2019. Based on the picture above, they have a jargon to campaign. The jargon is "*Melanjutkan Kerja Nyata dengan Bersih, Kreatif dan Terpercaya*". The form of jargon is incomplete clause because in the jargon has a verb (*Melanjutkan*), there is no subject.

2) Picture 7

The jargon above is "*Menebarkan Kedamaian dan Optimisme untuk Negeri*". The form of jargon is incomplete clause, because it has verb (*Menebarkan*). Also the supporter of Jokowi – Amin calls "*JAMIN*", it is a "*Jokowi – Amin*". In the theory is called acronym because it is an initials of several words.

3) Picture 13

In the picture above there are supporters from candidate Prabowo – Sandi. They have a jargon to Prabowo – Sandi, the jargon is " *2019 Ganti Presiden Sudah Saatnya Prabowo Sandi*". The form of jargon is incomplete clause because it has verb (*Ganti*).

4) Picture 14

In the banner above there is Prabowo – Sandi as a candidate of President and Vice President Election in 2019. Based on the banner there is a jargon " *Pemimpin Itu Berfikir Bukan Hanya Bekerja*", the form of jargon is complete clause because it has subject (*Pemimpin Itu*) and verb (*Berfikir*).

5) Picture 15

In the picture above there are supporters from candidate Prabowo – Sandi. They make a jargon to Prabowo – Sandi, the jargon is " *Ingat 17 April ke TPS (Tusuk Prabowo Sandi)* ". The form of jargon " *Ingat 17 April ke TPS* " is incomplete clause because it has verb (*Ingat*).

6) Picture 19

In the campaign banner, there is Jokowi-Ma'ruf as a candidate of President Election 2019. In the picture there is a jargon from Jokowi-Ma'ruf " *Selamat Pagi Ayo Semangat Belajar yang Rajin Raih Cita-Cita Mu Optimis dan Sukses*". The form of jargon is incomplete clause because it has subject (*Belajar*).

7) Picture 20

In Yogyakarta especially in Sleman, Jokowi-Ma'ruf is the favorite candidate of President Election 2019 because many banners in the road. In the picture 9, the writer takes a picture in the road of Sleman. The jargon is " *Pilih yang Jujur Amanah dan Kerja Nyata*". The form of jargon is incomplete clause because it has verb (*Pilih*).

b. Khairah & Ridwan and Miller Theory

According to (Khairah & Ridwan 2015:30) a phrase is an arrangement of two words or more that it does not exit the limit of syntax function. There are 7 phrases: noun phrase, verb phrase, adjective phrase, *numeralia* phrase, *pronominal* phrase, adverbial phrase and prepositional phrase. Miller said phrase

is a slot in which one or more words can occur or, indeed in which other phrases can occur, for example :

1) Picture 2

Mr. Prabowo Subianto and Sandiaga Uno in the 2019 Indonesian president and Vice President Election take the campaign jargon is "*Indonesia Adil dan Makmur*". The form of jargon is phrase because it is a group of words, in the jargon above also there are not subject and verb. The jargon is adjective phrase, because it is modifier from noun (*Indonesia*) to identify an adjective (*Adil dan Makmur*).

2) Picture 3

The picture is supported several political parties as like: PDIP, PKB, Nasdem, PKPI, Golkar, Hanura and also PPP. The political parties are as a team from Mr Ir.H Joko Widodo and K.H Ma'ruf Amien. The jargon in the picture is "*Indonesia Maju*", it is a jargon that using in campaign. The form of jargon is phrase because it is a group of word without subject and verb. The part of phrase is adjective phrase, because it is modifier from noun (*Indonesia*) to identify an adjective (*Maju*).

3) Picture 4

Candidates of President Election 2019 is Mr. Prabowo Subianto and Sandiaga Uno. It is supported several political parties as like: *Demokrat*, *PAN*, *Gerindra* and *PKS*. This candidate is only supported by four political parties. Although, they feel belief that this year's in President and Vice President Election they win. They also change the jargon from "*Indonesia Adil dan Makmur*" to "*Indonesia Menang*". The form of jargon is phrase because there is no subject and verb. It is adjective phrase, because it is modifier from noun (*Indonesia*) to identify the adjective (*Menang*).

4) Picture 5

In the picture there is a jargon "*Indonesia Kerja*". The form of jargon is phrase because there is no subject and verb. The jargon is verb phrase, because it is modifier from noun (*Indonesia*) to identify the verb (*Kerja*).

5) Picture 6

In the picture there is political party that it supported a candidate Prabowo – Sandi. The jargon is *"Untuk Indonesia Yang Lebih Baik"*. The form of jargon is phrase because there is no subject and verb. The jargon above is adverbial phrase, because it is modifier noun (*Indonesia*) to identify the adverb (*Yang Lebih Baik*).

1) Picture 8

The jargon is *"Sejahtera Bersama Prabowo Sandi"*. The form of jargon is phrase because there is no subject and verb. The jargon above is adjective verb, because it is modifier from noun (*Prabowo Sandi*) to identify the adjective (*Sejahtera*).

2) Picture 9

Based on the picture, there is a jargon *"Harapan Baru, Indonesia Baru"*. The form of jargon is phrase because there is no subject and verb also it has one or more slot, the first slot is (*Harapan Baru*) and second slot is (*Indonesia Baru*). The part of jargon above is adjective phrase, because it is modifier from noun (*Indonesia*) to identify an adjective (*Baru*).

3) Picture 12

The jargon is *"2019 Tetap Jokowi Secara Konstitusional"*. The form of jargon is phrase because there is no subject and verb. The jargon above is adjective phrase, because it is modifier from noun (*Jokowi*) to identify the adjective (*Konstitusional*).

4) Picture 16

In the campaign video is the candidate from Prabowo-Sandi in Gelora Bung Karno, Jakarta. Mr Prabowo speaks about the state of Indonesia such as politic, natural resources, condition of folk, occupation, and etc. In the YouTube video Mr Prabowo says *"Yang Benar Pasti menang"* in 17.13 seconds. It is a jargon of candidate from Prabowo-Sandi in campaign on April 6, 2019. Based on the jargon above, the form of jargon is phrase, because it is a group of words. The jargon above is adjective phrase, because it has a function to explain the adjective.

5) Picture 17

A candidate from Jokowi-Ma'ruf organizes campaign in Gelora Bung Karno, Jakarta. Mr Joko widodo talks about a foundation of humanity, Economic and infrastructure. In the campaign Mr Jokowi has a jargon, it is " *Tidak ada rasa pesimis*" and " *Optimis untuk maju*" in 07.22 seconds. It is a jargon that Mr Jokowi is used in campaign on April 13, 2019. The form of jargons is phrase, because there is no subject and verb. Both of them are adjective phrase, because it has a function to explain the adjective.

6) Picture 18

In the picture 7, there is a candidate of President Election from Prabowo-Sandi. Based on campaign banner, there is a jargon " *Jujur, Muda Terpercaya*". The form of jargon is phrase because there is no subject and verb also it has one or more slot, the first slot is (*Jujur*), seconds slot is (*Muda*) and third slot is (*Terpercaya*). The jargon above is adjective phrase, because it has a function to explain the adjective.

c. Fromkin, Rodman and Hyams Theory

Based on (Fromkin, Rodman and Hyams 2003:93) acronyms are words derived the initials of several words, for example :

1) Picture 10

One of candidates from President Election 2019 is Jokowi – Ma'ruf that the supporters have a jargon to Jokowi – Ma'ruf. The jargon is " *GEMA (Gerakan Masyarakat Relawan Jokowi Ma'ruf)*". The form of jargon is Acronym because it is from of initial words.

2) Picture 11

There is a supporter from Prabowo – Sandi and they make a jargon. The Jargon is " *GPS (Go Prabowo Sandi) Indonesia calls You*". The form of jargon is acronym because it is an initial of several words.

3) Picture 14

In the banner above there is Prabowo – Sandi as a candidate of President and Vice President Election in 2019. Based on the banner there are a jargon " *Pemimpin Itu Berfikir Bukan Hanya Bekerja*" and " *PASUKAN (Prabowo Sandi*

Untuk NKRI”, the form of jargon [*PASUKAN (Prabowo Sandi Untuk NKRI)*], is acronym because it is an initial of several words.

4) Picture 15

In the picture above there is supporters from candidate Prabowo – Sandi. They make a jargon to Prabowo – Sandi, the jargon is "*Ingat 17 April ke TPS (Tusuk Prabowo Sandi)*". The form of jargon [*TPS (Tusuk Prabowo Sandi)*] is is acronym because it is an initial of several words.

2. Function of Jargon

The function of jargon in President Election 2019 is founded in Campaign Banner, YouTube and Internet. According to (Brown and Attardo,:119) jargon has two main functions : Provides speakers of specialized domains with clear, unambiguous term to refer to their activities and Provides speaker of a subgroup with a means of marking in group membership and excluding outsiders, for example :

a. Picture 1

The jargon is "*Melanjutkan Kerja Nyata dengan Bersih, Kreatif dan Terpercaya*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear and unambiguous term to make other people understand.

b. Picture 2

In the picture there is a jargon "*Indonesia Adil dan Makmur*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear, use simple word and unambiguous term to make other people understand

c. Picture 2

In the picture there is a jargon "*Indonesia Adil dan Makmur*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear, use simple word and unambiguous term to make other people understand

d. Picture 4

The jargon above is "*Indonesia Menang*", the function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to

their activities, because the jargon above is clear, concise and unambiguous term to make other people understand.

e. Picture 5

Based on the picture above, the jargon is "*Indonesia Kerja*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activity, because the jargon above is clear, concise and unambiguous term to make other people understand.

f. Picture 6

The jargon on picture above is "*Untuk Indonesia Yang Lebih Baik*". Based on the jargon above, the function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activity, because the jargon above is clear and unambiguous term to make other people understand

g. Picture 7

The jargon is "*Menebarkan Kedamaian dan Optimisme untuk Negeri*" and "*JAMIN (Jokowi Ma'ruf Amin)*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activity, because the jargon above is clear and unambiguous term to make other people understand.

h. Picture 8

Mr. Prabowo Subianto and Mr. Sandiaga have a jargon "*Sejahtera Bersama Prabowo Sandi*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear and unambiguous term to make other people understand.

i. Picture 9

Based on the picture, there is a jargon "*Harapan Baru, Indonesia Baru*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activity, because the jargon above is clear, use simple word and unambiguous term to make other people understand.

j. Picture 10

In the picture above there are supporters of candidate from Jokowi – Ma'ruf. They have a jargon to support them and they hope to win in the President Election in 2019. The jargon is "*GEMA (Gerakan Masyarakat Relawan*

Jokowi Ma'ruf”). The function of jargon to provide speaker of a subgroup with a means of marking in group membership and excluding outsiders. Based on jargon above the supporter of Jokowi - Ma'ruf make a group to support their candidate through the jargon.

k. Picture 11

In the picture above there are supporters from Prabowo – Sandi and they make a jargon. The Jargon is " *GPS (Go Prabowo Sandi) Indonesia calls You*”. The function of jargon to provide speaker of a subgroup with a means of marking in group membership and excluding outsiders. the supporter of Prabowo – Sandi make a group to support their candidate through the jargon.

l. Picture 12

In the picture above there are supporters from candidate Jokowi – Ma'ruf. They have a jargon to Jokowi – Ma'ruf, the jargon is " *2019 Tetap Jokowi Secara Konstitusional*”. The function of jargon to provide speaker of a subgroup with a means of marking in group membership and excluding outsiders, because the supporter of Jokowi - Ma'ruf make a group to support their candidate through the jargon.

m. Picture 13

In the picture above there are supporters from candidate Prabowo – Sandi. They have a jargon to Prabowo – Sandi, the jargon is " *2019 Ganti President Sudah Saatnya Prabowo Sandi*”. The function of jargon to provide speaker of a subgroup with a means of marking in group membership and excluding outsiders, because the supporter of Prabowo – Sandi make a group to support their candidate through the jargon.

n. Picture 14

Based on the banner there are a jargon " *Pemimpin Itu Berfikir Bukan Hanya Bekerja*” and " *PASUKAN (Prabowo Sandi Untuk NKRI)*”. The first jargon, the function to provide speakers of specialized domains with clear, unambiguous term to refer to their activity, because the jargon above is clear and unambiguous term to make other people understand. The seconds jargon, the function is provides speaker of a subgroup with a means of marking in group

membership and excluding outsiders. The supporter of Prabowo – Sandi make a group to support them and make a jargon.

o. Picture 15

In the picture above there are supporters from candidate Prabowo – Sandi. They make a jargon to Prabowo – Sandi, the jargon is "*Ingat 17 April ke TPS (Tusuk Prabowo Sandi)*". The function of jargon to provide speaker of a subgroup with a means of marking in group membership and excluding outsiders, because the supporter of Prabowo – Sandi make a group to support their candidate through the jargon that thier made.

p. Picture 16

In the campaign video in YouTube, there is Prabowo-Sandi in Gelora Bung Karno, Jakarta. In campaign Prabowo-Sandi have a jargon "*Yang Benar Pasti menang*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear and unambiguous term to make other people understand.

q. Picture 17

In the campaign video in YouTube, there is Jokowi-Ma'ruf in Gelora Bung Karno, Jakarta. In campaign Jokowi-Ma'ruf have two jargon, it are "*Tidak ada rasa pesimis*" and "*Optimis untuk maju*". Both of them the function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear, use simple word and unambiguous term to make other people understand.

r. Picture 18

The jargon is "*Jujur, Muda Terpercaya*", based on the jargon above the writer analyzes the function of jargon. The function of jargon above to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, because the jargon above is clear and unambiguous term to make other people understand.

s. Picture 19

The jargon above is "*Selamat Pagi Ayo Semangat Belajar yang Rajin Raih Cita-Cita Mu Optimis dan Sukses*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities,

because the jargon above is clear and unambiguous term to make other people understand.

t. Picture 20

In the campaign banner there is a jargon "*Pilih yang Jujur Amanah dan Kerja Nyata*". The function of jargon to provide speakers of specialized domains with clear, unambiguous term to refer to their activities, the jargon above is clear and unambiguous term to make other people understand.

CONCLUSION

The researcher concludes this research as follow:

1. Political jargon in President Election 2019 has six forms like word, phrase, clause, sentence acronym and abbreviation. The researcher found 12 phrases, 7 clauses and 4 acronyms.
2. The function of jargon is provides speakers of specialized domains with clear, unambiguous term to refer to their activities and provides speaker of a subgroup with a means of marking in group membership and excluding outsiders. The writer found 17 provides speakers of specialized domains with clear, unambiguous term to refer to their activities and 6 provides speaker of a sub group with a means of marking in group membership and excluding outsiders.

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