

**MORPHOLOGICAL AND SYNTACTICAL ANALYSIS ON  
ADVERTISING BILLBOARDS USED BY HOTELS IN BANJARMASIN**

**SARJANA'S THESIS**

**SHINTYA BELLA EFFENDI**

**REG. NUMBER: 1710117220034**



**ENGLISH LANGUAGE EDUCATION STUDY PROGRAM  
FACULTY OF TEACHER TRAINING AND EDUCATION  
LAMBUNG MANGKURAT UNIVERSITY**

**BANJARMASIN**

**2023**

**MORPHOLOGICAL AND SYNTACTICAL ANALYSIS ON ADVERTISING**

**BILLBOARDS USED BY HOTELS IN BANJARMASIN**

***SARJANA'S THESIS***

**Presented to Faculty of Teacher Training and Education as a Partial  
Fulfillments of the Requirements Completing the *Sarjana*  
*Pendidikan* Program in English Language Education Study Program**

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**BANJARMASIN**

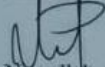
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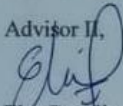
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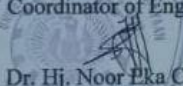
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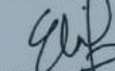
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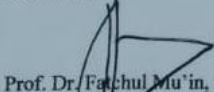
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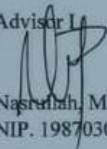
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
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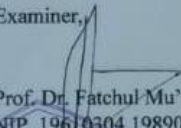
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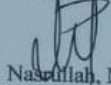


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This is to certify that the Sarjana's Thesis of Shintya Bella Effendi, Reg. Number 1710117220034 entitled **Morphological and Syntactical Analysis on Advertising Billboards Used by Hotels in Banjarmasin** has been approved by the Board of Examiners as the requirement for completing *Sarjana Pendidikan* Program in English Language Teaching.

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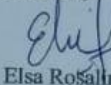
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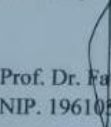
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## ABSTRACT

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**Keywords :** *advertising billboard, linguistics.*

In this study, there is growing interest in the area of translation studies, especially in relation to text analysis and semiotic translation. The previous studies have been conducted in the area of linguistics problem in translation. However, there are a few studies that discuss the linguistics perspective especially on morphological and syntactical on advertising billboards. Therefore, this study aimed to analyze the morphological and syntactical on advertising billboards used by hotels in Banjarmasin. The method of this research was a descriptive qualitative research. The objects and setting of this research are the advertising billboards from various hotels in Banjarmasin. The advertising billboard pictures were taken for a few days and were randomly selected by the researcher. The data were collected by doing an observation and documentation.

The result of this research from a linguistic perspective was the discovery of nine out of 10 hotels had issues. Two key issues with this study from a morphology and syntax perspective. In the morphology section, it was found that there were several hotel billboards that had problems with adding suffixes. There are three suffix problems, namely the lack of suffix-ly, suffix-s/es for verbs, and suffix-s/es for nouns. In the syntax section, there is a problem with the structure of the phrase or sentence found on the existing hotel billboard. Problems with syntax cannot be separated from morphology elements which are also problematic. The problems that occur in every hotel billboard are interrelated between morphology and syntax.

It is hoped that this research can help lecturers in the teaching-learning process. The teaching-learning in question is related to linguistics, especially in morphology and syntax. To the next researchers, it is hoped that this research can help in related research in the future. Considering the lack of this research, because this research only discusses about suffixes in the morphology section and about structures in the syntax section.

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7. Elsa Rosalina, M.Pd., the researcher's second advisor who also gave her assistance and guidance in conducting this thesis, had patience in dealing with the researcher, and gave encouragement in motivating the researcher to work harder in finishing this thesis.
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Finally, the researcher hopes that this thesis can be useful for writer and all readers. Therefore, due to the limited knowledge, the researcher is open for any critic, opinion, and/or suggestion for this thesis.

Banjarmasin, April 2023

Shintya Bella Effendi  
NIM 1710117220034

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