

## CHAPTER III DATA PRESENTATION AND ANALYSIS

### III.1. DATA PRESENTATION

The data will be classified into three parts, based on the types of sentence. They are declarative, imperative and interrogative sentence. After researching the data, the writer takes 65 sentences as her samples.

#### III.1.1. ELLIPSIS IN DECLARATIVE SENTENCE

##### III.1.1.1. ELLIPSIS OF NOUN PHRASE

###### A. ELLIPSIS OF NOUN PHRASE SUBJECT

1. Memang Pas
2. Benar Benar Luar Biasa
3. Unggul Luar Dalam
4. Terbukti paling efektif
5. Terbatas cuma 22 unit
6. Taman ARBA. Hitung punya hitung Murah juga !
7. Benar Benar Bersih Rp 2,5 juta
8. Tak perlu bersitegang lagi
9. Mempersembahkan GF & GH 388
10. Mempersembahkan.... Mazda 323 Total baru Lantis Extra Wide
11. Bebas angsuran 16 bulan

12. Hadir bersama anda
13. Teratas untuk kualitas
14. Masih 'nempel' dengan Jakarta
15. Hanyut dalam Iramanya
16. Mobilku! Lahir dengan mutu Internasional
17. Saatnya mengganti telepon anda dengan Si  
    'Genius' yang serba bisa
18. 25 Tahun Menjabarkan Teknologi bagi  
    Kehidupan
19. Kini hadir!
20. Saatnya beralih ke Fax Inkjet Panafax
21. Praktis Mudah Efisien
22. Lebih Cepat Lebih Prima
23. Ekstra Pintar Ekstra Sejuk
24. Sangat ringan, anti karat dan tahan lama
25. Pedaaass sekaligus Renyaaah ....
26. Mungil, Canggih dan Gaya
27. Berat Ringan tetap akurat
28. Menghemat Pulsa Meningkatkan Citra
29. Menyejukkan Mulut dan Melegakan  
    Tenggorokan
30. Unggul di USA Pertama di dunia
31. Terbaik di Dunia Pertama di Dunia
32. Menjamin Kualitas dan Terpercaya

- 33. Uang muka super enteng, dapat dicicil  
12x
- 34. Kami berada di Jakarta Selatan dan bukan  
di selatan Jakarta
- 35. Lebih Cantik Lebih Luas Pas Harganya
- 36. Keduanya ekstra menawan juga punya  
ekstra tawaran

#### B. ELLIPSIS OF NOUN PHRASE OBJECT

- 37. Kami tawarkan untuk pengusaha
- 38. Kami tanggap, jajaran produk kami  
selaras dinamika kebutuhan anda

#### III.1.1.2. ELLIPSIS OF VERB PHRASE

- 39. Si Raja Diezel Isuzu Panther, wuzz.....  
MESIN TOTAL BARU WAJAH BARU
- 40.. Baru baru ini mobil Honda Civic  
kesayangan Anda.....

#### III.1.1.3. ELLIPSIS OF ADVERB PHRASE

- 41. Tidur lebih nyenyak ....Hidup lebih  
nyaman
- 42. Bisnis Terurus, Hiburan Jalan Terus
- 43. Harga Ringan Lingkungan Nyaman
- 44. Kami keluarkan baterainya.... dan  
menggantikannya dengan inspirasi  
teknologi tinggi.

45. TERSEDIA : Senja seindah ini di belakang... dan matahari terbit di teras depan

### III.1.2. ELLIPSIS IN IMPERATIVE SENTENCE

#### III.1.2.1. ELLIPSIS OF NOUNPHRASE

##### A. ELLIPSIS OF NOUN PHRASE SUBJECT

46. Akhiri kesemrawutan kerja! Ambil 'Able'!
47. Jangan Beli Teknologi Kuno. Beli saja MAS versi Windows
48. Bayangkan Anda menggunakan Komputer yang sama seperti yang digunakan pemerintah Amerika Serikat dan sekaligus ditawarkan dengan harga khusus untuk Anda
49. Buktikan besarnya Cinta Ayah
50. Kenikmatan Hidup yang eksklusif. Buktikan layanan kami!
51. Pastikan langkah anda dengan sepatu GATS
52. Pastikan pilihan anda dengan Notebook US COM
53. Bandingkan PC Compaq dengan PC merek lainnya sebelum anda memutuskan untuk membeli

54. Jadikan perjalanan anda lebih sempurna dengan kemudahan yang SONY tawarkan
55. Kenali Osteoporosis sebelum terlambat
56. Jika ini masalah keluarga anda, beralihlah ke TAMAN SEMANAN INDAH

#### B. ELLIPSIS OF NOUN PHRASE OBJECT

57. DATANG LIHAT SIKAT DAPAT
58. Buktikan ! Hanya dengan Rp 25.000,- Anda dapat radio panggil dan hadiah hadiah menarik
59. Kecanggihan, kualitas dan harga notebook ini tak tertandingi oleh merek merek lain. Buktikan sekarang juga !

#### III.1.2.2. ELLIPSIS OF VERB PHRASE

60. Dapatkan kecanggihan 'Motorola' berjalan dan peluang mendapatkan Suzuki Escudo

#### III.1.2.3. ELLIPSIS OF ADVERB PHRASE

61. JANGAN 1/2 HATI BELI APARTEMEN 1/2 HARGA CUMA 32 1/2 JUTA
62. DATANG LIHAT SIKAT DAPAT

#### III.1.3. ELLIPSIS IN INTERROGATIVE SENTENCE

##### ELLIPSIS OF NOUN PHRASE SUBJECT

63. Butuh Mobil Impor bermutu ?
64. Pengin Betah Belajar ?

65. Kenapa harus tunggu lagi untuk mengendarai mimpi ?

### III.2. DATA ANALYSIS

Based on the classification of data presentation, the data analysis will also be divided into three parts. It is presented in the following.

#### III.2.1. ELLIPSIS IN DECLARATIVE SENTENCE

##### III.2.1.1. ELLIPSIS OF NOUN PHRASE

In a sentence, noun phrase can function as subject or object . The writer finds that ellipsis occurs in those functions. This following is its explanation.

##### A. ELLIPSIS OF NOUN PHRASE SUBJECT

A NP subject is generally present in the sentence. It's showed in the three basic patterns of sentences proposed by Hathaway. All those patterns have NP subject in its construction. A NP subject gives us important information about the 'doer' of the action, the 'undergoer' of the event or the 'entity' that is in some state. Therefore, without it, a sentence will be incomplete grammatically and semantically. However, it's not an absolute element in a sentence. Based on a certain consideration, it is often ellipted. This becomes a characteristic of the headline of advertisements. In 45 elliptical declarative sentences there are 36 sentences

whose NP subject are ellipited. Thus, the number is 80% of the samples. Some examples are :

#### 1. MEMPERSEMBAHKAN ERICSSON GF & GH 388

This sentence consists of a transitive verb *mempersalahkan* and a NP object *Ericsson GF & GH 388*. This transitive verb '*mempersalahkan*' (present) needs the doer, the thing and for whom the action is. That sentence doesn't contain the 'doer' and for whom the action is. That sentence doesn't contain a NP subject, so that we loss information about the 'doer' of that action. However, this ellipited element can be understood contextually. In an advertising, the advertiser is the addresser. We will understand it without being told explicitly that this sentence is a statement of the company producing the product. The word '*Kami*' (we) is usually used to represent that company. Therefore, there should be pronoun 'we' in that sentence. However, it is often ellipited to make the sentence simple. In this case, it is not important who the advertiser is. The emphasis is the name of the product. It's the message, that is to make the readers know well that brand is. It neither need to state explicitly the addressee. It is clear contextually that this sentence is directed to the

readers. Thus, the complete sentence is

KAMI MEMPERSEMBAHKAN GF & GH 388

## 2. Hadir Bersama Anda

It consists of an intransitive verb *'hadir'* and a prepositional phrase *'bersama anda'*. In this case, an intransitive verb has an obligatory element, that is a NP subject. Therefore, this sentence is incomplete. It still need a NP subject, so that it will be clear *'what'* or *'who'* present with you. The ellipted element can be understood by the readers through contextual text (co-text), that is the sub headline or body/text. That's why it is often ellipted. It's done to make the sentence simple and the readers curious to know and read the text further. The readers are much helped by the logogram or the product's name in the illustration. From the context, it's known that the ellipted element is HITACHI. Thus, the complete sentence is

HITACHI Hadir Bersama Anda

## 3. PEDASSS sekaligus RENYAAHHH

This sentence contains a predicate complement. Its predicate is equative verb, that is adjective phrase *Pedas sekaligus renyah*. A predicate complement needs a NP subject as the obligatory element in this



construction. It's to complete grammatically and to know the entity which is in that state or condition. It's the same with the sentence before that the subject matter is ellipted. In the advertising, the subject matter is generally the product advertised. The advertiser, in this case, emphasizes the speciality or the state of the product. Therefore, to make it simple, the product's name is ellipted. This element can be found through co-text. In addition, it can be known by the logogram or the product's name written in the illustration. The ellipted element is Crispy Hot Chicken. The complete sentence is

Crispy Hot Chicken pedaaass sekaligus renyaah

#### 4. Menjamin Kualitas dan Terpercaya

This sentence consists of two clauses. First contains a transitive verb phrase and a noun phrase object. The second is an intransitive verb phrase. Both clauses have no subject. Actually there should be NP subject to make it complete. It is an obligatory element for both transitive and intransitive verb phrase. The ellipsis of NP subject here must be based on a certain consideration. It's to make a simple and interesting headline. The readers will hopefully curious to know whose superiority it is. Based on the co-text, the

ellipted element is *Pesona Khayangan Estat*, a name of real estate in Jakarta. Thus, the complete sentence is

*Pesona Khayangan Estat Menjamin Kualitas dan Terpercaya.*

#### 5. LEBIH CANTIK LEBIH LUAS PAS HARGANYA

This sentence consists of three clauses. First and second clause contain the equative verb. They are adjective phrases which are added with the attributive 'more' (*lebih*). It is one indication of equative verb. These verbs show the states or the condition of something. In this case, the entity which is in some state in the verb is ellipted. It's actually an obligatory element of equative verb. The ellipted noun phrase subject in the first and the second clause is not the same with NP in the third clause. Therefore, they should not be ellipted. However, these elements can be found through co-text. In this headline, the advertiser emphasizes the quality and the new things of the product advertised. Based on co-text, the complete sentence is

DESAIN LEBIH CANTIK RUANGAN LEBIH LUAS PAS  
HARGANYA

## B. ELLIPSIS OF NOUN PHRASE OBJECT

NP object is needed by a transitive verb. That verb is seldom used without its object. The data shows that the verb generally used is intransitive verb and predicate complement. It's accordance with the characteristic of the language of advertising that the sentence structure is designed as simple as possible. Some sentences having a transitive verb have been usually completed by their NP object. In short, there is little number of ellipsis of NP object. Only two sentences whose the ellipted NP object are found in 45 samples of elliptical declarative sentences. Thus, it is 4 % of the samples. The samples are

### 1. Kami tawarkan untuk pengusaha

This sentence consists of a NP subject pronoun *'kami'* followed by a transitive verb *tawarkan* and a NP indirect object (*receiver: untuk pengusaha*). Transitive verb *'tawarkan'* (offer) needs some obligatory elements to make it complete grammatically. They are NP subject, that is who offer, NP object, that is something offered and someone who is offered. This sentence is incomplete, there is no NP object. Something which is offered is ellipted. Therefore, the readers should find it through the co-text. It is known, then, that the ellipted element

is *kawasan komersial di Tanjung Barat Indah*. Thus, the complete sentence is

Kami tawarkan kawasan komersial di Tanjung Barat Indah untuk pengusaha

2. Kami Tanggap, Jajaran Produk Kami Selaras  
Dinamika Kebutuhan Anda

This sentence consists of two clauses. The first clause contains a NP subject *Kami* and a transitive verb *tanggap*. The second clause is a NP followed by a transitive verb and a NP object. Transitive verb in the first clause needs a NP object. It is its obligatory element to know what is perceived in that clause. We can't understand it without finding this ellipated element through co-text. The ellipated NP object here is actually the same with the second clause. That's why it is ellipated. It can avoid the repetition. Besides that, there are two possibilities in its complete sentence.

Kami Tanggap Dinamika Kebutuhan Anda dan Jajaran Produk Kami Selaras Dinamika Kebutuhan Anda.

Kami Tanggap Dinamika Kebutuhan Anda, sehingga Jajaran Produk Kami Selaras Dinamika Kebutuhan Anda

### III.1.1.2. ELLIPSIS OF VERB PHRASE

Verb Phrase is an absolute element in a sentence structure. Therefore, there must be that element in a sentence. It can be transitive, intransitive or equative verb (predicate complement). A verb phrase is to show what action or state of the product which is different or superior than other products. It gives the reader an important information. Therefore, this element is seldom ellipated. However, the ellipsis of verb phrase is found in the sentences of headline. It becomes the characteristic of the headline. Its number is 4%, that is two sentences of 45 samples. This following is the examples

1. SI RAJA DIESEL ISUZU PANTHER, KINI  
WUZZ  
MESIN TOTAL BARU WAJAH BARU

This sentence consists of a NP subject followed by other NP. This sentence can be analyzed in two possibilities. However, it's different with the example before in the sentence *'Kami Tanggap, Jajaran Produk Kami Selaras Dinamika Kebutuhan Anda'*. In that sentence, the two possibilities are right, but in this sentence one of the two possibilities is wrong. The first possibility is by inserting copula *'adalah'* between

these two Noun Phrases. NP which functions as predicate complement will state the identity of the first NP and a copula 'adalah' can be inserted between them. However, these two Noun phrases can't be inserted by a copula because its meaning becomes unacceptable. Thus, the second NP is not a predicate complement and this possibility is wrong. The second possibility is by adding a verb between those two Noun Phrases. A verb is an absolute element in a sentence. It means that this sentence needs a verb to make it complete grammatically. Based on the co-text, the ellipted verb is *menampilkan*. (perform). This ellipsis actually doesn't so affect in meaning. Although the verb is not stated explicitly, the readers will understand it. The advertiser, in this case, wants to emphasize the new things from Isuzu Panther. The advertiser designs the sentence structure as simple and interesting as possible. The complete sentence is

SI RAJA DIESEL ISUZU PANTHER, KINI wuzz ...  
MENAMPILKAN MESIN TOTAL BARU WAJAH BARU

2. BARU BARU INI MOBIL HONDA CIVIC KESAYANGAN  
ANDA...

This sentence contains an adverb of time *baru-baru ini* followed by a NP *mobil Honda Civic kesayangan anda*. There are two phrases, so that they must be parts of a

sentence. NP here is the subject matter, that is what that sentence tells about. Thus, it is a NP subject. However, there is no verb here, as an absolute element in a sentence. This sentence makes the readers want to know what happen with the car recently. There must be a new thing to be conveyed by the advertiser. It can be its action or its state. This curiosity is one purpose of ellipsis in the headline. This ellipted element, then, should be found through co-text. It is usually in subheadline or the first sentence in body/text. The complete sentence based on the co-text is

BARU BARU INI MOBIL HONDA CIVIC KESAYANGAN  
ANDA ... Mengukir Prestasi Luar Biasa

Thus, it's clear that there is ellipsis of the verb here plus noun phrase object and adjective phrase complement. In addition, to emerge the reader's curiosity, ellipsis is done to make the headline efficient. In other word, it's to make the reader easier to catch the message. The reader is focused on the car, especially its brand (mobil Honda Civic).

Based on the data, the ellipted VP just consists of the verb. There is no ellipted VP which is in the form of an Adjective Phrase. Thus, there is no ellipsis of Adjective Phrase in these elliptical declarative sentences.

### III.1.1.3. ELLIPSIS OF ADVERB PHRASE

Adverb Phrase is an optional element. By the way, some sentences still need this element to complete its meaning. This ellipsis is found in 5 sentences of the 45 samples. Thus, its number is 12% of the samples. The examples from the data are

1. TERSEDIA : Senja seindah ini di belakang.... dan matahari terbit di teras depan

This sentence actually consists of two parts, that is VP and NP subject. However, they are in converse position and NP subject here is a compound sentence. The word 'tersedia' (available) is an intransitive verb which needs a locative circumstance. This is ellipted and can be understood through co-text. The beautiful nature described in this sentence is the advertiser's emphasis. This superiority is to interest the readers. Then they will pay attention to other part of that advertisement and find out the place where these nature are available. The complete sentence should be

- TERSEDIA DI PANTAI MUTIARA : Senja seindah ini di belakang.... dan matahari terbit di teras depan.



3. Kami mengeluarkan baterainya.... dan menggantikannya dengan inspirasi teknologi tinggi

The first clause consists of a NP subject, a verb phrase and a NP object. The second clause is a verb phrase and a prepositional phrase. The verb 'mengeluarkan' (take outside) in the first clause actually needs locative circumstance, that is from where that battery is taken outside. This adverb is obligatory element. Without it, the sentence becomes incomplete. Therefore, it should be fulfilled. Based on co-text, the ellipted adverb phrase is from the watch SEIKO. Thus, the complete sentence is

Kami mengeluarkan baterainya dari jam tangan SEIKO dan kami menggantikannya dengan inspirasi teknologi tinggi

The most headline is the declarative sentence. Based on the data, Noun Phrase, Verb Phrase and Adverb Phrase may be ellipted in this type of sentence. It includes obligatory, optional, even absolute element. This is different with usual language in which the obligatory and absolute element should not be ellipted. It shows the characteristic of language of advertising. It supports O'Neill's statement that language of advertising is special. In this case, a certain context

will affect the language used. Advertising will be different with scientific language in which the language should be explicit and clear.

The most frequency of the ellipted element is NP subject. It could be noun word or noun phrase. The noun word may be pronoun, such as 'we', or a word, such as HITACHI, *desain*, and *ruangan*. Some are noun phrases, such as Crispy Hot Chicken. The second number is adverb phrase. It is generally Prepositional Phrase. It could be adverb of instrument, such as by Slumberland, etc., or adverb of place, mostly in the advertisement of house, such as in Pantai Mutiara, from Apartement Kusuma Candra, etc. The next number is verb phrase. There is no ellipted verb which is a phrase. They are a word. The examples are performs, succeed, etc. The less number is the ellipsis of NP object. The data shows that the ellipted NP object here is the phrases, such as *'dinamika kebutuhan anda', kawasan komersial di Tanjung Barat Indah*

The advertisement in the declarative sentence emphasizes the information about the product's brand or the superiority of that product compared with others. If the suppression is the trade mark, it's stated explicitly in the headline. The example is *"Baru-baru ini Mobil Honda Civic kesayangan anda....."*, *"Mempersembahkan Ericcson GF & GH 388"*. By such way,

the readers hopefully will always remember the trade mark. In addition, it's to keep the readers into that advertisement. Hopefully, the readers will want to know more how the product is, what its superiority is, etc. Then they will try to find out that information into subheadline or the body/text. It means that this headline's function can be reached. If the suppression is the quality or the superiority of the product, it's stated clearly in the headline. Generally, the product's name is ellipted. The sentence of headlines begins directly with the adjective phrase or the verb. The example are "*Benar-benar luar biasa*", "*Teratas untuk kualitas*" , "*Masih 'nempel' dengan Jakarta*". This ellipsis is intentionally done by the advertisers. It's based on the certain considerations. First, this ellipsis make the headline efficient. This ellipted element can be easily found through co-text. The product is mostly showed in the subheadline , illustration or in the logogram. Thus, it's considered unimportant to state it again explicitly in the headline. Second, it can make the headline more interesting. This ellipsis will raise the reader's curiosity. They will hopefully motivate the readers to find out the product's name and to know more about the product advertised. Third, this ellipsis can make the

headline effective. It compresses the message. If the statement of headline is accordance with the readers' need, it will directly impose them to buy that product.

### III.1.2. ELLIPSIS IN IMPERATIVE SENTENCE

#### III.1.2.1. ELLIPSIS OF NOUN PHRASE

##### A. ELLIPSIS OF NOUN PHRASE SUBJECT

All imperative sentences in the data begin with verb phrase. They have no noun phrase subjects. The subjects here are ellipped on the consideration that they have been understood by the readers. It's general rule that if imperative sentence is directed to the second person, that is 'you', the subject is ellipped. In this case, 'you' means the readers as the addressee. Thus, ellipsis of NP subject occurs in all imperative sentence. In addition, this ellipsis is done to make the headline simpler. The following are some examples.

##### 1. Akhiri kesemrawutan kerja ! Ambil 'Able'!

The first sentence consists of a verb phrase *akhiri* followed by a NP object *kesemrawutan kerja*. The second sentence is a verb phrase *ambil* and a NP object 'Able'. Both sentences are incomplete. They don't contain a NP subject. It is an obligatory element for the verb.

However, the readers know directly that the NP subject here is pronoun 'Anda' (you). It doesn't need to be stated explicitly. Thus, the complete sentence is

Anda akhiri kesemrawutan kerja ! Anda ambil  
'Able' !

## 2. Pastikan langkah anda dengan sepatu GATS

It is not ended with an exclamation mark. However, based on the form of verb, it is an imperative sentence. It consists of a transitive verb *pastikan* followed by a NP object *langkah anda* and a prepositional phrase *dengan sepatu GATS*. It is the same with the previous example, the ellipted element is pronoun 'Anda' (you). It is understood that this sentence is directed to the second person, that is the readers. Therefore, it is ellipted. The complete sentence is

Anda pastikan langkah anda dengan sepatu GATS

## 3. Jangan Beli Teknologi Kuno. Pilih Saja MAS Versi Windows

The first is negative imperative sentence. It is showed by the word 'jangan' (don't). It means a prohibition to do it. The second is an imperative sentence. There is no NP subject in both sentences. This is an obligatory element for both verbs. It's understood

that both imperative sentences are directed to the addressee (the readers). Therefore, it is ellipted. Thus, the complete sentence is

Anda Jangan Beli Teknologi Kuno. Anda Pilih saja  
MAS Versi Windows.

### B. ELLIPSIS IN NOUN PHRASE OBJECT

The verbs of imperative sentences in the data are mostly transitive. They need a NP object. Most verbs have been followed by its object, so that it's clear what is ordered by the advertisers. However, it is found the ellipsis of this element in the headline. Three sentences with the ellipted NP object are found in 17 samples of elliptical imperative sentences. Thus, its number is 18 %. These are some examples

1. Kecanggihan, Kualitas dan Harga Notebook ini tak tertandingi oleh merk-merk lain. Buktikan Sekarang Juga !

The imperative sentence here consists of a transitive verb *buktikan* (prove) and an adverb of time *sekarang juga* (now). Besides a NP subject, this verb should contain its other obligatory element, that is a NP object. There should be something to be proved, but it's ellipted. Actually, the second sentence is a continuation

of the first clause. It means that something to be proved is the first sentence. It is clear and understood by the readers. Therefore, it doesn't need to be stated again in the second clause explicitly. This ellipsis will make the sentence structure simpler and avoid the redundant word. Shortly, it makes the headline more efficient. Actually, there is another alternative structure which is also usually used in the headline. It is by using the word 'it' to substitute the first sentence. Thus, the sentence can be

Buktikan hal itu sekarang juga !

( Prove it now ! )

## 2. DATANG LIHAT SIKAT DAPAT !

This sentence is interesting. It consists of four verbs. First verb needs an adverb of place (it will be explained later in the ellipsis of adverb phrase). Other verbs actually need the NP object. It is their obligatory element because they are the transitive verbs. The readers can find these ellipted elements through co-text, so that they know what they can see, take away and get. It's the advertiser's way to interest the readers. By such away, the readers will not just stop at the headline but will pay attention to the other parts. Based

on the co-text, the complete sentence is

LIHAT demo tentang keunggulan mutu Stylus Colour  
IIs atau II mencetak aneka kartu ucapan dengan CD-  
ROM CARD MAKER, SIKAT TV Samsung Bio Vision 29  
inci, DAPAT pengembalian 100% biaya pembelian  
printer

### III.1.2.2. ELLIPSIS OF VERB PHRASE.

Most headlines are kernel sentences. In imperative sentence, a verb phrase begins the sentence. Therefore, there is no ellipsis of verb phrase in the imperative kernel sentence. Some headlines are compound sentences. In this case, there may be ellipsis of verb phrase. It occurs in the second clause. It's understandable because the elements of second clause which are the same with the elements in the first clause can be ellipted. Only 1 sentence with the ellipted VP is found in 17 samples. Thus, this ellipsis is 6% of the samples. The example is

1. DAPATKAN KECANGGIHAN "MEMO BERJALAN" MOTOROLA  
DAN PELUANG MEMILIKI SUZUKI ESCUDO

This sentence consists of two clauses. The first clause is a verb phrase followed by a noun phrase object.



Then, second clause is related with a conjunction *dan*. It consists of a NP object followed by a Prepositional Phrase in which its preposition is ellipted. This second clause has no NP subject and verb phrase. Both elements are the same with the elements in the first sentence. They are 'you' *Anda* and 'get' *dapatkan*. Therefore, it doesn't need to be repeated. In other words, both elements are ellipted. Thus, the complete sentence should be

ANDA DAPATKAN KECANGGIHAN "MEMO BERJALAN" MOTOROLA  
DAN ANDA DAPATKAN PELUANG UNTUK MEMILIKI SUZUKI  
ESCUDO

### III.1.2.3. ELLIPSIS OF ADVERB PHRASE

There are some ellipsis of adverb. It seldom occurs in the headline. There are two sentences with the ellipted Adverb Phrase in the 17 samples. Thus, it's number is 12%. The example are this following.

1. Jangan 1/2 Hati Beli Apartemen 1/2 Harga. Cuma  
32 1/2 juta !

This headline consists of two sentences. The first consists of two clauses, one is a prohibition and the other is an imperative. The second is an exclamation. The imperative in the second clause is an order to buy an

apartment with a half price. It is an incomplete imperative. There is no information where that apartment is. It's a certain apartment, thus it must be in a certain place. The adverb of place is an optional element, so that it's ellipted. However, in this case, it should be present to make the clause complete. This ellipsis is intentionally done to raise the readers' curiosity. The advertiser emphasizes his message in the product's superiority, that is the price. This ellipted element can be found through co-text. It is known, then, that the complete clause is

Beli Apartement 1/2 Harga di Permata Surya

## 2. DATANG LIHAT SIKAT DAPAT !

This sentence contains four verbs. There is no other elements. It is an imperative sentence, thus it's understood that the NP subject 'you' is ellipted. Each of them needs another obligatory or optional element. All of them, except the first verb, need a NP object as its obligatory element. It has been discussed in the ellipsis of NP object. Here, the focus is in the first verb. This verb actually needs a locative directional circumstance. It is an obligatory element. The clause or sentence without it could be

considered grammatical, but with a feeling of incompleteness. Thus, this adverb should be present. It is intentionally ellipted by the advertiser. It is the way of designing an interesting headline. However, the ellipted element can be fulfilled through co-text. It's known, then, that the adverb of place here is *'tempat demo EPSON terdekat'* (the nearest place of EPSON demonstration). Thus, the complete sentence is

DATANG ke tempat demo EPSON terdekat

### III.1.3. ELLIPSIS IN INTERROGATIVE SENTENCE

There are just some headlines which are interrogative sentences. It contains a question of a problem. It hopefully interests the consumers to find out its solution in the next part (sub headline or body/text), which states the product as the solution of that problem. Thus, the interrogative sentences of headlines mostly do not contain the product's name. The question of a problem is the way to interest the readers.

The question must be directed to the second person. In this case, the readers. They are usually represented with the pronoun *'you'* and it is often ellipted. This is the only ellipsis found in the interrogative sentences. There is no ellipsis of NP object, verb phrase, adjective phrase or adverb phrase.

The examples are

1. Butuh mobil impor bermutu ?

This sentence consists of a verb phrase followed by a NP object. It doesn't contain a subject, which is an obligatory element for transitive verb *butuh* (need). The readers understand contextually that this sentence is directed to them. Therefore, they will know that the ellipated element here is pronoun '*Anda*' (you). Besides that, the question word '*apakah*' is ellipated because it has also been understood contextually by the reader that every Yes No Question contains a question word '*apakah*'. Thus, the complete sentence is

Apakah Anda butuh mobil impor bermutu ?

2. Kenapa harus tunggu lagi untuk mengendarai mimpi ?

This sentence consists of a question word *kenapa* followed by a verb phrase and a prepositional phrase. It doesn't contain a NP subject. It means that this sentence isn't directed to the work of a certain people, but the work of every people (the readers). Thus, the complete sentence is

Kenapa anda harus tunggu lagi untuk mengendarai mimpi ?

### III.3. THE PATTERN OF ELLIPTICAL HEADLINE

Ellipsis is applied in many headlines of advertisements. There are many kinds of ellipted elements and they have been discussed in III.1.1. There are some variations of pattern of these elliptical headlines. It will be presented in this following part.

#### III.3.1. ELLIPTICAL PATTERN IN DECLARATIVE SENTENCE

##### III.3.1.1. ELLIPSIS OF NOUN PHRASE

###### A. ELLIPSIS OF NP SUBJECT

The amount of this ellipsis is the most and so is the number of the variations of the pattern of elliptical headlines. Actually the ellipsis is found in the three constructions. They are simple, compound and complex construction. In compound construction, the ellipsis can occur in all clauses or just one or two of them. The conjunction is also often ellipted. In complex construction, ellipsis can occur in both main and subordinative clauses or just one of them. The pattern of elliptical clause in compound and complex construction may be the same with the pattern of elliptical headlines in the simple construction. Therefore, the same pattern will be presented in one pattern. In addition, the VP

here includes adjective or adjective phrase and verb or verb phrase. This is based on Ramlan's statement (1987:143) that the adjective or adjective phrase which have the same distribution with Verb in the sentence construction is called VP. In this case, the pattern is compressed in the elliptical part of the headline. Six patterns are found in the samples.

#### 1. VP

The examples are

- Memang Pas
- Benar-benar Luar Biasa
- Terbukti paling efektif
- Ekstra Pintar Ekstra Sejuk
- Pedass sekaligus Renyaahhh
- Sangat ringan, anti karat dan tahan lama
- Lebih Cantik Lebih Luas Pas Harganya
- Kami berada di Jakarta Selatan dan bukan di selatan Jakarta
- Begitu berlaga Anda pun dibuatnya meninggalkan yang lain
- Begitu tancap gas Anda pun diajaknya menerobos target dengan kecepatan prima

#### 2. VP + NP

The examples are

- Mempersalahkan Ericcson GF & GH 388

- Mempersembahkan ..... Mazda 323 Total  
Baru Lantis Extra Wide
- Menghemat Pulsa Meningkatkan Citra
- Menyejukkan mulut dan Melegakan Tenggorokan
- Keduanya ekstra menawan juga punya ekstra  
tawaran

### 3. VP + PP

The examples are

- Hadir bersama Anda
- Masih 'nempel' dengan Jakarta
- Terbaik di Dunia Pertama di Dunia
- Unggul di USA Pertama di Indonesia

### 4. Adv. P + VP

The example is

- Kini hadir !

### 5. Adv. P + VP + PP

The example is

- Saatnya beralih ke Fax Inkjet Panafax

### 6. Adv. P + VP + NP + PP

The example are

- Saatnya mengganti telepon anda dengan "Si  
Jenius" yang serba bisa
- 25 Tahun Menjabarkan Teknologi bagi Kehidupan

A compound sentence may contain the combination of these patterns. The sample is

- VP + NP (conj) VP

Menjamin kualitas dan terpercaya

### B. ELLIPSIS OF NOUN PHRASE OBJECT

The ellipsis of NP object is found in the simple and compound construction. The patterns of elliptical part are

1. NP + VP

The example is

- Kami tanggap, jajaran produk kami selaras dengan dinamika kebutuhan anda

2. VP + NP + PP

The example is

- Kami tawarkan untuk pengusaha

### III.3.1.2. ELLIPSIS OF VERB PHRASE

Two patterns are found in this construction

1. NP + Adv. P + NP

The example is

- Si Raja Diesel Isuzu Panther kini wuzz ...

MESIN TOTAL BARU WAJAH BARU



## 2. Adv. P + NP

The data is

- Baru-baru ini mobil Honda Civic kesayangan anda.....

### III.3.1.3. ELLIPSIS OF ADVERB PHRASE

## 1. VP + S

The data is

- TERSEDIA : Senja seindah ini di belakang...dan matahari terbit di teras depan

## 2. NP +VP

The examples are

- Tidur lebih nyenyak ...hidup lebih nyama
- Harga ringan, lingkungan nyaman

## 3. NP + VP + NP conj VP + PP

The example is

- Kami keluarkan baterainya ...dan menggantikannya dengan inspirasi teknologi tinggi

### III.3.2. ELLIPTICAL PATTERN IN IMPERATIVE SENTENCE

#### III.3.2.1. ELLIPSIS OF NOUN PHRASE

##### A. ELLIPSIS OF NOUN PHRASE SUBJECT

In this sentence, the pattern among the simple, compound and complex construction are not the same. Therefore, their patterns are presented separately.

**ELLIPSIS IN SIMPLE SENTENCE****1. VP**

The examples are

- Buktikan

Hanya dengan Rp 25.000,-

Anda dapat radio panggil dan hadiah-hadiah menarik

- Datang Lihat Sikat Dapat !

**2. VP + NP**

The examples are

- Akhiri kesemrawutan kerja ! Ambil 'Able'!
- Kenikmatan hidup yang eksklusif.

Buktikan layanan kami !

**3. VP + NP + PP**

The example are

- Pastikan langkah anda dengan sepatu GATS
- Pastikan Pilihan anda dengan Notebook US COM

**4. VP + Adv. P**

The example is

- Kecanggihan, kualitas dan harga notebook ini tak tertandingi oleh merk-merk lain.

Buktikan sekarang juga !

**5. VP + NP + Adj.P + PP**

The example is

- Jadikan perjalanan anda lebih sempurna dengan kemudahan yang SONY tawarkan

#### B. ELLIPSIS IN COORDINATIVE SENTENCE

##### 1. VP + NP (conj) NP + Adj. Cl.

- Dapatkan kecanggihan memo berjalan Motorola dan peluang mendapatkan Suzuki Escudo

#### C. ELLIPSIS IN COMPLEX SENTENCE

##### 1. VP + S

The sample is

- Bayangkan anda menggunakan komputer yang sama dengan harga khusus pemerintah AS dan sekaligus ditawarkan dengan harga khusus untuk Anda.

##### 2. VP + NP connective clause VP

The sample is

- Kenali Osteoporosis sebelum terlambat

##### 3. VP + PP

The sample is

- Jika ini masalah keluarga anda, beralihlah ke TAMAN SEMANAN INDAH

#### B. ELLIPSIS OF NOUN PHRASE OBJECT

##### 1. VP

The examples are

- Datang Lihat Sikat Dapat !

- Buktikan ! Hanya dengan Rp 25.000,-, anda dapat radio panggil dan hadiah-hadiah menarik

2. VP + Adv. P

- Buktikan sekarang juga !

### III.3.2.2. ELLIPSIS OF VERB PHRASE

It is just found in compound sentence

1. VP + NP conj NP

The data is

- Dapatkan kecanggihan 'memo berjalan' Motorola dan peluang mendapatkan Suzuki Escudo

### III.3.2.3. ELLIPSIS OF ADVERB PHRASE

1. VP + NP

The data is

- Beli apartemen 1/2 Harga

2. VP

The data is

- Datang Lihat Sikat Dapat !

### III.3.3. ELLIPTICAL PATTERN IN INTERROGATIVE SENTENCE

This ellipsis just occur in the simple construction. The compound and complex ones are not found in the data.

There are some variation found in the data

1. VP + NP

The examples are

- Butuh mobil impor bermutu ?
- Pengin betah belajar ?

2. (Question Word ) VP (prep) VP + NP

The example is

- Kenapa harus tunggu lagi untuk mengendarai mimpi?

This variation supports that ellipsis is the style of the headline. It shows how the advertisers variate his way to convey the message. If the sentence structure in the headline is complete, it will be monotonous. There will be no attractiveness to pay attention further to the next part. Shortly, ellipsis is one way to design an effective headline.

## **CHAPTER IV**

### **CONCLUSION**