

CHAPTER IV

ANALYSIS AND FINDINGS

4.1. Analysis

After analyzing the data, The writer found five hundred fifty seven (557) items of cohesive device from the data. The following text below taken from the data is the example of analysis,

1 *Sementara itu*, SGH-A300 menawarkan inovasi berupa
 2 dua layar LCD, satu di sisi luar depan dan satu lagi di sisi
 3 dalam ponsel. Layar LCD di sisi luar bukan hanya stylish
 4 *karena* bentuknya yang bulat, *tetapi juga* sangat berguna
 5 untuk melihat incoming call, *sehingga* pengguna tidak perlu
 6 lagi membuka ponsel *seperti* lazimnya pada ponsel berbentuk
 7 folder lainnya. *Selain itu*, pengguna juga dapat langsung
 8 mengetahui apabila ada SMS yang masuk, informasi jam *dan*
 9 tanggal, *serta* status baterai *dan* sinyal.

Here, the cohesive devices are the marked words. The words in italic such as *karena* (line 4) and *sehingga* (line 5) are showing the relation of result. So, this devices is classified into *causal conjunction*. Meanwhile, the bold mark is indicating that it has referential meaning. Here, *-nya* in the word *bentuknya* (line 4) refer to SGH-A300 (line 1). So, it is classified into *anaphora reference*. Next, the underlined

seems to have something missing because there are words that omitted. In the example above in line 2, the word *layar LCD* is omitted after the word *satu*. This kind of cohesive device is classified into *ellipsis*. The result of classification are put in the table and count them.

Then, It was found that of the grammatical cohesive devices particularly *additive conjunctions* used, were found the most and of the lexical cohesive device particularly *repetition-wholly repeated* were found the most. The writer shows the findings in detail in the following section.

4.2. Findings

There are five hundred and thirty occurrences of grammatical cohesive devices while there are twenty-seven lexical cohesive devices occurred from totally five hundred and fifty-seven. It means ninety-five point fifteen percent of cohesive devices are grammatical and four point eighty five percent of them are lexical.

Several tables are used to present the findings showing numbers and classifications. Then, the content of the tables will be explained and discussed with the representative examples in giving clear explanation.

The table below shows the grammatical and lexical cohesion found in this research. There are five hundred and thirty seven grammatical cohesive devices (95.15%), and there are only twenty-seven occurrences (4.85%) of lexical cohesive devices. On that account, the total number of cohesive devices found in the ten advertorials is five hundred and fifty seven occurrences.

Table 1: Grammatical and Lexical Cohesive Devices

Cohesion			Total freq.	%
Class.	Cohesive devices	Sub-categories		
Grammatical	Reference	Exophora	9	1.6
		Endophora/Anaphora	72	12.9
		Endophora/Cataphora	3	0.53
		Personal	50	8.97
		Demonstrative	46	8.25
		Comparative	21	3.77
	Substitution	Nominal	2	0.35
		Verbal	-	-
		Clausal	-	-
	Ellipsis	Nominal	30	5.38
		Verbal	1	0.18
		Clausal	-	-
	Conjunction	Additive	188	33.75
		Adversative	32	5.74
		Causal	55	9.87
		Temporal	21	3.77
Sub Total			530	95.15
Lexical	Reiteration	Repetition-wholly repeated	9	1.61
		Repetition-Partially repeated	5	0.9
		Synonymy	3	0.53
		Super/sub-ordinate	-	-
		Hyponymy	-	-
		Antonymy	-	-
	Collocation	Pair of words that have opposite meaning	-	-
		Pair of words that have the same series	2	0.36
		Part to whole	3	0.53
		Part to part	5	0.9
Sub Total			27	4.85
Total			557	100

In reference, the writer identified six sub-categories of cohesive devices. They are *exophora* (1.6%), *anaphora* (12.9%), *cataphora* (0.53%), *personal* (8.97%), *demonstrative* (8.25%), and *comparative* (3.59%). Hence, in substitution, the sub-category identified is *nominal substitution* (0.53%). For ellipsis, there are nominal ellipsis (5.38%) and *verbal ellipsis* (0.18%) identified. While in conjunction, the writer identified four sub-categories. They are *additive relation* (33.75%), *adversative relation* (5.74%), *causal relation* (9.87%), and *temporal relation* (3.77%).

In lexical cohesion, there is reiteration with four sub-categories identified. They are *repetition-wholly repeated* (1.61%), *repetition-partially repeated* (0.9%), *synonymy* (0.53%), and *superordinate and sub-ordinate* (0.9%).

The more detailed discussion on grammatical and lexical cohesive devices found in the advertorials is provided below.

4.2.1. GRAMMATICAL COHESIVE DEVICES

Table 2: Grammatical Cohesive Devices

No.	Grammatical Classification	Frequency	Percentage
1.	Reference	200	37.7
2.	Substitution	3	0.56
3.	Ellipsis	31	5.85
4.	Conjunction	296	55.85
	Total	530	100

In this type of cohesive device, there are four sub-categories are used and they are *reference*, *substitution*, *ellipsis* and *conjunction*. The most common grammatical cohesion used is *conjunction* (55.85%) and the second place is *reference* (37.7%). Below, the more detailed explanation is provided.

4.2.1.1. Reference/co-reference

In this category, there are six sub-categories of reference, they are *exophora*, *anaphora*, *cataphora*, *personal*, *demonstrative*, and *comparative* (Table 3). There are nine occurrences (4.48%) of *exophora*, seventy-two occurrences (35.82%) of *anaphora*, there are three occurrences (1.49%) of *cataphora*, fifty occurrences (24.87%) of *personal reference*, there are forty six occurrences (22.88%) of *demonstrative* found in the data. Finally, there are twenty-one occurrences (10.45%) of *comparative reference*.

Table 3: Reference Cohesive Devices

No.	Sub-categories	Frequency	Percentage
1.	Exophora	9	4.48
2.	Endophora/Anaphora	72	35.82
3.	Endophora/Cataphora	3	1.49
4.	Personal	50	24.87
5.	Demonstrative	46	22.88
6.	Comparative	21	10.45
	Total	201	100

4.2.1.1.1. Anaphora

The most common reference used is *anaphora* with seventy-two occurrences (35.82%). It is one of the parts of *endophora* besides *cataphora*. Here, the interpretation is in the text itself. The problem is whether where the interpretation placed, before the item (*anaphora*) or after the item (*cataphora*). Some of them can be observed in the example given below,

1. “Krupuk Senna memberikan kelebihan dalam rasa dan kelezatannya, demikian juga kemasan dan harga.”

- Here, ‘-nya’ refer to the item that placed in the text before it, which is ‘Krupuk Senna’.

2. “Salah satu anak perusahaan dari Samsung Group adalah Samsung Electronics Co. Ltd. Perusahaan dari negeri ginseng ini beroperasi...”

- Here, the word ‘ini’ refer to ‘Samsung Electronics Co. Ltd.’ because it is appear in text and it precedes the cohesive item.

4.2.1.1.2. Personal

The second place of the most common *reference* with fifty occurrences (24.87%) is *personal reference*, which is used to refer a relevant person in the text. These phenomena can be seen through the example given below,

1. “...dibenarkan oleh Lula Kamal, seorang presenter dan mahasiswa S2. Dia mengatakan, Nature’s Healh DHA Complex...”

- Here, the word ‘dia’ refer to ‘Lula Kamal’.

2. “Michael Chow, President & CEO, Lippo Telecom mengatakan “Lippo Telecom memilih Ericsson sebagai penyedia peralatan utam karena kami menyadari...”

- Here, the word ‘kami’ refer to ‘Lippo Telecom’, it present the people whose working there.

4.2.1.1.3. Demonstrative

The next reference with forty-six occurrences (22.88%) is *demonstrative*. The indication that it is occurred in the text is the identification of distance of the referred item. In the following are the examples of this phenomenon,

1. “Melengkapi dua ponsel yang hadir lebih dulu dalam “keluarga biru” Samsung, yakni SGH-N200 dan SGH-A200, bulan Agustus 2001 ini diluncurkan dua ponsel...”

- Here, the word ‘ini’ become the indicator that it is near.

2. “Tahu sendiri, jalanan disini banyak yang tidak rata...”

- In the second example the word used to describe distance is ‘disini’.

4.2.1.1.4. Comparative

Other reference used in the observed texts is *comparative* with twenty occurrences. In the advertorial articles, sometimes they compare things like in the example given below,

1. “Selain itu, Blue On juga dilengkapi dengan layar LCD berwarna biru dengan intensitas cahaya mirip cahaya laser sehingga pemilik...”

- The example shows that the word ‘mirip’ as a tool to indicate similarity.

2. “...Blue I, memiliki bentuk dan fasilitas yang hampir sama dengan SGH-A200.”

- The word ‘sama dengan’ as a tool to indicate similarity.

4.2.1.1.5. Exophora

Exophora reference occurs nine times in the data, since the nine items found have no referred items appear in the texts. The example of this reference can be seen below.

1. “...dengan tarif hanya Rp 350 per menit untuk sambungan langsung jarak jauh (SLJJ) antar kota, dengan syarat kantor-kantor cabang tersebut semuanya terkoneksi dalam...”

2. “...memasangkan jaringan infrastruktur yang diperlukan untuk fasilitas broadband Internet, Voice over IP, dan aplikasi multimedia lainnya”

- The underlined words in both examples do not have the referred item that appears in the text.

4.2.1.1.6. Cataphora

The last reference, which has fewer occurrences with three occurrences (1.49%), is *cataphora* where the referred item is appeared after the cohesive device.

The examples of the phenomena are shown below.

1. "...terasa dan teralamilah bedanya pada berbagai aspek produk dan pelayanan Awair."

- In this case the device used is "-nya", which refer to the words "*aspek produk dan pelayanan*".

2. "...memberikan kepuasan lebih dari yang diharapkan sesuai dengan keberadaan perusahaan ini sebagai pelopor yang menawarkan teknologi termaju dalam komunikasi ponsel. Setelah melalui penelitian pasar secara komprehensif, Lippo Telecom kemudian..."

- Here, the underlined words refer to something that appear after it and it is refer to the name of the company which is *Lippo Telecom*.

4.2.1.2. Substitution

In this category, there are three sub-categories of substitution, they are *nominal*, *verbal*, and *clausal* (Table 4). There are only two occurrences of nominal substitution found in the texts. The writer found none on verbal and clausal substitution.

Table 4: Substitution Cohesive Devices

No.	Cohesive Device	Frequency
1.	Nominal	2
2.	Verbal	-
3.	Clausal	-

	Total	2
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4.2.1.2.1. Nominal

By reason of the only substitution occur or used in the texts is *nominal substitution*. It is appeared twice in the data and it can be seen in the data, in which the words “*layar LCD*” is substituted by the use of word “*satu*”.

“...berupa dua layar LCD, satu disisi luar depan dan satu lagi di sisi dalam ponsel.”

4.2.1.3. Ellipsis

In this category, there are three sub-categories of ellipsis, they are *nominal*, *verbal*, and *clausal* (Table 4). The writer found thirty occurrences on nominal substitution. While, There is only one occurrence of verbal substitution found in the texts. Yet, The writer found none on clausal substitution.

Table 5: Ellipsis Cohesive Devices

No.	Cohesive Device	Frequency	Percentage
1.	Nominal	30	96.77
2.	Verbal	1	3.22
3.	Clausal	-	-
	Total	31	100

4.2.1.3.1. Nominal Ellipsis

It is obvious that the most common ellipsis used in the advertorial articles is *nominal* because it has thirty occurrences (96.77%) of totally thirty-one ellipsis occurred. For example,

1. “Sayangnya, banyak yang terbujuk...”

? In this case the word after the word *banyak* seems missing which supposed to be a noun because if the sentence stands alone, the word *banyak* should be modify a noun.

2. “Yang penting kepuasan, soal biaya perawatan mahal, itu nomor sekian Karena keselamatan tak bisa dinilai...”

? The word *sekian* is the replacement of the actual number.

4.2.1.4. Verbal Ellipsis

Meanwhile, the rest of the ellipsis is only one occurrence. It is *verbal ellipsis*; it can be seen in the data sample below;

“...penerbangan A dan bukan B”.

Here, the word penerbangan is omitted in the next part of the sentence.

4.2.1.5. Conjunction

In this category, there are four sub-categories of conjunction, they are *Additive*, *Adversative*, *Causal*, and *Temporal* (Table 6). There are one hundred and eighty eight occurrences (63.51%) of *additive*, fifty-five occurrences (32%) of

adversative, thirty-two occurrences (55%) of *causal* found in the data. Finally, there are twenty occurrences (7.09%) of *temporal conjunction*.

Table 6: Conjunction Cohesive Devices

No.	Cohesive Device	Frequency	Percentage
1.	Additive	188	63.51
2.	Adversative	32	10.81
3.	Causal	55	18.58
4.	Temporal	21	7.09
	Total	296	100

4.2.1.5.1. Additive

It can be noticed that the most frequently conjunction used in advertorial articles is *additive*. One hundred and eighty eight additive conjunctions occurred of totally two hundred and ninety six conjunctions that occurred. In this sub-category the words used to mark, where there is a relation, are *dan*, *serta*, *antara lain*, *seperti*, *atau*, *maupun*, *apalagi*. As examples,

1. "...sayur, dan bawang..."
2. "...batuk, demam, atau pilek..."
3. "Efektifitas serta keamannya..."
4. "...untuk dewasa maupun anak-anak..."

4.2.1.5.2. Causal

Meanwhile, in the second place of frequently conjunction used is *causal* with fifty-five occurrences. Here, causal conjunction is using the words such as *sehingga*, *karena* as cohesive device. As examples, it can be seen below

1. "...masyarakat kita, sehingga banyak merk krupuk..."
2. "...karena sekecil apapun gangguan..."

4.2.1.5.3. Adversative

Thirty-two occurrences of conjunction are identified as *adversative*. This sub-category is using the words such as *selain itu*, *tapi*, *namun*, *tetapi*. The following examples show the usage of adversative reference.

1. "Namun bagaimana jika..."
2. "...secara gratis, tapi juga tidak..."

4.2.1.5.4. Temporal

Last, twenty-one occurrences found in this study dealing with *temporal conjunction*. Here, some words is used in showing the relation of temporal conjunction, they are *kemudian*, *lalu*, *setelah*. The examples are in the following,

1. "...kemudian intensitasnya meningkat..."
2. "Setelah melalui penelitian..."

The following discussion will be on lexical cohesive devices and it will be elaborated in detail.

4.2.2. LEXICAL COHESIVE DEVICES

In lexical cohesive devices, there are two categories are used and they are *Reiteration* and *collocation*.

Table 7: Lexical Cohesive Devices

No.	Lexical Classification	Frequency	Percentage
1.	Reiteration	17	62.96
2.	Collocation	10	37.04
	Total	27	100

From the table above, it shows that obviously the most frequently used lexical cohesion is *reiteration* with seventeen occurrences (62.96%). While *collocation* only ten occurrences.

Furthermore, in the following discussion the writer will elaborate the data in the table above more specifically. Here, the writer will elaborate the categories in lexical cohesion into sub-categories.

4.2.2.1. Reiteration

There are eighteen cohesive devices found in the *reiteration*; which is divided into six sub-categories and they are *Repetition-wholly repeated*, *Repetition-partially repeated*, *synonymy*, *super or subordinate*, *hyponymy*, and *antonymy* (Table 8).

Table 8: Reiteration Cohesive Devices

No.	Cohesive Device	Frequency	Percentage
1.	Repetition-wholly repeated	9	52.94
2.	Repetition-Partially repeated	5	29.41
3.	Synonymy	3	17.65
4.	Super/sub-ordinate	-	-
5.	Hyponymy	-	-
6.	Antonymy	-	-
	Total	17	100

Nevertheless, seen from the table above, it shows that not all sub-categories in reiteration used in the data. There are only four sub-categories is used and they are *Repetition-wholly repeated* with nine occurrences (52.94%), *Repetition-partially repeated* with five occurrences (29.41%), and *synonymy* with three occurrences.

4.2.2.1.1. Repetition-wholly repeated

It is obvious that with nine occurrences, repetition-wholly repeated get the first place of the most frequently used cohesive device. It means placing exactly the same item in the following sentence in the text. For examples,

1. a. “Namun krupuk Senna mempunyai nilai lebih dibanding krupuk biasa.”

- b. “Krupuk Senna memberikan kelebihan dalam rasa ...”
- 2. a. “Disamping itu, SpeedNet Ready Building menyediakan akses Internet...”
- b. “SpeedNet Ready Building membuka peluang untuk...”

In both examples, there are words that repeated exactly the same as the previous sentence. Here, *Krupuk Senna* is exactly repeated in the next sentence. *SpeedNet Ready Building* is also repeated exactly the same from the previous sentence.

4.2.2.1.2. Repetition-partially repeated

In the second place, there is *repetition-partially repeated* with five occurrences from the total twenty-seven occurrences. Here, the item placed in the following sentence in the text is only partially. For example,

- 1. a. “Contoh penelitian klinis dengan menggunakan Uji coba buta berganda, dilakukan oleh Dr. Grassel E. dan diterbitkan...”
- b. “Grassel melakukan penelitian selama...”

Here, *Dr. Grassel E.* is repeated partially in the following sentence as *Grassel*.

- 2. a. “Bekerjasama dengan Asiana Airlines, perusahaan penerbangan Korea Selatan.”
- b. “Asiana ini beroperasi hanya antara Seoul dan Jakarta.”

In the second example, the words *Asiana Airlines* is also repeated but only a part, which is *Asiana*.

4.2.2.1.3. Synonymy

Next, There is *synonymy* with three occurrences. It means that there are two or more forms with very close related meaning. For example, it can be seen in the data,

1. "...versi yang memiliki flip, yakni SGH-R200. Menyimak bentuk, warna, dan fitur-fiturnya, Blue on menjadi pilihan..."

In this example, *SGH-R200* is the same with *Blue On*. So, it is refer to the same thing.

2. "SGH-A200 atau akrab disebut Blue I, memiliki fasilitas dan bentuk yang hampir sama dengan...", "Blue I juga dilengkapi dengan..."

In the second example, *SGH-A200* is the same with *Blue I*, it is also refer to the same thing.

4.2.2.2. Collocation

In *collocation*, there are four sub-categories and they are *Pair of words that have opposite meaning*, *Pair of words that have the same series*, *Part to Whole and Part to part* (Table 9). Yet, there is one sub-category not used in the data which is *Pair of words that have opposite meaning* and anyway, three sub-categories in collocation are used. They are *Pair of words that have the same series*

occurred three times and *Part to Whole* occurred three times, while *Part to part* occurred five times.

Table 9: Collocation Cohesive Devices

No.	Cohesive Device	Frequency	Percentage
1.	Pair of words that have opposite meaning	-	-
2.	Pair of words that have the same series	2	20
3.	Part to whole	3	30
4.	Part to part	5	50
	Total	10	100

4.2.2.2.1. Part to part

It can be noticed that the most frequently collocation used in advertorial articles is *part to part*, which occurred five times from the total ten collocation of lexical cohesive devices are used. As examples taken from the data,

1. “...sehingga mengganggu perputaran roda maupun keseimbangan kemudi.”

Here, the word *roda* and *kemudi* is the parts of a car (mobil)

2. “Mata untuk melihat sedangkan otak, selain mengatur fungsi tubuh, juga menentukan kecerdasan seseorang.”

In the second example, the word *mata* and *otak* is the parts of a human body (tubuh)

4.2.2.2.2. Part to whole

The second most frequently collocation used in advertorial articles is *part to whole*, which occurred three times from the total ten collocations of lexical cohesive devices that are used. As examples,

1. "...roda kendaraannya..."

In this case, the word *kendaraan* is the whole parts of *roda*.

2. "...keseimbangan kemudi."

In this case, the word *mobil* is the whole parts of *kemudi*.

4.2.2.2.3. Pair of words that have the same series

Last, there is *Pair of words that have the same series* is one of the sub-categories of collocation used in advertorial articles. It is occurred twice. The data sample can be seen in the following,

1. "...di darat maupun di udara..."
2. "merasa senang dan bahagia."

Here, the underlined words have the same series

In summary, the most frequent Grammatical Cohesive Device found is additive conjunction and the second most is anaphora reference. Meanwhile, in Lexical Cohesive Device, wholly repetition is found the most and the second most in Lexical is collocation particularly part to part.