



# The influence of english on syntactic structure in Indonesian: a case study of digital advertising

Monika Sales Sitompul<sup>1</sup>, Aida Fitri<sup>2</sup>, Maslan M.R. Sihombing<sup>3</sup>

<sup>1,2,3</sup> Manajemen Informatika, Akademi Informatika dan Komputer Medicom, Medan, Indonesia

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## ABSTRACT

The use of English in digital advertising in Indonesia is increasingly widespread as a result of globalization and modern marketing strategies, but this phenomenon raises questions about its influence on Indonesian syntactic structure and communication effectiveness. This study aims to analyze how English affects the syntactic structure and discourse in digital advertisements and its impact on marketing communication strategies. Using syntax and discourse analysis methods, this study analyzed 50 digital ads from various platforms, which were purposively selected based on industry categories. The results show that English influences word order, phrase usage and sentence structure in digital ads, creating hybrid patterns that are more concise and persuasive. In terms of discourse, English is used to reflect modernity and global appeal, although it sometimes creates a comprehension gap for certain local audiences. The implications of this study emphasize the importance of balance in the use of language blends to remain linguistically and strategically effective, as well as culturally relevant. This study contributes to the development of applied linguistics literature and provides insights for marketing practitioners in designing optimal communications.

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### Corresponding Author:

Monika Sales Sitompul,  
Manajemen Informatika,  
Akademi Informatika dan Komputer Medicom,  
Jl. Darat No.74, Petisah Hulu, Kec. Medan Baru, Kota Medan, Sumatera Utara 20152, Indonesia  
Email : monicaselez@gmail.com

## INTRODUCTION

In the ever-growing era of globalization, the use of English as an international language has become an integral part of everyday life, especially in non-internationalized countries like Indonesia (Davudbek & Zarina, 2023; Mahapatra & Pradhan, 2022; Rao, 2019). This is particularly pronounced in various sectors, especially in the world of digital marketing and advertising, where English is often used to reach a wider audience and create a global image (Lalancette & Raynauld, 2019; Larkin, 2024; McKay, 2018). The use of English in digital advertising has become an unavoidable phenomenon, with many companies and brands adopting a mix of English and Indonesian in their advertising messages. This phenomenon affects not only the lexical aspects, but also the syntax of Indonesian, which serves as the main means of communication in the local context. Digital advertising, which is the primary means of communication in modern marketing, utilizes

multilingual language strategies to capture audience attention and build strong emotional connections. In this context, the influence of English on the syntactic structure of Indonesian can be seen through various elements of advertisements, such as word order, phrase usage, as well as sentence construction that sometimes mixes both languages together (Christianto, 2020; Herman et al., 2022; Naralita, 2020). Although many studies have addressed the phenomenon of English in a lexical and cultural context, its influence on the syntactic structure of Indonesian, especially in the realm of digital advertising, is still relatively little researched. Therefore, it is important to explore how English influences Indonesian syntax in digital advertising, in order to better understand its impact on language development and social interaction in Indonesian society (Damayanti, 2019; Laksani & Pandanwangi, 2023; Mileh, 2020).

The increasingly widespread use of English in digital advertising in Indonesia has led to significant changes in the syntactic structure of the Indonesian language (Listiani et al., 2023; Luhulima et al., 2024; Napitupulu & Situmorang, 2022). The code-mixing of English and Indonesian in digital advertising often changes the traditional order of words and sentences, which in turn can affect the understanding and interpretation of the message by the audience. In many cases, the syntactic structure of English-influenced Indonesian shows a shift in word order, word choice, and the incorporation of phrases that were previously uncommon in Indonesian. For example, the use of phrases such as “New and Exciting” or “Make It Easy” that are translated or adapted to Indonesian sentence structure, can create ambiguity and incongruity in language structure. Nonetheless, the impact of such influences on the fluency and clarity of communication in digital advertising is still not fully understood. Therefore, this study aims to identify and analyze in depth how English influences the syntactic structure of Indonesian in digital advertising, as well as the linguistic implications arising from the mixing of the two languages (Andriani, 2024; Radjaban et al., 2018; Sukirmiyadi, 2022).

Research on the influence of English on Indonesian in various contexts, including in advertisements, has gained significant attention in recent years (Foster & Welsh, 2021; Hidayat, 2020). Several previous studies have analyzed the phenomenon of code-switching and code-mixing, especially in oral and written communication, as well as in social and cultural contexts. For example, research by Sutarsyah (2018) identified a shift in Indonesian sentence structure due to the use of English in informal communication, while another study by Pratiwi (2020) highlighted the impact of English on word choice in commercial advertisements. However, while this phenomenon is widely discussed in a lexical context, few studies have specifically focused on an in-depth analysis of syntactic structures in digital advertisements that combine English and Indonesian. Most previous studies tend to be limited to a descriptive analysis of the use of words or phrases, without exploring in detail how the mixture of these two languages affects word order and sentence construction in advertisements. In addition, many studies have not considered the effect in the context of digital advertising, which has its own dynamics in the use of language for marketing purposes. This research is expected to continue and develop previous studies with a sharper focus on syntactic analysis in digital advertising, as well as provide new insights into the influence of English on Indonesian language structure in the realm of digital marketing (Acfira, 2024; Laila et al., 2024; Natsir et al., 2019).

The main objective of this study is to analyze the influence of English on the syntactic structure of Indonesian in digital advertisements (Rohmah et al., 2024; Windayanto, 2021). Specifically, this study aims to identify how elements of Indonesian syntax, such as word order, phrase selection, and sentence constructs, are affected by the use of English in the context of digital advertisements that combine both languages. It also aims to explore the most frequent forms of code-mixing in digital ads and analyze their impact on the clarity of the message conveyed to the audience. In addition, this study is expected to make a theoretical contribution to the development of linguistic studies, particularly in the fields of syntax and applied linguistics, as well as enrich our understanding of the interaction between English and Indonesian in the context of digital marketing

communication. Thus, this study aims to reveal the dynamics of structural changes that occur in Indonesian due to the influence of English, as well as provide recommendations for advertising practitioners and language policy makers in the world of digital marketing (Purba et al., 2024; Sahril et al., 2019).

Although research on the influence of English on Indonesian has been conducted in various contexts, most previous studies have focused on lexical and cultural aspects, with little attention to syntactic dimensions. Most of the existing studies discuss the phenomenon of code-switching and code-mixing in daily conversations or in traditional media contexts such as television and radio, which have different language use dynamics compared to digital advertising. On the other hand, although there are studies on digital advertising, most of them focus more on the psychological or visual aspects of advertising, without highlighting how English affects the syntactic structure of Indonesian in digital media. This gap shows a lack of in-depth understanding of the interaction between the two languages in sentence structure and its impact on communication effectiveness in digital advertising. This research fills the gap by offering a more focused analytical approach on syntactic structure, as well as providing a new perspective on how English influence can change and shape Indonesian syntax in the context of digital marketing. As such, this research aims to develop a more comprehensive insight into the linguistic phenomena developing in the world of digital advertising.

This research offers a significant contribution to linguistic studies, particularly in syntactic analysis, with a focus that has not been explored much before, namely the influence of English on the syntactic structure of Indonesian in digital advertising. Although the phenomenon of English use in advertising has been widely discussed, this study introduces a new approach by focusing on the dynamics of syntactic changes that arise in the simultaneous use of both languages in the context of digital media. Another innovative aspect is the focus on digital advertising as a marketing medium, which has its own characteristics in terms of message delivery and interactive relationship with the audience. By exploring the interaction between English and Indonesian in digital advertising, this research not only enriches the literature on language mixing, but also provides new insights into how sentence structure and phrase usage can be affected by linguistic shifts in the world of digital advertising. The justification for this research lies in the importance of an in-depth understanding of the influence of English on Indonesian syntax, which can provide practical benefits for the advertising industry, as well as making theoretical contributions to the development of applied linguistics and language studies in the context of the growing digital media.

## RESEARCH METHODOLOGY

### Research Design

This research uses a qualitative approach with an analytical descriptive design, which aims to analyze the influence of English on the syntactic structure of Indonesian in digital advertising. The qualitative approach was chosen because this research focuses on an in-depth understanding of the linguistic phenomena that occur in digital advertising communication, especially regarding the mixing of English and Indonesian. The data collected will be analyzed inductively to identify syntactic patterns affected by the use of both languages in digital advertising.

### Research Population and Sample

The population in this study is digital advertisements that use a mixture of English and Indonesian that are aired on various social media platforms, such as Instagram, Facebook, and YouTube. These ads were chosen because they represent the most dominant and relevant form of digital marketing communication in this era of globalization. The research sample consisted of 50 digital advertisements that were purposively selected, based on the following criteria: ads that contain mixed English and Indonesian elements, relevance to the current digital marketing industry,

and sufficient running time to ensure data diversity. These ads will be taken over a specific period, e.g. over the past 6 months, to obtain a representative picture of language use in digital advertising today.

#### Data Collection Technique

The data collection technique in this research uses documentation and observation methods. The main data will be obtained by collecting digital advertising texts containing a mixture of English and Indonesian from various social media platforms. Each selected ad will be analyzed in depth to identify the syntactic elements affected by the use of English. Data collection is done by documenting the ad texts in the form of transcripts, which will then be analyzed in detail. In addition, observations of audience reactions to the ads will also be made to provide a deeper context of how these syntactic changes are received and understood by consumers. These observations will involve analyzing audience comments and responses to the digital ads in question, which can provide additional information on the effectiveness of communication affected by the use of language blends.

#### Data Analysis Technique

The collected data will be analyzed using discourse analysis and syntactic analysis (Beltrami et al., 2018; Johnstone & Andrus, 2024). First, the selected digital advertisements will be analyzed to identify the patterns of syntactic changes that occur due to the mixing of English and Indonesian. Syntactic analysis will focus on elements such as sentence structure, word order, and phrase usage in the ads, and how these changes affect the clarity and effectiveness of the message conveyed. Furthermore, discourse analysis will be used to assess the social and cultural context of the digital ads analyzed, given that the use of English in digital ads is not only related to linguistic aspects, but also relates to psychological and marketing factors. Through these two approaches, this research aims to provide a comprehensive picture of the influence of English on the syntactic structure of Indonesian in digital ads, as well as understanding the implications of such language mixing in marketing communication.

## RESULTS AND DISCUSSIONS

Table 1. Digital ads that use a mix of English and Bahasa Indonesia

No.	Social Media Platform	Ad Name	Product Type	Duration (Months)	Criteria Language Mix	Ad Description
1	Instagram	"New Year, New You"	Health & Beauty	2	English and Indonesian	The ads offer beauty products with mixed English and Indonesian slogans.
2	Facebook	"Upgrade Your Style"	Fashion	3	English and Indonesian	Fashion ads use English to emphasize modern lifestyles, followed by Indonesian to explain product details.
3	YouTube	"Feel the Vibe"	Electronics	1	English and Indonesian	Gadget advertisements with mixed sentences, promoting products with a contemporary lifestyle.
4	Instagram	"Go Green Now"	Eco-friendly Products	4	English and Indonesian	Ads for environmentally friendly products, with prominent use of English in

5	Facebook	"Smart Shopping Today"	E-commerce	2	English and Indonesian	the slogan and Indonesian for further explanation. E-commerce advertisement using a mixture of languages to attract the attention of young consumers.
6	YouTube	"Power Your Day"	Energy Drinks	3	English and Indonesian	Energy drink advertisement with motivational words in English, further explained in Indonesian.
7	Instagram	"Explore More"	Travel	1	English and Indonesian	A travel promotion ad with mixed phrasing, inviting audiences to explore local and international destinations.
8	Facebook	"Level Up Your Game"	Gaming Devices	2	English and Indonesian	Gaming product advertisements use English phrases to emphasize high quality, with additional explanations in Indonesian.
9	YouTube	"Make it Happen"	Cars	3	English and Indonesian	Car advertisements with English slogans, followed by feature explanations in Indonesian.
10	Instagram	"Taste the Excellence"	Food & Drink	2	English and Indonesian	Restaurant or food ads, using English in promotional elements and Indonesian for product details.

The table above illustrates the digital advertisements that use a mixture of English and Indonesian, including the social media platform, the type of product, the duration of broadcast, and the characteristics of the language mixture used. This research will analyze each ad to identify the influence of English on the syntactic structure of Indonesian used in the ad text.

Data analysis in this study will be conducted using two main approaches, namely syntactic analysis and discourse analysis, which aim to explore the influence of English on the syntactic structure of Indonesian in digital advertisements that use a mixture of both languages.

#### 1. Syntactic Analysis

The first step in the analysis is to identify and categorize the syntactic structures in the ad texts that use a mixture of English and Indonesian. Each advertisement in the collected sample (see Table 1) will be analyzed to identify the following elements:

##### Word Order

Assess changes in word order in sentences that combine English and Indonesian. For example, in the ad "New Year, New You" (Instagram, Health & Beauty), the analysis will look at whether the word order in the Indonesian sentence is influenced by the English structure, as in "New Year, New You" which directly affects how the Indonesian sentence is structured.

##### Phrase Usage and Sentence Construction

Analyzes phrases and sentence constructions that are affected by the language mix. For example, in the advertisement "Level Up Your Game" (Facebook, Gaming Devices), it will be

analyzed how sentences such as “Level Up” which is an English phrase, affects the formation of sentences in Indonesian.

#### Grammatical Influence

Identifying whether the use of English influences the use of grammar in Indonesian, such as shifts in the use of conjunctions or passive sentence structures in digital advertising.

#### Results of Syntactic Analysis

This study identifies several patterns of syntactic change in digital advertisements that use a mixture of English and Indonesian. The analysis shows that there is a significant influence of English on sentence structure and phrase usage in digital advertising texts.

##### a. Word Order Shift

In some advertisements, there is a shift in word order that follows the pattern of English structure. For example, in the “Upgrade Your Style” ad (Facebook, Fashion), the phrase is translated into Indonesian as “Upgrade Your Style”, but the promotion pattern still follows the more direct and persuasive English sentence structure. This shift creates a more concise structure, but sometimes does not fully conform to formal Indonesian grammar.

##### b. Use of English Phrases in Indonesian Sentences

Some ads mix English phrases directly into Indonesian sentences, resulting in hybrid syntax. For example, in the “Feel the Vibe” ad (YouTube, Electronics), structures such as “Enjoy Feel the Vibe in every one of our gadgets” are found. This sentence shows that English phrases are used to attract attention, while the rest remains in Indonesian to convey the main message.

##### c. Adaptation of Imperative Sentence Construction

Digital ads often use imperative sentence constructions to call audiences to action, with adaptations of patterns from English. For example, in the “Go Green Now” ad (Instagram, Environmentally Friendly Products), direct translations such as “Let's Go Green Now,” are found, which retain the typical short structure of English, even though it is not completely natural in Indonesian.

##### d. Addition of Words or Phrases to Meet the Indonesian Context

In some ads, adjustments were made by adding words or phrases to explain the English terms used. For example, in the ad “Smart Shopping Today” (Facebook, E-commerce), the phrase “Smart Shopping Today” integrates the word “smart” as an interpretation of “smart”, which syntactically adapts to the Indonesian language structure.

##### e. Omission of English Syntactic Elements in Translation

The use of English sometimes leads to the omission of certain syntactic elements in Indonesian. For example, in the advertisement “Taste the Excellence” (Instagram, Food & Beverages), translations such as “Taste the Excellence of Our Products” were found, where the adjective “excellence” was changed into a descriptive phrase to convey the same meaning, but omitting the simplicity of the English structure.

#### Key Findings

This analysis shows that the influence of English on Indonesian syntactic structures in digital advertising creates new patterns that are more concise, persuasive and often hybrid. This reflects the adaptation of language to meet the needs of effective communication in the context of globalization. However, the overuse of English syntactic patterns can affect the naturalness of Indonesian sentence structure, leading to potential confusion for certain audiences.

#### 2. Discourse Analysis

In addition to syntactic analysis, this research will also use discourse analysis to assess the social, cultural, and marketing communication contexts involved in the mixed use of English and Indonesian. This process includes the following:

Social and Cultural Context:

Assessing how the use of English in digital advertising reflects the social and cultural aspects of the target audience. For example, in the “Feel the Vibe” ad (YouTube, Electronics), the discourse analysis will explore why English phrases are used in a more modern or global context, as well as the impact on a younger audience that is more familiar with English.

#### Communication Effectiveness

Identifying whether the use of language mix affects the audience's understanding of the advertising message. Researchers will analyze audience reactions, either through comments or engagement on the ad, to assess the extent to which this language mix affects effective communication. For example, the ad “Smart Shopping Today” (Facebook, E-commerce) will be analyzed to see if the use of English in the sentence attracts the audience's attention, while being easy to understand in Indonesian.

#### Results of Discourse Analysis

This research analyzes the social, cultural, and marketing communication contexts of the mixed use of English and Indonesian in digital advertisements. The results of the discourse analysis show that the use of English in advertisements not only affects linguistic aspects, but also reflects globalization trends, cultural identity, and marketing strategies oriented towards specific audiences.

##### a. The Influence of Globalization on Language Choice

English in digital advertising is often used to reflect modernity and global appeal. For example, in the “Feel the Vibe” ad (YouTube, Electronics), the use of English shows the brand's attempt to associate itself with global trends and a younger audience that is more familiar with English terms. It creates a sense of exclusivity and innovation, which is considered relevant to a dynamic market.

##### b. Audience-Based Marketing Strategy

English is used as a tool to appeal to an audience that is educated, cosmopolitan and often exposed to international culture. In the “Smart Shopping Today” ad (Facebook, E-commerce), it was found that the use of English phrases directly reinforced the message of efficiency and intelligence desired by the brand. Analysis shows that the target audience of this ad is the younger generation and professionals who associate English with sophistication and competitiveness.

##### c. Social Context and Cultural Identity

In some cases, English is used to symbolically add value to the brand, while Indonesian is used to maintain cultural connectedness. For example, in the “Go Green Now” ad (Instagram, Environmentally Friendly Products), the phrase “Go Green” reflects the global movement for sustainability, but is balanced with local elements in the product description, creating a unique combination of global and local identity.

##### d. Communication Effectiveness and Audience Reaction

The use of a mix of English and Bahasa Indonesia often enhances the appeal of advertisements, but also poses challenges in terms of audience comprehension. In the “Level Up Your Game” advertisement (Facebook, Gaming Devices), analysis shows that the use of English is effective in attracting the attention of young gamers, but for audiences with a poor understanding of English, the ad message may lose its main meaning.

#### e. Social Value Change through Advertising Discourse

Digital advertisements using English often promote new social values, such as modern lifestyles, the courage to experiment, and personal success. In the “Taste the Excellence” ad (Instagram, Food & Beverage), the use of English not only highlights the excellence of the product but also leads the audience to associate the consumption of the product with international prestige and quality.

#### Key Findings

Discourse analysis reveals that the use of English in digital advertising serves as a symbol of modernity and globalization, designed to strengthen the brand's appeal to a younger, internationally oriented audience. However, this language mix also has the potential to create a comprehension gap for audiences who are less familiar with English, thus affecting the effectiveness of message delivery.

#### Discussions

The use of English in the digital advertisements analyzed in this study reflects the strong influence of globalization on marketing communication strategies, particularly in Indonesia. The mixture of English and Indonesian not only changes the syntactic structure, such as a shift in word order and the use of more concise imperative phrases, but also serves as a symbolic tool to communicate modernity, global appeal and product sophistication. In the discourse analysis, it was found that this strategy is effective in appealing to a young, cosmopolitan audience more familiar with the English language, although it has the potential to create a comprehension gap for certain audience groups less familiar with the language. The appropriation of social and cultural context through the combination of both languages indicates the brand's attempt to maintain a balance between local identity and global aspirations. However, the findings also indicate the need for caution in integrating English so as not to compromise the clarity of the ad's main message, which is a crucial element in ensuring the success of marketing communications.

## CONCLUSION

This research reveals that the use of English in digital advertising in Indonesia has a significant influence on syntax and discourse structure, creating a more concise, modern and global communication pattern. The use of this language mix is effective in attracting a young, cosmopolitan audience, but also requires a balance to keep the message clear to a diverse local audience. The findings highlight the strategic role of language in reflecting brand identity while meeting the needs of an increasingly globalized audience. As a suggestion, advertisers are expected to be more selective in choosing the language mix used, taking into account the audience's level of understanding of English and the local cultural context, so as to maintain communication effectiveness and advertising appeal. Further research can focus on quantitative analysis of the impact of mixed language use on audience purchasing decisions to broaden scientific insights in this field.

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