

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

Shintya Bella Effendi¹, Nasrullah Nasrullah², Elsa Rosalina³, Fatchul Mu'in⁴

^{1,2,3,4}Universitas Lambung Mangkurat

Email: shintyabellaeffendi@gmail.com,

ABSTRACT

It is important to have knowledge of the language to make no mistakes occur in the language. Although previous studies have discussed linguistics and advertising, it is still scarce, and almost few have discussed the morphology and syntax of hotel billboards in detail. Therefore, to fill this void, this study aimed to examine the morphological and syntactical analysis of advertising billboards used by hotels in Banjarmasin. This study used descriptive qualitative research as its methodology. The billboards from various hotels in Banjarmasin served as the study's objects and location. The researchers specifically selected the images from the billboard advertisements that were captured. Then, the data were gathered through making observations and documentation. The findings discovered in the morphology section that numerous hotel advertisements had issues adding suffixes, which were lack of suffix-ly, suffix-s/es for verbs, and suffix-s/es for nouns. Furthermore, the phrase or sentence from the existing hotel billboard has a structural flaw in the syntactic part which is difficult to distinguish with morphology elements. The issues with morphology and syntax are intertwined in every hotel billboard. Problems with syntax cannot be separated from morphology elements which are also problematic. This study is intended to assist lecturers in the teaching-learning process in terms of morphology and syntax. This study is expected to be useful to future researchers conducting pertinent literature. Taking into account the paucity of this research, which only tackles structures in the syntax and suffixes in the morphology.

Keywords: advertising billboard; hotel; mistakes; morphology; syntax

Introduction

Advertising billboards are large-scale, visually appealing, and established for the benefit of road users. They are typically placed in crowded areas where many people pass by. In addition to billboards placed in front of the hotel, hotels in Banjarmasin also advertise on Instagram. Due to the era's rapid advancement, billboards may now be put in almost any place (Fomukong, 2016). Using English on billboards is anticipated to pique people's attention and encourage them to visit or use the hotel's amenities (Fikri, 2022). Since these hotels' billboards use English, visitors must interpret the phrases to understand advertisements.

An understanding of linguistics is essential to understanding the use of English on billboards (Iswati, 2020). The translation of one language into another involves linguistics in a significant way. The information must be translated in more ways than simply altering every word from one language to another. The original language's

features and functionalities must also be translated into the new language through decoding and deciphering (Rezaini, 2020).

Three previous studies became references in this study. The first research was conducted by Fomukong (2016) about Stylistics Analysis in Advertising Discourse: A Case of the Dangote Cement Advertisement in Bamenda- Cameroon. This research investigated advertisement discourse and whether the meaning can be conveyed to the readers. The second research was conducted by Poejilestari (2020) with the theme An Analysis of Morphological and Syntactical Errors in Recount Text. This study reported that students experienced writing obstacles caused by interlingual factors, intralingual factors, and excessive generalization. The third research was conducted by Afdaliah (2022). This study was titled An Analysis of Phonological, Morphological, and Syntactical Errors on Teachers' Talk in EFL Classroom.

While the first study elaborated an advertising discourse analysis in the billboard, it focused on stylistic analysis to check the comprehensibility of readers to catch the intended message. In this regard, the present study is distinguished in two areas: analysis focus and the setting where the billboard is displayed.

Even though the second study is quite similar to the present study in which morphology and syntax become the tools in analyzing the phenomena, the research objects to be analyzed are somewhat different in that the recount text and teacher's talk are at the center of the investigation. Researchers conceive that this research is salient to add the void in the practical gap for hotel advertising billboards in the spectrum of linguistics analysis. Therefore, to fill this void, this research examines the morphological and syntactical analysis of advertising billboards used by hotels in Banjarmasin.

The word "Billboard" derives its meaning etymologically from the Greek words "*Reclomos*," which means "repeat," and "*clomos*," which means "call" or "shout." Therefore, billboards are repeated calls. Meanwhile, billboards are typically referred to as propaganda media used for advertising and introducing goods and services to the public. One way to successfully and affordably advertise products and brand names is through billboards (Javed & Nizamani, 2011).

A billboard is a type of information presented on billboards and typically includes graphics or catchy slogans that help people understand the message the billboard is trying to convey. Several hotels, including hotels in Banjarmasin, use billboards for advertising. The use of billboards by hotels in Banjarmasin includes some published products on platforms such as Instagram and some spots in front of the hotel.

Every sphere of human activity can benefit from the methodical study of linguistics, which is the structure and development of human language. Linguistics is the scientific study of human language (Fromkin et al., 2011). The systematic study of human language is known as linguistics (Crystal, 2008). Natural languages are the term most often used to describe human language, and linguistics is the science that studies them. The systematic study of human language is known as linguistics. Linguistics also includes morphology and syntax as fundamental concepts. They are branches of the study of languages that help us understand how a

language develops when combined with phonetics, semantics, and phonology.

In terms of morphology, it investigates how variations in word form impact word meaning and word class (Hamawand, 2011; Poejilestari, 2020). Yule (2010) stated that morphology is the study of basic forms in a language. The study of word formation from smaller meaningful units is known as morphology. The study of word production falls under the umbrella of morphology. It covers the process by which new words are added to the languages. According to Aronoff & Fudeman (2011), morphology is the area of linguistics that studies words, their internal structure, and how they are generated. It can also refer to the cognitive mechanism involved in word development. This is also supported by Lieber (2009), who defines morphology as the study of word formation, including how new words are coined in the language and vary depending on how they are used in sentences.

A morpheme cannot be broken down into smaller components but contains meaning and grammatical information like a tense and plurality marker. Free morphemes, which can stand alone; bound morphemes, which cannot stand alone; and zero morphemes, which have no phonetic shape, are the three categories into which morphemes fall. At the same time, bound morphemes are made up of affixes, content words, and function words.

Furthermore, affixes can be derivational or inflectional, depending on their purpose. Affixation is the transformation of a lexeme into a complicated expression/complex word (Karlinda, 2014; Quebec, 2022; Yastanti et al., 2021). Affixation is the process through which bound affixes and free morphemes combine to generate words.

Besides morphology, there is the term "*syntax*," which means "*order together*," which is Greek in origin. Syntax, also known as syntactical structures or word combinations, is the study of word combinations that form phrases, clauses, and sentences (Burton & Roberts, 2016).

According to the definition given above, morphology is concerned with how words are generated, whereas syntax is concerned with how sentences are created. Essentially, morphology is the study of word structure, whereas syntax is the study of sentence structure. These fields work together to assist linguists in comprehending how language functions (Abrejo et al., 2019).

Method

A descriptive qualitative technique was utilized in this study's research design. Each discovery was presented along with the information and points of view gathered from the study's natural environment (Robson & McCartan, 2016; Walidin et al., 2015). This study aims to present and precisely define a morphological and syntactic analysis of how hotels in Banjarmasin use billboards for advertising.

This study's object is to the billboards promoting various hotels in Banjarmasin. The images from the billboard commercials that were taken across a variety of occasions were specifically selected by the researchers. The two types of billboards used in this study are those put on the hotel's website, which was on Instagram, and those visible from the street in front of the hotel.

In this study, the researchers used two instruments: observation and documentation. Observation is a procedure that involves making direct observations to get information about the research object. The researchers used both offline and online observation methods for this study. The researchers made online observations by looking at hotels through Instagram social media profiles, while offline observations were carried out by the researchers by actually visiting hotels in Banjarmasin.

Additionally, the documentation technique in this study was used as a complement to get actual information in the research domain. To strengthen and refine the data obtained, and support, and complete the required data, it is necessary to collect the data using images that may support the item in this research study (Sugiyono, 2019).

During this study, the researchers visited several hotels in Banjarmasin for observation and documentation. The researchers then took images of the hotel's front-facing billboards. Additionally, the researchers utilized images posted on hotels' Instagram accounts and made observations via social media, specifically from Instagram.

The researchers observed and documented the data connected to the analysis of the linguistic viewpoint on the billboards used by hotels in Banjarmasin, then reduced the data to be arranged thoroughly and systematically and following the discussion contained in the study. Data reduction is a tool structure that allows us to select, sort, decide attention, organize, and simplify data (Rohidi, 2011). After the data

reduction stage, the researchers classified the data based on the analysis of the morphology and syntax of the billboards used by hotels in Banjarmasin. Finally, conclusions are drawn to finalize the research's findings.

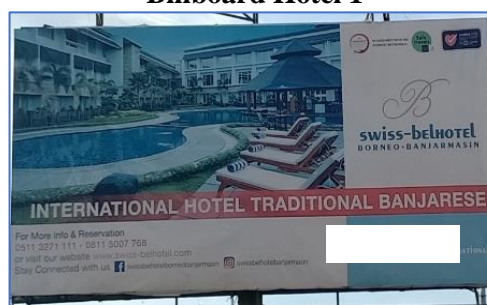
Findings and Discussion

The researchers took ten pictures of billboards from different hotels in Banjarmasin. Taking photographs was done directly by going to these hotels, and the indirect process was taking pictures of billboards from posts on Instagram. In this finding section, nine out of ten hotel billboards in Banjarmasin have writings that are inappropriate according to the linguistics perspective and the translator's view. Therefore, it will be shown in the finding below.

Hotel 1

This hotel is a three-star hotel in Banjarmasin. Billboards from this hotel are installed in front of the hotel. The researchers made direct observations of the hotel to take documentation in the form of figure:

Figure 1
Billboard Hotel 1



On the billboard installed in front of this hotel, there is a slogan that, according to a linguistic perspective, is not appropriate. There is a phrase that is inappropriate in morphology and syntax, as follows:

Table 1
Inappropriate Word/Phrase/Sentence of Hotel Billboard 1

No.	Word/Phrase/Sentence	Inappropriate	Appropriate
1.	International Hotel Traditional Banjarese	International Hotel Traditional Banjarese	<u>Internationally</u> <u>Traditional</u> <u>Banjarese</u> <u>Hotel</u>

On the hotel billboard slogan 1, there is no additional affix. The addition of affixes is necessary to make a word have the correct meaning or according to its usage. *International* word selection should be added with the suffix -ly. This change changes the form of the adjective into an adverb. Adverb suffixes are often comprised of letters that change an adjective into adverbs. After the addition of the -ly suffix on the word *international* to *internationally*, it is

necessary to rearrange existing words so that they follow the syntax. According to Wiley (2006), a suffix is a letter group added to the end of the base word. The words given *-ly* are turned into adverbs which function to modify other words in the sentence. In this hotel, the lack of adding the *-ly* suffix to the hotel's slogan. There is a word that needs to be added, suffix-ly, which is *international*.

The researchers tried to understand what this hotel wanted to convey through the billboard. In the researchers' understanding, the hotel wants to state that this hotel is an international standard hotel with local wisdom from the Banjarmasin people. Therefore, according to this theory, the researchers concluded that the words in the sentence are changed to become *Internationally Traditional Banjarese Hotel*.

Hotel 2

This hotel is also one of the three-star hotels in Banjarmasin. The billboard installation by this hotel is done on Instagram. In the documentation process, the researchers did it by taking screenshots, as presented below.



Figure 2 Billboard Hotel 2

This billboard offers wedding packages that will be obtained if you get married at this hotel. The researchers found some words and sentences that do not appropriate to the linguistics perspective.

Table 2.

Inappropriate Word/Phrase/Sentence of Hotel Billboard 2

No.	Word/Phrase /Sentence	Inappropriate	Appropriate
1.	Prasmanan start from IDR.75k	Prasmanan <u>start</u> from IDR.75k	Prasmanan <u>starts</u> from IDR.75,000,00
2.	Stall start from IDR.35K	Stall <u>start</u> from IDR.35K	Stall <u>starts</u> from IDR.35,000,00
3.	Benefit	<u>Benefit</u>	<u>Benefits</u>

In the first part, there is a sentence *Prasmanan start from IDR.75K*, the researchers stated that the verb in this sentence is not quite right. The word *start* is the first form of the verb

in the sentence. In that sentence, the word *start* should be added with the letter *-s* so that it becomes *starts*. This is according to the explanation above; the verb must be added *-s/es*.

The subject in the sentence above is *Prasmanan*, and it is the third singular person. According to Merriam-Webster, the unit K standard for a kilo. The kilo is a unit of measurement by the International System of Units or SI. We know the kilometer as a unit of distance, then the kilogram as a unit of weight. In the degrees, the kilo is equal to 1,000 grams and 1,000 meters. For this reason, some people replace thousand with K. Thus, the meaning of IDR and K in price, for example, *IDR 75K* is *IDR 75,000,00* or *Rp 75,000.00*.

The second sentence is the same as the first sentence. This sentence has an appropriate morphological aspect. If translated into Indonesian, the above sentence has the appropriate meaning but is morphologically less accurate. The subject in this sentence is the word *stall*. The word *stall* itself is part of the third person singular. This requires adding the ending *-s* to the verb. The verb in this sentence is the word *start*. To get the appropriate suitability with the morphological aspect, it is necessary to add a suffix *-s* to the verb *start* so that it becomes *starts*. The use of the suffix *-s* is needed to get the correct word in the use of the verb contained in the sentence above.

Lastly, the researchers found the next problem in writing the word *Benefit*. In the billboard, the hotel provides several benefits in each section. It makes the word *Benefit* a plural noun. Thus, the need to add the suffix *-s* to the word *benefit* to declare it as a plural form and no longer a singular noun. The word *Benefit* becomes *Benefits*. The researchers concluded that this section is included in the morphology elements.

These problems are often occurred due to a lack of adding suffix-*s/es* to the verbs of simple present-tense sentences. Murphy (2015) stated that tense could be used to express general statements of truth and habitual activity. The lack of suffix-*s/es* greatly affects the tense and morphological elements. According to the rules that apply when the subject is a singular sentence, verb one must be added with the suffix-*s/es*, which applies to the words found in this billboard.

Hotel 3

This hotel is a sharia hotel. The researchers conducted direct observations and conducted documentation at the hotel. The installation is placed right next to the entrance to the hotel.

Figure 3
Billboard Hotel 3



Based on the billboard, the researchers found two things inappropriate according to morphology and syntax point of view. The researcher in the table below serves the detail of the inappropriate example.

Table 3. Inappropriate Word/Phrase/Sentence of Hotel Billboard 3

No.	Word/Phrase /Sentence	Inappropriat e	Appropriate
1.	... start from 270.000	... <u>start</u> from <u>270.000</u>	... <u>starts</u> from <u>Rp 270.000,-</u>
2.	Free breakfast for 2 person	Free breakfast for 2 <u>person</u>	Free breakfast for 2 <u>persons</u>

The researcher found an error in writing the word *start* and the use of punctuation marks in the sentence above. In the sentence above, the verb used is *start* while the subject is the name of the hotel as explained in the previous findings that when the subject is singular, the verb must be added with the suffix *-s*. The object of the sentence above is *270.000*. Writing prices in this sentence are not quite right in English. There is no currency code in writing prices. The currency code should be added in the form of IDR/IDR. There is not only the lack of adding currency codes, but the placement of punctuation marks is also inaccurate. In English, writing thousand must be added a comma. This is different from writing in Indonesian, where writing thousand must be separated by a period. Thus, the correct writing of the price is *IDR 270,000.00*.

The word *Free breakfast for 2 person* if translated into Indonesian the meaning remains the same even though it is not added with an *-s*. Structurally, according to syntax, and when translated into Indonesian, this sentence is appropriate and understandable. However, according to the morphological view, this is wrong. There is the number 2 before the word *person* as an indication that the word has changed into a plural form. The need to add the suffix *-s* to

the word *person* to explain that person is no longer singular but has changed to plural.

The word *person* if it turns into a plural, will be two different forms of the word. The first change can be by changing it to *people* and *persons*. *Person* is one person, and *people* is more than one person. However, for very formal situations, we use *persons* for more than one person, not *people*. Thus, in this case, the researcher concluded to add the letter or suffix *-s/es* to make it plural.

Hotel 4

This hotel is one of the two-star hotels in Banjarmasin. This hotel billboard is posted on the hotel's Instagram account. The researcher takes the form of screenshot documentation in this section.

Figure 4.
Billboard Hotel 4



This billboard offers an *arisan* package. The researcher found two problems in writing on the billboard and wrote them in the table below.

Table 4. Inappropriate Word/Phrase/Sentence of Hotel Billboard 4

No.	Word/Phrase /Sentence	Inappropriate	Appropriate
1.	Rp 1.717.000	<u>Rp1.717.000</u>	<u>Rp/IDR 1.717.000</u>
2.	2 sliced special cake	2 <u>sliced</u> special cake	2 <u>slices of</u> special cake

Writing prices on billboards is not under the rules of punctuation in English. As happened in the previous billboard, namely the placement of the appropriate punctuation mark after the thousandth. Separation or thousand markers in English is a comma, while in Indonesian, it is a full stop. The currency code used is good but may be changed to IDR by international standards. Thus, writing the correct price on this billboard should be *IDR 1,717,00*.

The second view that becomes the problem is the incompatibility according to morphology.

There is a plural element contained in the arrangement of words above. The number 2 before the word *sliced*. *Sliced* itself should not use the suffix -ed but -s. The addition of the suffix -s is more appropriate to show that the noun has become plural. The word *sliced* should be changed to *slices*.

The second view that becomes a problem is the lack of compliance with the syntax elements. In general, syntax discusses the structure of a sentence. In the sentence above, there is a lack of prepositions which causes the sentence structure to be incorrect. To get the right structure syntactically, it is necessary to add the preposition between the words *slices* and *special*. A preposition is a word that is used to build a phrase that modifies another word in the sentence before a noun or pronoun. Adding this word is intended to convey the correct meaning to the reader. A preposition refers to the use of which to state the location or position and how it might complete another lexical verb (Nasrullah et al., 2020). Hence, a preposition is consequently always included in a prepositional phrase. Therefore, the result is *2 slices of special cake*.

Hotel 5

The fifth hotel, which is the object of further research, is a three-star hotel in Banjarmasin. Previously, the researcher made direct observations of the hotel but did not find a billboard installed in front of the hotel. Then, the researcher decided to make observations through the Instagram social media account and found the form of the billboard that was uploaded through the hotel's social media.

THE FRIENDSHIP HOTEL		
Room Rate		
Type Room	Rate	Publish Rate
Standard	Rp. 299.000,-	Rp. 460.000,-
Deluxe	Rp. 351.000,-	Rp. 540.000,-
Junior Suite	Rp. 595.000,-	Rp. 850.000,-

Hotel Facilities <input checked="" type="checkbox"/> Zipp Lounge <input checked="" type="checkbox"/> 24 hours Café Restaurant <input checked="" type="checkbox"/> Meeting Room <input checked="" type="checkbox"/> Drug Store <input checked="" type="checkbox"/> Taxi Service <input checked="" type="checkbox"/> Room Service	Hotel Package Facilities <input checked="" type="checkbox"/> Full Board Meeting Package <input checked="" type="checkbox"/> Full Day Meeting Package <input checked="" type="checkbox"/> Half Day Meeting Package
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Include
Single / Double bed, Breakfast for 2 person, Hot / Cold Shower.

Figure 5. Billboard Hotel 5

The researcher found the same thing with previous hotels that happened to this hotel

billboard. Here is the description of the phrase found on the billboard.

Table 5.

Inappropriate Word/Phrase/Sentence of Hotel Billboard 5

No.	Word/Phrase/Sentence	Inappropriate	Appropriate
1.	Breakfast for 2 person	Breakfast for 2 <u>person</u>	Breakfast for 2 <u>persons</u>

This problem has also occurred in previous hotels. The researcher analyzed this through a morphological view. It is because of the need to add the suffix -es/s to a plural form of a word. If interpreted, this phrase *Breakfast for 2 person* can still be interpreted by the people who see it, but in terms of form, it is not quite right from a linguistic point of view. The problem with this phrase is in the word *person*. The word *person* here indicates that it is only one or singular. However, there is a marker number 2, which indicates that it is more than one. When there is more than one noun, it is necessary to add the suffix -s/es as a marker for changing the form of the noun, which was originally singular to plural. The word *person* here must be added suffix -s to make it plural, and it becomes *persons*.

Hotel 6

This hotel is also one of the three-star hotels in Banjarmasin. The researcher made a direct observation of the place and also did the documentation. This hotel billboard is displayed in front of the hotel.

Figure 6. Billboard Hotel 6



The researchers found the same problem with the previous hotels in this billboard. The problem lies in a sentence where the structure is not quite right.

Table 6.

Inappropriate Word/Phrase/Sentence of Hotel Billboard 6

No.	Word/Phras e/Sentence	Inappropriate	Appropriate
1.	Special room	Special	Special

promo start from IDR450,000	room promo start from IDR450,000	room promo starts from IDR 450,000
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The problem re-occurs according to the morphological view. The sentence *Special room promo start from IDR450.000* structurally according to the syntax view is correct. However, there is one word that is not morphologically appropriate. The word that does not match the morphological element is the word *start*. The subject of the sentence is *Special room promo* which is a third singular noun. The use of a singular noun as a subject must be followed by a verb that is added the suffix *-es/s*. The verb of the sentence is the word *start*. The word *start* here is not added the suffix *-s*, so it does not comply with the existing provisions. The researcher decided that the word *start* should be added *-s* and become *starts*.

The use of IDR code is also used on the billboard of this hotel. The same as before, the IDR code is used to indicate the Indonesian currency code. However, the billboard for this hotel does not use the K code to show thousands.

Hotel 7

This hotel is a three-star hotel in Banjarmasin. At the time of observation, the researcher immediately went to his place directly. However, there is no billboard installed in front of the hotel. Then, the researcher decided to conduct observations and documentation sessions through the hotel's Instagram account.

Figure 7
Billboard Hotel 7



On the billboard, the hotel offers a package to stay and celebrate the new year. After looking at the hotel billboard, the researcher found two problems that are related to the linguistics perspective.

Table 7
Inappropriate Word/Phrase/Sentence of Hotel Billboard 7

No.	Word/Phrase /Sentence	Inappropriat e	Appropriate
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1.	Benefit	Benefit	Benefits
2.	New Year package start from IDR 1.200.000	New Year package start from IDR 1.200.000	New Year package starts from IDR 1,200,000

The first problem on this billboard is in the word *benefit*. The word *benefit* is a noun. The problem is that the word *benefit* in the billboard does not add the suffix *-s* as a sign that *benefit* is no longer singular but plural. The researcher analyzed this case into morphology elements. The word *benefit*, if translated into Indonesian with *benefit* using the suffix *-s*, will have a different meaning. Thus, to get and convey the true meaning must pay attention to the provisions that have been made. The use of the word *benefit*, which does not add the suffix *s*, is not only in this hotel's billboard but also in the previous hotel. The lack of awareness of plural and singular forms means that the suffix *-s* is not added to determine whether the word is no longer singular but plural.

Secondly, the syntax of the sentence above is correct. However, there is a problem morphologically in one of the words of the sentence. The word that is the problem is the verb *start*. Writing the word *start* here has often happened on billboards of previous hotels.

The subject of the sentence is *New Year package*. The subject is a singular noun. When the subject begins with a singular noun, the next verb must be added with the suffix *-s*. On the subject part, there are no problems encountered by the researcher. The verb of the sentence is the word *start*. The word *start* here is not added the suffix *-s*, so it does not comply with the existing provisions. The researcher decided that the word *start* should be added suffix *-s* and become *starts*.

On the hotel's billboard, the IDR code is also utilized. The IDR code is still used to denote the Indonesian currency code. However, the K code to display thousands is not used on the hotel's billboard. Using punctuation marks when writing prices are again experiencing problems like in previous hotels. This can be seen from the use of dots to separate thousands. The correct writing for the price on this billboard is *IDR 1,200,000*.

Hotel 8

This hotel is a three-star hotel in Banjarmasin. The researchers made observations of the place directly but did not find any billboards installed directly in front of the hotel. As before, the

researcher decided to make observations through Instagram and did documentation by taking a screenshot.

Figure 8.
Billboard Hotel 8



This hotel offers Valentine's Day packages to its visitors. When observing the billboard, the researcher again found a problem related to linguistics. The problems the researcher writes in the table below.

Table 8
Inappropriate Word/Phrase/Sentence of Hotel Billboard 8

No.	Word/Phrase /Sentence	Inappropriat e	Appropriate
1.	Breakfast for 2 person	Breakfast for 2 <u>person</u>	Breakfast for 2 <u>persons</u>
2.	Rp 375.000,-	<u>Rp</u> 375.000,-	IDR 375,000

The word *person* is the source of the problem in this statement. The word *person* here means a singular or singular noun. A singular noun is a noun that refers to only one person, place, thing, or idea. However, there is a number 2 before the word *person*, which results in the word *person* having to be added with a suffix -s. The word *person* is no longer singular but plural. Then, the word changes become *persons*.

The placement of punctuation marks is not following the procedure in English. A comma should be used in specifying thousands. However, this billboard uses a dot as a determination of thousands. Placing dots to determine thousands is indeed used in Indonesian but not in English. Thus, writing the correct price is *IDR 375,000*.

Hotel 9

This hotel is also one of the five-star hotels in Banjarmasin. This time the researchers made direct observations of the place and did documentation. This hotel billboard is installed right beside the hotel building. The size is decent but not too big.

Figure 9
Billboard Hotel 9



On this billboard, there are also the same problems with previous hotels. The researcher wrote the problem in the table below.

Table 9. Inappropriate Word/Phrase/Sentence of Hotel Billboard 9

No.	Word/Phrase/ Sentence	Inappropriat e	Appropriate
1.	Special rate start from IDR 250.000	Special rate start from IDR 250.000	Special rate starts from IDR 250.000

The sentence's subject, *Special rate* is a singular noun. When a single noun is used as a subject, it must be followed by a verb with the suffix -s/es. The word *start* is the sentence's verb. The word *start* is not added with the suffix -s in this case; hence, it does not conform with the existing rules. The researcher chose to add the suffix -s to the word *start*, so it becomes *starts*.

Moreover, writing the price has an issue this time with the motel. Punctuation should be used in English according to standard practice. When specifying thousands, a comma is required. On this billboard, a dot is used to represent thousands. Although it is not used in English, Indonesian does use dots to represent thousands. Thus, *IDR 250,000* is the correct way to write the price.

Hotel 10

The last hotel of this research is a four-star hotel, one of the most famous and luxurious hotels in Banjarmasin. At the time of observation, the researcher did not find a hotel billboard installed in front of the hotel. Then, like the others, the researcher made observations and documentation through an Instagram account.

Figure 10
Billboard Hotel 10

GREEN FOR EARTH
ROOM PROMOTION

SUPERIOR ROOM STARTS FROM
IDR **680,000**
NETT/NIGHT

Includes:
Breakfast for 2 persons
Tree seeds tagged with your name
20% discount at Galaxy restaurant
15% discount at Boemi massage & reflexology
Special laundry price 25.000/kg

Info & Reservation:
Phone 0511 327 7777
WhatsApp 0816 457 7777

Valid March 5th - April 5th 2022
Based on availability
*terms & conditions applies

60+
EARTH HOUR
This Earth Hours Movement
#Connect2Earth
#DaretoBgreen

On this hotel billboard, the researcher did not find any problems like those in previous hotels. The problems that often occur in previous hotels, for example, in verbs that must be added with the suffix -s/es and plural nouns, have been overcome by this hotel. There are quite large words, such as *GREEN FOR EARTH*, already well understood, and the choice of words used looks simple but can be understood by the public. Next, there is a simple present tense sentence in the form of a notification of the price of the hotel room offered. The sentence *Superior room starts from IDR 680,00 net/night* is already used in the correct structure. The verb has been added with the suffix -s because the subject of the sentence is a singular noun. The last one is the word *Breakfast for 2 person*, this word is often wrong in previous hotels, whereas in other hotels, the suffix -s is not added to the word person. Even though the word in front of the word person has the number 2, which indicates that the word *person* will become plural, it requires the addition of -s. This hotel billboard has applied both singular and plural a noun.

According to the findings, nine out of ten billboards advertising hotels lack the suffix-ly, additional suffix-s/es for verbs, and suffix-s/es for nouns, among other morphologically inappropriate elements. Meanwhile, the issue with syntax is that various phrases or sentence forms may be seen on nine out of ten current hotel billboards. The syntax will also be confusing if there are morphology issues. This has to do with morphology and syntax. Morphology and syntax problems are associated with the issues that plague every hotel billboard.

In the billboard of hotels in Banjarmasin, as written in the Finding section, nine out of ten billboards have inappropriate with a morphological and syntactical points of view. The problems on the hotel billboards are interrelated between morphology and syntax. In accordance with what is in chapter II, there is an

understanding of morphology and syntax. Syntax is the study of word combinations that form phrases, clauses, and sentences, also known as syntactical constructs (Lahuerta, 2018; Nugraha, 2020).

The Problem in Morphology

After seeing the results of the finding section, nine out of ten billboards hotel are unsuitable according to morphology. Yule (2010) mentions that morphology studies basic forms in a language. This is in accordance with the description of morphology in part two, according to (Afdaliah, 2022; Malik, 2015; Simpson et al., 2020). Several morphological criteria have been written in chapter two that serve as benchmarks for obtaining results.

a. Problem in Suffix-ly

According to Yastanti et al. (2021), a suffix is a letter group added to the end of the base word. It frequently signifies the part of speech and sometimes adds meaning. Words with the suffix -ly are often found in English, for example, beautifully, perfectly, and quickly. Words ending in -ly are usually adjectives and nouns. suffix-ly is a suffix that forms an adverb of an adjective. The words given -ly are turned into adverbs that modify other words in the sentence. Many adverbs end in -ly because it is an easy way to turn an adjective into an adverb. The -ly suffix is also the best way to describe how, or how often, something is done. Examples of adverbs ending in -ly are: angrily, happily, hardly, smartly, slowly, smoothly, calmly, carefully, clearly, easily, gently, and rudely.

The first problem starts with the billboard at hotel 1. In this hotel, the lack of adding the -ly suffix to the hotel's slogan. The sentence that is the problem in the billboard of hotel 1 is "International Hotel Traditional Banjarase". In that sentence, there is one word that needs to be added suffix-ly to get the exact meaning. The addition of the suffix-ly is placed at the end of the word International. The changing of the word international to internationally is a change from the form of an adjective to an adverb.

b. Problem in Suffix-s/es to Verb

Verbs added with -s or -es follow a singular third-party subject, such as he, she, and it. Furthermore, the verb gets the addition of -s or -es only in present-tense sentences. Verbs ending in -s and -es are used in present tense sentences that use a singular third-party subject (she, he, it, or the name of a person/thing). Verbs ending in -es are verbs that end in the letters o, s, x, z, ch, and sh.

The second problem that often occurs is the lack of adding suffix-s/es to the verbs of simple

present tense sentences. The tense is used to describe an event or something that happened all the time or repeatedly. Tense can also express general statements of truth and habitual activity (Imami et al., 2021; Phoocharoensil, 2017). The lack of suffix-s/es significantly affects the tense and morphological elements. The addition of this suffix to the verb cannot be separated from the subject used. All the subjects on the billboards of hotels are singular. According to the rules that apply when the subject is a singular sentence, verb1 must be added with the suffix-s/es. One problem that needs to be added to the suffix-s is that in the sentence, "Prasmanan start from IDR.75k". In this sentence, the verb needs to be added with a suffix-s in accordance with applicable regulations.

c. Problem in Suffix-s/es to Noun

Nouns that are added -s or -es are used to indicate that the noun is more than one or plural. Plural nouns are used for more than one object. A suffix or addition will follow nouns in the form of -s or -es. The use of these two additions cannot be arbitrary. The use of suffixes or additions to plural nouns has its own rules for each noun. Plural nouns (plural nouns) are generally formed from singular nouns plus the ending -s (books, cats). Single nouns ending in ch, sh, ss, or x plus the ending -es (boxes, kisses). Single nouns ending in o are added to -es, but some other nouns ending in o are simply added to -s (potatoes, videos). For singular nouns ending in y where the previous letter is a consonant, the plural form is added with the suffix -ies (babies).

The third problem that often occurs is the same as in the second problem: the lack of suffix-s/es. The difference lies in the noun. Two nouns do not add a suffix-s/es: benefit, person, and sliced. These two nouns need to be added with a suffix to clarify their meaning. They need to be added a suffix to make it plural because there are things that cause them to change form from singular to plural.

From the explanation above, it can be concluded that there are three main problems according to morphology. All of which require the addition of different suffixes according to their individual needs.

The Problem in Syntax

Different from the morphology, in the syntax section, there are only two out of ten hotels that experience discrepancies according to the syntax view. In linguistics, syntax refers to the rules that govern how words combine to form phrases, clauses, and sentences. Syntax is included in a field of study that focuses on how phrases and sentences are formed from certain words to create

a good structure for meaning (Agler, 2013; Bahtiar et al., 2021). The syntax section can be elaborated as follows:

a. The Structure Problem

Syntax is a study of principles and processes by which sentences are constructed in a particular language (Burton & Roberts, 2016). In linguistics, the study of the rules that govern how words combine to form phrases, clauses, and sentences. Syntax is one of the significant components of grammar, the arrangement of words in a sentence. Some errors affect texts larger than the word, namely phrases, clauses, and sentences.

The first problem lies in the slogan on the first hotel billboard. An inaccurate word layout results in a mismatch. The slogan is "International Hotel Traditional Banjarase". Before the structure is changed, one of the words must be changed first. The word that has changed is the word international to internationally. This has been explained in the morphology section above. after undergoing a change, change the word's structure so that it is in accordance with the syntax view. The change to Internationally Traditional Banjarase Hotel.

The second problem, according to the syntax is in the sentence "Prasmanan start from IDR.75K". Prasmanan start from IDR.75K is one of the many sentences found on hotel billboards that experience structural problems. The problem here occurs in the verb section. The verb used is not added with the suffix -s. In accordance with the rules in grammar, if the subject used is singular, then the verb must be added with the suffix -s. Even though the use of suffixes is in the morphology section, to make a sentence structured into a correct sentence is also an understanding of syntax.

The third problem is "2 sliced special cake". The same as the first problem, namely the need for changes according to the morphological elements in one of the words. It can be seen in the word sliced, which should be slices because it is a plural form after changing or adding a suffix need to see the structure. Even though the suffix has been added, it is still structurally wrong. The preposition needed to connect the two words is the word of. The placement of the word of is between the word slices changed from "sliced" to " special. Adding the word of is intended to convey the right meaning to the reader. Prepositions are function words that indicate how a noun or noun phrase relates to the rest of the sentence. The researcher concluded that the initial words had changed to 2 slices of special cake.

The last is "benefit and person". Both of these problems have actually been explained in the morphology section. However, this problem also concerns syntax matter. In this section, the context of the two words must be seen to be analyzed both in morphology and syntax. Syntactical, the words benefit and person experience the problem of the lack of adding the suffix -s while having several elements that make them no longer singular but plural. Understanding the context of a phrase or sentence is very necessary.

In summary, from the syntax section, nine problems occur from ten existing hotel billboards. The problems come in sentence structure. The problems occur in the sentence structure; there are some problems in the word structure in the morphology section. Thus, the problem in the syntax section can be resolved after fixing the morphology section. After seeing the discussion results, it can be concluded that morphology and syntax are related. Morphology deals with understanding how words are formed, while syntax focuses on how sentences are developed (Chennoufi & Mazroui, 2016; Lahuerta, 2018). The problems in every hotel billboard are interrelated between morphology and syntax.

Conclusion

This current study contributes to giving empirical evidence on the use of proper English to tailor the meaning in the advertisement field in the spectrum of morphological and syntactical English views. In this regard, billboard advertisement makers need to pay attention when announcing and attracting customers using English. They can consult first with those who are literate in English properly and correctly because it can make a pleasing and easier impression for international travelers visiting our place. By so doing, the readers or travelers can easily catch the meaning conveyed by the hotel billboard advertisement.

This object of research becomes the point of difference from the previous research. While the first study elaborated on an advertising discourse analysis in the billboard, the second study focused on stylistic analysis to ensure readers' comprehension of the intended message. In this regard, the current study differs in two ways: the focus of the analysis and the setting in which the billboard is displayed. Even though there are similarities between the research conducted by Poejilestari (2020) and Afdaliah (2022) in which morphology and syntax are employed as the analysis tools, the research objects being analyzed are noticeably different where the recount text and teacher's talk is the center of the

investigation. Researchers believe this study is important because it fills a void in the practical gap for hotel advertising billboards in the spectrum of linguistics analysis. In this setup, linguistic issues were discovered on nine out of ten hotel billboards. From a linguistic standpoint, two key issues with this study are connected to morphology and syntax. First, some suffixes are not added to the morphological section. The lack of the suffix-ly and additional verbal suffixes on the billboard is one of the issues. This occurs due to numerous hotels' billboards using the simple present tense. These hotels identified as having the issue are hotels 2, 3, 6, 7, and 9. The morphological part also showed that nouns were not given the suffix-s/es. The addition of this suffix must determine the noun's type. It was found that hotel billboards 2, 3, 4, 5, 7, and 8 have this problem.

The syntactical structures are also used improperly because nine out of ten hotel billboards use the exact phrase or sentence structures. Issues with morphology are closely tied to syntactic issues. The issues with morphology and syntax are intertwined in every hotel billboard. Researchers are aware of how crucial it is to balance morphology and syntax while composing a phrase or a sentence so that the meaning can be received naturally.

Despite the contribution of this research findings for hotel management parties who would like to make an advertisement, the researchers acknowledge the limitation of this study, especially for language education students and future researchers who would like to conduct similar research since the setting of research is limited only in a smaller area. It is recommended that a broader scale can be involved to depict more convincing results.

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