



GRAMMATICAL COHESION IN THE GOOGLE ADWORDS FUNDAMENTALS

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ABSTRACT

As a leading advertisement product nowadays in internet, Google provides information and tutorial of The Google Adwords Fundamentals of its website. The Google AdWords Fundamentals has to have a good cohesion. In this case, Google should pay attention on the rule of writing, such its grammar, vocabulary used, and the lexical devices. This study aim to find out the types of grammatical cohesion and describe the grammatical cohesion in The Google AdWords Fundamentals. The research of this study is limited to all clause that have types of grammatical cohesion. This research used descriptive qualitative method in order to describe and identify the grammatical cohesive devices used in The Google AdWords Fundamentals. The technique of data analysis in this research was based on Halliday and Hasan (1976) by reading the data, analyzing and classifying the clause into the types of grammatical cohesion, and then drawing conclusion.

From the analysis of The Google Adwords Fundamentals, the researcher can conclude that The Google Adwords Fundamentals uses grammatical cohesive devices in constructing the text. Actually grammatical cohesive devices help the readers to easily understand the text in The Google Adwords Fundamentals.

The largest grammatical cohesive device number is the Personal References, 555 words (50.14 %). There are Additive Conjunctions with 209 words (22.20 %) which means it is the second most used cohesive device in The Google Adwords Fundamentals. The grammatical cohesive devices that occurred in The Google Adwords Fundamentals shows that the Personal References became the primarily use. First because Advertisement Company feels the need of comfortable text and makes the reader feels closer because the Personal Reference points the reader directly. Secondly, because the data was taken from written data so basically it has reference or conjunction devices in nature.

Keywords: *Advertisement, Descriptive Qualitative, Google Adwords Fundamentals, Grammatical Cohesion, Language*

INTRODUCTION

People use language to create communication. In doing communication, people are able to use two channels. These channels are also known as media. They are spoken and written. Spoken communication holds in speaking, conversation or even speech. Written language can be seen in the form of novel, short story, scientific works, advertisement etc. Advertisement means the act or process of advertising and a public notice especially one published in the press or broadcast over the air (Merriam-Webster.com). Online advertisement is one example of primary advertisement found in internet.

A leading advertisement product nowadays is Google Adwords by Google Company. Google Adwords is Google's main product and offers pay per click, which is cost per click advertising, cost per thousand impressions or cost per mile advertising, and site-targeted advertising for text, banner, and rich media ads. However, when people decide to use Google Adwords they have to take a brief explanation in order to know how Google Adwords works which can be found in The Google AdWords Fundamentals.

Google creates Adwords Fundamentals section to provide informations and tutorial about Google AdWords. In this case Google should have requisite as a good text. According to Beugrande and Dessler (1981 : 3-10) "A text is a communicative occurrence which meets seven standarts of textuality". The requisites of a good text are intentionality, acceptability, informativity, situationality, intertextuality, coherence and cohesion.

Intentionality deals with the attitude of the writer and acceptability deals with the reader's attitude. Informativity refers to the message from the text. Situationality covers the factor that makes the text relevant. Intertextuality deals with the previous knowledge from the previous text. Coherence refers in the textual world. Cohesion concerns in the surface of the text which includes the grammatical dependence of the word.

Cohesion is important both to the readers in constructing the meaning from a text and to the writer in constructing the meaning from a text and to the writer in creating a text that can be easily comprehended. Cohesion which is part of the grammatical device from the text, should be used properly in order to make the text comprehended.

The Google Adwords Fundamentals has to have a good cohesion in order to make people understand the way it works. In this case, Google should pay attention to the rule of

writing, such its grammar, vocabulary used, and the lexical devices. Cohesion makes the text composed meaningfully connect to each other in sequence.

Grammatical cohesion plays an important role in making a text read well both to the readers in constructing the meaning from a text and to the writer in creating a text that can be easily comprehended.

The Google Adwords Fundamentals provides information about how Adwords works so it must uses grammatical cohesion to make the reader easily understand.

This study aims at showing the cohesion of The Google Adwords Fundamentals. The researcher attempts naturally to find the cohesive devices which are involved in a text and then connects them to find wheter it have cohesiveness or not. The researcher tries to show cohesiveness that occurs in The Google Adwords Fundamentals with finds the cohesive device; grammatical cohesive device which are involved in a text, and then connects them to find whether a text has cohesiveness or not, if it does, then the researcher could find the process of text.

RESEARCH METHOD

Data and subject

The data of this study were clause of The Google Adwords Fundamentals and The Google Adwords Fundamentals as the subject of the study,

Unit of Analysis

The unit of analysis of this study is clauses on selected pages which have grammatical cohesive devices in The Google Adwords Fundamentals.

Techniques of Data Collection and Analysis

Before analyzing the data, the researcher collected the data as the media of doing this research. Thus the researcher searched the data from some sources in internet. After compiling some sources, the researcher choose Google as the subject and selecting The Google Adwords Fundamentals as the source of data. The following step is downloading the Google Adwords Fundamentals file from its website. Then the data were collected by using find tool (CTRL+F) on

The Google Adwords Fundamentals and the last one is analyzing the data clause which have grammatical cohesive devices.

After the data had been collected, they were analyzed by using Hasan and Halliday (1976) theory by following steps. First, reading the data of each clause in The Google Adwords Fundamentals. Then analyzing and classifying the clause into the types of grammatical cohesion and draw the conclusion of the analysis. The researcher took the conclusion as the result of the research.

FINDING AND DISCUSSION

Findings

In this part the researcher shows the data that have been analyzed. The grammatical cohesive devices are shown in Table 4.1

Table 4.1 Grammatical Cohesive Devices on The Google Adwords Fundamentals

No	Types of Grammatical Cohesive Devices		Number	Percentage
1	Reference	Personal Reference (PR)	555	50.14 %
		Demonstratives Reference (DR)	139	12.56 %
2	Conjunction	Comparatives Reference (CR)	73	6.59 %
		Additive Conjunction (Add. C)	209	18.88 %
		Adversative Conjunction (Adv. C)	20	1.80 %
		Clausal Conjunction (CC)	60	5.43 %
		Temporal Conjunction (TC)	51	4.60 %
Total			1107	100 %

From Table 4.1, there are 1107 grammatical cohesive devices found in The Google Adwords Fundamentals. The greatest number of grammatical cohesive devices that occurred in The Google Adwords Fundamentals is Personal Reference. The number of Personal Reference is 555 (50.14 %) from the total of grammatical cohesive devices used in The Google Adwords Fundamentals. There is no substitution and ellipsis found in The Google Adwords Fundamentals.

Reference

Reference creates cohesion by creating link between elements. Reference refers to system which introduces and track the identity of participant through text.

Personal Reference

Personal reference is reference by means of function in the speech situation through the category of person. The category of personal is divided into three classes of personal pronouns (I, you, we, he, she, it) which function as a subject or object (me, you, him), and possessive pronoun (my, your, their, his, our, its.). Personal Reference can be used to refer back to a noun mentioned earlier in the text (anaphoric reference) or to a noun which the pronouns proceed (cataphoric reference).

Excerpt 1

*Choose where your ad appears, set a budget **you** are comfortable with, and measure the impact of your ad. There's no minimum spending commitment. **You** can pause or stop anytime. (4)*

Cohesion analysis:

The reference *you* (personal pronoun) is categorized as personal reference. The personal pronoun *you* refer outside of the text (exophoric) to *the reader of the text*. This reference creates cohesion relation which is shown in the text, so we can interpret the text. The whole sentence constitutes a text. It is important because we should pay attention to *your* which refers to *the reader of the text*. Based on the occurrence of reference *you*, it can be concluded that clause 4 is cohesive.

Demonstrative Reference

Demonstrative reference is expressed through determiners and adverb. In the case of demonstrative, the word *this, these, that, those, here, the, now, and then* are used. That type of reference can represent a single word or phrase.

Excerpt 2

By creating a list of keywords that are relevant to your product or service, and making sure they're specific rather than general (for example, "fresh flower delivery" rather than simply "flower"), you typically can show your ad to the people who are most interested

*in your product or service. **This** improves your ad's performance and helps your advertising dollars go further.(17)*

Cohesion analysis:

The word *this* is found in clause 16. It is categorized as demonstratives reference. The word *this* refers back (anaphoric) to *By creating a list of keywords that are relevant to your product or service, and making sure they're specific rather than general* which is stated previously in sentence 8. This reference creates cohesion relation which is shown in the text, so we can interpret the text. The whole clause constitutes a text. It is important because we should pay attention to *this* which refers to the previous sentence which is *By creating a list of keywords that are relevant to your product or service, and making sure they're specific rather than general*. Based on the occurrence of reference and connection into previous words, it can be concluded that clause 16 is cohesive.

Comparative Reference

Comparative reference contributes to textual cohesion by setting up a relation of contrast.

Excerpt 3

*Now let's suppose that multiple advertisers use the **same** keyword to trigger their ads or want their ads to appear on the same websites. (28)*

Cohesion analysis:

The word *same* is found in clause 28. It is categorized as coparatives reference. The references *same* relates (anaphoric) to similarity of *keyword*. This reference creates cohesion relation which is shown in the text, so we can interpret the text. The whole clause constitutes a text. It is important because we should pay attention to *same* which refers to *keyword*. Based on the occurrence of reference and connection into previous words, it can be concluded that clause 28 is cohesive.

Conjunction

Conjunction creates cohesion by relating sentences and paragraph to each other by using words from the class of conjunction or numerals.

Additive Conjunction

The additive relation is conjunction which shows explanation of the previous sentence.

Excerpt 4

*Keywords are words or phrases you choose that can trigger your ad to show on search **and** other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. (12)*

Cohesion analysis:

In sentence on clause 12, the conjunction *and* is categorized as additive conjunction. This conjunction is mentioned in the clause above links *search* and *other sites* which creates cohesion in the text, so we can interpret them as a whole. The whole clause constitutes a text. It is important because we should pay attention to *and* which relates to the statement that is mentioned in the following clause. Based on the occurrence of conjunction, it can be concluded that clause 12 is cohesive.

Adversative Conjunction

The basic meaning of adversative relations is contrary to expectation.

Excerpt 5

*Keywords can trigger your ads to appear next to search results on Google and other search sites. **But** keywords can also trigger your ads to show on other sites across the Internet -- Google-owned properties like YouTube and Google's partner sites like NYTimes.com or Families.com, for example. (20)*

Cohesion analysis:

The conjunction *but* is categorized as adversative conjunction. The conjunction *but* shows the contrastive relation between *keywords can trigger ads to appear next to search* and *to show on other sites* which creates cohesion in the text, so we can interpret them as a

whole. It is important to pay attention to *but* which relates the contrastive statement that is mentioned in the following statement or sentence. Based on the occurrence of conjunction, it can be concluded that clause 20 is cohesive.

Causal conjunction

The simple form of causal relation is expressed by *so, thus, because, so that.*

Excerpt 6

*Your ad is displayed to people who are already searching for the kinds of products and services you offer. **So** those people are more likely to take action. (66)*

Cohesion analysis:

The conjunction *so* is categorized as causal conjunction. The *so* here presents the effect of *Your ad is displayed to people who are already searching for the kinds of products and services you offer* and *those people are more likely to take action* as the effect. The function of *so* has some relation between cause and effect, which creates cohesion in the text. It is important because we should pay attention to *so* which relates the cause and effect of the statement that is mentioned in the following statement or sentence. Based on the occurrence of conjunction, it can be concluded that clause 66 is cohesive.

Temporal Conjunction

Temporal conjunction related to sequence in time and place, when and where the one is subsequent to the other.

Excerpt 7

*A web page where you send customers **after** they've clicked on your ads. (148)*

Cohesion analysis:

The conjunction *after* is categorized as temporal conjunction. The conjunction *after* explains the time about *customers cicked on the reader ads* The temporal conjunction shows the time when the event takes place. The whole clause constitutes a text. It is important

because we should pay attention to *after* shows the time when some events take place. Based on the occurrence of conjunction, it can be concluded that clause 148 is cohesive.

CONCLUSION

From the analysis of The Google Adwords Fundamentals, the researcher can conclude that The Google Adwords Fundamentals uses grammatical cohesive devices in the text. Actually grammatical cohesive devices help the readers to understand the text in The Google Adwords Fundamentals.

The grammatical cohesive devices consist of reference, substitution, ellipsis, and conjunction. Based in this research it is known that advertising company such as Google uses proper text in order to make the reader easily understands the content of Adwords.

Grammatical cohesion plays an important role to make a smooth sequence in a text. In this case, Google as a leading advertisement company created The Google Adwords Fundamentals as a tool to introduce what is Adwords and how it works by using grammatical cohesive devices to make the reader feel easy to understand.

The grammatical cohesive devices that occurred in The Google Adwords Fundamentals shows that the Personal References became the primarily use. First because Advertisement Company feels the need of comfortable text and makes the reader feels closer because the Personal Reference points the reader directly. Secondly, the data was taken from written data so basically it has reference or conjunction devices in nature.

From the occurrences of the types of grammatical cohesion in The Google Adwords Fundamentals, it can be concluded that The Google Adwords Fundamentals are cohesive.

There is no substitution and ellipsis because those types are usually found in the spoken data.

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