

## ANALYSIS ON DICTION AND TYPES OF SENTENCES USED ON DRUG BROCHURES

Putu Rusanti<sup>1</sup>, I Gusti Agung Galuh Wisnadewi<sup>2</sup>

Faculty of Health  
Institute of Technology and Health Bali  
Denpasar, Indonesia  
[rusanti.putu@gmail.com](mailto:rusanti.putu@gmail.com)

### Abstract

A drug brochure is a small or thin book containing the information about a matter or activity. The purpose of this study was to describe the types of diction and sentences used in drug label and to find out the function of these sentences. This study employed qualitative design. The samples used in this study were 10 English drug labels. In order to find out the function of these sentences, the researcher conducted interviews with experts in the field of language and pharmacy. This study was analyzed descriptively. The result of this study showed (1) the dominant type of diction used in drug labels was denotative diction which meant to show the actual meaning of the word, (2) the types of sentences used in drug labels were declarative sentences and imperative sentences, (3) the function of declarative sentences was to provide information, news or events to the readers and the function of imperative sentences was to ask or prohibit someone to do something. It is expected that this study can be used to teach nursing students in explaining medication to the patients

**Keywords** – *discourse analysis, diction, types of sentences, drug brochure*

### Introduction

People use language to communicate and share their ideas with others. It can be taken in the form of spoken and written language. In spoken form, the people will be easier to communicate. They can give feedback directly to the interlocutor such as by asking question or interrupting in the middle of communication. Meanwhile, in written form, there is no access for giving feedback directly and the people have to imagine the reader's reaction because they do not meet the author directly. In written form, A text can be assessed through the discourse competence of an author. If the author has a good competence in word choosing and order in a good structure, the reader will easily get the meaning. The example of information shared in written form is brochure, leaflet, poster, newspaper, and others.

A brochure is one of the means of communication which contain with short and concise information. Brochure is a small or thin books that contain information about a thing or activity (Kurnia, 2015). Brochure contains information or explanation about a product, service, public facility, company profile, school, or are intended as a means of advertising. The information in the brochure is written in concise language and is intended to be easy to understand in a short time. The main function of brochure is to provide information to the general public about the product to be offered in detail. We often find a brochure inserted in medicine case. Every drug brochure has systematized standard use language so that it presents certain patterns.

A drug brochure has its own way to give the explanation to the readers. The way in which the choice of words to attract the readers is called diction. Keraf (2009) explain diction is one of the important elements because it will affect how the readers interpret the sentences they read. Moreover, diction can help to understand the use of words in drug brochure. Sentences are

Investigating the use of diction and type of sentences in drug brochure might be an important phenomenon. It can be used by nursing students when learning English for Nurses (EFN). This subject is part of English for Specific Purpose which is learned by non-English major students. Looking at the purpose of the subject, English for Nurses (EFN) emphasizes on students' productive skills such as speaking (Medlin, 2009). Acquiring English speaking skill is absolutely necessary considering that in this era of globalization in which the patients come from different backgrounds. In English for Nurses (EFN) subject, there is a topic about explaining medication. In this chapter, the students are expected to be able to explain the medication to the patients. They should understand the meaning of the sentences used in the drug label and then give the information to the patients.

Several studies have been conducted on analyzing type of sentences. Nevertheless, those studies focus on other texts. Aqmarina (2013) entitled structural analysis of imperative sentences of the medicine brochures. The study employed descriptive qualitative and the data were collecting by documentation with the techniques were reading, identifying, and classifying data. The data were analyzed by using Chinese box and the result of the study showed that there were six types of imperative sentences.

Another previous study was conducted by Saraswati and Johan (2020) have done research on the syntactic analysis of declarative sentences in BBC news articles and its application in teaching grammar for the twelfth grade of vocational high school. The result of the study showed that there were four types of declarative sentences found such as simple sentences, compound sentences, complex sentences, and compound-complex sentences. This study was focusing on analysis the declarative sentences and then those were applied in teaching grammar for vocational high school.

Moreover, Andriani and Bram (2021) also conducted research on syntactic analysis of sentences pattern and types of BBC news articles. The data were collected from ten BBC news published in October 2020. The result showed that there were five sentences pattern used and four types of sentences. The most frequent sentences pattern was S+V+O (42%) and the most frequent sentence type was the complex sentence (52.6%). From the studies related literature found that the studies focus on declarative sentence and imperative sentence. This study will describe the diction and type of sentences used in drug label or drug brochure.

In nursing students, English for Nurses (EFN) is a subject that should be acquired by the students. One of the topics presents about explaining medication. Here, the students will read the drug brochure and explain to the patients. The purpose of this study is (1) to identify the diction used on drug brochure, (2) to identify the type of sentences used in the drug brochure, and (3) to describe the function of the sentences used in drug brochure. The urgency of this study is as the additional information in teaching EFN with the topic about explaining medication. It is expected that the result of the study will help the lecturer in English for Nurses (EFN) class.

## Methods

This research employed qualitative design. Qualitative design is a method of choice when a direct description of the desired phenomenon is explained (Sandelowski, 2000: 339). According to Moleong (2014:5) descriptive research is a method of research with trying to picture out and interprets the object as in the fact. So, this descriptive research has purpose to identify the diction and types of sentences used on drug brochure and describe the purpose of the sentences.

The data were collected by using documentation method and interview. The object of the study was ten drug brochures. The documentation method was done since the data source was obtain on the written text. According to Andriani and Bram (2021) documentation is a

method used to get data about some variables like magazine, recording, book, and letter. Interview was done in order to do triangulation of the research. It was done to get the information about the function of the sentences.

The data were analyzed descriptively based on Miles and Huberman. Miles and Huberman (1994:16) stated that there are three activities on data analysis such as data reducing, data display, and conclusion. First, the data were categorized based on type of sentences and diction used in the sentences. After reducing the data, then those were displayed in the form of table. In presenting data, the researcher described the data in the form of description. The last step was conclusion drawing. The conclusion was taken from the result of data display.

### Finding and Discussion

In this section, the results for each research question are presented. The first part discusses the result of the diction used in drug brochure. Then, the following part is the results regarding the type of sentences. The last part is the function of the sentences.

#### 1. The Diction used on Drug Brochure

The way in which the choice of words to attract the readers is called diction. Keraf (2009) explain diction is one of the important elements because it will affect how the readers interpret the sentences they read. Moreover, the right choice of words can help to understand the meaning of the sentences in drug brochure.

There were two types of diction such as denotative meaning and connotative meaning. Denotative meaning is also known as conceptual meaning deals with the core meaning of expression or literal meaning (Zuhdah & Alfain, 2020). Denotative meaning is the first order meaning which is objective that can be given to a symbol. For example, the word “home” in denotative there is no other meaning except a place where someone live in. It shows that denotative meaning can be defined as literal meaning of a word. The examples of denotative meaning could be seen in table 1.

Table 1. The Examples of Denotative Meaning

No	Denotative	Drug brochure
1	Safety and effectiveness in children below the age of fourteen have not been establish	Pronicy
2	During the treatment, patients should not drive vehicle or operate machinery	Histapan
3	It is not recommended for children under 2 years old, unless on the physician advice	Tremenza Pseudoephedrine HCl, Triprolidine HCl Tablet
4	It must not be used in patients with severe kidney disease	Incidal OD
5	The product should be administered carefully to elderly patients	FG Troches Meiji

Table 1 showed there were some denotative meanings. One of the examples is on the sentence “*The product should be administered carefully to elderly patients*” (example number 5). In this sentence, the word elderly means someone whose age is between 65 years old or more. There is no other meaning because the sentences what to emphasize that this medicine should be carefully taken for elderly.

In the other hands, connotation is defined as a word means something else, the additional meaning or sense value contained in a word. It describes the interaction that occurs when the

sign meets the feeling or emotion of their users and the value of their culture (Zuhdah & Alfain, 2020). Connotative meaning means that the second order meaning that can be given to symbols with reference to cultural values (Saifuddin, 2018). For example, the word home in connotative meaning love, comfort, and family. It means that connotation is considered one method of describing meaning the meaning of the world and the cultural background in the text.

From the result, connotative meanings were not found in drug brochure. It was caused by connotative meaning refers to the second meaning. In drug brochure, all of the words contained its own meaning. It was different with the diction in the poem or any literature in which the reader needs the beauty of the words. However, in drug brochure, the reader must understand the actual meaning of the words. Therefore, the most frequent diction was denotative meaning.

## 2. Type of Sentences used on Drug Brochure

Based on the purpose of the sentences, there were four types of sentences such as declarative sentences, interrogative sentences, exclamatory sentences, and imperative sentences (Kuswoyo, 2014). After observing ten drug brochures, it was only found two type of sentences such as declarative and imperative sentences. The result of sentences types was presented in table 2.

Table 2. Type of Sentences used on Drug Brochure

No	Drug Brochure	Declarative Sentences	Interrogative Sentences	Exclamatory Sentence	Imperative Sentences
1	FG Troches Meiji	5	-	-	3
2	Incidal OD	8	-	-	2
3	Merislon 12 mg	13	-	-	5
4	Dramamine	10	-	-	3
5	Cataflam	8	-	-	6
6	Tremenza Pseudoephedrine HCl, Triprolidine HCl Tablet	6	-	-	3
7	Pronicy Cyproheptadine HCL	11	-	-	5
8	Biolysin	5	-	-	6
9	Histapan	9	-	-	5
10	Thiamycin	7	-	-	7
	Total	82	-	-	45

Table 2 showed that the most frequent type of sentences was declarative sentences then imperative sentences. Declarative sentence states an idea or provides information and it does not give a command nor does it ask a question. A declarative sentence ends with a period. The sentence consists of a subject and a predicate. The subject may be a simple subject or a compound subject. The subject is placed in front of the verb. In other word, in a declarative sentence the subject and predicate have normal word order. It may take the passive and negative form. The example of declarative sentences can be seen in the table 3.

Table 3. The Examples of Declarative Sentences

No	Declarative Sentences	Drug brochure
1	Thiamphenicol is an antibiotic for treatment of infections caused by sensitive organisms.	Thiamycin
2	Thiamphenicol has a broad-spectrum antibacterial activity against both gram positive and gram negative	Thiamycin
3	It must not be used in patients with severe kidney disease	Incidal OD
4	Mebhydrolin inhibits histamine effect in blood vessel, bronchus and various muscle	Histapan
5	Cyproheptadine is an antihistamine and serotonergic agent with complete with histamine and serotonin for receptor sites	Pronicy
6	The active ingredients is diclofenac potassium	Cataflam
7	Merislon tablets are contraindicated to the patients with pheochromocytoma	Merislon
8	Careful dosage is necessary if the patient has a history of digestive ulcer or an active digestive ulcer	Merislon

From table 3, we can see the example of the sentence “*Merislon tablets are contraindicated to the patients with pheochromocytoma*” (example number 7). The sentence consists of subject predicate and object. This declarative sentence is a simple sentence in a passive form which has only one clause. It has a subject (*Merislon tablets*) and a predicate (*contraindicated*) with noun phrase.

Furthermore, the imperative sentences were also found in the drug brochure. Imperative sentences do not simply state a fact but rather tell someone to do something. These can be in the form of friendly advice, basic instructions or more forceful commands. The imperative sentences commonly formed by verb as the predicate and completed by object (Umriyah, 2018). Many imperative sentences end in periods, but some of the more forceful demands may end in an exclamation to highlight the emotion. The example of imperative sentences can be seen in the table 4.

Table 4. The Example of Imperative Sentences

No	Imperative Sentences	Drug Brochure
1	Do not use for prevention of bacterial infections and treatment of trivial infections, throat infections and influenzae	Thiamycin
2	Store below 30°C	Thiamycin
3	Discontinue treatment upon the onset of hypersensitivity reaction	FG Troches Meiji
4	Do not store above 30°C	Cataflam
5	Protect from moisture and heat	Cataflam
6	Drug should be kept out of the reach of children	Cataflam

From table 4, we can see the example of the sentence “*Store below 30°C*” (example number 2). This sentence showed that the subject was omitted and replaced by verb. Typically, imperative sentences begin with a verb that issue a command. This sentence has meaning to give instruction to the reader directly store the drug below 30°C. The imperative sentences were found in drug brochure because its main function is to provide instruction, make a request or demand, offer an invitation, or advice. By giving simple instruction, the reader will understand. Moreover, it was stated in brochure in which having a short space.

### 3. The Function of Sentences

Based on the result showed that there were declarative sentences and imperative sentences used in drug brochure. Based on its function, declarative sentences have the function of providing information, news or events to other people without expecting a special response (Purwanti, 2019). In accordance with its characteristics, declarative sentences have a neutral intonation or no part is important from the others. In addition, a part of the news sentence that can be used as the core of the conversation. In drug prescriptions, declarative sentences have a function to provide information to the reader about the contents of the drug.

Meanwhile, imperative sentences are sentences that contain commands or invitations. Imperative sentences function to ask or forbid someone to do something. In the use of imperative sentences in drug prescriptions, it aims to prohibit users from using drugs outside certain rules. Moreover, the main function is to provide instruction, make a request or demand, offer an invitation, or advice.

### Conclusions

This study concluded that the most frequent diction used in the drug brochure is denotative meaning. Denotative means the choice of words that use the actual meaning. There are declarative sentences and imperative sentences. Declarative sentences state an idea or provides information and it does not give a command nor does it ask a question. Meanwhile, imperative sentences are sentences which state friendly advice, basic instructions or more forceful commands. The function of declarative sentences is to provide information, news, events to others without expecting a special response. The purpose of imperative sentences in drug brochure is to provide instruction, make a request or demand, offer an invitation, or advice.

### Bibliography

- Andriani, E. & Bram, B. (2021). Syntactic Analysis of Sentences Pattern and Types of BBC News Articles. *Lingua*. 16 (1), 25-34
- Aqmarina, A. (2013). Structural Analysis of Imperative Sentences on the Medicine Brochure. (Thesis, Muhammadiyah University of Surakarta). Retrieved at <http://eprints.ums.ac.id/25183/>
- Keraf, G. (2009). *Diksi dan Gaya Bahasa*. Jakarta: PT. Gramedia Utama
- Kurnia, N. (2015). Analysis of the Sentences' Structures of Hotel Brochure. (Thesis Institute for Islamic Studies (IAIN) Salatiga). Retrieved at <http://e-repository.perpus.iainsalatiga.ac.id/398/>
- Kuswoyo, H. (2014). Declarative Sentence Pattern in "Laskar Pelangi" and "The Rainbow Troops": A Translation Study of Indonesian to English. *Advance in Language and Literary Studies*. 5 (1), 117-121
- Miles, M.B & Huberman, A.M. (1994). *Qualitative Data Analysis*. California: SAGE Publication.
- Moleong, L.J. (2014). *Metode Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Purwanti, A.R. (2019). Analyzing Indoneisan Online Newspaper Headlines Using Lexical Functional Grammar. *Jurnal Pendidikan Bahasa dan Sastra*. 19 (2), 150-163
- Sandelowski, M. (2000). Focus on Research Method: Whatever happen to Qualitative Research Description? Chappel Hill. University of North Caroline.

Saraswati, S. & Johan, A.N. (2020). The syntactic Analysis of Declarative Sentences in BBC News Articles and Its Application in Teaching Grammar for the Twelfth Grade of Vocational School. *Jurnal Pendidikan, Bahasa, Sastra, dan Budaya*. 7 (2). 1014-1023

Umriyah, S.M. (2018). The Types of Sentences Used in News Item Text. (Thesis, Walisongo State Islamic University) Retrieved at <http://eprints.walisongo.ac.id/id/eprint/8415/>

Zuhdah, D.R. & Alfain, S.N.I. (2020). An Analysis of Denotation and Connotation in Chairil Anwar's Poem. *E-Journal of Linguistics*. 14 (1), 103-112