

## AN ANALYSIS OF IMPERATIVE SENTENCE ON MEDICINE PRODUCT

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### Abstract

*Imperative sentence is sentence that used to express command, request, direction, and prohibition. Imperative sentence often be seen on many media, one of them is guidance for using on medicine product. Guidance for using medicine product is a horde of sentence that used to give guidance to the consumer in order to decrease the misuse of the medicine product. The existence of the guidance to use of medicine product is being the source of this analysis is supposed to bring us the classification of guidance of medicine product those are divided by several kinds of them, imperative as a command, request, direction, and also imperative sentence that used to give prohibition. The process of classifying of this analysis is helped by the descriptive qualitative method in order to make the analysis to be sharp enough and easy to get the aim of this analysis that will peel off the purpose of imperative sentence on medicine product by classifying on what type they are mostly formed consisted. After having analysis over the entire related source in the imperative sentence, the researcher found that there is a tendency at almost of the sources is included to imperative sentence as a direction with totally amount 20 cases, 15 cases are included to imperative sentence as direction, then 4 cases of imperative sentence as prohibition, the last is 1 case of imperative sentence as command. As said by Swan that the meaning of direction is guidance or guideline, the instruction to do something, Imperative sentence as direction is used to give some guidance to someone else to do or to use some product in right way.*

**Keywords:** *Imperative Sentence, Medicine Product, Imperative Sentence as Direction*

### Introduction

Developing the world forces us to know everything include the language. As we know, that language is a tool of communication. As such one of its primary function is to communicate (Hugehs,1993 : 64). We know that we have got our language since we are child, we got it from our parents, our friends or environment. And we use it as our first language. When we grow up, we get another language from our school such as English language, and we use it as our foreign language. Mastering English is not pleasure or prestige of knowing the language, but it is the key to the international communication and also for technology and commerce in era of globalization (Hutchison, 2004: 195). As we know that English language become the international language, so many people learn English for many purpose, such as for economic purpose, English teacher, tourism etc. So, English is very important in communication process internationally. Following that reason, that English is applied in many purposes, announcement, notification, warning, instruction, guideline, guidance, indication, in many product that is closely related to human being daily life, the understanding of English is really important.

Language is studied in linguistics. Linguistics is the study of language as a system of human communication. Linguistics covers a wide field with different areas of investigation, such as phonology, phonetics, syntax, and semantics. Following Jack Richard (1985:77) syntax is the study how words combine to form sentences. A sentence is a grammatical structure composed of one or more clauses and minimally of subject and verb, but may also contain object complement and adverbial, conventionally written with an initial capital letter and final full stop or other terminators (Jackson 2002:98). Sentence in accordance with its function is divided into four, interrogative, declarative, exclamatory, and imperative. Informative and communicative function held in a form of sentence. So that, sentences is the most important thing in language.

Imperative sentence is sentence that is used to command, request, and other functions. As Hall (1981:59) stated that imperative sentence commands and requests use the simple form of the verb without any stated subjects. Imperative is also can be expressed by many ways, as Hornby (1976 : 193) stated that imperative sentence can be expressed in various ways, the verbs command, invite, request, suggest, giving advice to addressee. In other hand, imperative sentence is also use to make some prohibition, following Drummand (1972 : 23), imperative sentence provides a request or suggestion not to do something or prohibition by the speaker to addressee. It is always signaled by the markers don't or don't be before an imperative sentence. After picking the experts above, we can see that imperative sentence can be used to request, gives advice, command, and also prohibit someone not to do something. The most important is the main function of language itself is the tool of communication that uses language as the bridge to connect each other.

Human daily activities that are closely related to the bad condition of health oftentimes make people have to do some medicine procedure such as taking some medicine product to strengthen their body's condition. The reason makes researcher having great desire to do some research toward medicine product by taking imperative sentence that is officially stamped on medicine product. English language is an international language that used in whole of the world. It is make sense that why English use in many aspect such as advertisement, news, pharmacy, etc. Most of producer use English language in many products especially in Indonesia. One of them is in label of product packaging for example in medicine packaging. Consumers are increasingly critical in finding information about the product that will be used. Label is an important part that contains information about the product that printed on the packaging.

In consumer label we can find information about the direction that shows us how to use it. We also find request, command and warning sentences of that product. The sentences are usually written on a label is most of imperative sentence. Imperative sentences give advice or instruction. It is also expresses a request or command. Jorgensen, Erkenntnis (1988:67) saying that imperative sentence "contain an indicative factor". From that theory we can conclude that it is needed a good and sentences so that consumers understand what the context about.

Therefore, from the number of English language use on product packaging, the writer interested to analyze existing instruction on the packaging. Writer will take the title **"An Analysis of Imperative Sentence on medicine Product**.

## Conceptual Theory

### A. Sentence

Verhaar ( 2001:161 ) briefly stated that the sentence is a whole unit that has a certain intonation as an overall marker . Chaer (1994) sentence is a word or set of words starting with a capital and ends intonation final dot (.), Question marks (?), and exclamation points (!). In the form of writing, a sentence spoken in the voice rise and fall gently interrupted dank eras-pause, ending the final intonation followed by a silence that prevents fusion, both the sound and the assimilation of other phonological processes (Alwi, 2000). Understanding briefly sentence is said that the unity of expressing a concept of thoughts and feelings, according to linguistic, sentence is a unit of language that are relatively established, have the final intonation patterns and actual or potential consists of clauses.

The sentence is the smallest unit of speech that expresses a complete thought, both orally and in writing. In oral form, the sentence pronounced by the sound up and down and hard soft, interrupted by pauses, and ended with a final intonation followed by a silence that prevents sound assimilation or fusion or other phonological processes. In the form of writing, a sentence begins with a capital letter and ends with a dot (.), Question mark (?), Or an exclamation mark (!), And in it can be included punctuation such as a comma (,), colon (:), split (-), and spaces. Signs point, question mark and exclamation point on the paper form commensurate with final intonation in oral form while space symbolizes the silence that followed them. Punctuation is worth a pause.

There are four kinds of sentence, they are declarative, imperative, exclamatory, and interrogative.

#### 1. Declarative sentence

A sentence in the form of a statement (in contrast to a command, a question, or an exclamation). In a declarative sentence, the subject normally precedes the verb. A declarative sentence ends with a period. is used to make a statement of fact, wish, intent, or feeling.

#### 2. Exclamatory sentence

A type of sentence that expresses strong feelings by making an exclamation. is used to express strong feeling. It is followed by an exclamation point. For example “Don't burn yourself out!”, “Keep out!”, “He screamed, “Help!”.

#### 3. Interrogative sentence

A type of sentence that asks a question. Interrogative sentences are typically marked by *inversion* of the subject and predicate: that is, the first verb in a verb phrase appears *before* the subject. All interrogative sentence ends with a question mark. is used to ask a question. It is followed by a question mark. For example, “do you have a sweater?”, “are you having a bad day?”.

#### 4. Imperative sentence

Imperative sentence are sentences that request the person we are speaking to do or not to do something. From the four kinds of sentence above, in this study the researcher will analyze about the imperative sentence.

Imperative sentence are sentences that request the person we are speaking to do or not to do something. Based on the intonation used,

imperative sentences can be divided into commands, requests, invitations and warnings. An imperative sentence is one that gives a command, direction, or request. In accordance with Swan (1982:77) imperative is the base form of a verb used to give orders, to give prohibition, make suggestion, etc. it means that imperative sentence uses the basic verb or verb one to give order or to make suggestion. Another assumption about the imperative sentence comes from Hall (1993:224) who said that imperative sentences are used to express a command or request. Those statements are strengthened by the statement of Azar (2003:213) who stated that imperative sentence are used to give commands, make polite request and give directions. It seems that the use of imperative sentence is wide and variously. This sentence is also called the sentence order or request. Imperative sentence is a sentence which aims to give orders to others to do something. In oral form, sentence intonation is characterized by high command. Imperative sentence is a sentence that is set up to provoke the response in the form of the action (Liana : 1998).

Another definition of imperative sentence said that imperative is used in many different ways, for example to give orders, to make offers suggestion, to give direction and instruction, warning, and request (Beaumont and Granger : 1989). From all the definitions above, can be seen that imperative sentence can be used in several utterances. It also can be used for giving order, giving direction, making suggestion, express command, a request, warning and prohibition.

In accordance with Swan (1982:77), there are kinds of imperative sentence, they are:

a) The imperative sentence as command

The command is given when there is a power different between speaker and listener, the speaker has an authority to command the listener to do something. Example of imperative sentence as a command will be shown below :

*Shut up the window!*  
*Stand up everybody!*

b) The imperative sentence as request

Actually imperative sentence as request is quite same with the command, but the form is more polite than a command. A request in an intention of the speaker, then the listener does something. Example of imperative sentence as a request will be shown below :

*Please consider my job application.*  
*Please look at my eyes*

c) The imperative sentence as direction

Direction means also the direction, guidance, or guidelines. So, the instructions to do something meaningful direction, guidance, or guidelines that must be made to do something. Example of imperative sentence as direction will be shown below :

*Shake well before use*  
*Use every 4 hours as needed*

d) The imperative sentence as prohibition

In prohibition, the speaker forbids the listener to do something. It is concerned with the negative imperative. The prohibition always uses marker "don't" before the sentences. Example of imperative sentence as a prohibition will be shown below :

*Don't smoke too much*

*Don't break my heart*

## **B. Imperative in medicine product**

Imperative sentence are about command, request, prohibition and direction. Instructions wear something meaningful direction, guidance, or guidelines that must be made to wear something. Sentences should be able to give instructions that clear direction. Therefore, the language used in a clue should not give rise to many interpretations, systematic, precise sequence, and using language that is straightforward and effective.

Direction is produced supposed to provide an announcement and reminds others to do or not to do something even prohibit to do something. As said by Thok (2012) that direction is a sign something to show or tell. Usage is a process, a way, or use. User guide is a sign to show the usage. We need to know the user guide before use so that you can use it properly. Something to show, tell and so on. Provisions which give the direction or guidance of how something should be done, such as advice, teachings, guidance. From the dictionary definition above, it can be seen that the instructions also means the direction, guidance, or guidelines. So, the instructions to do something meaningful direction, guidance, or guidelines that must be made to do something, such as instructions for using medicine.

Medicine is object or substance that can be used to treat diseases, freeing symptom, or modify a chemical process in the body. Medicine is a substance or a combination of materials intended for use in establishing the diagnosis, prevent, reduce, eliminate, and cure disease or symptoms of disease, injury, or physical and mental disorders in humans or animals and to adorn or beautify the body or parts of the human body including traditional medicine. Drug is a material or alloy materials intended for use in establishing the diagnosis, prevent, reduce, eliminate, cure disease or symptoms of disease, injury, or physical and mental disorders in humans or animals and for beautifying or human bodies or body parts ( Joenes , 2001).

## **C. Kind of medicine**

There are many kinds of medicines that the existence is often faced by us in our daily live.

### **1. Traditional Medicine**

Traditional medicine is the ingredient or ingredients in the form of plant material, animal ingredients, mineral materials, or a mixture of such materials that have been used for generations for the treatment based on experience ( Joenes:2001).

### **2. Drug Patents**

Drug patents are finished drug under the trade name registered in the name of the manufacturer, and sold in packs of original from the factory that produces it (Joenoës:2001).

3. Essential Medicines

Essential drugs are drugs that are most needed for enforcement and health services for the majority that includes diagnostics, prophylaxis, treatment, and rehabilitation.

4. Generic Drugs

Generic drugs bearing is essential drugs listed in the National List of Essential Medicines and quality assured as produced in accordance with the requirements of Good Manufacturing Practice (GMP) and retested by the Center for Food and Drug Administration Department of Health.

5. Medicine

Finished drug is a drug in a pure state or mixture in the form of powders, liquids, ointments, tablets, pills, suppositories or other forms that have a technical name in accordance with Indonesian Pharmacopoeia or other books (Joenoës:2001).

a) Medicine for adult

Medicine that is specialized and made for adult age with high doses to treat adult age disease.

b) Medicine for children

Medicine that is made with low doses to cover the condition of children from disease that threatens the children.

The different between medicine for adult and for children is the use of the substance that contains on each product. The substance is aspirin. Aspirin is a synthetic substance first in the world and the leading cause of industrial development farmateutikal (Horsch W 1979:58). Bayer aspirin as a trademark registered on March 6, 1899. Felix Hoffmann is not the first person who tried to create the aspirin compounds. Previously in 1853, a French scientist named Frederick Gerhardt has been trying to create a new compound from a combination of acetyl chloride and sodium salicylate. Aspirin is sold as a medicine in 1899 after Felix Hoffmann successfully modified Salicylic acid, a compound found in willow bark.

Aspirin is not used to be the ingredient of medicine for children because aspirin has a major effect as anti-inflammatory medications and heat down, aspirin has some other effects as a side effect. The first is a side effect that aspirin can thin the blood. Because aspirin is strong enough to work on the COX-1 enzyme that catalyzes the formation of thromboxane from platelets, the platelets are involved in blood clotting (Prof. Zullie 2008).

As presented above, the age as human being is divided by some subdivisions. More detail age is a unit that measures the period of time the existence of an object or creature, both living and dead (Hard 2011:11). For instance, the age of man is said to measure fifteen years since he was born until the age time is calculated. By such, age was measured from the chronicle it was born during that era (today). Hard also divided the age of human being into 3 subdivision. They are:

1) Chronological age

Chronological age is the age calculation starts from the moment of birth of a person up to the age calculation time.

2) Mental age

Mental age is obtained from the calculation of the age level of mental ability. For instance a child is four years old chronologically but still crawling and cannot speak with complete sentences and demonstrate the capabilities equivalent to one year old child, it is stated that the mental age of the child is one year.

3) Biological age

Biological age is the age calculation based on biological maturity of a person. According to the MOH (2009), there are some age categories, they are:

- Period toddler = 0-5 years,
- Childhood = 5-11 years,
- Early Adolescence = 12-16 years,
- The End Adolescence = 17-25 years,
- Adulthood Early = 26-35 years,
- Adulthood Late = 36-45 years,
- Elderly Early Period = 46-55 years,
- Period End Elderly = 56-65 years,
- Period Seniors = 65 - to the top.

From the explanation above, the researcher will analyze about medicine especially for medicine for children and medicine for adult in this study.

## Methodology

The study was focus on description study, in which the writer concerns on the use of imperative sentence of medicine product. The theory by Swan is used as the guidelines in analysing the data. There are four types of imperative sentence by Swan (1982:77) : direction, command, request and prohibition (see Chapter 2, 2.2):

The procedure in analysing the data are follow :

1. Collecting the medicine's package
2. Citing the directions attached on labels of medicine products
3. Classifying the data based on the theory from swan (1982:77)
4. Calculating the classified data into the presentage

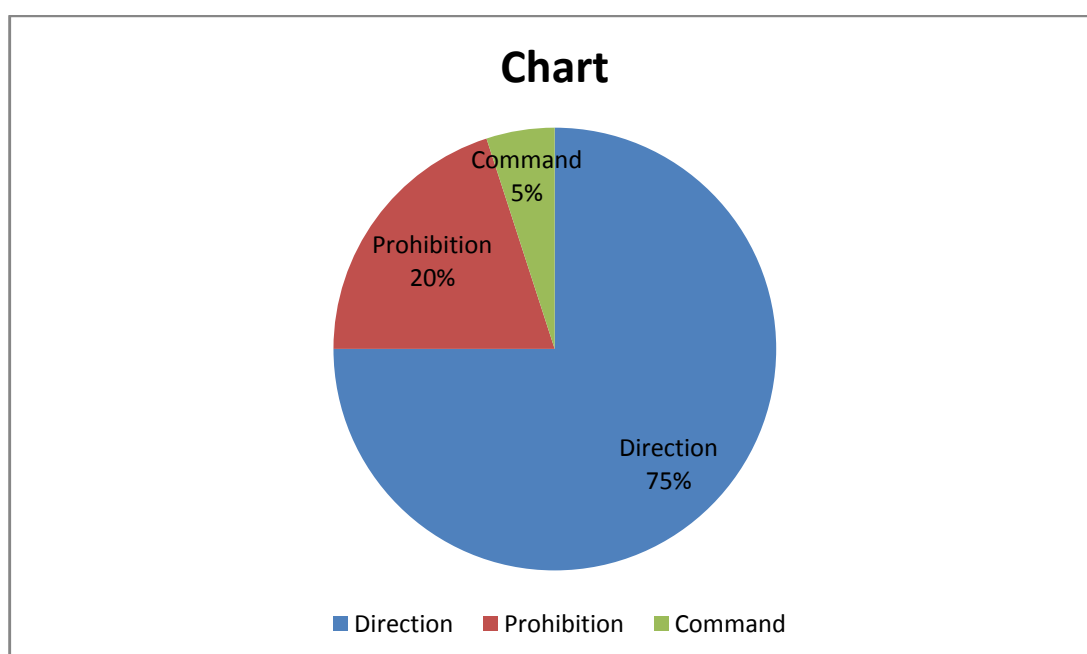
## Finding

In accordance with the data sources which are consisted of 20 medicine products, the researcher finds that all of the stamped text is contain imperative sentences. The imperative sentences those are found is direction. As Swan (1982:77) said that direction means also the direction, guidance, or guidelines. So, the instructions to do something meaningful direction, guidance, or guidelines that must be made to do something.

According to the finding from the source of this study, found that the imperative sentences that is mostly used is direction. Direction is one of substances of imperative sentence that represents guidance to do something in right way. As stated before that imperative sentence is a sentence that requests the person to do or not to do something. Refer to the intonation used, imperative sentences can be divided into **commands, requests, invitations and warnings**. An imperative

sentence is one that gives a command, direction, or request. In accordance with Swan (1982:77) imperative is the base form of a verb used to give orders, to give prohibition, make suggestion, etc. it means that imperative sentence uses the basic verb or verb one to give order or to make suggestion. In accordance with the data source, there are 15 or 75% of 20 sources show that the used imperative sentence on medicine product is direction, and then 4 or 20% is imperative sentences included to prohibition and 1 or 5% for command. Look at on table analysis below:

No	Type of Imperative Sentences	Total	Percentage
1	Direction	15	75%
2	Command	1	5%
3	Prohibition	4	20%
4	Request	0	0%
Total Sentences (n)		20	100%



#### A. Imperative sentence as direction

Imperative sentence as direction is used to give some guidance to someone else to do or to use some product in right way. It is following the theory of Swan who said that the meaning of direction is guidance or guideline, the instruction to do something. The example of imperative sentence as direction is as follows.

***Wash** the skin with soap and water, dry it well. **Remove** the covering material from the adhesive side of the plaster. **Place** the plaster on the aching spot and press it to the skin until it sticks.*

Those examples show that the imperative sentence as direction to do or to use something in right way. At the first example, we can see that we should apply the medicine product on our skin in order to decrease the pain that we feel, besides, we have to massage that product well to get maximum result. Then the



second example presents little different with the first one, seen that we have to wash our skin first before using the medicine product. The product such an adhesive product that need to be patched on our skin. Those examples are supposed to make us use those medicine products in right way. It is analogously with the statement of the expert who said that direction is defined as the path that something takes, the path that must be taken to reach a specific place or aim. Other examples of imperative sentence on medicine products will be shown below.

- *Capsules should be **taken** daily for optional benefits. Children should take 1-2 capsules in the afternoon or at night after meals with a glass of water.*
- *1-3 tablets a day. **Absorbed** into the bloodstream two times faster than regular vitamin C.*

As we can see above that there two examples of imperative sentence on medicine products that show us and guide us to use in right way. At the first example shown that we are suggested to consume that medicine product, there also boundary for us to consume only two capsules. The guidance guides us to improve our immune, but there also a boundary that shows to do not consume exceed two capsules. At the second example, explains us that the medicine product will be absorbed into our bloodstream to strengthen our stamina. Those directions explain us and limit us to do and not to do something related to the function of the medicine products themselves.

The imperative sentence as direction is also shown on the examples bellow.

**Use** every 4 hours as needed.  
**Shake** well before use.

At the first example suggest us to use that medicine product regularly. At the second example, the direction shows us to do something first before we use that product. Something that we need to do is shaking the bottle of the product. It is supposed to mix the fluid of the product that we are going to drink to be well mixed. The other example will also be presented below.

- *To **get** maximum result, **optimize** the outer skin treatment by also treating it from the inside.*
- *Medically **treats** cold, such as fever, nausea, flatulence, sweating, fatigue, and headache. **Relieves** throat.*

The point that we can get from the first direction is about how to get the maximum result of that product, how to get is by optimizing skin treatment (outside), and also by doing treatment from the inside. Those ways supposed to make our skin to be brighter and looks more beautiful than before using that product. The second one is presented that the product can decrease our pain when we are cold, fever, headache, and so on. To complete the examples, there are several examples that will be appeared below.

- Medically **treats** cold, such as fever, nausea, flatulence, sweating, fatigue, and headache. **Relieves** throat.
- **Take** 1 sachet daily to maintain stamina. **Shake** well before use.

Looking at the first direction, we can get a hint that the medicine is used to treat cold, fever, headache, and many more. That is also stated that the medicine product can also relieve our throat. At the second example, we are suggested to take only one sachet to increase our stamina. There also suggestion for us to shake the product before using.

From the entire imperative sentence as direction above, we can see that the function of imperative sentence as direction is supposed to make us do the right way toward the medicine products that we are going to use. It is analogously with the theory of imperative sentence as direction by Swan who stated that direction means also the direction, guidance, or guidelines. So, the instructions to do something meaningful direction, guidance, or guidelines that must be made to do something.

## **B. Imperative sentence as prohibition**

Imperative sentence as prohibition is used to give us prohibition not to do something. As stated by Swan that in prohibition, the speaker forbids the listener to do something. It is concerned with the negative imperative. The prohibition always uses marker “don’t” before the sentences. The example of imperative sentence as prohibition will be shown below.

*Do not **apply** directly into nostrils.*

On that example shows that we are not allowed to do something. We are not allowed to directly apply that medicine product into our nostrils. There must be something dangerous will happen if we do that prohibition. It is appropriate with the meaning of imperative sentence as prohibition that state prohibition is forbidding to do something. On this case, we are not permitted to apply directly because of the strong aroma of the medicine product. Another example of imperative sentence as prohibition as follows.

*Do not **apply** to wounded or irritated skin.*

On that case of example, there is statement means to forbid us to place the medicine product onto our wounded skin. The wounded skin perhaps possess of high sensitivity level than our normal skin. That’s why the wounded skin cannot be applied this medicine product. By those considerations, the prohibition of some medicine products is supposed to decrease the misuse of the product. Another example to strengthen this analysis will presented as follows,

***Do not exceed** recommended dosage (Hydroxycut)..*

The consideration of our healthy sometimes drives us into a condition when we have desire to be healed rapidly. This condition could make us doing some crazy things such as drinking medicine product as we want. The example

of prohibition on medicine product above is supposed to prevent us to do exceed the limit that is officially stamped on the cover of the medicine product.

### C. Imperative sentence as command

Imperative sentence as command is given when there is a power different between speaker and listener, the speaker has an authority to command the listener to do something. Command actually is to direct with specific authority or prerogative. The example of imperative sentence as prohibition will be shown below.

Excessive *consumption* may cause laxative effects!

The example above shows that there is an authority of the writer to give command to the reader in order to prevent the reader doing something that can cause negative effect of current medicine. On that imperative sentence, we are suggested to not to do pleonastic consumption because it may cause effect that we don't want to have it. As said by Shawn that imperative sentence as command is sentence that contains the meaning of asking / commanding someone to do something.

From all of the example and analysis of the imperative sentence as prohibition on medicine product, we can conclude that all of the prohibition is supposed to prevent the misuse of medicine product. The most important thing that we need to know is healthy is the most important than everything, because without healthy we can do nothing.

### Conclusion

After analyzing all of the sources, the writer would like to conclude that the most used of imperative sentence in the direction for use on medical product is direction and the most used verb on medicine direction is regular verb. Imperative sentence as direction is often appeared on the sources because as the main purpose of the direction itself is giving direction to everyone who want to use the medicine in right way.

The products those are chosen by the researcher are GPU liniment oil, Fresh aroma therapy, Fresh care, Cap lang kool fever, Koyo cabe chilly brand, Holisticare ester C, Vege blen Jr, Scotts emulsion, Fitkom gummy and veggie, Vicks formula 44 for kids, Actifed expectorant, Hydroxycut, Woods', Actifed plus cough suppressant, Nature E, Stimuno, Woods' antitussive, Antangin JRG ginseng madu, Antangin JRG sirup herbal, Tolak angin anak. As the function of medicine itself, then the direction is given to make people know about how to use the medicine in right way, that is could be the reason why imperative sentence as direction is being the most appeared imperative sentence in the sources that is chosen by the researcher.

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