

ABSTRACT

Human thought process upon reading hotel advertisements can be a unique phenomenon in linguistics. The aims of the study were to represent the thought process syntactically and semantically and to improve the notion of both theories in Indonesia. This study used the advancement theories of Minimalist Program (MP) from Chomsky (1995) of biolinguistics and Conceptual Blending (CB) from Fauconnier and Turner (1998) of cognitive linguistics. The qualitative method was performed to analyze posters and web advertisement from ANA Intercontinental Manza Beach Resort, along with non-participant observation with purposive sampling and data triangulation following Maxwell (2012) qualitative model. The study also utilized Miles and Huberman (2014) analysis technique and QCA technique from Kara (2023) with the metadata coding. The study found that MP functions in transitivity case to declare agentive role using *spec-vP* and VP and similar to relative clauses by using island approach from Ross (1967) to create COMP in *wh*-movement case. The study also found all null categories of null cases to determine covertly expressed LF units through structural building and CB used composition, completion, and elaboration to create emergent structure within the blending. Both analyses were represented in diagrams and coding covering how CB and MP eclectically functioned.

Keywords: Biolinguistics, Cognitive Linguistics, Advertisements.