

REFERENCES

- Allen, J.P.B & Corder, S.Pit. (1974). *Papers in Applied Linguistics*. (Volume 2). Oxford: University Press
- Anti, Arry. 1998. *An Analysis of Non-Standard Indonesia Language in Teenangers Magazines*. Thesis S1: Padang. Bung Hatta University
- Arifin, dkk. 1992. *Pemakaian Bahasa dalam Iklan Berita dan Papan Reklame*. Jakarta : DepartemenPendidikandanKebudayaan
- Ary, Donald. 2010. *Introduction to Research in Education*. USA: Wadsworth
- Brown, Gillian & Yule, George. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press
- Bungin, Burhan. 2001. *Metodologi Penelitian Kualitatif Dan Kuantitatif*. Yogyakarta: Gajah Mada Press
- Butt, David, et al. 2000. *Using Functional Grammar*. Sydney: Macquarie University
- Celce, Marianne & Elite Olshtain. 2000. *Discourse and Context in Language Teaching*. Cambridge: Cambridge University Press
- Chojimah, Nurul. 2015. *Let's Analyze Discourse*. Tulungagung: IAIN Tulungagung.
- Cook, Guy. 2004. *Discourse*. Oxford: Oxford University Press
- Dyer, G. 1982. *Advertising as Communication*. New York: Routledge
- Fine, J.. 1988. *The Place of Discourse in Second language study, in Second Language Discourse: A text book of current research*. v.xxv in the series, Advances in Discourse Process. Ablex Publishing Corporation Norwood

- Gee, James P. 2011. *An Introduction to Discourse Analysis*. New York: Routledge
- Gilson, Christopher & Harold W. Berkman. 1980. *Advertising: Concepts and Strategies*. New York and Toronto: Random House Business Division
- Halliday, M.A.K. (1967) Notes on transitivity and theme in English (Part 2). *Journal of Linguistics* 3:199-244
- Ismiati, Nanik. 2000. *Slogan dan Tagline Senjata Pamungkas Iklan*. CAKRAM Komunikasi
- Jefkins. 1996. *Periklanan*. Jakarta : Erlangga.
- Johnstone, Barbara. 2002. *Discourse Analysis*. Oxford: Blackwell Publishers
- Lechner, Judith. 2009. *Staging Hitler Myths*. University of Missouri
- Lee, Monle & Carla Jhonson. 2007. *Prinsip-Prinsip Pokok Periklanan dalam Perspektif Global*. Jakarta: Kencana
- Nasution, S. 1988. *Metode Penelitian Naturalistik Kualitatif*. Bandung: Tarsito
- Renkema, Jan. 2004. *Introduction to Discourse Studies*. Amsterdam: John Benjamins Publishing Company
- Shimp, Terence. 2003. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. USA: Thomson South-Western
- Shurter, Robert L. 1971. *Written Communication in Business*. New York : Mc Graw –Hill
- Susanto, Dwi Andi. *10 Makna "Think Different"-nya Steve Jobs*.
<http://www.merdeka.com/teknologi/10-makna-think-differentnya-steve-jobs.html>. accessed on Maret 31st, 2016.
- Suyanto. 2005. *Strategi Perancangan Iklan Televisi Perusahaan Top Dunia*. Yogyakarta : Andi

Peter, J. Paul & Jerry, C. Olson. 2000. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*; alih bahasa, Sihombing, Damos. Jakarta: Erlangga

Praningrum, Tanti. 2011. *Word Sequence in Jakarta Post Headline*". Tulungagung: IAIN Tulungagung

Timothy RV, Foster. 2001. *The Art of Advertising Slogan*. AD Slogan Unlimited

Welukar, Rajan. 2011. *Introduction Advertising*. Mumbai: Institute of Distance an Open Learning University of Mumbai