

**A DISCOURSE ANALYSIS OF THE 2023 ISOPLUS COCO  
ADVERTISEMENT**

**BACHELOR'S THESIS**



By  
**SEIKHA AMIROTUS SHAHAR**  
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**BACHELOR'S DEGREE PROGRAM  
FACULTY OF TARBIYAH AND TEACHER TRAINING  
SAYYID ALI RAHMATULLAH STATE ISLAMIC  
UNIVERSITY OF TULUNGAGUNG  
2025**

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Presented to the English Education Department  
Faculty of Tarbiyah and Teacher Training  
State Islamic University of Sayyid Ali Rahmatullah Tulungagung



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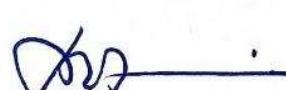
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2025**

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Bachelor's Thesis with the title "A Discourse Analysis of the 2023 ISOPLUS COCO Advertisement" written by Seikha Amirotus Shahar has been checked and approved to be examined.

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Compiled by:  
**Seikha Amirotus Shahar**  
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Has been defended before the Bachelor's Thesis Examiners Board of UIN Sayyid Ali Rahmatullah Tulungagung on July 25<sup>th</sup> 2025 and declared acceptable for the Bachelor's degree.

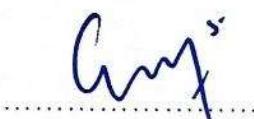
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## DECLARATION OF AUTHENTICITY

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Department/Program : English Education Department

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I hereby declare that this Bachelor's Thesis is solely my own work and is not plagiarised in part or in whole.

If this Bachelor's Thesis is proven as the result of plagiarism, in part or in whole, then I am willing to accept any sanction in accordance with the determined regulation or its consequence.

Tulungagung,

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126203213217



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Saya yang bertanda tangan di bawah ini:

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Tulungagung, 3 Juli 2025  
Yang Menyatakan,



Seikha A.  
Nama terang dan tanda tangan

## **DEDICATION**

The writer sincerely dedicates this thesis to:

1. Her beloved parents and family, whose endless love, support, and prayers have been her greatest strength throughout this journey.
2. Her dearest friends, who have constantly supported and encouraged the writer, especially during the most challenging moments.
3. Her thesis advisor, whose time, guidance, and feedback were essential in helping the writer complete this research.
4. Everyone who has offered support, motivation, or kindness in any form during the process of finishing this thesis.

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2. Dr. Sutopo, M.Pd., as the Dean of Faculty of Tarbiyah and Teacher Training.
3. Dr. H. Nursamsu, M.Pd., as the Head of English Education Department
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6. All people who has supported and helped the writer in completing this bachelor’s thesis.

Finally, the writer realizes that this thesis is still far from perfect. Therefore, constructive suggestions and criticisms are highly welcomed for the improvement of this work.

Tulungagung, July 2025

A handwritten signature in black ink, appearing to read 'YH', is centered within a light gray rectangular box.

The Writer