

DAFTAR PUSTAKA

- Aitchison, Jean. 2003. *Words in the Mind: An Introduction to the Mental Lexicon*, 3rd ed. UK: Blackwell Publishing.
- Bovee, C.L. & Arens, W.F. 1986. Contemporary advertising. Illinois: Richard D. Irwin, Inc. Book
- Brown, G. dan Yule, G. 1983. *Discourse Analysis*, NY: Cambridge University Press
- Carter, R. 1998. *Vocabulary: Applied Linguistic Perspectives*. Psychology Press.
- Cook, G. 2001. *The discourse of advertising*. 2nd edition. Interface. London, UK: Routledge.
- Flergin, A. 2014. Language of Persuasion: A Discourse Approach to Advertising Language. Research Journal of Recent Science. Vol 3, 62-68.
- Jowett, G.S dan O'Donnell, Victoria. 2012. Propaganda and persuasion fifth edition. Los Angeles: SAGE Publication
- Karsita, V. dan Apriana A. 2012. Syntactic Patterns in Advertisement Slogans. Jurnal Online Universitas Negeri Malang
- Kreidler, C. W. 1998. *Introducing English semantics*. London: Routledge.
- Leech, G. N. 1969. *A linguistic guide to English poetry*. Harlow: Longmans.
- Levinson, S. C. 1983. *Pragmatics*. Cambridge [Cambridgeshire]; New York : Cambridge University Press
- McClintock, A. 2012. “Propaganda in Today’s Advertising”. Longman Reader. Longman: Judith Nadell. 239-245
- Miller, C. 1937. “How to Detect Propaganda”. *The institute of Propaganda Analysis*. 210-218
- Pope, D. 2003. Making Sense of Advertisements, *History Matters: The U.S. Survey Course*
- Perrine, Laurence. 1974. Story and Structure. Oxford. George Allen & Unwin, Ltd

- Quinn, A. 1993. *Figures of Speech 60 Ways To Turn A Phrase*. New York: Routledge
- Saeed, John.1997. Semantics. Oxford:Blackwell Publishers
- Sari, R. P. 2018. "Gaya Berbahasa dan Strategi Persuasif pada Tuturan Cerita Anak Berbahasa Inggris: Kajian Stalistika Pragmatik" *Disertasi*. Pascasarjana Fakultas Ilmu Budaya Universitas Padjajaran Bandung
- Sitáni, Štefan. *Persuasion and the Language of Advertising: An Analysis of Print Advertising Texts*. Masaryk University. 2012
- Soegoto, E. S. 2014. *Entrepreneurship Menjadi Pebisnis Ulung Edisi Revisi*. Elex Media Komputindo.
- Sugiyono. 2008. Metode Penelitian Bisnis. Cetakan keduabelas. Bandung: CV. Alfabeta.
- Ulfah, Y.F. 2010 "Register Analysis In English Movie Advertisements Of WWW.21- CINEPLEX.COM." *Skripsi*. Sebelas Maret University.
- Wardhaugh, Ronald. 2005 *An Introduction to Sociolinguistics 5th edition*. UK: Blackwell Publishing
- Yule, George. 1996. *Pragmatics*. UK: Oxford University Press