

REFERENCES

Afdjani, H. & Soemirat, S. 2000. Makna Iklan Televisi terhadap Iklan Televisi Minuman “Versi Kolam Susu”. *Jurnal Ilmu dan KomunikasiI*, 8(1):96-110.

Altstiel, T. & Grow, J. 2006. *Advertising Strategy*. Singapore: sage.

Ary, D., Jacobs, L.C. & Razavieh, A. 1979. *Introduction to Research in Education*. New York: Holt, Rinehart and Winston.

Barthel, D. 2000. *Putting on Appearances : Gender and Advertising*. California: Sage.

Bogdan, R.C. & Bikley, S.K. 1992. *Qualitative Research for Education: An Introduction to Theory and Methods*. Boston: Allyn and Bacon.

Creswell, J.W. 1998. *Qualitative Inquiry and Research Design*. California: Sage.

_____1994. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: Sage.

Denzim, K. & Lincoln, Y.S. 2005. *Qualitative Research (3rd ed)*. California: Sage.

Fowler, R. 1986. *Linguistic Criticism*. Oxford: Oxford University.

Gerot, L. & Wignell, P. 1994. *Making Sense of Functional Grammar*. Sydney: Gerd Stabler.

Goddard, A. 1998. *The Language of Advertisement: written text*. New York: Routledge.

Gustafson, S. M. 2000. *Eloquence is Power oratory and Performance in Early America*. California: The university of North Carolina.

Kress, G. & Leuween, T.V. 2006. *Reading Images: The Grammar of Visual Design*. New York: Routledge.

Lemon, G. 2001. *Fresh Horses*. London: Oxford University.

Lincoln, Y.S., & Guba, E.G. (1985). *Naturalistic Inquiry*. Beverly Hills, CA: Sage.

- Lopez, R. & Delgado, C. 2005. *Spoken, Multilingual, Dialogue System*. London: U.K.
- Halliday, M.A.K. 1978. *Language as social semiotic: The social interpretation of Language and Meaning*. London: Edward Arnold.
- . 1981. *Advanced Language Learning*. London: Edward Arnold.
- . 1981. *Linguistic Function and Literary Style: an inquiry into the Language of William Golding's the inheritors*. In Freema (ed).
- . 1985. *Spoken and Written Language*. Geelong: Deakin University.
- . 1994. *An Introduction to Functional Grammar (2nd ed)*. London: Edward Arnold.
- Halliday, M.A.K. & Hasan, R. 1985. *Language, Context, and Text*. London: Oxford University.
- Haig E. 2010. *The influence of ideology on aspects of interpersonal meaning in a radio news bulletin about youth crime : Studies in Media and Society*. London: Routledge
- Harris, L. & Sheldon, E. 1962. *English in Advertising*. London: Routledge.
- Miles, M.B. & Huberman, A.M. 1984. *Qualitative Data Analysis: A sourcebook of new Methods*. California: Sage.
- Halloran, O. 2004. *Multimodal Discourse Analysis*. London: Continuum.
- O'Toole, F. 1994. *The Language of Displayed Art*. London: New Island Books.
- Sheehan, K.B. 2004. *Controversies in Contemporary Advertising*. New Delhi: Sage.
- Thompson, N. 2003. *Communication and Language*. New York: Palgrave Macmillan.
- Wee. 1999. *A Wee workshop book: fourth incarnation*. Glasgow: Wild Goose.
- Wright, R. 2000. *Advertising*. London: Prentice Hall.
- Yuen, C. (2004). The Construal of Ideational Meaning in Print Advertisement. In O'Halloran (ed), *Multimodal Discourse Analysis* (p.163-195). New York: Continuum.

Peraturan pemerintah Republik Indonesia Nomor 109 Tahun 2012 tentang Pengamanan Bahan yang Mengandung Produk Tembakau Bagi Kesehatan. 2012. Jakarta.

http://en.Wikipedia.org/wiki/Tobacco_advertising. Accessed on 15 April 2013.

Majalah Esquire, Edisi 66-Agustus 2012

Majalah Esquire, Edisi 70-Desember 2012

Majalah Esquire, Edisi 68-Oktober 2012

Majalah Esquire, Edisi 73-Maret 2013

Majalah Marketing, Edisi 02/XIII/Februari 2013

Majalah Marketing, Edisi 05/XIII/Mei 2013

THE
Character Building
UNIVERSITY