

REFERENCES

- Austin, J.L. 1971. *Performative Constative*, in J.R. Searle (ed) *The Philosophy of Language*, Oxford :Oxford University Press.
- Black, Elizabeth. 2006. *Pragmatic Stylistics*. Edinburgh University Press..
- Burton, Philip Ward. 1990. *Advertising Copywriting*, TC Business Books and NTC Publishing Group, Lincolnwood, Illinois
- Claeys, Gregory. 2010. *The Cambridge Companion to Utopian Literature*. Cambridge University Press.
- Halliday, Michael A.K. 2006. *On Language and Linguistics*. Continuum International Publishing Group.
- <http://en.wikipedia.org/wiki/Billboard>. Accessed in June 11th 2012
- <http://en.wikipedia.org/wiki/Cigarette>. Accessed in June 11th 2012
- <http://en.wikipedia.org/wiki/Society>. Accessed in June 11th 2012
- Mey, J.L. 1993. *Pragmatics :An Introduction*, Oxford: Blackwell publisher. London
- Moleong, Lexy J. 1990. *Metodologi Penelitian Kualitatif*. Bandung: Remaja.
- Ok, M.D.D 1993, *Prinsip-Prinsip Pragmatik*, Jakarta: Universitas Indonesia
- Patton, Michael Quinn. 1980. *Qualitative Evaluation And Research Method*. Second (Ed). United States Of America
- Peccei, Jean Stilwell. 1999. *Pragmatics*. London. Routledge .
- Searle, J.R. 1969. *Speech Acts :An Easy In The Philosophy Of Language*. Cambridge :Cambridge University Press.
- Suyanto, M. 2006. *Strategi Perancangan Iklan Outdoor Kelas Dunia*. Yogyakarta: ANDI
- Winardi. 1992. *Promosidan Reklame*. Bandung :mandarmaju
- Yule, George., and Brown Gillian. 1983. *Discourse Analysis*. Cambridge :Cambridge University Press.
- Yule, George. 1985. *The Study of Language*. Cambridge :Cambridge University Press.