

TABLE OF CONTENTS

Pages	
ABSTRACT	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
LIST OF APPENDICES	vi
CHAPTER I. INTRODUCTION	1
A. The Background of Study	1
B. The Problem of Study	4
C. The Objective of Study	4
D. The Scope of Study	4
E. The Significance of Study	5
CHAPTER II. REVIEW OF LITERATURE	6
A. Theoretical Framework	6
B. Cohesion	6
1. Conjunction	7
2. Reference	7
3. Lexical Cohesion	8
4. Ellipsis and Substitution	8
C. Advertisement.....	14
D. Internet Commercial Advertisement	21
E. Youtube Advertisement	22
CHAPTER III. RESEARCH METHODOLOGY	23
A. Research Design	23
B. The Source of Data	23
C. The technique for Collecting Data.....	23
D. The Technique for Analyzing Data	24
CHAPTER IV. DATA AND DATA ANALYSIS	25
A. Data.....	25
B. Data Analysis.....	25
C. Research Findings.....	39
CHAPTER V. CONCLUSIONS AND SUGGESTIONS	41
A. Conclusions	41
B. Suggestions	41
REFERENCES	43
APPENDIX A	45
APPENDIX B	48