

REFERENCES

- Berry, M. 1981. *Towards Layers of Exchange Structure for Directive Exchanges*. In : Network, 2.
- Bogdan, C.R. & Biklen, K.S. 1992. Second Edition. *Qualitative Research for Education*. United States: Word Crafters.
- Dongoran. 2014. *The Analysis of Structure Exchange in Pabuat Boru Ceremony on Mandailing Culture*. Thesis. Medan. UNIMED.
- Eggin, S. 1994.. *An introduction to Systematic Functional Systemic*. London : United Kingdom.
- Eggin, S., & Slade, D. 2005. *Analyzing Casual Conversation*. London : Wellington House.
- Fishman, A., J. 2001. *Reading in The Sociology of Language*. Paris : Yeshiva.
- Gerot, L. and P. Wignel, 1994. *Making Sense of Functional Grammar*. Sydney : Tanya Stabler.
- Gallion, E. 1986. *The Urban Pattern City Planning and Design*. New York : Van Nostrand.
- Ginting, S. A. 2015. *Structure of Karonese Conversation in the Funeral: Case Study in Indonesia*. Asian Social Science : Canadian Center of Science and Education.
- Ginting, S. A. 2010. *Sistem dan Struktur Percakapan dalam Bahasa Karo*. Disertasi. Medan. USU.
- Hall, E.T. 1976. *Beyond Culture*. New York : Anchor Books / Doubleday.
- Halliday, M.A.K. and R. Hasan. 1985. *Context and Text : Aspects of Language in Social Semiotic Perspectives*. Geelong : Deakin University Press.
- Halliday, M.A.K. 1994. *Introduction to Functional Grammar*. London : Edward Arnold.
- Halliday, M.A.K. 2004. *An Introduction to Functional Grammar*. London : Edward Arnold.
- Hasan, R. 1981. *What's Going On : A Dynamic View of Context*. Seventh LACUS Forum. Columbia : Hornbeam Press.
- Hoftsede, G. 1980. *Culture's Consequences : International Differences in Work Related Values*. London : Sage.

- Holmes, J. 2001. *An Introduction to Sociolinguistics*. London : Longman.
- Huberman, M and Miles, M.B & Saldana, J. 2014. Qualitative Data Analysis : A Methods Sourcebook. Los Angeles : Sage.
- Kharismayanti. 2012. *An Analysis of Structure Exchange in Jonathan Franzens Novel Freedom*. Thesis. Medan. UNIMED.
- Kress, G. 1985. *Ideological Structures in Discourse*. In Van Dick, T.A. (Ed) *Handbook of Discourse Analysis*, Volume 4. London: Academic Press.
- Kotler, P., & Keller, L.K. 2007. *Manajemen Pemasaran*. Edisi Kedua Belas, Jilid I, dialihbahasakan oleh Benjamin Molan. Jakarta : Indeks.
- Leech, G. 1983. *Principles of Pragmatics*. London : Longman.
- Lincoln, Y.S, & Guba, E, G. 1985. *Effective Evaluation*. San Fransisco : Jossey Bass.
- Lipson, M. 2002. *Exploring Functional Grammar*. [www.facl.unibo.it/maxne
web/despensa](http://www.facl.unibo.it/maxne/web/despensa) Exploring Functional Grammar.
- Lock, Graham. 2002. *Functional English Grammar*. Cambridge: Cambridge University Press.
- Louis, C., Lawrence, M., & Keith, M. 2007. *Research Method in Education*. London : Routledge Falmer.
- Martin, J. R. 1992. *English Text: System and Structure*. Amsterdam: John Benjamins.
- Martin, J., Matthiessen, C., & Painter, C. 1997. *Working With Functional Grammar*. London : Arnold.
- Mc Kitterick J.B. 1957, What is the Marketing Management Concept? In: *The Frontiers of Marketing T*.
- Mulyana, 2000. *Ilmu Komunikasi Suatu Pengantar*. Bandung: Remaja Rosda Karya.
- Nielsen, A., C. 2009. *Persaingan Pasar Tradisional Versus Pasar Modern*. <http://www.sinarharapan.co.id/ekonomi/promarketing/2004/0622/prom1.html.9april2009>.
- Opara, S.C. 2005. *Discourse-Stylistics of Speech in Buchi Emechela's Prose Fiction*. An Unpublished Ph.D Thesis, University of Ibadan.
- Osisanwo, W. 2003. *Introduction to Discourse Analysis and Pragmatics*. Lagos : Femous-Fetop.

- Salamuddin. 2008. *Struktur Percakapan dalam Bahasa Alas*. Thesis. Medan. USU.
- Santosa, R. 2009. Forms and meaning of conjunctive relation in Indonesian magazines. A Ph.D. thesis draft, Universiti Utara Malaysia.
- Saragih, A. 2004. *Introducing Functional Grammar*. Medan : UNIMED.
- Saragih, A. 2013. *Discourse Analysis : A Study on Discourse Based on Systematic Functional Linguistic Theory*. Medan : UNIMED.
- Thomas et al. 2000. *Language Society and Power*. London : Routledge. <http://dx.doi.org/10.4324/9780203426968>.
- Young, L. and B. Fitzgerald. 2006. *The Power of Language : How Discourse Influences Society*. London : Equinox.
- Yulia. 2012. *Exchange Structure in Antigone Plays by Sophocles Oedipus*. Thesis. Medan. UNIMED.
- Ventola, E. 1987. *The Structure of Social Interaction : A Systemic Approach to The Semiotics of Service Encounters*. London: Frances Pinter.