

## TABLE OF CONTENTS

|   |             |
|---|-------------|
| <b>ABSTRACT</b> .....                                       | <b>i</b>    |
| <b>ABSTRAK</b> .....  | <b>ii</b>   |
| <b>ACKNOWLEDGEMENTS</b> .....                               | <b>iii</b>  |
| <b>TABLE OF CONTENTS</b> .....                              | <b>v</b>    |
| <b>LIST OF TABLES</b> .....                                 | <b>vii</b>  |
| <b>LIST OF FIGURE</b> .....                                 | <b>viii</b> |
| <b>LIST OF APPENDICES</b> .....                             | <b>ix</b>   |
| <b>CHAPTER I INTRODUCTION</b> .....                         | <b>1</b>    |
| 1.1 The Background of the Study.....                        | 1           |
| 1.2 The Problems of the Study .....                         | 7           |
| 1.3 The Objectives of the Study .....                       | 7           |
| 1.4 The Scope of the Study .....                            | 8           |
| 1.5 The Significance of the Study .....                     | 8           |
| <b>CHAPTER II REVIEW OF LITERATURE</b> .....                | <b>10</b>   |
| 2.1 Theoretical Framework .....                             | 10          |
| 2.1.1 Gender and Language.....                              | 10          |
| 2.1.2 Characteristics of Language of Gender .....           | 13          |
| 2.1.2.1 Males and Females Way of Communication.....         | 21          |
| 2.1.3 Persuasion.....                                       | 23          |
| 2.1.3.1 Features of Persuasion .....                        | 25          |
| 2.1.3.2 Modus of Persuasion.....                            | 26          |
| 2.1.4 Sales Promotion.....                                  | 27          |
| 2.1.5 Communication .....                                   | 32          |
| 2.1.6 The Reason of Male and Female Speak Differently ..... | 33          |
| 2.2 Relevant Studies .....                                  | 35          |
| 2.3 Conceptual Framework .....                              | 40          |

|   |           |
|---|-----------|
| <b>CHAPTER III RESEARCH METHODOLOGY .....</b>               | <b>43</b> |
| 3.1 Research Method.....                                    | 43        |
| 3.2 Data and Source of Data.....                            | 43        |
| 3.3 Technique of Data Collection.....                       | 44        |
| 3.4 Instrument of Data Collection .....                     | 45        |
| 3.5 Technique of Data Analysis .....                        | 45        |
| 3.6 The Trustworthiness of the Study .....                  | 47        |
| <br>  |           |
| <b>CHAPTER IV DATA ANALYSIS, RESEARCH FINDINGS AND</b>      |           |
| <b>DISCUSSION .....</b>                                     | <b>49</b> |
| 4.1 Data Analysis .....                                     | 49        |
| 4.1.1 Data Condensation .....                               | 49        |
| 4.1.2 Data Display .....                                    | 52        |
| 4.1.3 Conclusion Drawing.....                               | 52        |
| 4.1.4 The Persuasion of Seller in Sales Promotion .....     | 53        |
| 4.1.5 Ways of Persuasion Used by Male and Female .....      | 54        |
| 4.1.5.1 Ways of Persuasion Used by Male Promoter .....      | 54        |
| 4.1.5.2 Ways of Persuasion Used by Female Promoter.....     | 64        |
| 4.1.6 The Reason for the Use of Gender's Ways of Persuasion |           |
| in the Way they are .....                                   | 75        |
| 4.2 Findings .....  | 77        |
| 4.3 Discussions.....  | 78        |
| <br>  |           |
| <b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>           | <b>80</b> |
| 5.1 Conclusions .....                                       | 80        |
| 5.2 Suggestions.....  | 80        |
| <br>  |           |
| <b>REFFERENCES .....</b>                                    | <b>82</b> |
| <br>  |           |
| <b>APPENDICES .....</b>                                     | <b>86</b> |