

REFERENCES

- Amir, Z., Abidin, H., Darus, S., & Ismail, K. 2012. Gender Differences in the Language Use of Malaysian Teen Bloggers. *GEMA Online Journal of Language Studies*. 12 (1), pp. 105-124.
- Anusha, G. 2016. *Effectiveness of Online Advertising*. Malankara Catholic College, Mariagiri, India, 4(3).
- Arens, A. A., Best, P., Shailer, G., Fidler, B., Elder, R. J., & Beasley, M. S. 2011. *Auditing Assurance Service in Australia: An Integrated Approach*. 8th edition. Pearson Australia, NSW 2086.
- Belch, G.E., and Belch, M.A. 2007. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. Seventh Edition. New York: McGrawHill/Irwin.
- Blakeman, R. 2007. *Integrated Marketing Communication: Creative Strategy from Idea to Implementation*. Rowman & Littlefield.
- Bogdan, R.C., and Biklen, S.K. 1992. *Qualitative Research for Education: An Introduction to Theory and Methods (2nd Ed)*. Sydney: Allyn and Bacon.
- Busen, S. M. S., Mustafa, C. S., & Bahtiar, M. 2016. Impacts of Online Banner Advertisements on Customers' Purchase Intention: A theoretical framework. *Asia Pasific Journal of Education, Arts and Sciences*. 3(1): 75-82.
- Chaika, E. 1982. *Language in the Society Mirror*. Rowley Massachusetts: New House.
- Daharwal, S.J. 2006. Role of Advertisement and Sales Promotion in Pharmaceutical Marketing: A Review. *E-Journal, Pharmaceutical Reviews*. 4(4).

- Dan, L., Baskin, O., Heiman, S. T., & Ltoth, E. 2010. *Public Relation: The Profession and The Practice. 3rd Edition*. New York: McGraw Hill.
- Dattamajumdar, S. 2016. Language of Advertisement and Gender Stylistics. *Journal of LiCuS*. 1(1). 101-111.
- Denzim, N.K. 1970. *The Research Act in Sociology*. Chicago: Aldine.
- Dewi, F.A.T. 2014. Language Styles Used in Online Games' Advertisements on Facebook. Malang: Unpublished Thesis. English Department, Faculty of Letters, State University of Malang.
- Fabb, N. 2015. *Language and Literacy Structure: The Linguistic Analysis of Form in Verse and Narrative*. Cambridge: Cambridge University.
- Hendri, Eka. 2015. The Differences between Men and Women Language Style in Writing Instagram Updates. *Journal of Humanities*. 1(1). pp. 9-15.
- Janoschka, A. 2004. *Web Advertising: New Ways of Communication on the Internet*. Amsterdam: John Benjamins.
- Kataria, M. 2014. A Content Analysis of Online Advertisement on Social Websites. *International Journal of Social Science and Humanities Research*. 2(4): 18-26.
- Lazovic, V. 2014. *The Language of Online Bank Advertisements in English*. Faculty of Philosophy, University of Novi Sad, Serbia. 2(1): 88-104.
- Lestari, S., and Aldianto, L. 2016. Effect of Using Hashtag, Celebrity Endorsement, and Paid Promote to Achieve Promotion Objective In Instagram. Case Study: Woman Fashion Brand. *The Journal of Innovation and Entrepreneurship*. 1(1). pp. 1-8.
- Lie, M. 2009. The Stylistic Analysis of the Magazine Advertisements. *Journal of Capital Normal University*. 1(5): 5-15.
- Lincoln, Y.S., and Guba, E.G. 1985. *Naturalistic Inquiry*. California.

- Manchon, L. M., Morante, F. M., & Mate, J. C. 2014. Rational vs Emotional Content in Mobile Advertising. *Journal of Advertising Research*. 8(2): 257-275.
- Marin, E. R., Pizzinatto, N. K., & Giuliani, A.C. 2014. Rational and Emotional Communication in Advertising in Women's Magazines in Brazil. *Journal of Brazilian Business Review*. 11(6). 22-49.
- McCrimmon, J. 1963. *Writing with a Purpose: Third Edition*. New York: Houghton.
- Michael, A. S., Chone, L. S., Muthusamy, C., & Verravagu, J. 2010. Gendered-Linked Differences in Speech Styles: Analysing Linguistic and Gender in the Malaysian Context. *Journal of Cross-Cultural Communication*. 6 (1), 18-28.
- Newman, M. L., Groom, C. J., Handleman, L. D., & Pennebaker, J. W. 2008. Gender Differences in Language Use: An Analysis of 14.000 Text Samples. *Discourse Processes*. 45, 211-236.
- Nova, F. 2014. *PR War: Pertarungan Mengalahkan Krisis, Menaklukkan Media, dan Memenangi Simpati Publik*. Jakarta: Gramedia Widiasarana Indonesia.
- Okazaki, S., Mueller, B. & Taylor, C. 2010. Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals between U.S. and Japanese Consumers. *Journal of International Marketing*. 18(2), 20-34.
- Ouwensloot, A. & Caraher, S.M. 2009. *Integrated Marketing Communication*. European Edition, UK: McGraw-Hill Education.
- Permatasari, S. N., & Yulia, M. F. 2016. An Analysis on the Language Style of the Utterances in *Magnum* Advertisements. *LLT Journal*. 16 (1), 31-40.
- Timucin, M. 2010. Different Styles in Newspaper: An Investigative Framework. *Journal of Language and Linguistic Studies*. 6 (2), 104-126.

Tololiu, Y. G., Sudipa, I. N., & Dewi, A. 2017. Language Styles With Reference to the Movie *Ella Enchanted* by Gail Carson Levine. *Jurnal Humanis*. 19 (1), 297-303.

Vestegaard, T., & Schroder, K. 1985. *The Language of Advertising*. Oxford: Blackwell.

Wahyuningsih, S. 2018. Men and Women Differences in Using Language: A Case Study of Students at STAIN Kudus. *Journal of English Education, Literature, and Culture (Edulite)*. 3 (1), 79-90.

Wareing, S., and Thomas, L. 1999. *Language, Society and Power*. London and New York.

Wells, W. D., Moriarty, S., & Burnett, J, 2006. *Advertising Principles and Practice 7th Edition*. Upper Saddle River, NJ: Pearson Prentice Hall.

Yang, J. 2010. Gender Differences in Advertisements, A Study of Adjectives and Nouns in the Language of Advertisements. *Journal of Advertising Research*. 36. pp. 27-44.

THE
Character Building
UNIVERSITY