

REFERENCES

- Alstiel, Tom and Grow, Jean. 2007. *Advertising Strategy*. Singapore: Seng Lee press.
- Arikunto, Suharsini, 2006. *Prosedure Penelitian Suatu Pendekatan Praktek*, Jakarta: Rineka Cipta.
- Baack, C. 2007. *Integrated Advertising, Promotion and marketing Promotion*, 3rd Eds. New Delhi: Pearson Education.
- Bogdan, Robert C and Biklen, Knopp Sari. 1982. *Qualitative Research For Education: An Introduction to Theory and Methods*. London: Boston.
- Bloor, T. & Bloor, M. 1995. *The Functional Analysis of English*. London: Arnold.
- Cook, G. 1992. *Discourse and Literature*. London: Oxford University Press.
- Cook, G. 1992. *The discourse of advertising*. London: Routledge.
- Collins, P. 1998. *English Grammar*. South Melbourne: Longman.
- Denzin, Norman K & Lincoln Yvonna S, 1978. *The Sage Handbook of Qualitative Research*. London: Sage Publication.
- Elsevier, 1999. *The Semantics/Pragmatics Interface From Different Points of View*, the Boulevard Langford Lane Kidlington, Oxford: Elsevier Science Ltd.
- Filiquarian, 2008. *Advertising for Know-it-alls*. Filiquarian Publising, LLC.
- Gilson, C & Berkmen, W.H. 1980. *Advertising: advertising: concepts and strategies*. Toronto: New York Random House. In Jefkins, F.1994. *Periklanan*, 3rd edition. Jakarta: Erlangga.
- Grolier, A. 1992. *New Webster's Dictionary*. Connecticut: Grolier Inc.

Halliday, M.A.K. 1978. *Language as Social Semiotic: The Social Interpretation of Language and Meaning*. London: Edward Arnold.

Halliday, M.A.K. and C.M.I.M. Matthiessen. 2004. *An Introduction to Functional Grammar (3rd Ed.)*. London: Edward Arnold.

..... 1994. *An Introduction to Functional Grammar*. London: Edward Arnold.

Jefkins, F.1994. *Periklanan*. Jakarta. Erlangga

Jonathan, P. 1999. *The Role of Advertisements in EFL Teaching*. Oxford University Press.

Jakobson, Roman&Pamorska, Kystyna 1983. *Dialogues*, Cambridge: Cambridge University Press and The MIT Press.

Jakobson, Roman 1958. *Concluding Statement: Linguistic and Poetics*. In Thomas A, saeak (Ed.). *style in Language* (pp. 350-377). Cambridge, Massachusetts: The MIT Press.

Lane Rolan. W and King Wiitehill. K & Russel Tomas, J. 2005. *Advertising Procedure*. Sixteenth Edition. New Delhi: Pearson Education.

Lutcavage C. 1992. *Authentic Video in Intermediate German*. Die Unterrichtspraxis 25, 1, 33-40.

Lincoln, Yvonna S & Guba, Egon G, 1985. *Naturalistic Inquiry*, London: Sage Publication, Inc.

Martin, Robert. 1992. *The Meaning of Language* . New York: Mit

Martin, J. R., Matthiessen, C. M. I. M. & Painter, C. 1997. *Working with Functional Grammar*. London: Arnold.

Meleong, Lexi J. 2002. *Metodologi Penelitian Kualitatif Edisi Revisi*.Bandung: Remaja Rosdakarya.

- Miles, Matthew. B & Huberman, Michael. A, 1984. *Qualitative Data Analysis*, London: Sage Publication, Inc.
- Moleong. 1985. *An Introduction to Functional Grammar*. London: Edward Arnold.
- Moyers, Bill. 1989. "*The Public Mind*", Brooklyn: Global Alliance Environmental Advertising (GAEA).
- Myers, G. 1994. *Words in Ads*. London: Edward Arnold.
- Morley, G. D. 1985. *An Introduction to Systemic Grammar*. Hong Kong: Macmillan.
- Morley, G. D 2000. *An Introduction to Lexicogrammar in Systemic Linguistic. Continuum*.
- 2000. *An Introduction to Systemic Grammar*. Hong Kong: Macmillan.
- Saragih, Amrin. 2004. *Discourse Analysis: A Sysyemic Functional Linguistic Approach to the Analysis of Discourse and Texts*. Medan: UNIMED (Unpublished).
- 2005. *Discourse Analysis: A Sysyemic Functional Linguistic Approach to the Analysis of Discourse and Texts*. Medan: UNIMED (Unpublished).
- 2008. *Discourse Analysis: A Sysyemic Functional Approach the Analysis of Discourse and Texts*. Medan: UNIMED (Unpublished).
- 2010. *Discourse Analysis: A Sysyemic Functional Linguistic Approach to the Analysis of Discourse and Texts*. Medan: UNIMED (Unpublished).
- 2010. *Introducing Systemic Functional Grammar of English*. Medan: UNIMED (Unpublished).
- 2011. *Bahasa dalam Konteks Sosial*, Medan: Pascasarjana Unimed

- 2012. *Discourse Analysis: A Systemic Functional Linguistic Approach to the Analysis of Discourse and Texts*. Medan: UNIMED (Unpublished).
- Sharudin, Azim S and Ibrahim I. 2012. *Formalistic concept in typography and layout applications in the Billboard Advertisement*. Singapore: International Conference on Arts, Economic and Literature.
- Shimp, Terence A. 2000. *Periklanan dan Promosi*. Jakarta: Erlangga.
- Suggett, P. 2003. *How to create effective billboard adv*, England: About. Com guide.
- Tillman, R & Kirkpatrick, Charles. A. 2010. *Promotion: Persuasive Communication in Marketing*, University of Wisconsin – Madison.
- Thompson, Geoff 1996. *Introducing Functional Grammar*. London: Arnold.
- Widyatama, Rendra. 2007. *Pengantar Periklanan*. Yogyakarta: Pustaka Book Publisher.
- Yule, Goerge, 1996. *Pragmatics*. London: Oxford University Press.
- Yule, Goerge, 1996. *Analisis Wacana*, Jakarta: Gramedia.
- “Language-of-Advertising”. (<http://transliteria.blogspot.com/2012/language-of-advetising.html>) retrieved on September 12, 2012
- “Top-10-list-of-Billboard” (<http://toptentop.blogspot.com/2011/02/top-10-list-of-billboard>) retrieved on September 12, 2012
- “Pengertian-Media Iklan”(<http://belajarperiklanan.blogspot.com/2009/07/pengertian-media-iklan.html>) retrieved on October 20, 2012
- “Internet-Adversiting-vs-Traditional-Advertising”. (<http://ghotibait.com/internet-marketing/internet-adversiting-vs-traditional-advertising>) retrieved on October 20, 2012
- “Outdoor-Billboard-Advertising”. (<http://konsultanseojakarta.com/outdoor-billboard-advertising.php>) retrieved on December 05, 2012