

REFERENCES

- Ali, Lutfiah. (2015). *A Semantic Analysis on The English Translation of Surah Al Mudatsir by A. Yusuf Ali*. Thesis. English Department. Faculty of Letters and Humanities. The State Islamic University Sunan Ampel Surabaya. Retrieved from library.uinsby.ac.id

Altstiel, Tom and Grow, Jean. (2007). *Advertising Strategy (Creative Tactics from The Outside/In)*. Singapore: Seng Lee Press Pte. Ltd.

Bakanauskas, A. (2004). *Marketing Communication*. Kaunas: VDU leidykla.

Chaer, Abdul. (2007). *Linguistic Umum*. Jakarta: PT. Raneka Cipta.

Creswell, J.W. (2003). *Reseach Design: Qualittive, Quatitative, and Mixed Method Approach*. Thousand Oaks, Calif: Sage Publication.

Fromkin V. Rodman R. (1983) *An Introduction to Language*. London: Holt-Saunders

Goddard, A. (1998). *The Language of Advertising*. London and New York: Routledge.

Goddard, A. (2003). *The Language of Advertising*. London and New York: Routledge.

Gulo, W. (2002). *Metodologi Penelitian*. Jakarta: Grosindo.

Kreidler, Charles W. (1998). *Introducing English Semantic*. Great Britain: TJ International, Padstow. Cornwall.

Leech, Geoffrey N. (1974). *Semantics: The Study of Meaning, Second Edition*. Harmondsworth: Penguin.

Leech, Geoffrey N. (1966). *English in Advertising: A Linguistic Study of Advertising in Great Britain* London: Longmans.

Lyon, John. (1995) *Linguistic Semantic An Introduction*. Cambridge, England: Cambridge University Pers.

Leech, Geoffrey N. (1966). *English in Advertising: A Linguistic Study of Advertising in Great Britain* London: Longmans.

Rapp, Stan & Tom Collins. (1995). *Terobosan Baru dalam Strategi Promosi, Periklanan dan Promosi, Maxi Marketing*. (terj. Hifni Alifahmi). Jakarta: Erlangga

Saeed, John I. (1997). *Semantic First Edition*. British: Blacwell Publishing.

Seiter, Robert H. Gass, John S. (2010). *Persuasion, social influence, and compliance gaining* (4th ed.). Boston: Allyn& Bacon.

Srudji, Siti Romlah. (2014). *A Semantic Analysis on Avril Lavigne Song*. Thesis. English Department. Faculty of Letters and Humanities. The State Islamic University Sunan Ampel Surabaya.

Pateda, Mansoer. (2001). *Semantic Leksikal*. PT. Jakarta: Rineka Cipta.

Purningsih, Dian. (2013). *A Study of English Slogans on TV Advertisements*. Thesis. English Department. Faculty of Letters. University of Muhammadiyah Purwokerto.