TABLE OF CONTENTS

Inside Cover i
Inside Title ii
Declaration iii
Thesis Advisor's Approval Sheet iv
Thesis Examiner's Approval Sheet v
Motto vi
Dedication vii
Acknowledgement viii
Table of Contents x
Abstract xii
Intisari xiii

CHAPTER I: INTRODUCTION 1
1.1. Background of the Study 1
1.2. Statement of the Problem 9
1.3. Objective of the Study 9
1.4. Significance of the Study 10
1.5. Scope and Limitation 11
1.6. Definition of Key Terms 12

CHAPTER II: LITERARY REVIEW 14
2.1. Theoretical Framework 14
1. Discourse of Advertising 17
2. Materials 19
a. The Substance of Advertisement 19
b. The Situation of Advertisement 20
3. Critical Discourse Analysis (CDA) 21
4. Discourse as Social Practice 22
5. Fairclough's Three Dimensional Models 23

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

a. Textual Features (Description) 25
b. Discursive Features (Interpretation) 26
c. Social Features (Explanation)..... 26

CHAPTER III: RESEARCH METHODOLOGY..... 28
3.1. Research Approach..... 28
3.2. Research Instrument 39
3.3. Data and Data Sources..... 30
3.4. Data Collections..... 30
3.5. Data Analysis..... 31

CHAPTER IV: FINDINGS AND DISCUSSION..... 35
4.1. Findings 35
1. Materials Analysis 35
2. Textual Analysis 37
3. Discursive Feature Analysis 49
4. Social Feature Analysis..... 53
4.2. Discussion..... 55

CHAPTER V: CONCLUSION..... 59

REFERENCES..... 61
APPENDIX 64

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id