REFERENCES

Bazergan, E. (2014). *Symbolic Language War in Celluler Advertisement (A Critical Discourse Analysis)*. International Journal of Science and Research (IJSR) Volume 3 Issue 1, January 2014. Retrieved fromwww.ijsr.net.

Budiani, Y. Sari. (2014). *An analysis of Persuasive Techniques Used in Cosmetics Advertisements*. Thesis.English Department.Faculty of Letters and Humanities.The State IslamicUniversity SunanAmpel Surabaya.

Cook, G. (2001). *The Discourse of Advertising (2nd Ed)*. London and New York: Routledge.

Eiriz, V. and D. Wilson. (2006). *Research in Relationship Marketing: Antecedents, Traditions and Integration*. Euro- pean Journal of Marketing, Vol. 4, No. 4, 2006, pp. 275- 291. http://dx.doi.org/10.1108/03090560610648057.

Fairclough, N. (1989). *Language and Power.Discourse, Common Sense and Ideology*. Longman Group UK Limited.

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

Gulo, W. (2002).*MetodologiPenelitian*. Jakarta: Grosindo.

Halliday, M. A. K. (1994). *An Introduction to Functional Grammar*. London: Edward Arnold.

Hornikx, J., Frank van Meurs and Anja de Boer.(2010). *English or a Local Language in Advertising?The Appreciation of Easy and Difficult English Slogans in the Netherlands*. Journal of Business Communication, Volume 47, Number 2, April 2010 169-188. Retrieved from http://job.sagepub.com.

Iqbal, A., Malik Haqnawaz Danish & Maria Raja Tahir. (2014). *Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study*. International Journal on Studies in English Language and Literature (IJSELL), Volume 2, Issue 9, September 2014, PP 122-131. Retrieved from www.arcjournals.org.Jorgensen, M. and Louise Phillips.(2002). *Discourse Analysis as Theory and Method*. London: SAGE Publications.

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

Jorgensen, M. and Louise Phillips. 2002. *Discourse Analysis as Theory and Method*. SAGE Publications: London.

Kaur K., NaliniArumugam&NorimahMohamadYunus. (2013). *Beauty Product Advertisements: A Critical Discourse Analysis*. Asian Social Science; Vol. 9, No. 3; 2013, Published by Canadian Center of Science and Education.Retrieved from www.ccsenet.org/ass.

Knupfer, N. N. &McLellan, H. 2001. *The Handbook of Research for Educational Communications and Technology*. Bloomington: AECT.

Litosseliti, L. (2011). *Research Methods in Linguistics*. (Ed.). New York:Continuum International Publishing Group.

Mukhtar.(2013). *MetodePraktisPenelitianDeskriptifKualitatif*. Jakarta: Referensi

Ritchie, J. and Jane Lewis.(2003). *Qualitative Research Practice*. (Ed). London: SAGE Publications.

Rogers, R. (2004). *An Introduction to Critical Discourse Analysis in Education*. (Ed). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.

Sakdiyah, K. (2014). *An Analysis of Persuasive Techniques Used by Pond's Cosmetics in Television Advertisement.Thesis*. English Department. Faculty Of Letters And Humanities. State Islamic University SunanAmpel Surabaya.

Shaikh, M, Dr. Faraz Ali Bughio , and Shafkat Ali Kadri . (2015). *The Representation Of Men And Women In Advertisements: A Critical Discourse Analysis*. The Women – Annual Research Journal Vol. 7, 2015.

Stilman, A. (1997). *Grammatically Correct: The writer's essential guide to punctuation, spelling, style, usage and grammar*. Cincinnati, Ohio: Writer's Digest Books.

Wray, A. & Bloomer, A. 2006. Projects In Linguistics: *A Practical Guide To Researching Language*. 193 Madison Avenue, New York: Oxford University Press Inc.

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

Vahid, H. and SaeedehEsmae'li. (2012). *The Power behind Images: Advertisement Discourse in Focus*. International Journal of Linguistics, Vol. 4, No. 4.Retrieved from www.macrothink.org/ijl.

www.garnier.co.id/perawatan-wajah/beauty/garnier

https://m.facebook.com/profile.php?id=168910683121299&tsid=0.48209221042588135&source=typeahead

https://m.facebook.com/profile.php?id=140435459357045&tsid=0.4679153616746543&source=typeahead

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