

**PERSUASION TECHNIQUE USED IN THE WINNER  
OF INDONESIAN BRIGHT AWARDS  
ADVERTISEMENTS 2016**

**THESIS**

**Submitted as Partial Fulfillment as the Requirements for the Sarjana Degree of English  
Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya**



**By:**

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SURABAYA  
2017**

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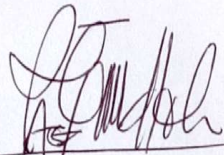
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Approved to be examined

Surabaya, July 10<sup>th</sup> 2017

Thesis Advisor

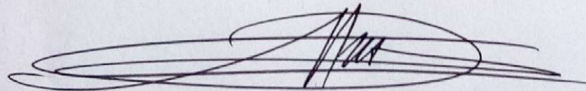


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## DECLARATION

The Undersigned,

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Declares that the thesis she wrote to fulfill the requirements for the bachelor degree in English Department, Faculty of Arts and humanities, State Islamic University, Surabaya, entitled "*Persuasion Technique Used in The Winner of Indonesian Bright Awards Advertisements 2016*" is truly her original work. In other words, it does not incorporate any material that has been written or published by prior writer but indicated in quotation and bibliography. Consequently, I, as the writer of this thesis, am the only person who is responsible for this thesis if found any objection or claim from others in this work.

Surabaya, July 7<sup>th</sup>, 2017 .

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Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

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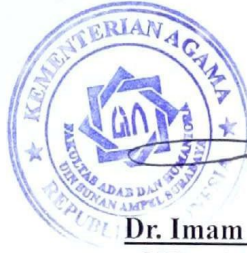
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## EXAMINER'S APPROVAL SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Art and Humanities, The State Islamic University of Sunan Ampel Surabaya, on 31<sup>th</sup> July 2017.

The Dean of Faculty of Art and Humanities



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