

TABLE OF CONTENTS

	Page
Inside cover page	i
Inside title page	ii
Declaration page	iii
Dedication page	iv
Approval page	v
Examiner approval page	vi
Motto	vii
Acknowledgements	viii
Table of contents	x
Abstract	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Research Problem	7
1.3 Objective of the Study.....	7
1.4 Scope and Limitation of the Study.....	7
1.5 Significance of the Study	8
1.6 Definition of Key Terms	9
CHAPTER II REVIEW OF RELATED LITERATURE	10
2.1 Theoretical Framework	10
2.1.1 Discourse Analysis	10
2.1.2 Guy cook theory of Advertising as Discourse.....	15

2.1.3 The Mode of Advertisement.....	15
2.1.4 Persuasive.....	18
2.1.5 Persuasion Process	19
2.1.6 The basic of persuasion	20
2.1.7 Technique of Persuasion	21
2.2 Previous Studies.....	27
CHAPTER III RESEARCH METHOD	28
3.1 Research Approach	28
3.2 Technique of Data Collection	28
3.2.1 Source of Data.....	28
3.2.2 Research Instrument.....	29
3.2.3 Research Procedure	29
3.3 Data Analysis	30
CHAPTER IV DISCUSSION	31
4.1 The Mode of Smartfren Advertisement	31
4.1.1 Pictures on Smartfren Television Commercial	32
4.1.2 Music on Smartfren Television Commercial	51
4.1.3 Speech and Writing on Smartfren Commercial	56
4.2 The way of Applying Persuasion Technique on Speech and writing	61
CHAPTER V CONCLUSION AND SUGGESTION	66
5.1 Conclusion	66
5.2 Suggestion.....	68
REFERENCES	
APPENDIXES	