

## TABLE OF CONTENT

<b>Inside Cover Page .....</b>	<b>i</b>
<b>Inside Title Page.....</b>	<b>ii</b>
<b>Dedication Page .....</b>	<b>iii</b>
<b>Declaration Page .....</b>	<b>iv</b>
<b>Thesis Advisor’s Approval Page .....</b>	<b>v</b>
<b>Thesis Examiner’s Approval Page .....</b>	<b>vii</b>
<b>Acknowledgement .....</b>	<b>vii</b>
<b>Ephigraph .....</b>	<b>ix</b>
<b>Table of Content .....</b>	<b>x</b>
<b>Abstract .....</b>	<b>xiii</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Statement of the Problem .....	6
1.3 Objective of the Study .....	6
1.4 Significance of the Study .....	7
1.5 Definition of Key Terms .....	8
<b>CHAPTER II: LITERATURE REVIEW .....</b>	<b>9</b>
2.1 Theoretical framework .....	9
2.1.1 Language and Advertisement .....	9

2.1.2 Discourse Analysis .....	11
2.1.3 Advertising as Discourse .....	12
2.1.4 Political Advertising .....	14
2.1.5 Guy Cook's Theory of Discourse of Advertising .....	15
2.2 Review of Related Study .....	19
<b>CHAPTER III: METHOD OF THE STUDY .....</b>	<b>24</b>
3.1 Research Approach .....	24
3.2 The Data Source .....	25
3.3 Technique of Data Collection .....	26
3.4 Technique of Data Analysis .....	26
<b>CHAPTER IV: DISCUSSION.....</b>	<b>28</b>
4.1 Analysis of Nasional Demokrat Political Ads .....	28
4.1.1 The Review of Nasional Demokrat Political Ads .....	28
4.1.2 The Analysis and interpretation of Nasional Demokrat Political Ads .....	30
4.1.2.1 "Gerakan Perubahan" Nasional Demokrat Political ad.....	30
4.1.2.1.1 Picture.....	30
4.1.2.1.2 Music.....	37
4.1.2.1.3 Speech.....	39
4.2 Discussion of the Finding .....	41
<b>CHAPTER V: CONCLUSION .....</b>	<b>46</b>

<b>REFERENCES .....</b>	<b>48</b>
<b>APPENDICES .....</b>	<b>51</b>