

## REFERENCES

- Advertisement, N. (2010). *Oxford Advanced Learner's Dictionary* (8<sup>th</sup>ed). UK. Oxford University Press
- Cambridge Dictionary Online*. (2015). Retrieved January, 18, 2015 from <http://dictionary.cambridge.org/us/dictionary/business-english/print-ad>
- Cartairs, A. & McCarthy (2002). *An Introduction to English Morpholog: Words and Their Structure*. Edinburgh: Edinburgh University Press
- Color Meaning*, (2015). Retrieved on 19 May 2015, from Color Wheel Pro: <http://www.color-wheel-pro.com/color-meaning.html>
- Cook, G. (2001). *The Discourse of Using Advertising* (Second Edition). London: Routledge
- Denscombe, M. (2007). *The Good Research Guide for Small-Scale Social Research Project*. Berkshire: Open University Press
- Dörnyei, Z. (2007). *Research Method in Applied Linguistics: Qualitative, Quantitative and Mixed Methodology*. UK: Oxford University Press
- Dyer, G. (2009). *Advertising as Communication*. London & New York: Methuen & Co. Ltd.
- Fairclough, N. (1989). *Language and Power*. New York: Longman Inc.
- Goddard, A. (1998). *The Language of Advertising*. London. & New York: Routledge.
- Halliday, M.A.K. (1996). *Literacy and Linguistics: A Functional Perspective*. In: Hasan, R.; Williams, G.; Literacy in Society, Addison Wesley Longman Limited
- Halliday, M.A.K. & Hasan, R. (1985). *Language, Context and Text: Aspect of Language in a Social Semiotics Perspective*. Hong Kong: Oxford University Press
- Iklan Dancow*. (2014). Retrieved January, 09, 2015 from <http://www.ceritamu.com/cerita/Keingetan-iklan-Dancow-di-majalah-Bobo>
- Indoprogress*. (2014). Retrieved January, 09, 2015 from <http://indoprogress.com/2014/02/keluarga-berencana-kb-dan-konsep-keluarga-dalam-iklan/>

- Isma, L. (2014). Retrieved January, 21, 2015 from <http://catatanilmukomunikasi.blogspot.com/2014/08/uts-peng-advertising-deskripsi.html>
- Jewitt, C., (2014, Feb 20). *Extending Multimodality through Interdisciplinary Collaboration*. Retrieved February, 11 2015 from Department of Bussiness Communication <http://bcom.au.dk/research/conferencesandlectures/encompassing-the-multimodality-of-knowledge/keynote-speakers/carey-jewitt/>
- Jewitt, C. ed. (2009). *The Routledge Handbook of Multimodal Analysis*. London: Routledge
- Kotler, P. & Keller, K.L. (2007). *Marketing Management* (Twelfth Edition). New Jersey: Pearson Ed
- Kress, G. (2010). *Multimodality: A Social Semiotic Approach to Contemporary Communication*. New York: Routledge
- Kress, G. et. Al. (2001). *Multimodal Teachin and Learning: The Rhetorics of the Science Classroom*. London & New York: Continuum
- Kress, G. & Van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design* (2<sup>nd</sup> ed). Oxon: Routledge
- Kumpulan Poster Iklan Jadul*. (2012). Retrieved January, 09 2015 from [http://www.kaskus.co.id/thread/51a1b5650a75b4ef6e000004/kumpulan-poster-iklan-jadul-indonesia/?ref=postlist-21&med=recommended\\_for\\_you](http://www.kaskus.co.id/thread/51a1b5650a75b4ef6e000004/kumpulan-poster-iklan-jadul-indonesia/?ref=postlist-21&med=recommended_for_you)
- Mars Research Specialist*. (2009). Retrieved August, 02 2015 from <https://marsnewsletter.wordpress.com/2009/09/10/dancow-masih-memimpin-pasar-susu-bubuk/>
- Nestle Indonesia*. (2015). Retrieved January, 26<sup>th</sup> 2015 from <http://www.nestle.Indonesia.com>
- Ningsih, E. F. et. al. (2014). *Construing Ideational Meaning in Electronic Devices Advertisements in Jawa Pos: A Systemic Functional Linguistic Multimodal Discourse Analysis*. *Publika Budaya*. 2(1). 6-14.
- Noriega, A. (2012). *The Conlation of Health and Beauty in Advertising: A Critical Multimodal Discourse Analysis of Three Television Commersials*. Published Graduate of Master Art Thesis, Carleton University
- Saussure, F. (1988). *Course in general linguistics*. In: R. Selden, *The theory of criticism: from Plato to present: A reader*. pp. 113 - 115, 351 - 353

- Sells, P. & Gonzales, S. (2002). *The Language of Advertising*. Stanford University. Retrieved April, 29<sup>th</sup> 2015 from <http://www.stanford.edu/class.html>
- Stockl, H. (2004). *In between modes: language and image in printed media*. In: E. Ventola, C. Charles, & M. Kaltenbacher, *Perspectives on multimodality*, pp. 9-31. John Benjamins.
- Vilanilam, J. V. and Varghese, A. K. (2004). *Advertising Basic!: A Resource Guide for Beginners*. New Delhi: Response Books
- Triristina, N. (2012). *The Multimodality Concept Used in Cigarette Advertisement Billboards in Central Surabaya*. Unpublished Undergraduate Thesis. Universitas Airlangga
- Woods, N. (2006). *Describing Discourse: A practical Guide to Discourse Analysis*. London: Hodder Education

