

REFERENCES

- Anggraeni, D. 2011. *Word Formation Process in Outdoor Advertisement in Semarang*. Undergraduate Thesis, Semarang: Universitas Diponegoro.
- Arikunto, S. 1998. *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Bauer, L. 1983. *English Word-Formation*. Cambridge: Cambridge University Press.
- Benczes, R. 2006. *Creative Compounding in English: The Semantics of Metaphorical and Metonymical Noun-Noun Combinations*. Amsterdam/Philadelphia: John Benjamins Publishing Community.
- Bovée, C. L., and W. F. Arens. 1989. *Contemporary Advertising*. Homewood: Irwin.
- Carstairs-McCarthy, Andrew. 2002. *An Introduction to English Morphology: Words and Their Structure*. Great Britain: Edinburgh University Press.
- CIS, RIT. 2014. *Poster Design*. Accessed July 6, 2019.
<https://www.cis.rit.edu/htbooks/dtp/projects/poster/>.
- Crystal, D. 2003. *The Cambridge Encyclopedia of the English Language*. Cambridge: Cambridge University Press.
- Dörnyei, Z. 2007. *Research Method in Applied Linguistics*. Spain: Oxford University Press.
- Fauziyah, F., and S. Saunir . 2018. "Word Formation Process of Advertisement Boards in Padang City." *E-Journal of English Language and Literature* 92-97.
- Goddard, A. 1998. *The Language of Advertising: Written Texts*. New York: Routledge.
- Hosseinzadeh, N. M. 2014. "New Blends in English Language." *International Journal of English Language and Literature Research* 2: 15-26.
- Iskin, R. E. 2014. *The Poster of Art, Advertising, Design, And Collecting*. New England: Dartmouth College Press.
- Johannessen, K. S. 2010. "The Language of Advertising: Powerful, Innovative and Environmental." *New Perspective on Sustainability* 6-27.
- Katamba, F. 2005. *English Words*. New York: Routledge.

- Leech, G. N. 1966. *English in Advertising: A Linguistic Study of Advertising in Great Britain*. London: Longman.
- McCarthy, D. 2016. *Eventbrite*. Accessed March 10, 2019.
<https://www.eventbrite.co.uk/blog/right-metrics-for-measuring-corporate-event-success-ds00/>.
- Moehkardi, R. R. D. 2016. "Patterns of Meanings of English Words Through Word Formation Processes of Acronyms, Clipping, Compound, and Blending Found in Internet-Based Media." *Humaniora* (Universitas Gadjah Mada) 28: 324-338.
- O'Grady, W., and J. Archibald. 2016. *Contemporary Linguistic Analysis*. Canada: Pearson.
- O'Grady, W., and J. Archibald. 2016. *Contemporary Linguistic Analysis*. Canada: Pearson.
- OALD. 2011. *Oxford Advance Learner's Dictionary Fourth Edition*. Oxford: Oxford University Press.
- Plag, I. 2002. *Word-formation in English*. Cambridge: Cambridge University Press.
- Rowe, B. M., and D.P. Levine. 2016. *A Concise Introduction to Linguistics*. New York: Routledge.
- Sangsthita, S. B. 2017. *Blending in Advertisement for Event: A Morphological Study*. Undergraduate Thesis, Yogyakarta: Universitas Gadjah Mada.
- Shone, A., and B. Parry. 2004. *Successful Event Management: A Practical Handbook*. London: Thomson Learning.
- Simpson, P. 2004. *Stylistics*. London: Routledge.
2019. *SkELL – Web Interface for English Language Learning*. Accessed May 22, 2019. <https://www.sketchengine.eu/skell/>.
- Voros, T. 2010. *Creativity in Advertising SLogans Based on Word Formation*. Undergraduate Thesis, Pardubice: University of Pardubice.
- Winnebago , County Extension. 1999. *IOWA State University*. May. Accessed July 10, 2019.
<https://www.extension.iastate.edu/sites/www.extension.iastate.edu/winnebago/WhatMakesaGoodPoster>.
- Yule, G. 2010. *The Study of Language: Fourth Edition*. Cambridge: Cambridge University Press.