

TABLE OF CONTENTS

PERNYATAAN KEASLIAN TULISAN	ii
PREFACE.....	iii
ACKNOWLEDGEMENTS.....	iv
MOTTO	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER I INTRODUCTION.....	1
A. Research Background	1
B. Research Questions	7
C. Research Purposes.....	7
D. Research Significance	8
E. Research Scope	8
CHAPTER II LITERATURE REVIEW	10
A. Previous Studies	10
B. Stylistics	12
C. Level of Stylistic.....	15
D. Language Style Definition	17
E. Kinds of Language Style	20
F. Language Style in Advertisement.....	23
G. The function of Language Style	26
H. Advertising.....	29
I. Kinds of Advertisement	32
J. Language of Advertisement	33
K. Persuasive Language.....	36
L. Persuasive Technique in Advertisement	37
CHAPTER III RESEARCH METHOD	40

A. Research Design.....	40
B. Sample of Data.....	40
C. Source of Data.....	47
D. The Technique of Collecting Data	50
E. The Technique of Analysis Data	51
CHAPTER IV ANALYSIS	53
A. Language Style in Advertisement	53
1. Simile	53
2. Metaphor.....	56
3. Personification.....	62
4. Hyperbole.....	66
5. Alliteration	80
6. Assonance.....	86
7. Ellipsis	93
8. Prolepsis	96
B. The Ways the Language Style Influence the Customers with Persuasive Technique.....	98
1. Pioneering Stage in Advertisement	101
2. Competitive Stage in Advertisement	102
3. Retentive Stage in Advertisement.....	103
CHAPTER V CONCLUSION AND SUGGESTIONS	105
A. Conclusion.....	105
B. Suggestions	106
REFERENCES.....	108