

TABLE OF CONTENT

APPROVAL PAGE	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
DECLARATION	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
ACKNOWLEDGEMENT	Error! Bookmark not defined.
TABLE OF CONTENT	1
CHAPTER I INTRODUCTION	Error! Bookmark not defined.
1.1 Background of Study	Error! Bookmark not defined.
1.2 Statement of Problem	Error! Bookmark not defined.
1.3 Purpose of the Study	Error! Bookmark not defined.
1.4 Significance of the Study	Error! Bookmark not defined.
1.5 Previous Study	Error! Bookmark not defined.
CHAPTER II LITERARY REVIEW	Error! Bookmark not defined.
2.1 Interpersonal Metafunction	Error! Bookmark not defined.
2.2 Speech Function	Error! Bookmark not defined.
2.3 Mood Element	Error! Bookmark not defined.
2.3.1 Subject	Error! Bookmark not defined.
2.3.2 Finite	Error! Bookmark not defined.
2.4 Residue Element	Error! Bookmark not defined.
2.4.1 Predicator	Error! Bookmark not defined.
2.4.2 Complement	Error! Bookmark not defined.
2.4.3 Adjunct	Error! Bookmark not defined.
2.5 Mood Types	Error! Bookmark not defined.
2.5.1 Declarative Mood	Error! Bookmark not defined.
2.5.2 Interrogative Mood	Error! Bookmark not defined.

2.5.3	Imperative Mood	Error! Bookmark not defined.
2.6	Advertising	Error! Bookmark not defined.
2.7	Tagline	Error! Bookmark not defined.
2.8	Types of Tagline	Error! Bookmark not defined.
2.8.1	Brand-Recognizable Tagline	Error! Bookmark not defined.
2.8.2	Persuasive Tagline	Error! Bookmark not defined.
2.8.3	Descriptive Tagline	Error! Bookmark not defined.
2.9	Conceptual Framework	Error! Bookmark not defined.
CHAPTER III METHOD OF RESEARCH		Error! Bookmark not defined.
3.1	Research Design	Error! Bookmark not defined.
3.2	Source of Data	Error! Bookmark not defined.
3.3	Data	Error! Bookmark not defined.
3.4	Technique of Data Collection	Error! Bookmark not defined.
3.5	Technique of Data Analysis	Error! Bookmark not defined.
CHAPTER IV DATA ANALYSIS		Error! Bookmark not defined.
4.1	Types of Mood	Error! Bookmark not defined.
4.1.1	Declarative	Error! Bookmark not defined.
4.1.2	Interrogative	Error! Bookmark not defined.
4.1.3	Imperative	Error! Bookmark not defined.
4.2	The Realization of Speech Function in Mood	Error! Bookmark not defined.
4.2.1	Statement	Error! Bookmark not defined.
4.2.2	Question	Error! Bookmark not defined.
4.2.3	Offer	Error! Bookmark not defined.
4.2.4	Command	Error! Bookmark not defined.
CHAPTER V CONCLUSION AND SUGESTION		Error! Bookmark not defined.
5.1	Conclusion	Error! Bookmark not defined.
5.2	Suggestion	Error! Bookmark not defined.
REFERENCES		Error! Bookmark not defined.