

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENTS.....	ix
CHAPTER I.....	1
1.1. Background of Research.....	1
1.2. Research Questions	6
1.3. Research Objectives	6
1.4. Research Significances	7
1.5. Definition of Key Terms.....	7
1.6. Organization of Writing.....	8
CHAPTER II	9
2.1. Systemic Functional Linguistics/Grammar	9
2.2. Interpersonal Meaning.....	10
2.3. Mood and Residue	11
2.3.1. Mood: Subject and Finite	11
2.3.2. Residue	13
2.4. Mood Types	18
2.4.1. Declarative Mood	19
2.4.2. Interrogative Mood	19
2.4.3. Imperative Mood	22
2.5. Speech Role	22
2.6. Commodity being Exchange.....	23
2.7. Speech Functions	23

2.8. Advertisement and Advertising	24
2.8.1. Advertisement.....	24
2.8.2. Advertising.....	25
2.8.3. Types of Advertising	25
2.8.4. Function of Advertising	26
2.8.5. Language Used in Advertisement	27
2.9. Brochure.....	30
2.10. IKEA	30
CHAPTER III	32
3.1. Research Design.....	32
3.2. Sample of Data.....	33
3.3. Source of Data.....	36
3.4. Technique of Collecting Data	37
3.5. Technique of Analyzing Data	38
CHAPTER IV.....	40
4.1. Finding.....	40
4.2. Discussion	56
4.2.1. Mood Types are Used in The IKEA Brochure	56
4.2.2. Function of Mood in The IKEA Brochure.....	70
CHAPTER V	112
5.1. Conclusions	112
5.1. Suggestion.....	113
REFERENCES.....	114
APPENDIX	117