REFERENCES


York: W. W. Norton Company.


Appendix of Speech and Writing in advertisements.

A. Lyrics of jingle in the advertisements
1. “Jadi koboi” Dancow 1+ milk advertisement
   We love lives, the explore.
2. “Makan langsung vs Makan dingin” Beng beng advertisement
   Beng beng memang satu, makannya yang beda.
   (Beng beng is one, the way for eating that different)
   Haruskah kita pantas pisah meski sama sama suka beng beng.
   (Should we deserve to be separated even though we likes a beng beng)
3. “Knalpot Bocor” Djarum 76 Advertisement
   Djarum..djarum..djarum tujuh enam.
   (Djarum djarum djarum seven six)
   Yang penting hepi. (the most important is happy)

B. Speech in the advertisements.
   - Pagi guys, Indomie goreng dulu yuk.
     (Morning guys, Indomie fried noodle first)
   - Buat gue rasa indomie goreng itu gak ada duanya. Apalagi aromanya, hmmm sadis!
     (For me the taste of indomie fried noodle is second to none. Moreover the aroma, hmmm sadistic!)
   - Ditambahin bawang goreng dan telur ceplok makin gokil enaknya
     (Plus the fried onions and fried egg it make more delicious)
   - Biar lo semangat kayak gue, Indomie goreng dulu.
     (Let you be spirit like me, Indomie fried noodles first)
2. “Jadi koboi” Dancow 1+ milk advertisement