

## DAFTAR PUSTAKA

- Achien'g, J. A. (2009). *Effectiveness of Billboard Advertising; a case of soft drinks in Nairobi*. University of Nairobi.
- Aydemir, S. L. (2023). Our Wayworn Language as A “Hyperobject” In Arrival And The Translation of An Alien Language. In *Translation Studies: Translating in the 21st Century - Multiple Identities* (pp. 199–216). Peter Lang AG.
- Barrajón López, E. (2023). Verbal advertising neologisms from a multimodal perspective: word, image and common ground. *Circulo de Linguistica Aplicada a la Comunicacion*, 96, 127–141. <https://doi.org/10.5209/clac.72791>
- Batrynychuk, Z., Yesypenko, N., Bloshchynskyi, I., Dubovyi, K., & Voitiuk, O. (2022). Multimodal Texts of Political Print Advertisements in Ukraine. *World Journal of English Language*, 12(1), 115–128. <https://doi.org/10.5430/wjel.v12n1p115>
- Bourdieu, P. (1984). The Market of Symbolic Goods. In *The Field of Cultural Production: Essays on Art and Literature*. Columbia University Press.
- Chiluwa, I. (2014). *A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria ( 2000- A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria. January 2007.*
- Dalamu, T. O. (2020). Investigating multilingual contexts in the Nigerian advertising space: A domain of intellectual stimulation. *Crossroads*, 2020(29), 4–26. <https://doi.org/10.15290/CR.2020.29.2.01>
- Danesi, M. (2004). *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory* (Third Edit). Canadian Scholars’ Press.
- Dayag, D. T. (2008). *The Discourse of Print Advertising in the Philippines : Generic Structures and Linguistic Features. Study 1*, 1–15.
- Escobar-Alméciga, W. Y., & Brutt-Griffler, J. (2022). Multimodal Communication in an Early Childhood Bilingual Education Setting: A Social Semiotic Interaction Analysis. *Ikala*, 27(1), 84–104. <https://doi.org/10.17533/udea.ikala.v27n1a05>
- Fairclough, N. (1995). *Media Discourse*. Edward Arnold.
- Flergin, A. (2014). *Language of Persuasion : A Discourse Approach to Advertising Language*. 3, 62–68.
- Forceville, C. J. (2011). Multimodality: A Social Semiotic Approach to Contemporary Communication. *Journal of Pragmatics*, 43(14), 3624–3626. <https://doi.org/10.1016/j.pragma.2011.06.013>
- Frolova, S. (2014). *The Role of Advertising In Promoting A Product. Thesis. Centria*

- University Of Applied Sciences Degree Programme in Industrial Management.* May.
- Ge, L. (2011). *Pragmatic Functions of Presupposition in Advertising English*. 3(1), 153–157.
- Gentile, E. (2013). *Oxford Handbooks Online*. May 2018, 1–21. <https://doi.org/10.1093/oxfordhb/9780199585977.013.0035>
- Gheisari, M., & Akbari, O. (2022). A comparison of cultural representation and ideologies in the multimodal discourses of textbooks used in public and private Iranian contexts: a cross-textual study. *Social Semiotics*. <https://doi.org/10.1080/10350330.2022.2094234>
- Giddens, A. (1991). *Modernity and Self-Identity: Self and Society in the Late Modern Age*. Stanford University Press.
- Gunther Kress, & Leeuwen, T. van. (2001). *Multimodal Discourse: The Modes and Media of Contemporary*. Hodder Education.
- Hall, S. (1989). Cultural Identity and Cinematic. *Framework: The Journal of Cinema and Media*, 36(36), 68–81. <http://www.jstor.org/stable/44111666>
- Hall, S. (1997). *Chapter One The Work of Representation*. 1–48.
- Harsanto, P. W. (2014). Yogyakarta dalam Kepungan Iklan; Sebuah Kajian Tentang Estetika Lingkungan. *DeKaVe*, 07(02).
- Heinonen J & Junnila, S. (2011). A Carbon Consumption of Rural and Urban Lifestyles. *Sustainability*, 3, 1234–1249. <https://doi.org/10.3390/su3081234>
- Holmes, J. (1986). *INTRODUCTION . This paper explores compliment*. 28(4).
- Hornikx, J., & van Meurs, F. (2017). Foreign Languages in Advertising as Implicit Country-of-Origin Cues: Mechanism, Associations, and Effectiveness. *Journal of International Consumer Marketing*, 29(2), 60–73. <https://doi.org/10.1080/08961530.2016.1243996>
- Hosseini, A., & Barekat, B. (2022). A multimodal critical discourse analysis of city as text: investigation of meaning metafunctions of Rasht's Imam Khomeini Street. *Visual Communication*. <https://doi.org/10.1177/14703572221128886>
- John, D. A. F. (2015). Language choice and ideology: Examining the use of the Malay language in English newspaper advertisements in Malaysia. *Language and Communication*, 43, 87–101. <https://doi.org/10.1016/j.langcom.2015.05.004>
- Kannan, R. (2013). *Use of Language in Advertisements*. 13(37), 1–10.
- Kelly-Holmes, H., & Atkinson, D. (2007). Minority language advertising: A profile of

- two Irish-language newspapers. *Journal of Multilingual and Multicultural Development*, 28(1), 34–50. <https://doi.org/10.2167/jmmd473.1>
- Kim, S. (2018). Managing millennials' personal use of technology at work. *Business Horizons*, 61(2), 261–270. <https://doi.org/10.1016/j.bushor.2017.11.007>
- Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism*. Pearson.
- Kress, G. (2011). "Partnerships in research": Multimodality and ethnography. *Qualitative Research*, 11(3), 239–260. <https://doi.org/10.1177/1468794111399836>
- Kress, G., & Leeuwen, T. van. (2002). Colour As A Semiotic Mode: Notes for A Grammar of Colour. *Visual Communication*, 1(3), 343–368.
- Kress, G., & Leeuwen, T. Van. (n.d.). *Reading Images: The Grammar of Visual Design*. Routledge.
- Kress, G., & Van Leeuwen, T. (n.d.). *Reading images. The grammar of visual design* (Second Edi, Vol. 1, Issue 1). Routledge Taylor & Francis Group. <https://doi.org/10.17509/ijal.v1i1.105>
- Kress, G., & Van Leeuwen, T. (2002). Colour as a semiotic mode: Notes for a grammar of colour. *Visual Communication*, 1(3), 343–368. <https://doi.org/10.1177/147035720200100306>
- Krishna, A. (2018). *Language Choice in Advertising to Bilinguals* : 35(4), 692–705. <https://doi.org/10.1086/592130>
- Krishna, A., & Ahluwalia, R. (2008). Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. *Journal of Consumer Research*, 35(4), 692–705. <https://doi.org/10.1086/592130>
- Kumar, R. (2017). *Bilingual Code-Mixing in Indian Social Media Texts for Hindi and English*. 121–129. <https://doi.org/10.1007/978-981-10-5780-9>
- Lau, K. L. (2016). Problematizing femininity in slimming advertisements. *Pertanika Journal of Social Sciences and Humanities*, 24(4), 1627–1650.
- Laura Hidalgo Downing. (2000). Text World Creation in Advertising Discourse. *Revista Alicantina de Estudios Ingleses*, 13, 67–88.
- Lee, Y.-J., & Shin, D. (2023). A textual analysis of TV commercials on TOEIC: A multimodal approach to discourse studies. *English Teaching*, 78(1), 247–270. *English Teaching(South Korea)*, 78(1), 247–270. <https://doi.org/10.15858/engtea.78.1.202303.247>

- Leeuwen, T. van. (2004). *Introducing Social Semiotics: An Introductory Textbook*. <http://www.amazon.com/Introducing-Social-Semiotics-Introductory-Textbook/dp/0415249449>
- Leeuwen, T. Van. (2005). *Introducing Social Semiotic*. Routledge.
- Li, P., & Xu, J. (2011). Research on using sign language in outdoor advertising. *Proceedings of 2011 International Conference on Image Analysis and Signal Processing, IASP 2011*, 699–703. <https://doi.org/10.1109/IASP.2011.6109138>
- Lynch, K. D. (2005). Advertising Motherhood : Image , Ideology , and Consumption. *Berkeley Journal of Sociology*, 49, 32–57.
- Machin, D., & Mayr, A. (2012). *How to Do Critical Discourse Analysis: A Multimodal Introduction*. Sage Publication.
- Machin, D., & Van Leeuwen, T. (2005). Language style and lifestyle: The case of a global magazine. *Media, Culture and Society*, 27(4), 577–600. <https://doi.org/10.1177/0163443705054151>
- Machin, D., & Van Leeuwen, T. (2016). Multimodality, politics and ideology. *Journal of Language and Politics*, 15(3), 243–258. <https://doi.org/10.1075/jlp.15.3.01mac>
- Mahata, S. K., Makhija, S., Agnihotri, A., & Das, D. (2020). Analyzing Code-Switching Rules for English – Hindi Code-Mixed Text. *Advances in Intelligent Systems and Computing*. <https://doi.org/10.1007/978-981-13-7403-6>
- Martínez-Camino, G., & Pérez-Saiz, M. (2012). A pragmatics theory on television advertising. *Journal of Pragmatics*, 44(4), 453–473. <https://doi.org/10.1016/j.pragma.2011.12.011>
- Martínez-Lirola, M. (2023). A Multimodal Critical Discourse Analysis of a Sample of Posters Used in the 2016 and 2020 Election Campaigns in Ireland. *Estudios Irlandeses*, 18, 37–53. <https://doi.org/10.24162/EI2023-11447>
- Masrukhi, M., Hadi, S., Thoyib, T., & Suhandano, S. (2016). *Unsur Verbal dan Nonverbal dalam Iklan Komersial di Media Cetak Mesir*. Universitas Gadjah Mada.
- McAllister, M. P., Beykont, Y., & Forde, S. L. (2023). The racialized celebrity other in perfume advertisements. *Communication, Culture and Critique*, 16(3), 141–157. <https://doi.org/10.1093/cc/cctcad002>
- Moradi Joz, R., Ketabi, S., & Vahid Dastjerdi, H. (2014). Ideological manipulation in subtitling: a case study of a speech fragment by Mahmoud Ahmadinejad (President of the Islamic Republic of Iran). *Perspectives: Studies in Translatology*, 22(3), 404–418. <https://doi.org/10.1080/0907676X.2013.820336>

- Mutonya, M. (2008). Swahili Advertising In Nairobi: Innovation and Language Shift. *Journal of African Cultural Studies*, 20(1), 3–14. <https://doi.org/10.1080/13696810802159222>
- Najafian, M., & Dabaghi, A. (1991). Hidden Language of Advertising : A Semiotic Approach. *Proceedings of the International Conference: Doing Research in Applied Linguistics*, 199–201.
- Noviani, R. (2002). *Jalan Tengah Memahami Iklan*. Yogyakarta. Pustaka Pelajar.
- Novitasari, D. (2018). Analisis Mitos Gaya Hidup dalam Iklan #Ada Aqua Versi Selfie. *Mediakom : Jurnal Ilmu Komunikasi*. <https://doi.org/10.35760/mkm.2018.v2i2.1894>
- O'Halloran, K. L. (2023). Matter, meaning and semiotics. *Visual Communication*, 22(1), 174–201. <https://doi.org/10.1177/14703572221128881>
- O'Halloran, K. L., Tan, S., Smith, B. A., & Podlasov, A. (2011). Multimodal analysis within an interactive software environment: Critical discourse perspectives. *Critical Discourse Studies*, 8(2), 109–125. <https://doi.org/10.1080/17405904.2011.558687>
- Ogunyombo, O., Oyer, O., & Azeez, K. (2017). Influence of social media advertisements on purchase decisions of undergraduates in three Nigerian universities. *Journal of Communication and Media Research*, 9(2), 244–255.
- Oyeleye, A. L., & Adeyinka, I. A. (2014). Rhetoric and lexicalisation as aspects of persuasive strategy in the language of insurance advertising in the Nigerian print media. *International Journal of Applied Linguistics and English Literature*, 3(5), 276–286. <https://doi.org/10.7575/aiac.ijalel.v.3n.5p.276>
- Paolucci, C. (2021a). *Cognitive Semiotics* (Vol. 24). Springer International Publishing. <https://doi.org/10.1007/978-3-030-42986-7>
- Paolucci, C. (2021b). The distinction between semantics and pragmatics: The point of view of semiotics. *Intercultural Pragmatics*, 18(3), 293–307. <https://doi.org/10.1515/ip-2021-2014>
- PARDUE, K. T., & MORGAN, P. (2008). Millennials Considered: A New Generation, New Approaches, and Implications for Nursing Education. *Nursing Education Perspective*, 29(2), 74–79. <https://doi.org/10.1097/00024776-200803000-00007>
- Pasero, A. M. (1980). Male vs. Female: Binary Opposition and Structural Synthesis in Calderon's Estatua de Prometeo. *Bulletin of the Comediantes*, 32(2), 109–115. <https://doi.org/10.1353/boc.1980.0032>
- Pierre Bourdieu. (1991). *Language and Symbolic Power*.

- Piller, I. (2001). Identity constructions in multilingual advertising. *Language in Society*, 30(2), 153–186. <https://doi.org/10.1017/S0047404501002019>
- Putra, D. A. N., Listyarini, D., & Megawati, W. (2024). Penegakan Hukum Peraturan Daerah Nomor 11 Tahun 2015 Tentang Penyelenggaraan Reklame di Kabupaten Kendal Oleh Satuan Polisi Pamong Praja. *Wajah Hukum*, 8(1), 52. <https://doi.org/10.33087/wjh.v8i1.1408>
- Rani, A. (2015). Analisis Wacana Kritis: Reproduksi Gaa Hidup Dalam Iklan Televisi. *Diksi*, 23(1), 1–10.
- Rianto, P. (2020). The loss of public sphere: Outdoor advertising and commercialization of public spaces in Sleman, Yogyakarta, Indonesia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(1), 509–522. <https://doi.org/10.17576/JKMJC-2020-3601-30>
- Ritchie, W. C., & Bhatia, T. K. (2012). The Handbook of Bilingualism and Multilingualism. In W. C. Ritchie & T. K. Bhatia (Eds.), *The Handbook of Bilingualism and Multilingualism* (Second Edi). Wiley-Blackwell.
- Rohman, Y. F. (2020). Transformasi Gym: Antara Olahraga, Simbol, dan Representasi Status Sosial. *Jurnal Socius: Journal of Sociology Research and Education*, 7(1), 1. <https://doi.org/10.24036/scs.v7i1.172>
- Rossolatos, G. (2018). A sociosemiotic approach to consumer engagement in user-generated advertising. *Social Semiotics*, 28(4), 555–589. <https://doi.org/10.1080/10350330.2017.1381452>
- Sandage, C. H., Fryburger, V., & K, R. (1989). *Advertising: Theory and Practice* (12th ed.). Longman Group.
- Setiyanto, E. (2018). Tindak Tutur Pada Iklan Media Luar Ruang Di Diy (Speech Act on Outdoor Media Advertisement in DIY). *SAWERIGADING*, 24(1), 33. <https://doi.org/10.26499/sawer.v24i1.456>
- Sharma, S., & Sharma, D. (2020). *A Chronicle Review of Code Mixing and Switching or Language Exchanging in Punjabi Movie Names* (Vol. 2). Springer International Publishing. <https://doi.org/10.1007/978-3-030-12388-8>
- Skrede, J., & Andersen, B. (2022). Selling Homes: The Polysemy of Visual Marketing. *Social Semiotics*, 32(3), 381–399. <https://doi.org/10.1080/10350330.2020.1767398>
- Stanley, P. (2020). Unlikely Hikers? Activism, Instagram, and The Queer Mobilities of Fat Hikers, Women Hiking Alone, and Hikers of Colour. *Mobilities*, 15(2), 241–256. <https://doi.org/10.1080/17450101.2019.1696038>
- Stern, B. B., Journal, S., Sep, N., & Stern, B. B. (2018). *Who Talks Advertising?*



*Literary Theory and Narrative " Point of View " Who Talks Advertising ? Literary Theory and Narrative " Point of Viewi ". 20(3), 9–22.*

Suseno, M. N. (2012). Faktor Kepribadian dan Organizational Citizenship Behavior pada Polisi Pariwisata. *HUMANITAS: Indonesian Psychological Journal*, 9(2), 193. <https://doi.org/10.26555/humanitas.v9i2.345>

Tajudin, S. N. ., Zulkepli, & Nuraini. (2019). An Investiatiion of the Use of language, Social Identity and Multicultural values for Nation-Building in malaysian Outdoor Advertising. *Social Sciences*, 8(18).

Tan, S., Smith, B. A., & O'Halloran, K. L. (2015). Online leadership discourse in higher education: A digital multimodal discourse perspective. *Discourse and Communication*, 9(5), 559–584. <https://doi.org/10.1177/1750481315600302>

Tavin, K. (2018). Engaging Advertisements : Looking for Meaning In and Through Art Education. *Visual Arts Research , Vol . 28 , No . 2 , Visual Culture ( 2002 )*, pp . 38-47 Published by : University of Illinois Press Stable URL : [http://ww.28\(2\),38-47](http://ww.28(2),38-47).

Taylor, C., Franke, G., & Bang, H. (2006). Use and Effectiveness of Billboards: Perspectives from Selective-Perception Theory and Retail-Gravity Models. *Journal of Advertising*, 35(4), 21–34.

Taylor, C. R., Franke, G. R., Bang, H., Journal, S., & Winter, N. (2018). Use and Effectiveness of Billboards : Perspectives from Selective-Perception Theory and Retail-Gravity Models. 35(4), 21–34. <https://doi.org/10.2753/JOA0091-3367350402>

Tinarbuko, S. (2017). Semiotika Tanda Verbal dan Tanda Visual Iklan Layanan Masyarakat. *Panggung*, 26(2), 181–194. <https://doi.org/10.26742/panggung.v26i2.175>

Tsuji, R. (2017). *What Factors Make Outdoor Advertising More Effective ? : Effect of Corporate Color and Brand Image on the Recognition of Outdoor Advertising Running head . January*. <https://doi.org/10.13140/RG.2.1.4675.0483>

Vahid, H. (2012). *The Power behind Images : Advertisement Discourse in Focus*. 4(4), 36–51. <https://doi.org/10.5296/ijl.v4i4.2658>

Vai, J. (2006). The Language of Advertising : Analysis of English and Lithuanian Advertising Texts *Jurgita Vai č enonien ě*. 9, 43–55.

Vallentin, R. T. (2023). Pragmatic functions of humor in Berlin's directive Covid-19 Signs. *Pragmatics and Society*, 14(2), 236–256. <https://doi.org/10.1075/ps.22010.val>

van Dijk, T. A. (1988). *News As Discourse*. Routledge.

<https://doi.org/10.4324/9780203062784>

- van Leeuwen, T. (2017). Language Awareness and Multimodality: A Social Semiotic Approach to Visual Composition. In *The Routledge Handbook of Language Awareness* (pp. 357–374). Taylor and Francis.  
<https://doi.org/10.4324/9781315676494-22>
- Van Leeuwen, T. (n.d.). *Discourse and Practice*. Oxford University Press.
- Vannini, P. (2007). Social Semiotics and Fieldwork: Method and Analytics. *Qualitative Inquiry*, 13(1), 113–140. <https://doi.org/10.1177/1077800406295625>
- Wahyudi, R., Islam, U., Maulana, N., & Ibrahim, M. (2015). *Advertising Language : A Pragmatic Approach to Cigarette Advertising Language : A Pragmatic Approach to Cigarette Advertisements In. January 2014*.
- Wardiyanta, W., Hidayat, S., & Adila, F. (2019). Makan di Luar Sebagai Tren Rekreasi Keluarga Masyarakat Sleman Yogyakarta. *Media Bina Ilmiah*, 14(3), 2281.  
<https://doi.org/10.33758/mbi.v14i3.332>
- Wicaksono, E., Susilo, E., Lestari, P., (2008). *Antara Kepentingan Ekonomi Dengan Kepentingan Publik*. 6, 131–144.
- Wu, L. (2016). Understanding the Impact of Media Engagement on the Perceived Value and Acceptance of Advertising Within Mobile Social Networks. *Journal of Interactive Advertising*, 16(1), 59–73.  
<https://doi.org/10.1080/15252019.2016.1160331>
- Xu, D. (2012). A Social Semiotic Analysis of The Multimodality of An Advertisement. *Chinese Semiotic Studies*, 6(1), 154–165. <https://doi.org/10.1515/css-2012-0110>
- Yousif, M. D. A., & Razak, N. A. (2023). Brand Identity and Customer Engagement in Apple's iPhone 14 Ads: A Multimodal Critical Discourse Analysis. *Migration Letters*, 20, 206–221. <https://doi.org/10.59670/ml.v20iS8.4515>
- yuen, C. Y. (2004). *Multimodal Discourse Analysis* (K. L. O'Halloran (ed.)). continuum.
- Zhao, S., & Zappavigna, M. (2018). The Interplay of (Semiotic) Technologies And Genre: The Case of The Selfie. *Social Semiotics*, 28(5), 665–682.  
<https://doi.org/10.1080/10350330.2018.1504724>
- Zhiganova, A. V. (2016). The study of the perception of code-switching to English in German advertising. *Procedia - Social and Behavioral Sciences*, 236(December 2015), 225–229. <https://doi.org/10.1016/j.sbspro.2016.12.011>