

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT.....	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	viii
LIST OF TABLES	ix
CHAPTER 1 INTRODUCTION.....	1
1.1 BACKGROUND OF THE STUDY	1
1.2 OBJECTIVE OF THE STUDY.....	5
1.3 SCOPE OF THE STUDY	5
1.4 SIGNIFICANCE OF THE STUDY	5
1.5 LITERATURE REVIEW.....	6
CHAPTER 2 RESEARCH METHOD	9
2.1 THEORETICAL FRAMEWORK.....	9
2.1.1 Evaluative Adjectives	9
2.1.2 Corpus Linguistics	11
2.1.3 Brand Personality	13
2.2 RESEARCH DESIGN	16
2.3 METHODS OF DATA COLLECTION	17
2.4 RESEARCH INSTRUMENTS	18
2.5 METHODS OF DATA ANALYSIS	19
CHAPTER 3 FINDINGS AND DISCUSSIONS.....	21
3.1 INSTAGRAM POST OF THREE WOODEN WATCH BRANDS	21
3.1.1 Eboni Watch Official Instagram (@eboniwatch)	21
3.1.2 Garvinoes Official Instagram (@garvinoes_id)	23
3.1.3 Ina Watch Official Instagram (@inawatch.id)	24
3.2 EVALUATIVE ADJECTIVES OF THE THREE WOODEN WATCH BRANDS.....	26

3.2.1	Eboni Corpus	26
3.2.2	Garvinoes Corpus	31
3.2.3	Ina Corpus	37
3.2.4	Comparison and Personality Dimension of the Three Brands	41
3.3	BRAND PERSONALITY OF THE THREE BRANDS	44
CHAPTER 4 CONCLUSION		46
REFERENCES		48
APPENDIX: THREE WOODEN WATCH BRAND CORPUS		x