



TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objective of Study	3
1.3 Scope of Study	3
1.4 Significant of Study	3
1.5 Literature Review	4
CHAPTER 2 RESEARCH METHOD	10
2.1 Theoretical Framework	10
2.2 Research Design	11
2.3 Method of Data Collection	12
2.4 Method of data Analysis	12
2.5 Ethical Consideration	15
CHAPTER 3 FINDINGS AND DISCUSSIONS	16
3.1 Collected Data and Language Categorization	16
3.2 Coding Results and Classification based on Martin Joos Theory	17
3.3 Categorization of Five Styles of language by Martin Joos	52
3.4 General Linguistic Indicators for language style Analysis	55
3.5 Interpretation of Language Style Distribution	56
3.6 Analysis of the Finding	57
3.7 Public Relation Implication Analysis	58
CHAPTER 4 CONCLUSION	60
REFERENCES	62

LIST OF TABLES

Table 1 Coding Results and Classification Based on Martin Joos Theory.....	17
Table 2 Frozen Language Style.....	53
Table 3 Formal Language Style.....	53
Table 4 Casual Language Style.....	54
Table 5 Consultative Language Style.....	54
Table 6 Language Style Frequency Table.....	55

LIST OF FIGURES

Figure 1 The Data Analysis Procedure.....	14
Figure 2 Language Style Frequency.....	56