

REFERENCES

- Agnes, Abuczki. 2009. *The Use of Metaphor in Advertising : A Case Study and Critical Discourse Analysis of Advertisements in Cosmopolitan*. Hungary: Argumentum. 18-24.
- Ariel, Mira. 2002. *The Demise of A Unique Concept of Literal Meaning*. Israel. Tel Aviv University
- Arikunto, Suharsimi. 1998. *Prosedur Penelitian*. Jakarta: Rineka Cipta.
- P. Atkinson, A. Coffey, S. Delamont, J. Lofland and L. Lofland (eds). 2001. *Handbook of Ethnography*. London: Sage.
- Bloomfield, Leonard. 1993. *Language*. Chicago : Holt, Rinehart and Winston, Inc.
- Creswell, J. W. 2009. *Research design: Qualitative, quantitative, and Mixed Methods approaches (3rd ed)*. Thousand Oaks: Sage Publications.
- Dlabacova, Romana. 2012. *Means of Persuasion in British and American Printed Advertising*. Tomas Bata University: Faculty of Humanities.
- Flick, Uwe., Ernst von Kardoff and Ines Steinke. *A Companion to Qualitative Research*. London: SAGE Publications.
- Geertz, C. 1973. *The Interpretation of Cultures*. New York: Basic Books.
- Hill, McGraw. 2004. *Advertising and Promotion : An Integrated Marketing Communication Perspective*. McGraw Hill Education Holdings, LLC.
- Hudson, Grover. 2000. *Essential Introductory Linguistics*. Great Britain: T.J. International, Padstow, Cornwall.
- InStyle®. 2013. *InStyle : Fall Fashion*. USA : Quad Graphic Inc.

- Kövecses, Zoltán. 2010. *Metaphor: A Practical Introduction (Second Edition)*.
New York: Oxford University Press.
- Kreidler, Charles W. 1998. *Introduction to Semantics*. New York. Routledge.
- Knowles, Murray and Rosamund Moon. 2006. *Introducing Metaphor*. New York.
Routledge.
- Ladd, Ammy D. 2010. *Developing Effective Marketing Materials: Newspaper and Magazine Print Advertising Design Considerations*. Ohio. CPA.
- Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*. Chicago :
University of Chicago Press.
- Leech, Geoffrey. 1974. *Semantics*. England: Penguin Book. Ltd
- Moriarty, Sandra E., William Wells, and Nancy Mitchell. 2009. *Advertising : Principles and Praticce*. 8th edition. Upper Saddle River, N.J. : Pearson/ Prentice Hall.
- Nazir, Moh. 2003. *Metode Penelitian*. Jakarta. Ghalia Indonesia
- Rakova, Maria. 2003. *The Extent of the Literal Metaphor, Polysemy and Theories of Concept*. New York: Palgrave Macmillan.
- Searle, John. R. 1978. *Literal Meaning*. California: University of California (Berkeley)
- Sugiyono. 2009. *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Jakarta.
- Sullivan, Luke. 2008. *Hey, Whipple, Squeeze This : A Guide to Creating Great Ads*. 3rd edition. Hoboken N.J.: Wiley.
- Yule, G. 1996. *The study of language.2nd ed.* Cambridge: Cambridge University Press.