

**A DISCOURSE ANALYSIS ON THE REFERENCE
FOUND IN THE ADVERTISEMENTS
PUBLISHED IN “JAKARTA POST”**

THESIS

BY:

SITI AISAH

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**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
FACULTY OF HUMANITIES AND CULTURE
THE STATE ISLAMIC UNIVERSITY OF MALANG**

2008

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2008

APPROVAL SHEET

This is to certify that the thesis entitled “*A Discourse Analysis on the Reference Found in the Advertisements Published in “Jakarta Post”*” by Siti Aisah has been approved by the advisor for further approval by the board examiners.

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LEGITIMATION SHEET

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CERTIFICATE OF THESIS' AUTHORSHIP

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Hereby, I certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra entitled "A Discourse Analysis on the Reference Found in the Advertisements Published in 'Jakarta Post'" is truly my original work. It does not incorporate any material previously written or published by another person, except those indicated in quotations and bibliography. Due to fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, 20 September 2008

Siti Aisah

MOTTO

Please doing some generous acts

Before you go back,

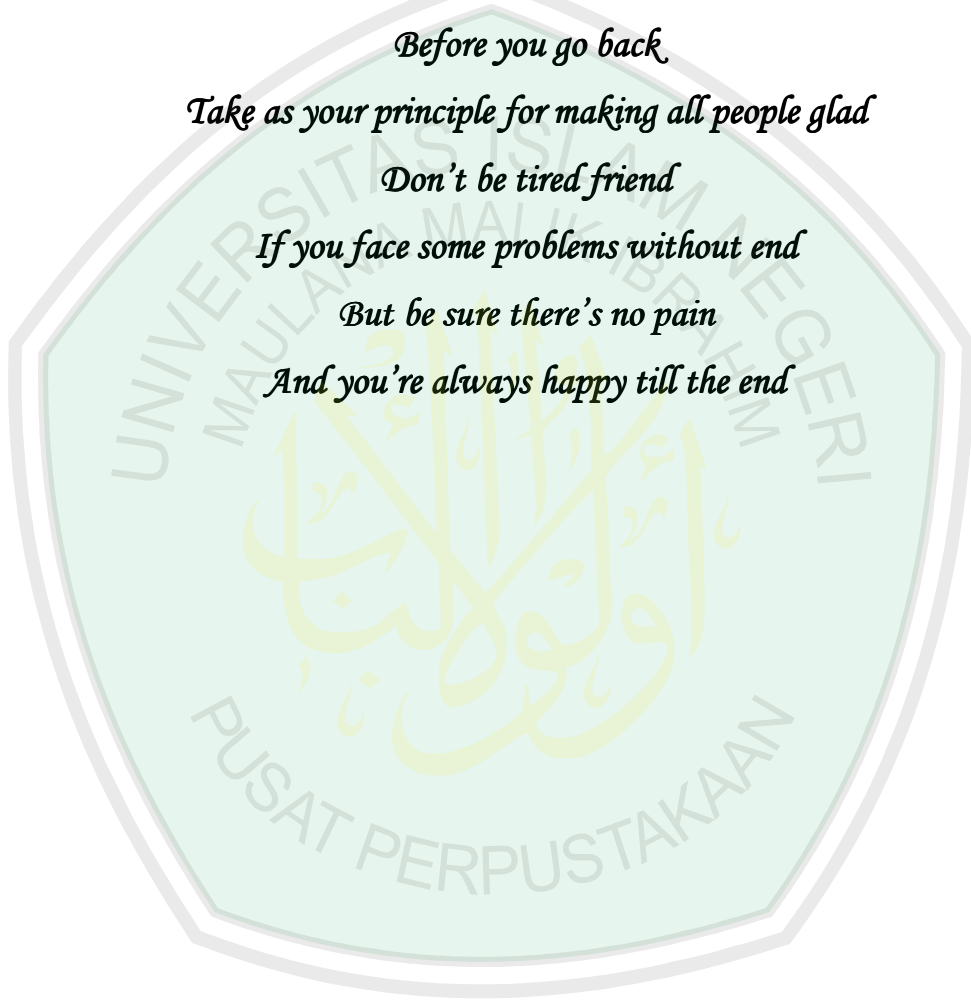
Take as your principle for making all people glad

Don't be tired friend

If you face some problems without end

But be sure there's no pain

And you're always happy till the end



DEDICATION

This thesis is dedicated to:

*My beloved Father and Mother,
For their endless great love, care, trust and pray.
Without you, I'm nothing. May Allah bless you. Amiin*

*My beloved brother and his wife
Thanks for the endless love, care, support, and spirit*

*My sweetest niece Novita
Who is always cheering my life, I am proud of having you*

*All my teachers and lecturers,
For their valuable knowledge and experiences
Thank for all you have done*

*My big families in Kediri
And for everyone who loves me.*

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Likewise, my sincere gratitude also goes to the Dean of Faculty of Humanity and Culture, Dr. H. Dimjati Ahmadin, M. Pd and the Head of English Letters and Language Department, Dra. Hj. Syafiyah, M.A. who have given me valuable knowledge during my study in The State Islamic University of Malang.

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To my beloved brother and his wife Ali Mustofa and Sri Wahyuni. Thanks for your motivation, pray, love, support and togetherness. Also, my sweetest niece Novita and my cousin Epot and Ainin who are always cheering my life, I am proud of having you.

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Finally, I truly realize that this thesis still needs the constructive criticism and suggestion from the readers in order to make it perfect and hopefully it can be useful for the readers, especially for the English Letters and language Department students.

Malang, 18 September 2008

Siti Aisah

ABSTRACT

Aisah, Siti 2008. *A Discourse Analysis on the Reference Found in the Advertisements Published in "Jakarta Post"*. Thesis, English Letters and Language Department, Humanities and Culture Faculty, The State Islamic University of Malang. The Advisor: Dr. H. Dimjati Ahmadin, M.Pd

Key Words : Discourse, Reference, Advertisement

Language is the most important means of communication. Moreover, advertisement is one form of communication that develops, at the same time, the advance of technology. The development of technology allows people to communicate each other in many ways, whether it is in oral or written ways. Advertisements can be found on television, radio, newspaper, etc. Advertisements that can be found in Jakarta Post are kinds of text. Therefore, it constitutes a discourse.

This study is aimed at analyzing reference as one among five types of cohesion. According to the background, this research is conducted to answer the following research problems, those are what the types and functions of references found in the advertisements published in the Jakarta Post. This research gives both a valuable finding to the field of discourse studies, especially about references and a valuable input for the advertisers in their attempt to create more qualified advertisement that can invite the audience to read and understand it easily. However, the results of the study is expected to give more factual information to the researcher about the utilization of reference.

This study uses descriptive qualitative as the research design because the data are in the form of words or sentences from the advertisements published in the Jakarta Post. After the data have been collected, they are presented, analyzed by using Halliday and Hasan theory, and concluded based on their categories which are in accordance with the number of articles used as the data sources.

The results of this study show that the types of reference used in the advertisements published in Jakarta Post are personal reference, demonstrative reference, and comparative reference. Personal references consist of personal pronoun and possessive determiner. They usually use the pronoun *it*, *its*, *they*, *their* to show the product and service. They also use the pronoun *"you"* to represent to the reader. At last, the researcher concludes that authors have their own way in presenting their idea.

Based on the results of the study, the researcher suggests to the advertisers, readers, and consumers be more attention to the use of reference, especially in *personal reference*. It has been found that personal reference is mostly used in the advertisements and it is more difficult than the other types of reference, such as anaphoric reference and cataphoric reference to find the interpretation of the item. The future researchers are suggested that they conduct similar theme of a study with more complete data and discussion.

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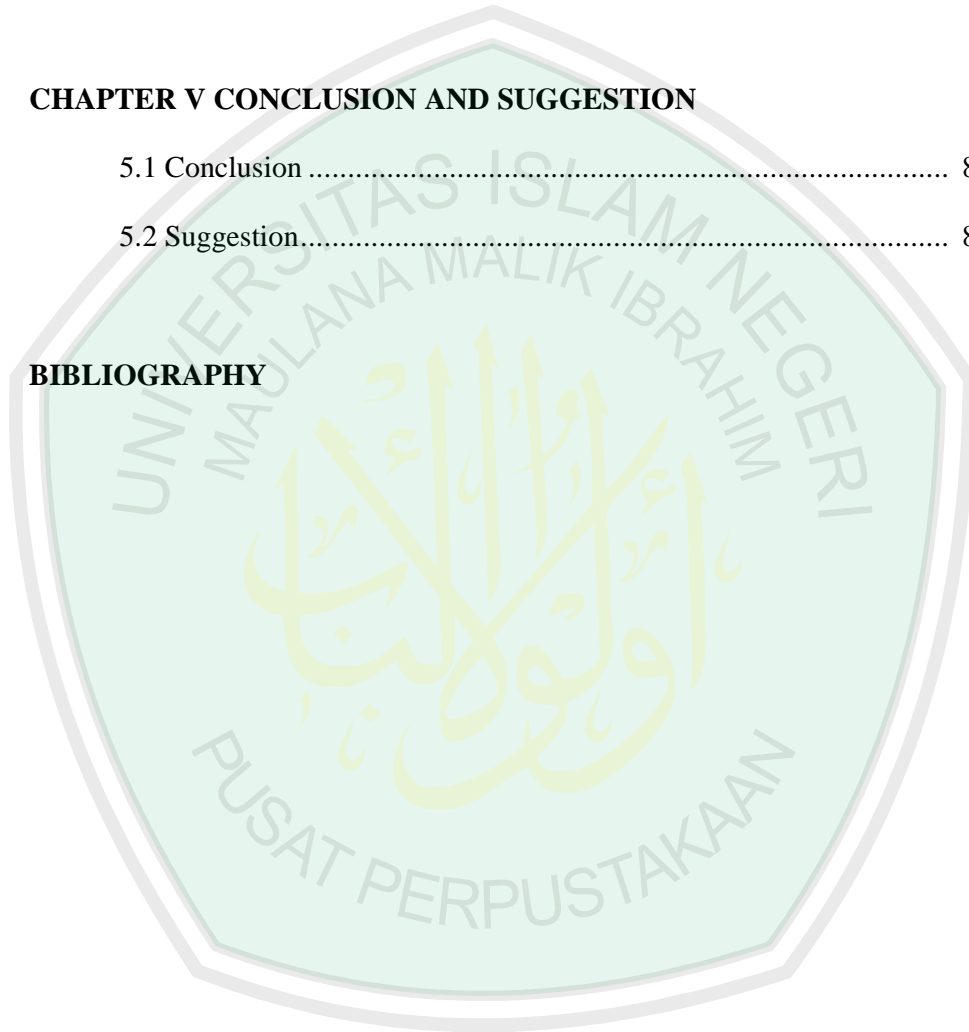
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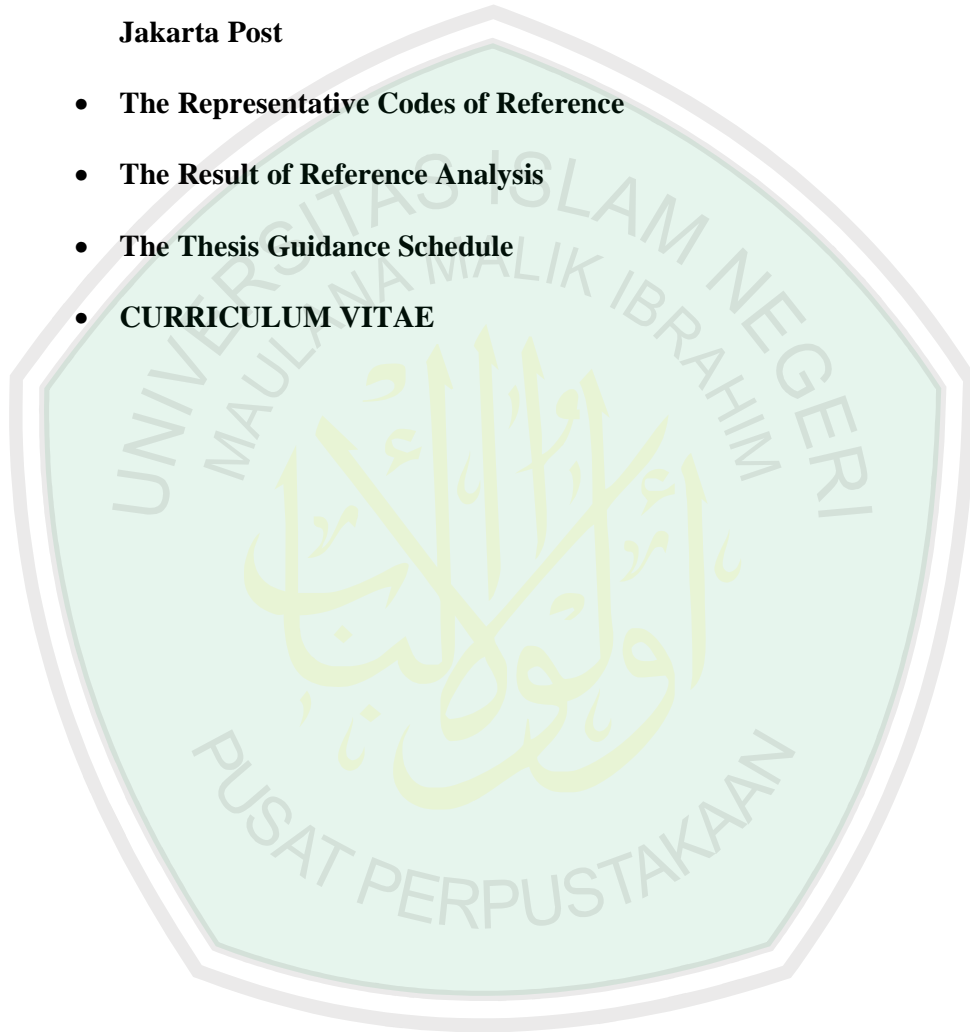
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CHAPTER I

INTRODUCTION

This chapter deals with introduction that consists of background of the study, problems of the study, objectives of the study, significance of the study, scope and limitation of the study, and definition of the key terms.

1.1 Background of the Study

Language is the most important means of communication. It is needed by all people in the world. Human being as social creature cannot live alone in this world. They live in society in which the group of them who are drawn together for certain purpose or purposes; therefore, they need a tool to communicate each other using a language. That is why language is very important.

There are two types of language that are used by human beings as a means of communication, spoken and written language. A spoken language is in the forms of conversation, speech, story telling, etc. While written language is reflected in the forms of newspaper, magazine, book, etc.

Advertisement is one form of communication that develops, at the same time, the advance of technology. The development of technology allows people to communicate each other in many ways, whether it is in oral or written ways.

Advertisement is an important factor to the development of a certain company or business. However, advertising is not alone responsible for the development; it is only a part of the whole economic structure-a structure created by the efficiency

and effectiveness of its several parts. So, the functions of advertisements are as a tool of selling, as an education, as a mold of opinion and good will builder.

Advertisement or advertising is any controlled form of personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market. Therefore, advertisement is means of selling ideas, goods, or services. They can be found in television, radio, newspaper, etc. Advertisements that can be found in these are kinds of text. Therefore, it constitutes a discourse. Advertisement should be able to persuade customer to buy goods that are being advertised. So, advertisements are usually used visuals. They are thought to be both better at getting attention and easier to remember because picture without words are meaningless. Therefore, they must work in combination to create a concept. It is strengthened by hadith Prophet Muhammad SAW:

قال رجل أن الرجل يحب أن يكن ثوبه حسنا ونعله حسنة, قال إن الله جميل يحب
الجمال

Meaning: There is a man who likes to wear beautiful cloth and sandal. Then, the messenger of God spoke, "For God is a beautiful substance and fond of something beautiful..."(HR. Muslim).

It shows that something beautiful is attractive. So, it is easy to remember or to persuade someone who wants to read and understand it easily. Finally, they follow it by buying or selling the products or services.

In this study, the researcher uses the Jakarta Post as the subject of the study. "The Jakarta Post" daily newspaper is also a kind of text that contains advertisements. The Jakarta Post is a daily English Language newspaper in

Indonesia with an average circulation of around 25000 copies, it is the largest English Language newspaper in Indonesia. The paper is owned by PT Bina Media Tenggara, and the head office is in the nation's capital, Jakarta. The newspaper was launched on 25 April 1983 ([http://en.wikipedia.org/wiki/The Jakarta Post](http://en.wikipedia.org/wiki/The_Jakarta_Post)-19k).

Advertisements that can be found in the Jakarta Post newspapers are kinds of text. Therefore, it constitutes a discourse. Referring to Brown and Yule's classification of discourse, advertisement in the newspaper is included in transactional discourse since its stress is on the expression of message to intended consumers. According to the process of production, it is a written text.

In order to understand the text, it is very important for us to study about cohesion because it is included in the component of a discourse. Cohesion means the unity or relation between sentences that exist in the text. Sentences in the text must be related. Cohesion is the connection which results when the interpretation of a textual element is dependent on another element in the text (Renkema, 1993:35).

Cohesion which consists of grammatical cohesion and lexical cohesion is very essential in order to get a deep understanding in the text. Analyzing grammatical cohesion means that we analyze the surface structure, while from lexical cohesion we can analyze the deep structure that is focused on the content. According to Halliday and Hasan (Renkema, 1993:37), cohesion is divided into five types, namely substitution, ellipsis, reference, conjunction and lexical cohesion.

In this study, the researcher just focuses on the reference to make the text well-understood. On the grammatical cohesion devices, it is found that the most common cohesion used is reference. Reference is the act of referring to preceding and following elements deals with a semantics relationship.

Reference is divided into three categories, they are personal reference, demonstrative reference, and comparative reference. Personal reference is to indicate something by specifying its function in its situation, through the category of person intersecting with the number of categories of singular and plural. Demonstrative reference is to show the location of a process in space or time on scale of proximity. Comparative reference is indirect reference by means of identity or similarity. Therefore, it is very important to be studied because we can know the word or the pronoun refers to. Therefore, we understand well how the text flows. It is proved by the fact when advertisement is available, some people does not understand the content because it often uses reference. For example:

Invaluable experience in Las Vegas

A tour organized as a token of appreciation needs special preparation. Indosat, who organizes such tours for **its** distributor partners, wants to give **them** the best, since **they** have given **their** best to the company...

In the second sentence, there are four indications that show the example of reference. And some people does not know where *its*, *them*, *they*, *their* refer to. They cause their misunderstanding. So, the researcher is interested in studying the reference more to get a deep understanding about the text in advertising.

Furthermore, this study has a relation to the previous study on the same field. Sugianto (2000) focused on Cohesion in Newsweek Advertisement, Mahfudhoh (2007) focused on Discourse Analysis on Cohesion Devices in the Lyrics of Paris Hilton's song, Hidayat (2008) focused on A Study of Cohesive Devices in the George Walker Bush's second presidential Ineugunal Speech, and Indrawati (2007) focused on Cohesion Devices expressed by the Main Character of Casino Royale Film.

Considering the reason above, it is very important for the researcher to conduct this research. In order to understand the text well and create more qualified advertisement that can invite the audience to read and understand it easily because the researcher finds people do not want to read the text. They like watching TV and listening to get information. So, by conducting this research she wants that language of advertising should be effective and efficient. Therefore, the researcher focuses her study on **A Discourse Analysis on the Reference Found in the Advertisements Published in "Jakarta Post"**.

1.2 Problems of the Study

Based on the above-mentioned background, the researcher formulates the problems of the study as follows:

1. What the types of reference are found in the advertisements published in the Jakarta Post?
2. What the functions of reference are found in the advertisements published in the Jakarta Post?

1.3 Objectives of the Study

The objectives of the study are:

1. to identify the types of reference found in the advertisements published in the Jakarta Post.
2. to describe the functions of reference found in the advertisements published in the Jakarta Post.

1.4 Significance of the Study

The significance of the study can be viewed from two different sides, theoretically and practically.

Theoretically, this research gives a valuable finding to the field of discourse studies, especially about reference.

Practically, the result of this study dealing with discourse analysis on the reference found in the advertisements of Jakarta Post newspaper is expected to give more factual information to the researcher about the utilization of reference found in it. Furthermore, this study gives a valuable input for the advertisers in their attempt to create more qualified advertisement that can invite the audience to read and understand it easily.

1.5 Scope and Limitation of the Study

This study focuses on the types of reference and the functions of each type that enables the researcher to determine the types and the functions of each Jakarta Post advertisement.

This study is conducted on the selected written advertisements of goods and services found in the Jakarta Post from January 2008 up to March 2008 since they are often used by people. Goods and services are their needed to satisfy their life. The numbers of advertisement are fourteen because they have already represented to the whole types and functions of reference that are found in Jakarta Post.

1.6 Definitions of the Key Terms

In order to avoid the misunderstanding and misinterpretation of different terms used, the researcher gives the definition of following essential terms:

1. Discourse Analysis : the study of language in use either in spoken or written language.
2. Reference : is the act of referring to preceding and following elements, deals with a semantics relationship.
3. Jakarta Post : is the first Indonesian daily newspaper written in English. It consists of 20 pages and comprises 9 sections, namely; headlines, opinion, city, advertisements, etc.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the review of the related literature. It discusses of discourse analysis, cohesion, cohesive devices, reference, advertisements, newspaper, and previous study.

2.1 Discourse Analysis

Discourse analysis is a study that investigates language that is used naturally, written as well as spoken form (Stubbs, 1983:1). Further, Stubbs states that discourse analysis stresses on the use of language in social context, especially on the interaction among the speakers. In line with Stubbs, Brown and Yule (1983:1-8) state that discourse analysis is an analysis of language in use for communication. Brown and Yule then classify discourse based on language function and the process of production. According to the language function, discourse is divided into transactional discourse which stresses on the content and information, and interactional discourse which stresses on the social and personal connection. According to the process of production, discourse can be classified into written and spoken text.

According to Lyon (Sugianto, 2000:11), he says that communication not only involves feeling, mood, and attitude but also involves the use of language to deliver facts, proposition, and information. He is supported by language philosophers which deal with semantic criteria in relation with utterance-pairs

constructions and syntactical construction. They view language as a means of delivering facts and factual information. So, from those views we can conclude that language as a means of delivering information is considered as primarily transactional language function.

Discourse is usually constituted by text. On the notion of text, Halliday and Hasan (1976:1-2) define a text as a unit of language in use. It is not grammatical unit like a clause or a sentence; and it is not defined by its size. A text is best regarded as a semantic unit: a unit not of form but of meaning. A text is realized in the form of sentences. A string of sentences that seems related to one another (the form) may be meaningless.

Based on those scholars' opinions about text, we can imply that the use of a sequence of sentences either spoken or written as a representation of text. Advertisements that can be found in magazines, newspapers, etc. are kinds of text; therefore, it constitutes a discourse. Referring to Brown and Yule's classification of discourse, newspaper advertisement is included in transactional discourse since its stress is on the expression of message intended to the consumers. According to the process of production, it is a written text.

2.2 Cohesion and Cohesive devices

A text must be cohesive. So, we can get well-understanding about the text. A text is a unit of language. It is not just as grammatical unit but rather than a unit of different kind; a semantic unit. The unity here means a unity of meaning in a context and texture that expresses the fact that it relates as a whole to the

environment in which it is placed. Being a semantic unit, a text is realized in the form of sentence. Any piece of language spoken and written in any style and involves any number of active participants that is operational, functioning as a unity in some context of situation, constitutes a text. The expression of semantic unity of the text lies in the cohesion among the sentences of which it is composed (Halliday and Hasan, 1976:293).

Cohesion is the connection, which results when the interpretation of a textual element depends on another element in the text (Renkema, 1993:35). Cohesion occurs when the interpretation of some elements in the discourse is dependent of that another, so it refers to the connection, which exists between elements in the text. It is expressed partly through vocabulary that refers to grammatical cohesion and lexical cohesion. Its devices will help the reader or the listener in interpreting a piece of text or discourse.

Furthermore, Halliday and Hasan (1976:4) states that cohesion refers to a semantic or meaning relation that exist between two or more element within a text that are important to the interpretation of it. In this case, there are two elements. They are the presupposing and the presupposed. The one that presupposes the other and the other that is presupposed. It means that cohesion occurs when the interpretation of some element in the text is dependent on that of one another.

Cohesion is then accordingly required to show how sentences, which are structurally independent of one another, may be linked together through particular features of their interpretation. Halliday and Hasan, moreover state that since the general guiding principle in language is expressed through the grammar and

others through vocabulary. Therefore, we can refer to grammatical cohesion and lexical cohesion.

As stated earlier, cohesion refers to a semantic or meaning relation that may be set up either within a sentence or between sentences within a text and this relation can be realized by formal linguistic devices. The formal linguistic devices proposed by Halliday and Hasan are cohesive devices.

Halliday and Hasan divide cohesive devices into two characteristics: endophora and exophora. Endophora refers to textual meaning and is divided into anaphora and cataphora. If the relation presupposes something that has gone before, it is called anaphora, while if it is presupposed by something in the following, it is called cataphora. Exophora links the language with the context of situation and it does not contribute to the integration of one passage with another so that the two together form part of the same text. Hence it does not also contribute directly to cohesion as has been defined earlier. Therefore, cohesion in a text deals more with endophora than exophora.

Furthermore, Halliday and Hasan (1976:5) states that cohesion is expressed partly through the grammar and partly through vocabulary. Therefore, those two scholars suggest us to refer to grammatical cohesion and lexical cohesion. Each type of cohesion is realized by linguistic element that is called cohesive devices. Cohesive devices will help the listeners or readers in interpreting a piece of text or discourse.

Grammatical cohesion is the grammatical connection between clauses and sentences on text that refer to the grammatical rule between an item that exists

later (the presupposing item) and another item that has already existed (the presupposed item).

These grammatical links are reference, substitution, ellipsis, and conjunction. However, in this study the researcher only discusses the reference to get well-understanding about the text because we can know the word in the preceding or following refers to. So, we can know the text flows. Further explanation of it will be discussed in the following.

2.3 Reference

In this study, the researcher uses two theories in order to make this study become valid. One is theory from Halliday and Hasan and the other is from Cook.

2.3.1 Theory of Reference by Halliday and Hasan

Reference is the specific nature of the information that is signaled for retrieval (Halliday and Hasan, 1976:31).

In the case of reference, the information to be retrieved is the referential meaning, the identity of the particular thing or class of things that is being referred to, and the cohesion lies in the continuity of reference whereby the something enters into the discourse a second time.

Furthermore, it has been a fact that reference to the situation is the prior form of reference, and that reference to another item within the text is a secondary or derived form of this relation. So, the context of situation is very appropriate in accompanying text, such as naming (referring to a thing independently of the

context of situation), though situational reference (referring to a thing as identified in the context of situation) to textual reference (referring to a thing as identified in the surrounding text) (1976:32).

Reference Items

Reference within text can be classified into two items. They are exophoric (situational) and endophoric (textual) that covers anaphoric (to preceding text) and cataphoric (to following text) (Brown and Yule, 1996:192); (Halliday and Hasan, 1976:33).

A. Exophoric refers to an item in the word out of the text, because it is not text internal. They are not truly cohesive, but it is an equally important part of the reader or listener's active role in creating coherence.

e.g. ☀ Look at that!

That means the sun

B. Endophoric refers to textual items.

By contrast to exophoric, endophoric reference is cohesive. Endophoric can be classed into two groups. They are:

1. *Anaphoric*, it refers to an item by looking back in the text (backward reference) in order to find the interpretation of the item.

e.g.: Look at the sun, it's going down quickly. (It refers back to the sun)

2. *Cataphoric*, it refers to an item by looking forward. It is straightforward in order to find the interpretation of the item.

e.g.: It's going down quickly, the sun. (It refers forward to the sun)

In addition, in news stories and in literature, examples of cataphoric reference are often found in the opening sentences of the text (Brown and Yule, 1996:193) see also 199.

Types of Reference

There are three types of reference. They are personal, demonstrative, and comparative (Halliday and Hasan, 1976:37).

2.3.1.1 Personal Reference

Personal reference is reference by means of function in the speech situation, through the category of person. The category of personal includes the three classes of personal pronouns, possessive determiners (possessive adjective) and possessive pronouns (1976:37).

The reference items refer to something by specifying its function or role in the speech situation. This system of reference is known as person, where 'person' is used in the special sense of role; the traditionally recognized categories are first person, second person, and third person, intersecting with the number categories of singular and plural.

a. Personal Pronoun

Personal pronoun is used both as subject and as object. It is in the form of not only singular but also plural. Personal pronoun which is categorized used in

order to find the interpretation of the item. To make clear, further explanation can be seen on the table presented below.

Table 1: The categories of Person System

		Subject	Object
Singular	First person	I	Me
	Second person	You	You
	Third person	He/She/It	Him/Her/It
Plural	First person	We	Us
	Second person	You	You
	Third person	They	Them

Here is an example of personal pronoun:

John has moved to a new house. He built it last year.

The example above has personal pronoun “he” that functions as head. He refers back to John is non-possessive proper noun as head.

b. Possessive Determiners (Possessive Adjective)

Possessive determiners has function as modifier, in term of class determiners, such as, *my, your, our, his, her, their, its*. It is located in front of noun. Here is an example of possessive determiner:

John’s house is beautiful. His wife must be delighted with it.

The example above has possessive determiner “his” which refers back to John’s wife.

c. Possessive Pronoun

Possessive pronoun has function as head, in term of class determiners, such as, *mine, yours, ours, his, hers, theirs, [its]*. It is located in the end of the

sentence and it does not follow noun. It is also located after the word ‘of’ if in front of it there is noun. Here is an example of possessive pronoun:

That new house is John’s. I didn’t know it was his.

The example above has possessive pronoun “his” which refers back to John’s.

To make clear, here is the table of personal reference according to the class of person (1976:38).

Table 2: The categories of Personal Reference Items

a. Existential	Possessive	
b. Head		Modifier
c. Noun (pronoun)	Determiner	
d. I me	Mine	My
e. You	Yours	Your
f. We Us	Ours	Our
g. He Him	His	His
h. She Her	Hers	Her
i. They Them	Theirs	Their
j. It	[Its]	Its
h. One		One’s

- Note: a. Semantic category
b. Grammatical function
c. Class
d. Speakers (only)
e. Addressee(s), with or without other person(s)
f. Speaker and other person(s)
g. Other person male
h. Other person female
i. Other persons; objects
j. Objects; passage of text
k. Generalized person

2.3.1.2 Demonstrative Reference

Demonstrative reference is essentially a form of verbal pointing. The speaker identifies the referent by locating it on a scale of proximity (1976:57).

Demonstrative reference is divided into selective and non selective demonstrative.

The neutral or non selective is indicated by 'the' and the selective is divided into two types, they are participant (nominal) demonstrative and circumstantial (adverbial) demonstrative.

a. The Selective Participant (nominal) Demonstrative

This kind of demonstrative refers to the location of something -person or object- that is participating in the process. The words belong to nominal demonstrative, such as: *this, these, that, and those* (1976:59). They belong to the class of determiners, and have the experimental function deictic; in the logical structure they function either as modifier or as head. In this respect the nominal demonstratives resemble the possessive, which can also function either as modifier or as head.

Moreover, this kind of demonstrative occurs extensively with anaphoric function in all varieties of English, such as: *this, these, that, those*. In principle, they embody systematic distinctions. All of them have some relevance to cohesion, in they partially determine the use of these items in endophoric (textual) reference.

1. Near and Not Near: *this/these* versus *that/those*

Both *this* and *that* regularly refer anaphorically to something that has been said before (1976:60), for example:

I like the lions, and I like the polar bears. These are my favorite. Those are my favorite too.

In the example above there are two kinds of proximity: the lions and the polar bears have not only been mentioned by the speaker but also explicitly linked to his personal feelings, so that he naturally refers to them as *these*.

Furthermore, co-existing with this tendency is another one whereby proximity is interpreted in terms of time; in this case *that* tends to be associated with a past time referent and *this* for one in the present or future. For example:

- a) We went to the opera last night. That was our first outing for months.
- b) We're going to the opera tonight. This'll our first outing for months.

Compare this with the exophoric use of *this* to refer to current periods of time: *this morning, this year* and so on; and also *in those days, in these days*.

2. Singular and Plural: *this/these* versus *that/those*

This/that refer to count singular or mass nouns, *these/those* to count plural.

The most important difference is that which separates the singular forms used as head (e.g.: *this* and *that* without following noun) from the rest (1976:62). For example:

Last week Sally went to the supermarket. She bought T-shirt, trouser, and some furniture. Those are very expensive.

The example above uses follow from the general nature of anaphoric reference items that they refer to the meanings and not to the forms that have gone before.

3. Head and Modifier: *this*, etc, as Pronoun versus *this*, etc, plus following noun

A demonstrative as modifier (demonstrative adjective) may refer without restriction to any class of noun (1976:62). For example:

There's a cat trying to get in, shall I open the window? Oh, that cat.

However suppose that we use the demonstrative alone, without a following noun. The reference may still be identical; but it may be broader, referring to the general class denoted by the noun, including but not limited to the particular member or members of that class being referred to in the presupposed item.

4. Extended Reference and Reference to 'fact': *this* and *that*

The use of demonstrative is to refer to extended text, including text as 'fact'. This applies only to the singular forms *this* and *that* used without a following noun (1976:66). For example:

They broke a Chinese vase. (i) That was valuable. (ii) That was careless.

In (i) *that* refers to the object *vase*; we could have *that vase* instead. In (ii) *that* refers to the total event, 'their breaking of the vase'.

5. Anaphoric and Cataphoric Demonstrative

There is differentiation between *this* and *that* in extended text reference, which relates to their differentiation in terms of proximity. Whereas *that* is always anaphoric, *this* may be either anaphoric and cataphoric (1976:68). For example:

John likes to go to the library. He usually does this every Monday. This day he goes to the library borrowing some books. When I meet him, he is borrowing English Grammar Book. That book is very thick.

Those sentences have anaphoric *that*, one instance of anaphoric *this* and cataphoric *this*. Here *that* is anaphoric, referring back to English Grammar Book. While *this* is both cataphoric, pointing forward to every Monday, and anaphoric, referring to his activity, that is go to the library and borrow some books.

b. The

The definite article '*the*' has usually been set apart, in grammar of English a unique number of a class. The definite article has no content. It merely indicates that the item in the question is specific and identifiable; that somewhere the formation necessary for identifying is recoverable. 'The' reference is either exophoric or endophoric (1976:70). For example:

Last year we went to Devon for holiday. The holiday we had there was the best we've ever had.

Here '*the*' is both cataphoric, pointing forward to *we had there*, and also anaphoric, referring the second occurrence of *holiday* back to the preceding sentence.

However, *the* can never refer forward cohesively if it can only refer to a modifying element within the same nominal group as itself, for example: The ascent of Mount Everest, the party in power, etc.

c. The Circumstantial (adverbial) Demonstrative

This kind of demonstrative refers to the location of a process in space or time, and they normally do so directly, not via the location of some person or object that is participating in the process; hence they typically function as adjuncts in the clause, not as elements within the nominal group. They have a secondary functions as qualifier as in *that man there*.

There are four demonstratives adverb, such as *here, there, now and then*.

(1) Demonstrative *there* is to be distinguished from pronoun *there* as in *there* as in *there's a man at the door*. (2) Demonstrative 'now' is to be distinguished from conjunction 'now' as in 'now what we're going to do is this'. (3) Demonstrative 'then' is to be distinguished from conjunction 'then' as in 'then you've quite made up your mind? (1976:74).

Here are the examples that can give a clearer explanation:

- a. Do you play croquet with the queen today? You will see me there, said the cat.
- b. The plane touched down at last. Now we could breathe freely again.
- c. Why not tell your parents? Then we can stop pretending.

The meaning of 'there' in (a) is anaphoric and locative; it refers to 'playing croquet with the queen'. The temporal demonstrative 'then' and 'now' are much more restricted in their cohesive function. The cohesive use of demonstrative 'then' is that embodying anaphoric reference to time; the meaning is 'at the time just referred to'.

Here is the simple table to describe the demonstrative reference (1876:38):

Table 3: The categories of demonstrative reference items

Semantic category	Selective				Non-selective
Grammatical function	Modifier/head		Adjunct		Determiner
Class	Determiner		Adverb		Modifier
Near	This	These	Here	Now	
Far	That	Those	There	Then	
Neutral					The

2.3.1.3 Comparative Reference

Comparative reference is indirect reference by means of identity or similarity (1976:37). There are two kinds of comparative reference: general comparison and particular comparison.

a. General Comparison

General comparison is meant comparison that is simply in terms of likeness and unlikeness, without respecting to any particular property: two things may be the same, similar or different. General comparison is expressed by a certain class of adjectives and adverbs. The adjectives function in the nominal group either as deictic or as epithet; it will be seen that this have different meanings (1976:77). General comparison is expressed by such item as *same*, *equal*, *identical*, *such*, *similar*, *likewise*, *different*, *identically*, *similarly*, *differently* and *the like*. The following are the examples:

It is the *same* cat as the one we saw yesterday.

It is a *similar* cat to the one we saw yesterday.

It is a *different* cat from the one we saw yesterday.

b. Particular Comparison

Particular comparison expresses comparability between things in respect of a particular property. The property in question may be a matter of quantity or of quality.

1. If the comparison is in terms of quantity, it is expressed in the numerative element in the structure of the nominal group; either (a) by a comparative quantifier, e.g.: *more* in *more mistake*, or (b) by an adverb of comparison sub modifying of quantifier, e.g.: *as* in *as many mistake*. For example:

There were twice as many people there as last time

In the examples above is comparison of quantity, with an enumerative as comparative that refers to (the people who were there) last time.

2. If the comparison is in the terms of quality, it is expressed in either of two ways: (i) in the epithet element in the nominal group, either (a) by a comparative adjective, e.g.: *easier*, *more difficult* in *easier tasks*, or (b) by an adverb of comparison sub modifying an adjective e.g.: *so* in *so difficult a task*; (ii) as adjunct in the clause, either (a) by a comparative adverb, e.g.: *faster* in *Cambridge rowed faster*, or (b) by an adverb of comparison sub modifying an adverb, e.g.: *as* in *she sang as sweetly*. For example:

He's a better man than I am.

In the examples above is comparison of quality, with an epithet as the comparative that refers to (the man that)- I am.

This following table describes the comparative reference (1976:39):

Table 4: The categories of comparative reference items

Grammatical function	Modifier:Deictic/Epithet	Sub modifier/Adjunct
Class	Adjective	Adverb
General comparison: Identity	Same, identical, equal	Identically
General similarity	Similar, additional	Similarly, likewise, so such
Difference (non identity or similarity)	Other, different, else	Differently, otherwise
Particular comparison	Better, more etc [comparative adjectives and quantifier]	So, more, less, equally

Here are some examples from the table above:

- ❖ Similarly : They are treated *similarly* the same.
- ❖ Likewise : You like to do *likewise* your father has told you.
- ❖ Different : People are *different* as day and night.
- ❖ Otherwise : I must study hard *otherwise* I will fail the exam.
- ❖ So : It was hot *so* we went swimming.
- ❖ More : My stomach is so full, I can not eat *more*.
- ❖ Less : It would cost you *less* to go by car.
- ❖ Equally : Your car is *equally* good as mine.

Theory of Reference by Guy Cook

Cook (1989:16) stated that reference is the words whose meaning can only be discovered by referring to other words or to elements of the context, which are clear to both sender and receiver. Based on the place of specific item and pronoun, it can be divided into two kinds, anaphora and cataphora and the explanations are the following:

Anaphora

It is one kind of referring expression where the identity of someone or something to be given once at the beginning, and thereafter referred to as *she* or *he* or *it* (1989:16). For example:

When *the architects of our republic* wrote the magnificent words of the Constitution and the declaration of independence, *they* were signing a promissory note.

The word '*they*' refers to *the architects of our republic* which appears first.

Cataphora

It is another kind of referring expression where pronoun is given first, and then kept in suspense as to its identity, which is revealed after (1989:18). For example:

His work and *his* spirit inside make *Chairil Anwar* becomes the most famous poet over the others.

The word *his* refers to *Chairil Anwar* which appears after the pronoun.

The Function of reference in Discourse Analysis

Based upon the discussion on reference as explained by Halliday and Hasan (1976) and Guy Cook (1989), the function of reference can be described as follows:

- To indicate reference pronoun, e.g. he, she, it, their, one's, etc.
- To indicate the spatial order, e.g. here, there.

- To indicate degree/importance of a class, e.g. better, the most.
- To indicate comparison, e.g. similarly, equal, etc.

2.4 Advertisement

2.4.1 Definition of Advertisement

When we are reading newspapers, watching television, or passing along the street, our eyes will catch advertisements. In newspapers, advertisements appear in form notices or pictures. In television broadcast, advertisements are in the form of dialogues, simple dramas, jokes, etc. accompanied by musical instruments. In the street, advertisements can be in the form of billboards, banners, pamphlets, etc. Advertisements or advertising becomes part our cultural atmosphere within which we live.

There are many definitions about advertisement. According to William H. Bolen (1984:4-5), he states:

Advertisement or advertising is any controlled form of personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market.

Therefore, ad is a means of selling ideas, goods, or services. Through the ads the advertiser wants to be known as a seller or the owner of something. Ads should be able to persuade customers to buy goods that are being advertised. Ads are designated to specific people as desired by the characteristics of the products.

Another expert, William M. Weilbacher (1984:1) defines advertisement viewed from its function. He states:

Advertising consists of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believe as the advertiser wishes them to behave or believe.

It implies that advertisement is a kind media for a business institution to introduce its products with an ultimate goal of increasing the firm income. So, advertisement in mass media is to influence the readers in order to buy and follow what the advertisement wanted.

In line with William M. Weilbacher, Wells William (1995:11) proposes a standard definition of advertisement. He suggests that the definition at least consists of six elements that can be noted:

Advertising is paid non personal communication from identified sponsor using mass media to persuade or influence an audience.

From those definitions, the researcher concludes that advertisements is non-personal communication usually paid for and persuasive nature about goods and services by an identified sponsors using mass media to persuade or influence an audience.

2.4.2 Characteristics of Advertisement

Good advertisers know that how you say it is just as important as what you say. *What you say* comes from strategy, whereas *how you say* it is a product of creativity and execution. Great ads are strategically sound, have an original creative concept, and use exactly the right execution for the message. According to William Wells (1995:10-11), characteristics of great ads are as follows:

1. Strategy

It's strategically sound, it's carefully directed to a certain audience, it's driven by specific objectives; its message is crafted to speak to that audience's most important concerns, and its run in media that will most effectively reach that audience. The measure of ad's success is how well it achieves its goals, whether they are increased sales, memorability, attitude change or brand awareness.

2. Creativity

The creative concept is a central idea that gets your attention and sticks in your memory. A big idea is creative and original. The buying and placing of ads in the media are creative.

3. Execution

Every great ad is well executed. That means the craftsmanship is impressive. The details, the techniques, and the production values have all been fine-tuned.

2.5 Newspaper

Newspapers serve a special local market and usually saturate it with coverage. Daily newspapers cover a very wide range of subjects and contain something of interest to everyone because it is published daily together with the fact. Although the information that is available is limited, it appears that newspapers are being read as much today as ever. Advertising is included in newspaper. To many advertisers the use of the daily newspaper is almost a necessity. Therefore, the advertiser can place their sales messages in the markets

where they believe they will do most good. Department stores and supermarkets in particular rely heavily upon newspaper advertising to attract customers.

The Jakarta Post is the first Indonesian daily English Language newspaper with an average circulation of around 25000 copies, it is the largest English Language newspaper in Indonesia. The paper is owned by PT Bina Media Tenggara, and the head office is in the nation's capital, Jakarta. The newspaper was launched on 25 April 1983. It consists of 20 pages and comprises 9 sections, namely; headlines, opinion, city, advertisements, etc.

([http://en.wikipedia.org/wiki/The Jakarta Post](http://en.wikipedia.org/wiki/The_Jakarta_Post)-19k).

2.6 Previous Study

There have been previous related studies concerning the mastery and the used reference of discourse analysis. A preliminary research was conducted by Sugianto (2000) studies about *Cohesion in Newsweek Advertisements a Discourse Analysis*. He found that in the terms of grammatical cohesion devices, the personal reference appears in highest frequency than demonstrative and comparative references, secondly is ellipsis. Verbal ellipsis places the highest frequency of occurrence then followed by nominal ellipsis and clausal ellipsis, thirdly is substitution. Nominal substitution has greater frequency than clausal substitution, the fourth is conjunction. Additive conjunction is mostly used. Then in term of lexical cohesion devices, repetition is one type of reiteration has the highest frequencies of occurrence than others, yet collocation which deals with relationship between words on the basis often occurs in the same surrounding.

The similarities between the previous study and present study, both of them used Halliday and Hasan theory. They used qualitative method in order to analyze the data. For the object of the study, they analyze advertisement article. The previous study used Newsweek magazine but the present study uses Jakarta Post newspaper. The difference between them, the previous study focused on all of the type of cohesion devices but the present study only focuses at investigating on one types of cohesion that is reference, with more detailed information of it.

Mahfudhoh (2007) studies about *Discourse Analysis on Cohesion Devices used in the Lyrics of Paris Hilton's Song*. She found that all of the types of grammatical cohesion are used in almost all of the data, they are: reference and conjunction. Reference used in most of the data, namely personal reference and demonstrative (anaphora), while comparative reference is used. In conjunction, all the types of conjunction, such as additive, adversative, causal and temporal conjunction is used. The repetition is mostly used in the lyrics text. The similarities between the previous study and present study, both of them used Halliday and Hasan theory. They used qualitative method in order to analyze the data. For the differences, the previous study used lyrics text, however the present study uses advertisement article as the object of the study. Furthermore, the previous study focused on all of the type of cohesion devices but the present study only focuses at investigating on one types of cohesion that is reference.

Hidayat (2008) studies about *Cohesion Devices in the George Walker Bush's second Presidential Inaugural Speech*. He found that in the pattern of grammatical cohesion, the reference is the mostly type used within the script,

followed by conjunction which is positioned in the second rank and then ellipsis. In term of lexical cohesion devices, it is found that reiteration covers the most widely types expressed within the speech, followed by metonym, hyponym, synonym. The second type of lexical cohesion, collocation is rarely used in this speech. The similarities between the previous study and present study, both of them used Halliday and Hasan theory. They used qualitative method in order to analyze the data. For the differences, the previous study used spoken language but in transcript however the present study uses written language. Furthermore, the previous study focused on all of the type of cohesion devices but the present study only focuses at investigating on one types of cohesion that is reference.

Indrawati (2007) studies about *Cohesion Devices Expressed by the Main Character of Casino Film*. She found that in term of grammatical cohesion devices, the most common cohesion devices are reference; then followed by conjunction. After that ellipsis is used for example clausal and verbal. Substitution is rarely found. In lexical cohesion devices, it is found that the most common cohesion devices used is reiteration namely repetition. The next types are metonym, synonym, and antonym. The similarities between the previous study and present study, both of them used Halliday and Hasan theory. They used qualitative method to analyze the data. For the differences, the previous study used film script as the object of her study, however the present study uses advertisements article. Furthermore, the previous study focused on all of the types of cohesion devices but the present study only focuses at investigating on one types of cohesion that is reference.

In conclusion, all of the researchers above have different character in their object of the research but they use the same theory that is Halliday and Hasan theory in applying their research. All of them focused on cohesion. They used written language except Hidayat (2008). He used spoken language but in transcript.

In the present study, the researcher conducts the research in different object that is advertisements articles published in Jakarta Post newspaper. The researcher uses Halliday and Hasan theory for her study. The researcher only focuses at investigating on one types of cohesion that is reference, with more detailed information of it. In this case, the researcher focuses on investigating the types of reference found in the advertisements articles of Jakarta Post newspaper. Besides, this study is aimed at investigating the functions of reference found in the advertisements. However, the researcher uses those previous researchers as references for her research.

CHAPTER III

RESEARCH METHOD

This chapter presents and discusses about the research method which includes research design, data sources, research instrument, data collection, data analysis, and triangulation that are used to conduct this research.

3.1 Research Design

There are two kinds of research method. They are qualitative and quantitative research. Miles and Huberman (1994:1) propose that qualitative data are in the form of words rather than numbers. Moleong (2005:4) states that qualitative method is the research procedure which results in descriptive data including written and oral words from the object of the study. This study uses qualitative method since the script of advertisements published in the Jakarta Post is in the form of words or sentences. In addition, this research is designed in descriptive qualitative method because the purpose of this research is to explain the references found in the advertisements published in the Jakarta Post descriptively. Those descriptions are related to the objective of the study.

This study analyzes some advertisements that are found in the Jakarta Post. The data are described descriptively based on the types of reference and the functions of reference that are found in the advertisements published in the Jakarta Post. So, the audience can read and understand it easily, so they know the utilization of the reference found in the advertisements.

3.2 Data Sources

In this research, the data sources are goods and services advertisements because they have already represented to the whole of types and functions of references that are found in the advertisements. The number of the advertisements are fourteen advertisements of goods and services taken from the Jakarta Post published from January 2008 up to March 2008 issues, which consist of the types of reference and the functions of reference. They are included in the following title:

1. Trends in Wedding Gowns.
2. Restaurants Blends Javanese, Balinese Touches.
3. Weight Training Aids Chronic Neck Pain.
4. Origins of Wedding Attire.
5. LG Launches Premium Digital Appliances.
6. New Fragrance from AIGNER.
7. BCBGMAXAZRIA timepieces arrive in Indonesia.
8. Memory liquid dispenser available.
9. Invaluable experience in Las Vegas.
10. 'Life's Good' challenge.
11. 18 Years of Plaza Indonesia the Shopping Centre with a New Concept.
12. Excessive Use of Mosquito Repellents may Pose Serious Health Risks.
13. Recognizing early symptoms of hemorrhagic dengue fever in children.
14. Bali holiday package.

3.3 Research Instrument

The main instrument of this research is the researcher herself since in qualitative studies, the human investigator is the primary instrument for gathering and analyzing the data. Human, as instrument emphasizes the unique role that qualitative researchers play in their inquiry because qualitative research studies human experiences and situations, researchers need an instrument flexible enough

to capture the complexity of the human experiences. They believe that only human instrument that is capable of this task.

This research tries to find out the answer of the research questions by conducting some ways of data collection. There are many articles about advertisements that are analyzed.

In addition, taking note is also needed in this research because it helps the researcher to transcribe the data. In conducting and arranging the data, the researcher finds and collects some references related to this study, especially about reference.

3.4 Data Collection

The data of this research are taken from words or sentences in the advertisements of the Jakarta Post newspaper published from January-March 2008. The procedures of data collection are as follows: firstly, collecting the advertisements articles of Jakarta Post newspaper; secondly, reading word by word text of the advertisements articles of Jakarta Post newspaper; thirdly, choosing the data related to the types of reference and the functions of reference; then selecting the data related to the purpose of the study; finally, arranging the data systematically in accordance with the problems of the study.

3.5 Data Analysis

After the data have been obtained, they were analyzed in the following steps. First of all, the researcher categorized the data into fourteen categories

which were in accordance with the number of articles used as the data sources. Each of the data were presented, analyzed by using Halliday and Hasan theory, and concluded. After the data of the whole categories had already been presented, analyzed, and concluded, the researcher made tentative conclusion. After consulting the informant, the researcher made final conclusion.

3.6 Triangulation

One process involved in corroboration efforts has become known as triangulation. Denzim (Stainback, 1988) has identified several types of triangulation, three of which are triangulation of data sources which involves the convergence of multiple data sources, methodological triangulation which involves the convergence of data from multiple data collection procedure, and investigator triangulation which involves multiple researchers in an investigation.

This study uses both data sources triangulation and methodological triangulation. Related to the data sources triangulation, besides reading the articles of the advertisements of the Jakarta Post, the researcher also interviews informant to strengthen the data obtain from those articles.

BAB IV

FINDINGS AND DISCUSSION

This part presents the data obtained from the data sources. Therefore, there are fourteen articles of the data sources, each of which becomes category of the data presentation and discussion. Each of the data presentation is followed by discussion.

4.1 Data Presentation

Data presentation present all of the data included in reference. They consist of personal reference, demonstrative reference, and comparative reference. All data on reference are displayed below based on the category. Category is the numbers of article shown in the data sources. In this following data presentation the term of reference is signed by the bold types.

4.1.1 The data from the first category

The data from the first category published on Wednesday 2nd January 2008 with the title “Trends in Wedding Gowns”. They are presented below.

- (1) A Wedding is an important and unforgettable moment in a couple’s life. The bride’s and bridegroom’s appearance on **this** special day is **the most** important thing and **they** should look like a king and a queen. **This** means the choice of wedding gown is of great importance.

The data presented above show all of the types of references, they are two demonstrative references, one comparative reference, and one personal reference. First, the word “this” (2x) in the sentence are identified as demonstrative reference

since the word “this” represents (1) something (far), that is “a wedding”; (2) something (near), that is “they should look like a king and a queen”. The relation made of those references is called anaphora relation since they look back to the text for their interpretation. Second, the word “the most” is shown as comparative reference because the word “the most” in the noun phrase “the most important thing” represents something that is “on this special day”. It is included in particular comparison. Third, the pronoun “they” is identified as personal reference since it represents person (plural) they are “the bride’s and the bridegroom’s”. The relation is called anaphora because the pronoun “they” is found in the preceding sentence.

- (2) Although the design is simple, the impression of opulence is maintained. **This** is reinforced by the fabrics, such as tulle, lace, taffeta, satin, silk, and chiffon.

The data presented above include only one type of reference that is demonstrative reference. The word “this” in the sentence refers to the object “Although the design is simple, the impression of opulence is maintained”. The relation made is called anaphora relation because this looks back in the text for its interpretation.

- (3) The use accents such as crystals, sequins and beads have become the choice of wedding gown designers in **their** attempt to create an extraordinary and charming wedding gown.

The above data only have one type of reference named personal reference. The pronoun “their” in the sentence represents person (plural) they are “designers”. The relation is called anaphora because the pronoun “their” is found in the preceding sentence.

- (4) Practical and stylist wedding gowns with A-line cut made of soft fabric like silk and chiffon are more the norm today. **This** is also influenced by the fact that relaxed and casual wedding parties have gained greater popularity.

The data presented above are categorized as demonstrative reference. The word “this” represents something (near), that is “Practical and stylist wedding gowns with A-line cut made of soft fabric like silk and chiffon”. It also has anaphora relation.

- (5) The design of the modified kebaya can have international and modern nuances. **This** may be translated into a blouse in a kebaya cut plus an A-line white skirt, instead of the traditional batik wrap skirt.

The above data present one type of reference that is demonstrative reference. The word “this” in the sentence is identified as demonstrative reference, which has anaphora relation because it is found in the preceding sentence. The word “this” represents something “The design of the modified kebaya”.

The data from the first category consist of all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. The first category is often used the word “this” to indicate nominal demonstrative.

4.1.2 The data from the second category

The data from the second category published on Wednesday 2nd January 2008 with the title “Restaurants Blends Javanese, Balinese Touches”. They are presented below.

- (!) Bebek bacem, or stewed duck, (photo above) is one of **the most** popular dishes at Sasanti Restaurant. **The** restaurant also offers a grilled vegetarian sandwich.

The above data show two references, they are comparative reference and demonstrative reference. First, the word “the most” in the noun phrase “the most

popular dishes at Sasanti Restaurant” is categorized as comparative reference which represents to the proper name “Bebek bacem, or stewed duck”, it is included in particular comparison. Second, the word “the” in the sentence “**The** restaurant also offers a grilled vegetarian sandwich” included demonstrative reference since it represents the proper name “Sasanti Restaurant”. The relation made is called anaphora relation since it looks back in the text for its interpretation.

- (2) If **you** are enthusiastic about enjoying a lunch or dinner in an ambiance bearing touches of bali and java styles, the newly opened Sasanti Restaurant and Gallery on Jl. Palagan Tentara Pelajar here would be a suitable choice.

The data presented above only have one type of reference that is personal reference. The pronoun “you” in the sentence represents to the reader. So, it is not shown in the text.

- (3) Home to a restaurant and a gallery, Sasanti presents a fine blend of traditional Javanese joglo architecture along with **other** modern style constructions with a Balinese touch to **its** exterior and interior.

The data presented above consist of two references, they are comparative reference and personal reference. First, the word “other” in the sentence is identified as comparative reference since it represents the comparison between “a fine blend of traditional Javanese joglo architecture” and “modern style constructions with a Balinese touch to **its** exterior and interior”. Second, the pronoun “its” is categorized as personal reference since the pronoun “its” represents proper name “Sasanti”. The relation is called anaphora since the pronoun “its” is found in the preceding sentence.

- (4) At the restaurant, apart from a selection of Western foods, a wide range of traditional Indonesian cooking is also on offer. **This** includes lumpia rebung (egg rolls with bamboo shoots), mento, bakwan jagung...

The above data present one type of reference that is demonstrative reference. The word “this” in the sentence represents something (near) that is “a wide range of traditional Indonesian cooking”. The relation made is called anaphora because it looks back in the text for its interpretation.

- (5) “So far, **the most** popular items among **our** guests are sate sapi (beef satay), bacem empal (stewed beef), and bebek bacem, while for the Western menu **it**’s salmon fillet steak,” the restaurant’s manager Deny said.

The data presented above involve two types of references, they are one comparative reference and two personal references. First, the word “the most” in the noun phrase “the most popular items” is shown as comparative reference which represents to the object “sate sapi (beef satay), bacem empal (stewed beef), and bebek bacem”. The relation is called cataphora because it looks forward in the text for its interpretation. Second, the pronoun “our” is categorized as personal reference since it represents to person “Deny and his member”. The last, the pronoun “it” in the sentence is identified as personal reference because it refers “the most popular items”. It has relation that is anaphora.

- (6) The sate sapi and bacem empal, according to Deny, are special mostly because of the tender meat used to prepare **it**, while the steak is special because **it** is fried without cooking oil.

The above data include two references and both of them are personal reference. The pronoun “it” (2x) in the sentence are identified as personal reference since they represent (1) the sate sapi and bacem empal and (2) the steak.

Both of them have same relation that is called anaphora since they look back in the text for their interpretation.

- (7) “For the Indonesian menu **we** give three choice of rice, namely white, red, and yellow. Which every guest can taste if **he or she** would like,” Deny said.

The data presented above have two references, they are personal reference.

First, the pronoun “we” represents person “Deny and his member”, which is like the preceding paragraph. Second, the pronoun “he/she” in the sentence is categorized as personal reference since it represents person “guest”. The relation made is named anaphora because it is found in the preceding sentence.

- (8) To keep the recipes original and interesting, the restaurant employs a local chef specializing in Indonesian food and a Western food consultant from Lousiana in the US, according to Deny. “**We** try **our** best to serve all the food as originally as possible here,” said Deny.

The above data contain three references, they are two personal references and one demonstrative reference. First, the pronoun “we” and “our” in the sentence are included in personal reference since both of them represent person “Deny and his member” but they have different function. The pronoun “we” is to indicate personal pronoun while the pronoun “our” is to indicate possessive determiner. Second, the word “here” is shown as demonstrative reference which represents adverbial place “the restaurant”. The relation found is called anaphora.

- (9) Large serving mean **it** pays to come **here** part of a group at least four people, which will allow **you** to sample a range of the food on offer.

The data presented above involve three references, they are two personal references and one demonstrative reference. First, the pronoun “it” and the word “here” represent to the same object “large serving” but both of them are different in categorizing and functioning. The pronoun “it” is identified as personal

reference which indicates personal pronoun. However, the word “here” is categorized as demonstrative reference which functioned as adverbial place. Second, the pronoun “you” in the sentence is identified as personal reference since it represents person they are “a group at least four people”. The relation made is called anaphora since it looks back in the text for its interpretation.

- (10) A meeting venue, capable of accommodating 35 people, is also available, as is a traditional joglo building that can hold 60 people, “**We** can also arrange wedding parties **here** with up to some 600 guests or so for a standing party,” said Deny.

The above data present two types of references, they are personal reference and one demonstrative reference. First, the pronoun “we” is shown as personal reference because it refers to person “Deny and his member”. It has relation that is cataphora because it looks forward in the text for its interpretation. Second, the word “here” is categorized as demonstrative reference since it represents to the adverbial place “traditional joglo building”. The relation found is anaphora.

From the second category the researcher finds all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. The second category is often used personal reference with pronoun “you” when she wants to give information to the reader.

4.1.3 The data from the third category

The data from the third category published on Monday, 14th January 2008 with the title “Weight Training Aids Chronic Neck Pain”. They are presented below.

- (1) A recent study included 48 Danish women with chronic trapezius pain, most of whom spent much of **their** workday in front of a computer. Researchers randomly assigned **the** women to either perform supervised strengthening exercise or aerobic exercise, to get general health counseling.

The data presented above show two types of references, they are personal reference and demonstrative reference. The pronoun “their” is identified as personal reference while the word “the” is categorized as demonstrative reference. Nevertheless, both of them represent to the same object that is person (plural) ” 48 Danish women with chronic trapezius pain”. Their relation is named anaphora because they look back in the text for their interpretation.

- (2) For 10 weeks, women in the strength training group worked out **their** neck and shoulder muscles using hand weights, three times per week for 20 minutes.

The above data only have one reference that is personal reference. The pronoun “their” is included in personal reference since it represents to person (plural) “women in the strength training group”. The relation found is called anaphora and its functioned is to indicate possessive determiner.

- (3) After 10 weeks, women who strength-trained showed a 70 to 80 percent decrease in **their** pain ratings. In contrast, **those** who got aerobic exercise often felt **better** in the couple hours afterward, but there was no long-term pain improvement.

The data presented above include all of the types of reference. First, the pronoun “their” is categorized as personal reference. Second, the word “those” is identified as demonstrative reference. Both of them represent to the same object that is person (plural) “women who strength-trained” but their function is different. The pronoun “their” is indicated as possessive determiner, while the word “those” shows nominal demonstrative. Their relation is called anaphora since they are found in the preceding sentence. Third, the word “better” in the

sentence is shown as comparative reference since it shows the comparison between “women who strength-trained” but their function is different. The pronoun “their” indicates possessive determiner while the word “those” shows nominal demonstrative. Their relation is called anaphora since they are found in the preceding sentence. Third, the word “better” is shown as comparative reference since it shows the comparison between “women who strength-trained” and “women who got aerobic exercise”.

- (4) The results suggest that specific exercises targeting sore neck and shoulder muscles can bring **more** pain relief than general exercise, according to lead researcher Dr. Lars L. Anderson, of the National Research Center for Working Environment in Copenhagen.

The above data present one types of reference that is comparative reference. The word “more” in the noun phrase “more pain relief” in the sentence is identified as comparative reference since it shows the comparison between “specific exercises” and “general exercise”. It is included in the term of degree of comparison.

- (5) Strength training itself boosts the metabolism of protein in muscle, **he** said, and **this** might help repair painful muscle tissue.

The data presented above contain two references, they are personal reference and demonstrative reference. First, the pronoun “he” in the sentence is categorized as personal reference since it represents to the proper name “Dr. Lars L. Anderson”. Second, the word “this” is shown as demonstrative reference because it refers to something (far) “Strength training”. Both of them have same relation that is anaphora since they look back in the text for their interpretation.

- (6) The strength exercises used in the study were simple, standard ones for the shoulders and upper back-like slowly shrugging the shoulders while

holding a weight in each hand, arm extended by the sides of the body. So **they** can be performed at home, Anderson said.

The data presented above show only one types of reference that is personal reference. The word “they” in the sentence is identified as personal reference since it represents “The strength exercises used in the study were simple, standard ones for the shoulders and upper back-like slowly shrugging the shoulders”. From that identification, it can be seen that the relation in it is called anaphora because it looks back in the text for its interpretation.

- (7) Some people with chronic neck pain may want to get the help of a physical therapist to start, **he** noted, but **that** is up to the individual.

The above data involve two references, they are personal reference and demonstrative reference. First, the pronoun “he” is shown as personal reference since it represents to the proper name “Andersen”. Second, the word “that” is categorized as demonstrative reference which shows something (near) “physical therapist”. The relation made by two references is anaphora because both of them are found in the preceding sentence.

The data from the third category contain all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the third category the author always uses the pronoun “they” and “their”. They are used by the author to give the example to the reader about the beneficial using this service.

4.1.4 The data from the fourth category

The data from the fourth category published on Monday, 14th January 2008 with the title “Origins of Wedding Attire”. They are presented below.

- (1) The first known white wedding dress was worn by Anne of Brittany when **she** married Louis XII of France in 1499. Prior to **that** women **their** best dress no matter what color **it** was.

The data presented above have four references, they are three personal references and one demonstrative reference. First, the pronoun “she” in the sentence is identified as personal reference since it refers to the proper name “Anne of Brittany”. The next, the word “that” is included in demonstrative reference while the pronoun “their” is categorized as personal reference. Both of them represent to the same object that is person (plural) “prior women”. The last, the pronoun “it” is shown as personal reference which refers to thing “best dress”. From that identification, it can be seen that the first and the last category have same relation that is called anaphora.

- (2) In China and Japan brides have traditionally always worn white. White in **these** countries in the color of mourning, which is considered appropriate for a bride as **she** is leaving **her** family of birth to join that of **her** husband's, thereby undergoing a symbolic death.

The data shown above contain four references, they are one demonstrative reference and three personal references. The word “these” is categorized as demonstrative reference because it represents to the object (near, plural) “China and Japan”. It has relation named anaphora since it is found in the preceding sentence. Moreover, the pronoun “she” and “her” (2x) are identified as personal reference since they refer to person (singular) “a bride”. All of them have same relation that is called anaphora since it looks back in the text for its interpretation.

- (3) The veil originally symbolized a bride's virginity, innocence and modesty. **This** symbolism has been lost over the years but the veil is still customarily worn.

The above data only have one type of reference that is demonstrative reference. The word “this” in the sentence is included in demonstrative reference since it represents something (near) “The veil originally symbolized a bride’s virginity, innocence and modesty”. The relation found is named anaphora because it looks back in the text for its interpretation.

- (4) The lifting of the veil at the end of the marriage ceremony symbolizes male dominance. If the bride lifts **her** own veil, thereby presenting herself to **him** **she** is showing **more** independence.

The data presented above consist of four references, they are three personal references and one comparative reference. The pronoun “her”, “him”, and “she” in the sentence are identified as personal reference but they refer to the different object. The pronoun “her” and “she” represent to person “the bride” but their function is different. The pronoun “her” is indicated possessive determiner while the pronoun “she” has function as personal pronoun. However, the pronoun “him” refers to person “male”. All of the personal reference have same relation that is called anaphora because all of them can be looked back in the text for their interpretation. Next, the word “more” in the noun phrase “more independence” is categorized as comparative reference since it shows the comparison between “the lifting of the veil at the end of the marriage ceremony” and “if the bride lifts her own veil” it is included in the term of degree of comparison.

- (5) Luck. Something old, something new, something borrowed, something blue, and a silver expense in **her** shoe. **This** good luck saying dates back to Victorian times and many brides try to arrange **their** wedding attire accordingly.

The data shown above have three references, they are two personal references and one demonstrative reference. First, the pronoun “her” is

categorized as personal reference since it refers to person (singular) “the bride”, which appears in the preceding paragraph. Second, the word “this” in the sentence is included in demonstrative reference because it represents something (near) “Luck. Something old, something new, something borrowed, something blue, and a silver expense in her shoe”. Third, the pronoun “their” is involved in personal reference which represents person (plural) “many brides”. From that identification, it can be seen that all of them have same relation that is called anaphora since they look back in the text for their interpretation.

- (6) Something new represents good fortune and success and the bride’s hopes for a bright future in **her** new life.

The above data only have one type of reference that is personal reference.

The pronoun “her” in the sentence is identified as personal reference since it represents to person (singular) “the bride”. The relation made is named anaphora.

- (7) Something borrowed is to remind the bride that friends and family will be **there** for **her** when help is needed.

The data presented above involve two references, they are demonstrative reference and personal reference. First, the word “there” is categorized as demonstrative reference since it represents to the time order “when help is needed”. The relation is called cataphora because it looks forward in the text.

Second, the pronoun “her” is included in personal reference which it refers to the person “the bride”. It has anaphora relation.

- (8) “Borrowing” is especially important, since **it** is to come from a happily married woman, thereby lending the bride some of **her** own marital bliss carry the new union.

The data presented above contain two references. First, the pronoun “it” in the sentence is shown as personal reference, which refers to something “borrowing”. Second, the pronoun “her” is identified as personal reference also since it represents to person “the bride”. Both of them have anaphora relation. Therefore, they look back in the text for their interpretation.

- (9) A silver sixpence in **her** shoe is to wish the bride wealth. Some brides place a coin in **their** shoe during the marriage ceremony.

The data presented above consist of two personal references. The pronoun “her” are included in personal reference since it represents to person (singular) “the bride”. The relation is named cataphora because it looks forward in the text for its interpretation. However, the pronoun “their” is categorized as personal reference which refers to person (plural) “many brides”. The relation made is called anaphora. So, it looks back in the text.

The data from the fourth category consist of all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the fourth category the authors seldom use comparative reference to represent to the product. They prefer to use personal reference than others to strengthen this product.

4.1.5 The data from the fifth category

The data from the fifth category published on Tuesday, 2nd February 2008 with the title “LG Launches Premium Digital Appliances”. They are presented below.

- (1) LG Electronics Indonesia (LGEIN) has launched three new products in **its** digital appliance series, which combine luxury and sophisticated technology. **The** three products include two washing machines, namely the Front Load Steam Tromm and the Fully Auto Spirit. **The other** one is a luxurious refrigerator, the Swarovski Side by Side.

The above data show all of the types of reference, they are one “personal reference”, one demonstrative reference, and one comparative reference. First, the pronoun “its” in the sentence is identified as personal reference since it refers to the proper name “LG Electronics Indonesia (LGEIN)”. Second, the word “the” is categorized as demonstrative reference because it represents to the object “new products in **its** digital appliance series” both of them have same relation that is anaphora which they look back in the text for their interpretation.

- (2) Steam Tromm combines the functions of washer and dryer. **This** washing machine consumes only 13 liters of water, 44 percent less than the water consumption of conventional machines, which reaches 25 liters. **It** is equipped with Steam Refresh and Allergy Care functions, which enable **it** to eliminate bad odors from clothes in 20 minutes and kill various bacteria and lice in 10 minutes. **It** is available on the market in dark red with a 10 kg capacity.

The data presented above consists of two types of reference, they are one personal reference, one demonstrative reference, and comparative reference. The word “this” involved in demonstrative reference while the pronoun “it” (3x) is identified as personal reference. All of them represent to the same product, that is called anaphora

- (3) Spirit looks luxurious in an elegant shade of pink and Chrysanthemum decoration and LED Display. **It** is equipped with, among **other** things, Express Dry and Express Wash technologies which are able to clean clothes in 19 minutes. **The** machine is available on the market in dark red (15 kg capacity) and silver (8,5 and 11 kg capacity).

The data presented above have all of the types of reference. First, the pronoun “it” in the sentence is categorized as personal reference since it represents product “Spirit in an elegant shade of pink and Chrysanthemum decoration and LED Display”. Second, the word “other” is included in comparative reference because it shows the different among the things, they are “Spirit in an elegant shade of pink and Chrysanthemum decoration and LED Display” and “Express Dry and Express Wash technologies”. The pronoun “it” and the word “the” have anaphora relation.

- (4) The Swarovski Side by Side or GR-P227ZCK looks special because **its** handles are etched in Swarovski crystal. **Its** mirror body accentuates **its** luxuriousness. The refrigerator, worth Rp 27 million, is equipped with, among other things, Soft Home Bar function, Touch LED Temperature Display and Hidden Hinges.

The above data present one type of reference that is personal reference. The pronoun “its” (3x) in the sentence are involved personal reference since they represent to the same product “The Swarovski Side by Side or GR-P227ZCK”. The relation made is named anaphora.

From the fifth category the researcher finds all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the fifth category the author often uses the pronoun “it” and “its”. It proves that the author often uses those pronoun to promote and to make the product more interesting.

4.1.6 The data from the sixth category

The data from the sixth category published on Tuesday, 2nd February 2008 with the title “New Fragrance From AIGNER”. They are presented below.

- (1) “Fashions house AIGNER has introduced **its** newest fragrance, AIGNER man that offers “power, elegance and charisma”.

The above data only have one type of reference that is personal reference.

The pronoun “its” in the sentence is identified as personal reference since it represents to the product “Fashions house AIGNER”, which function is to indicate possessive determiner. The relation made is called anaphora since it looks back in the text for its interpretation.

- (2) AIGNER | man | is for the classic modern man, defined primarily as a strong, self-aware personality. **This** typical, yet at the same time new AIGNER man has charisma, is experienced, confident, in touch with the world, sporting but as the same time possesses tact and sensitivity. **He** acknowledges the sensual aspects of life and knows how to be reductive as well.

The data presented above show two types of references, they are demonstrative reference and comparative reference. First, the word “this” is included in demonstrative reference because it refers to the object “AIGNER | man | “. Second, the pronoun “he” is categorized as personal reference since it represents to person “man”. Both of them have anaphora relation because they are found in the preceding sentence.

- (3) The new AIGNER man fragrance interprets in a pure from what **it** means to be male, establishes a clear profile and creates a powerful, lasting impressions. To use **this** perform is to acknowledge one’s masculinity fully and without hesitation.

The data presented above contain two types of reference, they are personal reference and demonstrative reference. The pronoun “it” in the sentence is identified as personal reference while the word “this” is categorized as demonstrative reference. Both of them represent to the same object (far) “The new AIGNER man fragrance”.

The data from the sixth category consist of two types of reference, they are personal reference and demonstrative reference. In the sixth category the author prefers using personal reference to using comparison to present the product.

4.1.7 The data from the seventh category

The data from the seventh category published on Tuesday, 2nd February 2008 with the title “BCBGMAXAZRIA timepieces arrive in Indonesia”. They are presented below.

- (1) Incorporating thoughtful detailing such as precious stones, interplayed with exotic skins and textures plus a creative variety of styles, BCBGMAXAZRIA watches are an electric mix of luxurious elegance. **They** are more than timekeepers-**they** form an integral part of the urban class’ trendy wardrobe.

The above data present two references, and both of them are personal reference. The pronoun “they” (2x) in the sentence are identified as personal reference since both of them represent to proper name “BCBGMAXAZRIA watches”. The relation made is called anaphora since it looks back in the text for its interpretation.

- (2) BCBGMAXAZRIA timepieces represent a vivacious personality who is feminine, confident, individualistic and definitely glamorous. **The** watches are set in solid stainless steel and are hypoallergenic.

The data presented above show one types of reference, that is demonstrative reference. The word “the” is categorized as demonstrative reference because it refers to proper name “BCBGMAXAZRIA timepieces”. It has anaphora relation.

- (3) Stones of cubic zirconia are individually set to ensure maximum quality and durability. **They** are powered by high quality quartz or mechanical movement. **The** watches are price from Rp. 1,3 million.

The data presented above contain two types of reference, they are personal reference and demonstrative reference. The pronoun “they” is included in personal reference while the word “the” is identified as personal reference. Both of them represent to the same object that is “BCBGMAXAZRIA timepieces”. The relation that they have is anaphora relation.

The data from the seventh category consist of two types of reference, they are personal reference and demonstrative reference. In the sixth category the author prefers using personal reference to using comparative reference to promote the product.

4.1.8 The data from the eighth category

The data from the eighth category published on Tuesday, 2nd February 2008 with the title “Memory liquid dispenser available”. They are presented below.

- (1) People often feel annoyed by the containers of shampoo, soap and floor cleaner cluttering **their** bathrooms, kitchens or dining rooms. **This** liquid dispenser provides a solution. All **you** have to do is attach **the** dispenser to the wall and fill **it** with shampoo, soap, floor cleaner or any **other** liquid usually used for cleaning.

The data presented above show all of the types of reference, they are three personal references, two demonstrative references, and one type of comparative reference. The pronoun “their”, “you” and “it” in the sentence are identified as personal reference since they represent to the different object. Both of the

pronouns “their” and “you” represent to person (plural) (1) “people” (2) “readers” while the pronoun “it” refers to the product (the dispenser). All of them have same relation that is called anaphora since they look back in the text for their interpretation. Moreover, the word “this” and “the” are categorized as demonstrative reference. The word “this” refers to something (near) “the containers of shampoo, soap and floor cleaner cluttering their bathrooms, kitchens or dining rooms”. Then, the word “the” refers to the product “liquid dispenser”. Both of the demonstrative reference have anaphora relation. The last, the word “other” is included in comparative reference because it shows the different between “shampoo, soap, floor cleaner” and “liquid usually used for cleaning”.

- (2) **The** dispenser is very easy to install as silicone glue is included in the dispenser’s packaging.

The data above only have one type of reference that is demonstrative reference. The word “the” is categorized as demonstrative reference because it refers to the product “liquid dispenser” which represents in the preceding paragraph.

- (3) **The** dispenser is guaranteed against leaks for a period of two years. **Its** white casing means **it** blends in with any kind of background. **It** is available at building material shops and chain stores such as Mitra 10, Home Builder Center (HBC), Super Home and Rumah Kita.

The data presented above consist two types of references, they are three personal references and one demonstrative reference. The pronoun “its” and “it” (2x) in the sentence are identified as personal reference because they represent to the same object that is “the dispenser”. Nevertheless, their function is different. The pronoun “its” is to indicate possessive determiner while the pronoun “it”

indicates personal pronoun. However, the word “the” is categorized as demonstrative reference since it refers to the product “liquid dispenser” which shown in the preceding paragraph.

From the eighth category the researcher finds all of the types of references, they are personal references, demonstrative reference, and comparative reference. In the eight category the author uses the pronoun “it” and “its” in those data to strengthen that the product is better.

4.1.9 The data from the ninth category

The data from the ninth category published on Monday, 18th February 2008 with the title “Invaluable experience in Las Vegas”. They are presented below.

- (1) Indosat, who organizes such tours for **its** distributor partners, wants to give **them** the best, since **they** have given **their** best to the company. In view of the fact that **this** is a routine activity, Indosat chooses countries that have not been visited on any of **it** previous incentive programs.

The above data present two types of references, they are five personal references and one demonstrative reference. The pronoun “its” is categorized as personal reference because it refers to proper name “Indosat”. Next, the pronoun “them”, “they”, and “their” in the sentence are identified as personal reference since they represent person (plural) “distributor partners”. All of them have anaphora relation because they look back in the text for their interpretation. However, the word “this” is included in demonstrative reference, which it refers to object (near, singular) “Indosat chooses countries that have not been visited on any of **it** previous incentive programs”. The relation made is called cataphora

since it looks forward in the text. The last, the pronoun “it” is involved in personal reference, which it represents “a routine activity”.

- (2) The main condition is that the tourist sites or the programs offered must be unique-**they** are not commonly visited and offer an impressive experience to all participants.

The above data only have one type of reference that is personal reference.

The pronoun “they” in the sentence is identified as personal reference since it represents to object (plural) “the tourist sites or the programs”. The relation made is named anaphora relation since it looks back in the text for its interpretation.

- (3) The last tour to Last Vegas, in which all participants embarked on a scenic balloon tour. In **this** respect, the participants underwent certain preparations before boarding the balloon, ranging from witnessing the balloon being inflated to savoring the panorama from the hights of the balloon trip.

The data presented above consist of one types of reference that is demonstrative reference. The word “this” is categorized as demonstrative reference because it refers to something (near) “The last tour to Last Vegas, in which all participants embarked on a scenic balloon tour”. It has anaphora relation since it is found in the preceding sentence.

- (4) In Las Vegas, the participants shopped to **their** hearths’ content at Premium Outlet while some of **them** were not done shopping, continued shopping at Ontario Mills when the group reach Los Angeles.

The data presented above show two references and both of them are personal reference. The pronoun “their” and “them” in the sentence are identified as personal reference since both of them represent to the same object (person, plural) “the participants” but they have different function. The pronoun “their” is to indicate possessive determiner while the pronoun “them” indicates personal

pronoun. So, the relation made is called anaphora because they look back in the text for their interpretation.

(5) Indosat itself, Paulina said, chooses travel agents **it** deems qualified to meet **its** requirements. Travel agents are chosen for **their** fresh ideas for trips. **Another** requirement that is of no less importance is that selected travel agencies must be able to cooperate with Indosat. **It** is expected that in **this** way all parties will be satisfied. And **this** satisfaction is felt by both Indosat and **its** special guests.

The above data contain all of the types of references, they are five personal references, two demonstrative references, and one comparative reference. First, the pronoun “it”, “its” and “their” in the sentence are included in personal reference since they represent to the same object (plural) that is “travel agents”. Nevertheless, they are different in function. The pronoun “it” indicates personal pronoun while the pronoun “its” and “their” indicate possessive determiner. However, all of them have same relation that is anaphora. Second, the word “another” is categorized as comparative reference since it shows the different between its requirements that is “Travel agents are chosen for their fresh ideas for trips” and “selected travel agencies must be able to cooperate with Indosat”. Third, the pronoun “it” is identified as personal reference because it refers “selected travel agencies must be able to cooperate with Indosat”. The relation made is called anaphora since it looks back in the text for its interpretation. Forth, the word “this” (2x) are involved in demonstrative references but they represent to different object. The word “this” represents (1) cooperate with Indosat; (2) all parties will be satisfied. Both of them have same relation that is named anaphora. The last, the pronoun “its” is included in personal reference since it refers to proper name “Indosat”, which the word “its” indicates possessive determiner.

The data from the ninth category contain of all of the types of reference, they are personal reference, demonstrative references, and comparative reference. In the ninth category the author mostly uses the pronoun “it”, “its”, “they”, and “their” to promote the product.

4.1.10 The data from the tenth category

The data from the tenth category published on Monday, 18th February 2008 with the title “Life’s Good’ challenge”. They are presented below.

- (1) South Koreans also manufacture cars, home appliances, machinery, audio/video equipment and cell phones. Two of **the** country’s leading cell phone makers are, of course, LG Mobile and Samsung.

The above data only have one type of reference that is demonstrative reference. The word “the” in the sentence is identified as demonstrative reference since it represents to the proper name “South Koreans”. The relation made is named anaphora because it is found in the preceding sentence.

- (2) As **you** may have noticed, in the last few years LG cell phones have been gaining transaction in the fast lane of the cell phone business.

The above data presents one type of reference that is personal reference. The pronoun “you” is categorized as personal reference because it refers to the reader.

- (3) Granted, each time **we** are in the market for a new cell phone, **we** will normally think first of the world’s **most** popular brands such as Nokia, Motorola and Sony Ericson.

The data presented above show two types of reference, they are two personal references and one comparative reference. First, the pronoun “we” (2x) in the sentence are included in personal reference since both of them represent to

person “reader”. The author uses the pronoun “we” which represents to the reader. Second, the word “most” is identified as comparative reference because the word “the most” in the noun phrase “the most popular brands” represents to the proper name “Nokia, Motorola and Sony Ericson”.

- (4) There’s an unmistakable sense of pride in using a cell phone manufactured by one of **these** top companies. On the other hand, **the** Korean brands used to be regarded as the cheaper alternatives. “But at LG **we** are working hard to change **this** image,” said Andre Tanudjaja, general manager for sales and marketing, LG Mobile Indonesia.

The data presented above contain four references, they are one personal reference and three demonstrative references. First, the word “these”, “the”, and “this” in the sentence are identified as demonstrative reference but they have different object, the word “these” refers to something (near, plural) “top companies”. Moreover, the word “the” represents to the proper name which is shown in the preceding paragraph “South Korean”. Furthermore, the word “this” refers to the proper name (near) “LG”. Second, the pronoun “we” is involved in personal reference since it represents to the reader.

- (5) Although the company won GSM Association’s tender for affordable 3G cell phones, which was intended to introduce 3G to emerging markets, **it** doesn’t mean that **his** company only makes low-end cell phones.

The above data consist of two references, both of them are personal reference. The pronoun “it” represents “Although the company won GSM Association’s tender for affordable 3G cell phones” while the pronoun “his” refers to the proper name “Andre Tanudjaja”. Both of them have same relation that is called anaphora since they look back in the text for their interpretation.

- (6) Surely **we**'ve been lucky enough to have the opportunity to review almost all the highend models that LG Mobile has churned out, including the Black Label series Chocolate, Shine, Prada and Viewty.

The above data only have one type of reference that is personal reference.

The word "we" in the sentence is categorized as personal reference because the author uses personal pronoun "we" represents to the reader.

- (7) One of the key technologies that LG Mobile has become very good at is the touch screen. **It** allows users to operate the devices with the tip of **their** fingers or a stylus. The technology has been steadily improving from **its** first introduction in Chocolate, and the new InteractPad user interface-found in the new KF600-has received a lot of positive comments from early reviewers.

The data presented above show three references and all of them are personal reference. The pronoun "it", "their", and "its" in the sentence are identified as personal reference since they represent to the different object. The pronoun "it" refers to the proper name "LG Mobile". Then, the pronoun "their" represents person (plural) "users". Next, the pronoun "its" refers to something "the technology". All the types of reference have same relation that is named anaphora.

- (8) "A strong point of **our** R&D center in Korea is the attention **it** pays to every customer's wish," **he** adds. For example, the next batch of Viewtys sold in Indonesia will come with a lens cover. **It** protects the lens from smudges, and **it** was missing in the early production units.

The data presented above contain five references and all of them are included in personal reference. First the pronoun "our" is involved in personal reference because the author uses the pronoun "our" to represent to the reader. Second, the pronoun "it" is categorized as personal reference since it represents to object "R&D center". Third, the pronoun "he" in the sentence is identified as

personal reference since it refers to the person (singular) “Andre Tanudjaja” which is shown in the preceding sentence. Forth, the pronoun “it” (2x) are included personal reference which both of them represent to the same object that is “batch of Viewtys”

- (9) As users, **we** all love the large screen of **this** model, but **we** also want a keypad so that **we** can enter SMS text faster.

The above data present four references, they are three personal references and one demonstrative reference. The pronoun “we” (3x) in the sentence are identified as personal reference since all of them represent to the same object that is person (plural) “users”. The relation made is called anaphora since they look back in the text for their interpretation. However, the word “this” is categorized as demonstrative reference because it refers to something “the large screen”.

- (10) “In **our** next model, **we** will give **you the best** of the two worlds. **We** will combine the large screen and **the other** features of the Viewty with a sliding keypad,” Andre promised. **The** model **he** was referring to is already available in Europe and even in nearby Singapore.

The above data consist of all of the type of reference, they are five personal references, one demonstrative reference, and two comparative references. First, the pronoun “our”, “we” (2x) in the sentence are included in personal reference which they represent to the same object person “Andre and his staff”. Second, the pronoun “you” refers to person, which is used by the author to present to the reader. Third, the word “the best” and “the other” are identified as comparative reference but they represent to different object. The word “the best” refers to something “model”, which shows particular comparison. However, the word “the other” shows the different between “the large screen” and “a sliding keypad”. Forth, the word “the” is categorized as demonstrative reference since it

represents to something “the large screen and the other features of the Viewty with a sliding keypad”. The last, the pronoun “he” is involved in personal references because it represents to the person’s proper name (singular) “Andre”. The relation made is called anaphora since it looks back in the text for its interpretation.

- (11) And in case **you** prefer a smartphone, **you** are in for a treat. In the near future, LG Mobile will launch **its** first smartphone in Indonesia.

The data presented above show three references and all of them are personal reference. The pronoun “you” (2x) are used by the author to present to the reader, which functioned as personal pronoun. However, the pronoun “its” in the sentence is identified as personal reference since it represents to the proper name “LG Mobile”. The pronoun “its” has anaphora relation.

- (12) Using Microsoft Windows Mobile 6 as the operating system, the minimalist KS20 looks more like the Prada phone but provides far more functionality. **It’s** very lightweight, and there is only one joystick for navigating the menus. **The** model also offers both HSDPA and Wi-Fi support, and there is a stylus for **those** who want to scribble some notes.

The data presented above contain three references, they are one personal reference and two demonstrative references. First, the pronoun “it” is categorized as personal reference because it refers to the product (proper name) “LG Shine”. The relation made is named anaphora relation since it looks back in the text for its interpretation. Second, the word “the” and “those” in the sentence are identified as demonstrative reference but they represent to different object. The word “the” refers to something “lightweight, and there is only one joystick for navigating the menus”. However, the word “those” represents to something (near) “who want to

scribble some notes”. Therefore, it has cataphoric relation since it looks forward in the text.

- (13) There will be more color choices, too.”Most of **our** current top-of the-line cell phones are in black, but soon there will be **other** colors as well, such as pink and white,”said John Halim, the company’s product marketing manager.

The above data have two references, they are personal reference and comparative reference. The pronoun “our” is included in personal reference since it represents to the person “John Halim and his staff”. However, the word “other” in the sentence is identified as comparative reference. It refers to the different things, they are “black color” and “pink and white color”.

- (14) LG shine is perhaps the only one with a stainless steel finish, but **it** alsonow comes in titanium color. **We** have a design house in Italy, too,” said John.

The above data present two references and both of them are personal reference. The pronoun “it” refers to the proper name “LG shine” which the pronoun “we” is used by the author to present to person “John and his staff”.

- (15) If **you** browse around in one of LG Mobile Indonesia’s 13 showrooms, **you’ll** notice that **they** have a clear naming convention.

The data presented above consist three references and all of them are personal reference. The pronoun “you” (2x) and “they” in the sentence are categorized as personal reference but they represent to the different object. The pronoun “you” (2x) are used by the author to present to person “the reader” while the pronoun “they” represents to something (plural) “LG Mobile Indonesia’s 13 showrooms”. The relation made is called anaphora since it looks back in the text for its interpretation.

- (16) Another striking feature of LG cell phones is **its** workmanship.

The above data only have one type of reference that is personal reference.

The pronoun “its” is identified as personal reference since it represents to the something (plural) “LG cell phones”.

- (17) “Most of **our** high-end models are still made in Korea”, explained Andre. LG Mobile has two factories in China, one in Mexico and one in India. Even with so many manufacturing facilities, **this** vendor is still experiencing a shortage in the supplies of **its** much craved Viewty.

The data presented above show three references, they are two personal references and one demonstrative reference. First, the pronoun “our” and “its” in the sentence are included in personal reference. Although they are different object, they have same function that is as possessive determiner. The pronoun “our” is used by the author to present to the reader while the pronoun “its” refers to “this vendor”. Second, the word “this” is categorized as demonstrative reference which refers to something (far) “LG Mobile in China”. The relation made is called anaphora relation since it is found in the preceding sentence.

- (18) **We** usually ask how long **we** will have to wait to get **our** cell phone repaired. Andre said that, according to **his** company’s internal data, 88 percent of the repair work on LG phones takes only 1.4 days on average.

The data presented above contain four references and all of them are personal reference. The pronoun “we” (2x) and “our” in the sentence are identified as personal pronoun which represent to the same object person “Andre and his staff” while the pronoun “his” is categorized as personal reference which refers to person (proper name) “Andre”. It has relation that is named anaphora since it looks back in the text for its interpretation.

- (19) “Life’s Good” is the motto of **this** Korean giant, which actually started as a company with the name Lucky Goldstar. Slowly but surely, **its**

mobile phones are the technological feats that other big players have to reckon with.

The above data involve two references, they are personal reference and demonstrative reference. First, the word “this” is included in demonstrative reference since it represents to the proper name “South Korean” which is located in the first paragraph. Second, the pronoun “its” involved in personal reference because it represents to the proper name “Lucky Goldstar”. The relation is named anaphora because it is found in the preceding sentence.

From the tenth category the researcher finds all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the tenth category the author often uses the pronoun “you”, “we”, and “it” represent to the reader and to the product.

4.1.11 The data from the eleventh category

The data from the eleventh category published on Wednesday, 12th March 2008 with the title “18 Years of Plaza Indonesia the Shopping Centre with a New Concept”. They are presented below.

- (1) March 1st 2008, Plaza Indonesia Shopping Center will celebrate **its** 18th anniversary and **its** commitment to be the leader in lifestyle destination innovator in Indonesia.

The data presented above only have one type of reference that is personal reference. The pronoun “its” (2x) in the sentence are identified as personal reference since they represent to the proper name “Plaza Indonesia Shopping Center”. It has anaphora relation because it looks back in the text for its interpretation.

- (2) A new 21st century boutique luxury and lifestyle concept will be inaugurated. **It** is **our** view that the perceived allure of the standard department store concept is outmoted given **this**, the new shopping destination is where consumer will experience luxury meets necessities.

The data presented above include three references, they are two personal references and one demonstrative reference. First, the pronoun “it” and “our” in the sentence are categorized as personal reference but they represent to the different object. The pronoun “it” refers to something “boutique luxury and lifestyle concept will be inaugurated” while the pronoun “our” represents to person “consumer”. Second, the word “this” is involved in demonstrative reference because it shows to something far “boutique luxury and lifestyle concept”. The relation is named anaphora since it is found in the preceding sentence.

- (3) What is hot and what is new? **These** are the questions commonly asked by fashion lovers.

The above data contain one type of reference that is demonstrative reference. The word “these” in the sentence “these are the questions commonly asked by fashion lovers” is identified as demonstrative reference since it represents to the question (plural) “What is hot and what is new?”.

- (4) World’s trends change dynamically, retail competition is intense. **It** is critical to differentiate the shopping experience.

The above data involve one type of reference that is personal reference. The pronoun “it” is categorized as personal reference since it refers to something (near) “World’s trends change dynamically, retail competition is intense”. It has anaphora relation because it is found in the preceding sentence.

- (5) “The new Shopping Destinations” level 1 to 3 welcomes **its** customers. **It** brings a new dimension to shopping in Indonesia. The look, the feel, and the shopping ambiance is open, modern, fresh and elegant. **It’s** not surprising that fashion lovers who demand **the latest** and **hottest** trends in world-famous fashion centers, such as Paris, Milan, London and New York, can also find **them here** in Plaza Indonesia.

The data presented above consist of all of the type of reference, they are four personal references, one demonstrative reference, and two comparative references. First, the pronoun “its” and “it” (2x) in the sentence are identified as personal reference since they represent to the same object that is “The new Shopping Destinations”. Second, the word “the latest and hottest” in the sentence “the latest and hottest trends in world-famous fashion centers” is shown as comparative reference, which represents to “trends”. The last, the word “here” is involved in demonstrative reference because it refers to proper name “Paris, Milan, London and New York”, which function is to indicate adverbial demonstrative.

- (6) **It** is important aside from ensuring the availability of **the latest** fashions, **we** also have to keep up-to-date to reflect the dynamism of the fashion world itself which is demanded by consumers, said Plaza Indonesia Shopping Center’s Marketing Communications Manager Ruth Setyawati.

The data presented above show three references, they are two personal references and one comparative reference. First, the pronoun “it” and “we” are categorized as personal reference but they represent to the different object. The pronoun “it” refers to something (far) “The look, the feel, and the shopping ambiance is open, modern, fresh and elegant”, which is located in the preceding paragraph. However, the pronoun “we” represents to person “Plaza Indonesia

Shopping Center's Marketing Communications Manager Ruth Setyawati and her staff'.

- (7) High-end products include apparel, trousers, skirts, blouses, bags, shoes, watches and jewelry and **other** luxurious accessories for men and women, **it's** no wonder that tenants of world class brands such as: Louis Vuitton, Versace, Lanvin, Rodo, Aigner, Hugo Boss, Testoni, dan Levi's, remain loyal and comfortable to continue **their** presences in Plaza Indonesia Shopping Center.

The above data presents two types of references, they are two personal references and one comparative reference. The pronoun "it" and "their" in the sentence are identified as personal reference but they represent to the different object. The pronoun "it" refers to product "high-end products" while the pronoun "their" represents to proper name (plural), they involve "Louis Vuitton, Versace, Lanvin, Rodo, Aigner, Hugo Boss, Testoni, dan Levi's". However, the word "other" is included in comparative reference since it shows the different product of luxurious accessories "apparel, trousers, skirts, blouses, bags, shoes, watches and jewelry".

- (8) More world class brands are joining the pack and **our** approach to marketing has earned the respect and loyalty of world class brands.

The above data only have one type of reference that is personal reference. The pronoun "our" is included in personal reference since it represents to person (far) "Plaza Indonesia Shopping Center's Marketing Communications Manager Ruth Setyawati and her staff", which is located in the preceding paragraph.

- (9) Realizing **its** towering influence in international fashion dynamics, prominent local fashion designers and salons such as Sebastian Gunawan, Bin House, Peter F Saerang, Rudi Hadisuwarno, and Batik keris among others are joining the Plaza Indonesia family.

The data presented above contain one personal reference. The pronoun “its” in the sentence is categorized as personal reference since it represents “Plaza Indonesia Shopping Center”.

- (10) As part of **our** commitment to provide a unique lifestyles destination, Plaza Indonesia has embarked on a new expansion of the mall which will further differentiate Plaza Indonesia with other shopping center. **This** new development will include an office tower the Plaza, and keraton the Grand Hyatt Residence.

The data presented above consist two references, they are one personal reference and demonstrative reference. The pronoun “our” is identified as personal reference because it refers to person “Plaza Indonesia Shopping Center’s Marketing Communications Manager Ruth Setyawati and her staff” while the word “this” is included in demonstrative reference since it represents to something (near) “Plaza Indonesia has embarked on a new expansion of the mall”. The relation made is called anaphora relation since it looks back in the text for its interpretation.

- (11) On the 27th of March 2008, Plaza Indonesia will celebrate **it’s** 18th anniversary with **its** loyal customer and tenants at an evening reception in the new shopping destination. Plaza Indonesia will also celebrate **its** anniversary with the tenants respective employees in a healthy walk “Fun Day” on March 30, 2008.

The data presented above show three references, all of them are personal reference. The pronoun “it” and “its” (2x) in the sentence are identified as personal reference since they represent to the same object that is proper name “Plaza Indonesia”. Nevertheless, their function is different. The pronoun “it” indicates personal pronoun while the pronoun “its” shows possessive determiner.

- (12) Plaza Indonesia appreciates the loyalty of **its** customers, tenants and employees. **It** will always be **our** commitment to provide **the highest** level of customer service and a lifestyle shopping destination that is second to none.

The data presented above consist two type of reference, they are three personal references and one comparative reference. The pronoun “its”, “it” and “our” are included in personal reference but they refer to the different object. The pronoun “its” and “it” refer to proper name “personal reference” while the pronoun “our” represents to person (plural) “Plaza Indonesia Shopping Center’s Marketing Communications Manager Ruth Setyawati and her staff”. However, the word “the highest level” represents to customer service and a lifestyle shopping destination.

The data from the eleventh category contain of all of the types of references, they are personal reference, demonstrative reference, and comparative reference. In the eleventh category the author often uses the pronoun “it” and “our” to show person “Marketing manager and the staff.

4.1.12 The data from the twelfth category

The data from the twelfth category published on Friday, 14th March 2008 with the title “Excessive Use of Mosquito Repellents may Pose Serious Health Risks”. They are presented below.

- (1) People use mosquito repellents to protect themselves but **they** may be harmful to **their** health, especially if **they** are used over a long period.

The data presented above contain three references and all of them are personal reference. The pronoun “they” (2x) and “their” in the sentence are

identified as personal reference since they represent to the same object person (plural) “people”. The relation made is called anaphora since it looks back in the text for its interpretation.

- (2) In 2003, researches at the University of California tested more than 50 mosquito repellent coils purchased in Indonesia and at several Asian markets in California, and found that **they** contained varying levels of a pesticide that may release cancer-causing particles when burned.

The data presented above only have one type of reference that is personal reference because it refers to something (plural) “more than 50 mosquito repellent coils”. It has anaphora relation.

- (3) Besides the coils, there are several **other** types of mosquito repellents, including lotions applied to skin.

The above data involve one type of comparative reference. The word “other” is included in comparative reference since it shows the different object of mosquito repellents “the coils” and “lotions”.

- (4) Do not apply repellents to the hands of young children because **this** may result in accidental eye contact or ingestion.

The above data involve one type of demonstrative reference. The word “this” in the sentence is included in demonstrative reference because it represents to something (near) “apply repellents to the hands of young children”. It has anaphora relation.

From the twelfth category the researcher finds all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the twelfth category the author uses the pronoun “they” which function as personal pronoun.

4.1.13 The data from the thirteenth category

The data from the thirteenth category published on Monday, 14th March 2008 with the title “Recognizing early symptoms of hemorrhagic dengue fever in children”. They are presented below.

- (1) Parents are advised to learn about the symptoms so that **they** can seek treatment for **their** children as soon as possible to prevent any unexpected incident.

The data presented above consist two references and all of them are personal reference. The pronoun “they” and “their” in the sentence are categorized as personal reference since they represent to the same object that is person (plural) “parents”. The relation made is called anaphora since they look back in the text for their interpretation.

- (2) Patients have high fever with body temperatures of 38,5°C to 40°C. In the morning, a child with **the** disease might still go to school and play as usual but in the evening suddenly develop a high fever. **It** will continue through the night and into the morning.

The data presented above contain two types of references, they are demonstrative reference and comparative reference. The word “these disease” refers to the kinds of disease “high fever”. However, the pronoun “it” is identified as personal reference because it represents to the kinds of disease “high fever”.

- (3) Children stop playing and prefer to laze about or lay in bed. **They** become weaker as **they** lose **their** appetite, reject food and drink. **They** also feel nauseous. Children may have diarrhea and visit the bathroom three to five times a day. **The** disease might also make a child’s face red or flushed, and **their** body will feel hot to touch.

The data presented above show six references, they are five personal references and one demonstrative reference. First, the pronoun “they” (2x) and “their” (2x) in the sentence are identified as personal reference since they

represent person (plural) "children". Second, the word "the" is categorized as demonstrative reference because it refers to the kinds of disease "diarrhea". The last, the pronoun "their" is included in personal reference since it represents person "children". All of the types of references presented above have same relation called anaphora relation since all of them look back in the text for their interpretation.

- (4) Pain in the stomach. **This** is an important symptom of dengue hemorrhagic fever, which is more apparent in bigger children or adults because **they** can feel **it** more strongly. **The** pain is caused by a swollen liver.

The above data consist four references, they are two personal references and two demonstrative references. First, the pronoun "they" represents person (plural) "bigger children or adults" while the pronoun "it" refers to the disease "dengue hemorrhagic fever". Second, the word "this" and "the" are included in demonstrative reference. Nevertheless, they represent to different object that is the kinds of disease. The word "this" refers to pain in the stomach" while the word "the" refers to "dengue hemorrhagic fever".

- (5) In the early stages of hemorrhagic fever, patients show mild signs of building, mostly under the skin. There is a rash or red dots like mosquito bites. To find out whether **they** are caused by bleeding or mosquito bites, check **the other** parts of the body usually covered by clothing, for example the chest or the back.

The above data contain two references, they are personal reference and comparative reference. The pronoun "they" in the sentence is identified as personal reference since it represents person (plural) "patients". However, the word "the other" is categorized as comparative reference since it shows the different object (parts of the body) "the chest or the back".

- (6) Press the red dots, if **they** disappear, that means that **they** are mosquito bites. **You** can feel the bites with **your** finger, but **you** cannot feel the rash.

The data presented above include four references and all of them are personal reference. First, the pronoun “they” (2x) are included in personal reference since they represent to the same object “the red dots”. Second, the pronoun “you” (2x) are categorized as personal reference because they are used by the author represent to the reader.

The data from the thirteenth category consist of all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the thirteenth category the author often uses the pronoun “their” and “they” represent to the “disease” or “patient”.

4.1.14 The data from the fourteenth category

The data from the fourteenth category published on Monday, 24th March 2008 with the title “Bali holiday package”. They are presented below.

- (1) Weekends spent scanning newspaper for travel stories, deciding just what kind of holiday **you** want, how many hours **you** are willing to travel and the decision to go overseas or stick closer to home is great fun. For **those** of **us** living in Indonesia, **we** are fortunate enough to have more than 18,000 tropical islands from which to choose. **That** means hundreds of thousands of blue lagoons, rain forest and more.

The data presented above show six references, they are four personal references and two demonstrative references. First, the pronoun “you” (2x) in the sentence are categorized as personal reference. They are used by the author refers to person “the reader”. Second, the pronoun “us” and “we” are involved in personal reference because they represent to person “Indonesian”. The last, the

word “those” and “that” are included in demonstrative reference but they represent to different object. The word “those” refers to something (near) “Weekends spent scanning newspaper for travel stories, deciding just what kind of holiday you want, how many hours you are willing to travel and the decision to go overseas or stick closer to home is great fun”, while the word “that” refers to something (near) “more than 18,000 tropical islands from which to choose”. Both of them have anaphora relation because they are found in the preceding sentence.

- (2) Of all of Indonesia’s best getaways, however, Bali remains a favorite because **it** is home to an exquisite culture, arts and some very fine five-star resorts such as the Kori Ubud and the Kamandalu Resort and Spa in Teggalang, Ubud.

The above data only have one type of reference that is personal reference.

The pronoun “it” is included in personal reference since it represents to proper name of place “Bali”. It has anaphora relation since it looks back in the text for its interpretation.

- (3) The village today boast some of the finest restaurants in Bali and is an art lover’s haven. Every evening, the sounds of gamelan ring out, in other sports **it**’s live jazz or traditional dance, sometimes peppered up with salsa. By day **it** is river and rice field walks, shopping till **you** drop or simply loughing by the pool.

The above data contain three references and all of them are personal reference. The pronoun “it” (2x) refer to the finest restaurants in Bali. However, the pronoun “you” refers to person that is used by the author to present to the reader.

- (4) And **it** is this last pastime that can be **the best** when **you** shut out the spinning world of Ubud and unwind at the Kori Ubud Resort, Spa and Restaurant.

The data presented above consist of three references, they are two personal references and one comparative reference. First, the pronoun “it” refers to something far “The village today” which is shown in the preceding paragraph. Second, the word “the best” is identified as comparative reference which is in the term of degree of comparison which shows superlative. The word “the best” represents something “when **you** shut out the spinning world of Ubud and unwind at the Kori Ubud Resort, Spa and Restaurant”. So, it has anaphora relation since it looks forward in the text for its interpretation. The last, the pronoun “you” is categorized as personal reference because it is used by the author represents to person “the reader”.

- (5) Massive frangipani trees fold **their** perfume across the huge swimming pool that is the central view from each room. And the rooms are superb. Very large and spacious with marble flooring; **this** is added to with magnificent antique four poster bed of teak and antique writing desks. **This** theme of polished timber is seen even in the huge antique wardrobe-true attention to every elegant detail.

The data presented above show two types of reference, they are personal reference and demonstrative reference. The pronoun “their” in the sentence is identified as personal reference since it represents to something (plural) “Massive frangipani trees”. However, the word “this” (2x) are categorized as demonstrative reference but they represent to the different object. The word “this” refers to (1) something (far, plural) “the rooms”; (2) something (far, plural) “Massive frangipani trees”.

- (6) Then there is the bathroom. And what a bathroom this is, expected gallery form, the marble floored bathroom has a bath adjacent to a wall of glass. Take a bottle of champagne at sun set and float in the bath as **you** watch the last rays of the sun dip and shadow over the rice field.

The above data only have one type of reference that is personal reference.

The pronoun “you” is included in personal reference since it is used by the author represents to the reader.

- (7) For more than a decade, the resort has offered **its** guests a retreat from the world. Designed like a classic Balinese village, **it** has all the charm of ancient villages, but with luxuries undreamed of a century ago.

The above data present two references and both of them are personal reference. The pronoun “its” and “it” are categorized as personal reference. Nevertheless, they represent to the different object. The pronoun “its” refers to “the resort” while the pronoun “it” refers to “Balinese village”. The relation made from these reference is anaphora since they look back in the text for their interpretation.

- (8) Slate paving winds through the village that looks across the tropical forested ravine; birds flit through the dense green foliage, perching on red hibiscus, sipping nectar from frangipani while in the vegetable garden, farmers turn the rich chocolate-colored volcanic soil. From **this** garden, fresh water melons, tomatoes, ginger and sweet potatoes are harvested for the village kitchen.

The above data consist one type of reference that is demonstrative reference. The word “this” in the sentence is identified as demonstrative reference since it represents to something (near) “Slate paving winds through the village that looks across the tropical forested ravine; birds flit through the dense green foliage, perching on red hibiscus, sipping nectar from frangipani while in the vegetable garden, farmers turn the rich chocolate-colored volcanic soil”. The relation made is called anaphora since it is found in the preceding sentence.

- (9) Elegant Balinese doors are set into the village's walled gardens, opening onto private villas that spell romance and pampering from the moment **you** cross the threshold.

The above data contain one type of reference that is personal reference.

The pronoun "you" is included in personal reference because it is used by the author represents to the reader.

- (10) Marble floors, king-size four poster beds with domed canopies and flower-filled baths set the mood, which is enhanced at every turn by the views and the stillness of **these** very private villas. So well designed is the layout of Kamandalu that **you** could easily forget there are other people staying at the resort.

The data presented above show two types of reference, they are demonstrative reference and personal reference. The word "these" is included in demonstrative reference since it represents to something (plural) "Marble floors, king-size four poster beds with domed canopies and flower-filled baths set the mood". However, the pronoun "you" is included in personal reference because it is used by the author represents to the reader.

- (11) As **you** close **your** Balinese doors the world fades away and **it** is just **you** and **your** sweetheart. But if **you** do happen to bring the kids along, do not despair.

The data presented above present six references, all of them are personal reference. The pronoun "you" (3x) and "your" (2x) in the sentence are identified as personal reference since they are used by the author represent to the reader.

However, the pronoun "it" is categorized as personal reference because it refers to "Balinese doors the world fades away". The relation made is called anaphora since it looks back in the text for its interpretation.

- (12) Second bedrooms are as beautifully fitted out as the main, but with giant single beds that will make the kids feel like princess and princes. **They** will be so excited with **their** own space that **they** will give Mom and Dad some well earned time out.

The data presented above have three references and all of them are personal reference. The pronoun “they” (2x) and “their” in the sentence are included in personal reference since they represent to the same object (plural) that is second bedrooms.

From the fourteenth category the researcher finds all of the types of reference, they are personal reference, demonstrative reference, and comparative reference. In the fourteenth category the author prefers using personal reference represent to the reader to using demonstrative reference and comparative reference.

4.2 Discussion

This part of the chapter four discusses and analyzes the types of reference and the functions of reference that are used in the advertisements in Jakarta Post published from January 2008 up to March 2008. This reference consists of personal reference, demonstrative reference, and comparative reference. Each type of reference has different function with other types of reference, even though they are different but their existences involve the reference in the advertisements. The functions of reference which are found includes: (1) personal reference is to indicate something by specifying its function in its situation, through the category of person intersecting with the number of categories of singular and plural that refers to the product or service that is being offered; (2) demonstrative reference is

to show the location of a process in space or time on scale of proximity; (3) comparative reference is to show the same, similar or different among the things whether they are likeness or unlikeness. The analysis is done based upon the place of reference in the advertisements within sentence. To indicate reference pronoun, the advertisements use a wide variety of references. Therefore, there are several functions of reference which are different from each other depending on the types of reference such as to indicate the spatial order, indicate degree of importance, to indicate comparison, etc. In the advertisements, the researcher has already found that authors often use personal reference to refer to the product or service that is being offered.

In conclusion, the function of references which are found in the advertisements in Jakarta Post published from January 2008 up to March 2008 show that they have important role to make the text well-understood. Because the researcher found the consumers are confused when the sentences are lack of reference, they cannot easily follow from one part to another, tell which ideas are the most important and determine how ideas are related to. Therefore, to connect the piece of the sentence and to sign their relationship is needed. However, it can be identified from the advertisement performance that each of the advertisers have different ways to present their ideas to promote their product or service.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents some conclusions concerning the results of the study discussed in the previous chapter. This part also gives some suggestions that can be used to improve the ability and understanding of the advertisers and the readers or consumers of Jakarta Post newspaper advertisements and further researchers of references.

5.1 Conclusions

Based on findings and discussion in the preceding chapter, the following conclusions are drawn that there are three types of references which are used in the advertisement in Jakarta Post, they are: personal reference, demonstrative reference, and comparative reference.

Meanwhile, the functions of reference which have been found are: (1) personal pronoun is to refer to the product or service that is being offered; (2) demonstrative reference is to show the location of a process in space or time on scale of proximity; (3) comparative reference is to show whether they are likeness or unlikeness because two things may be the same, similar or different. It is used to respect of quantity or quality. The analysis has been done based upon the place of reference in the advertisements within sentences. The function of references in Jakarta Post showed that it has important role to make the text well-understood. Therefore, they can easily follow from one part to another, tell which ideas are the

most important and determine how ideas are related. However, it can be identified from the advertisements show that advertisers have different ways to present their idea to promote their product or service.

5.2 Suggestions

Related to the data presentation of this research, there are several points that could be paid attention, they are:

1. for the Advertisers, Readers, and Consumers

The researcher suggests to the advertisers, readers, and consumers to give more attention to the use of reference, especially in *personal reference* because the researcher has found that it is almost used in the advertisement that it is more difficult than the other types of reference. Whether they use anaphoric reference (looking back in the text) or cataphoric reference (looking forward in the text) in order to find the interpretation of the item.

2. for Further Researchers of References.

The researcher suggests to the further researchers to conduct similar theme of the study with more complete data and discussion.

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APPENDIX II

The representative codes of reference

PR 1.1 : Personal Pronoun

PR 1.2 : Possessive Determiner

PR 1.3 : Possessive Pronoun

DR 2.1 : Nominal Demonstrative

DR 2.2 : The

DR 2.3 : Adverbial Demonstrative

CR 3.1 : General Comparison Identity

CR 3.2 : General Comparison Similarity

CR 3.3 : General Comparison Difference

CR 3.4 : Particular Comparison

Note:

These codes are aimed to simplify the complete written from the types of reference during analyzing the data.

APPENDIX III

The result of reference analysis on the advertisements articles published in Jakarta Post newspaper from January 2008 up to March 2008.

Title : Trends in Wedding Gowns

Date of Issue : Wednesday, 2nd January 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Reference by Halliday and Hasan 1976			Function
				4.1.1 personal	4.1.2 demonstrative	4.1.3 comparative	
1	1 2 3	A Wedding is an important and unforgettable moment in a couple's life. The bride's and bridegroom's appearance on this special day is the most important thing and they should look like a king and a queen. This means the choice of wedding gown is of great importance.	This (2x) Most They	v	v	v	DR 2.1 CR 3.4 PR 1.1
2	4	Although the design is simple, the impression of opulence is maintained. This in reinforced by the fabrics, such as tulle, lace, taffeta, satin, silk, and chiffon.	This		v		DR 2.1
3	5	The use accents such as crystals, sequins and beads have become the choice of wedding gown designers in their attempt to create an extraordinary and charming wedding gown.	Their	v			PR 1.2
4	6	Practical and stylist wedding gowns with A-line cut made of soft fabric like silk and chiffon are more the norm today. This is also influenced by the fact that relaxed and casual wedding parties have gained greater popularity.	This		v		DR 2.1
5	7	The design of the modified kebaya can have international and modern nuances. This may be translated into a blouse in	This		v		DR 2.1

		a kebaya cut plus an A-line white skirt, instead of the traditional batik wrap skirt.					
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Title : Restaurants Blends Javanese, Balinese Touches

Date of Issue : Wednesday, 2nd January 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Reference by Halliday and Hasan 1976			Function
				4.1.1 personal	4.1.2 demonstrative	4.1.3 comparative	
1.	8 9	Bebek bacem, or stewed duck, (photo above) is one of the most popular dishes at Sasanti Restaurant. The restaurant also offers a grilled vegetarian sandwich.	Most The		v	v	CR 3.4 DR 2.2
2.	10	If you are enthusiastic about enjoying a lunch or dinner in an ambiance bearing touches of bali and java styles, the newly opened Sasanti Restaurant and Gallery on Jl. Palagan Tentara Pelajar here would be a suitable choice.	You	v			PR 1.1
3.	11 12	Home to a restaurant and a gallery, Sasanti presents a fine blend of traditional Javanese joglo architecture along with other modern style constructions with a Balinese touch to its exterior and interior.	Other Its	v		v	CR 3.3 PR 1.2
4.	13	At the restaurant, apart from a selection of Western foods, a wide range of traditional Indonesian cooking is also on offer. This includes lumpia rebung (egg rolls with bamboo shoots), mento, bakwan jagung.	This		v		DR 2.1
5.	14 15 16	“So far, the most popular items among our guests are sate sapi (beef satay), bacem empal (stewed beef), and bebek bacem, while for the Western menu it’s salmon fillet steak,” the restaurant’s manager Deny said.	Most Our It	v v		v	CR 3.4 PR 1.2 PR 1.1

6.	17	The sate sapi and bacem empal, according to Deny, are special mostly because of the tender meat used to prepare it , while the steak is special because it is fried without cooking oil.	It (2x)	v			PR 1.1
7	18 19	“For the Indonesian menu we give three choice of rice, namely white, red, and yellow. Which every guest can taste if he or she would like,” Deny said	We He/she	v v			PR 1.1 PR 1.1
8	20 21 22	To keep the recipes original and interesting, the restaurant employs a local chef specializing in Indonesian food and a Western food consultant from Lousiana in the US, according to Deny. “ We try our best to serve all the food as originally as possible here ,” said Deny.	We Our Here	v v	v		PR 1.1 PR 1.2 DR 2.3
9	23 24 25	Large serving mean it pays to come here part of a group at least four people, which will allow you to sample a range of the food on offer.	It Here You	v v	v		PR 1.1 DR 2.3 PR 1.1
10	26 27	A meeting venue, capable of accommodating 35 people, is also available, as is a traditional joglo building that can hold 60 people, “ We can also arrange wedding parties here with up to some 600 guests or so for a standing party,” said Deny.	We Here	v	v		PR 1.1 DR 2.3

Title : Weight Training Aids Chronic Neck Pain

Date of Issue : Monday, 14th January 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Reference by Halliday and Hasan 1976			Function
				4.1.1 personal	4.1.2 demonstrative	4.1.3 comparative	
1	28 29	A recent study included 48 Danish women with chronic trapezius pain, most of whom spent much of their workday	Their The	v	v		PR 1.2 DR 2.2

		in front of a computer. Researches randomly assigned the women to either perform supervised strengthening exercise or aerobic exercise, to get general health counseling.					
2	30	For 10 weeks, women in the strength training group worked out their neck and shoulder muscles using hand weights, three times per week for 20 minutes.	Their	v			PR 1.2
3	31 32 33	After 10 weeks, women who strength-trained showed a 70 to 80 percent decrease in their pain ratings. In contrast, those who got aerobic exercise often felt better in the couple hours afterward, but there was no long-term pain improvement.	Their Those Better	v	v	v	PR 1.2 DR 2.1 CR 3.4

4	34	The results suggest that specific exercises targeting sore neck and shoulder muscles can bring more pain relief than general exercise, according to lead researcher Dr. Lars L. Anderson, of the National Research Center for Working Environment in Copenhagen.	More		
5	35 36	Strength training itself boosts the metabolism of protein in muscle, he said, and this might help repair painful muscle tissue.	He This	v	
6	37	The strength exercises used in the study were simple, standard ones for the shoulders and upper back-like slowly shrugging the shoulders while holding a weight in each hand, arm extended by the sides of the body. So they can be performed at home, Anderson said.	They	v	
7	38 39	Some people with chronic neck pain may want to get the help of a physical therapist to start, he noted, but that is up to the individual.	He that	v	

Title : Origins Of Wedding Attire

Date of Issue : Monday, 14th January 2008

No. of text	No. of datum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	der
1	40 41 42 43	The first known white wedding dress was worn by Anne of Brittany when she married Louis XII of France in 1499. Prior to that women their best dress no matter what color it was.	She That Their It	v v v	
2	44 45 46	In China and Japan brides have traditionally always worn white. White in these countries in the color of mourning, which is considered appropriate for a bride as she is leaving her family of birth to join that of her husband's, thereby undergoing a symbolic death.	These She Her (2x)	v v	
3	47	The veil originally symbolized a bride's virginity, innocence and modesty. This symbolism has been lost over the years but the veil is still customarily worn.	This		
4	48 49 50 51	The lifting of the veil at the end of the marriage ceremony symbolizes male dominance. If the bride lifts her own veil, thereby presenting herself to him she is showing more independence.	Her Him She More	v v v	
5	52 53 54	Luck. Something old, something new, something borrowed, something blue, and a silver expense in her shoe. This good luck saying dates back to Victorian times and many brides try to arrange their wedding attire accordingly.	Her This Their	v v	
6	55	Something new represents good fortune and success and the bride's hopes for a bright future in her new life.	Her	v	
7	56 57	Something borrowed is to remind the bride that friends and family will be there for her when help is needed.	There Her	v	

8	58 59	“Borrowing” is especially important, since it is to come from a happily married woman, thereby lending the bride some of her own marital bliss carry the new union.	It Her	v v	
9	60 61	A silver sixpence in her shoe is to wish the bride wealth. Some brides place a coin in their shoe during the marriage ceremony.	Her Their	v v	

Title : LG Launches Premium Digital Appliances

Date of Issue : Tuesday, 2nd February 2008

No. of text	No. of datum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	der
1	62 63 64	LG Electronics Indonesia (LGEIN) has launched three new products in its digital appliance series, which combine luxury and sophisticated technology. The three products include two washing machines, namely the Front Loud Steam Tromm and the Fully Auto Spirit. The other one is a luxurious refrigerator, the Swarovski Side by Side.	Its The Other	v	
2	65 66	Steam Tromm combines the functions of washer and dryer. This washing machine consumes only 13 liters of water, 44 percent less than the water consumption of conventional machines, which reaches 25 liters. It is equipped with Steam Refresh and Allergy Care functions, which enable it to eliminate bad odors from clothes in 20 minutes and kill various bacteria and lice in 10 minutes. It is available on the market in dark red with a 10 kg capacity.	This It (3x)	v	
3	67 68 69	Spirit looks luxurious in an elegant shade of pink and Chrysanthemum decoration and LED Display. It is equipped with, among other things, Express Dry and Express Wash technologies which are able to clean clothes in 19 minutes. The machine is available on the market in dark red (15 kg capacity) and silver (8,5 and 11 kg capacity).	It Other The	v	
4	70	The Swarovski Side by Side or GR-P227ZCK looks specials because its handled are etched in Swarovski crystal. Its mirror body accentuates its luxuriousness. The refrigerator, worth Rp 27 million, is equipped with, among other things, Soft Home Bar function, Touch LED Temperature Display and Hidden Hinges.	Its (3x)	v	

Title : New Fragrance From AIGNER

Date of Issue : Tuesday, 2nd February 2008

No. of text	No. of datum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	der
1	71	Fashions house AIGNER has introduced its newest fragrance, AIGNER man that offers “power, elegance and	Its	v	

		charisma.”			
2	72 73	AIGNER man is for the classic modern man, defined primarily as a strong, self-aware personality. This typical, yet at the same time new AIGNER man has charisma, is experienced, confident, in touch with the world, sporting but as the same time possesses tact and sensitivity. He acknowledges the sensual aspects of life and knows how to be reductive as well.	This He	v	
3	74 75	The new AIGNER man fragrance interprets in a pure form what it means to be male, establishes a clear profile and creates a powerful, lasting impressions. To use this perform is to acknowledge one’s masculinity fully and without hesitation.	It This	v	

Title : BCBGMAXAZRIA timepieces arrive in Indonesia

Date of Issue : Tuesday, 2nd February 2008

No. of text	No. of da tum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	der
1	76	Incorporating thoughtful detailing such as precious stones, interplayed with exotic skins and textures plus a creative variety of styles, BCBGMAXAZRIA watches are an electric mix of luxurious elegance. They are more than timekeepers- they form an integral part of the urban class’ trendy wardrobe.	They (2x)	v	
2	77	BCBGMAXAZRIA timepieces represent a vivacious personality who is feminine, confident, individualistic and definitely glamorous. The watches are set in solid stainless steel and are hypoallergenic. Selected models have genuine diamond markers on the dial.	The		
3	78 79	Stones of cubic zirconia are individually set to ensure maximum quality and durability. They are powered by high quality quartz or mechanical movement. The watches are price from Rp. 1,3 million.	They The	v	

Title : Memory liquid dispenser available

Date of Issue : Tuesday, 2nd February 2008

No. of text	No. of da tum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	der
1	80 81 82 83 84 85	People often feel annoyed by the containers of shampoo, soap and floor cleaner cluttering their bathrooms, kitchens or dining rooms. This liquid dispenser provides a solution. All you have to do is attach the dispenser to the wall and fill it with shampoo, soap, floor cleaner or any other liquid usually used for cleaning.	Their This You The It Other	v v v	

2	86	The dispenser is very easy to install as silicone glue is included in the dispenser's packaging	The		
3	87 88 89	The dispenser is guaranteed against leaks for a period of two years. Its white casing means it blends in with any kind of background. It is available at building material shops and chain stores such as Mitra 10, Home Builder Center (HBC), Super Home and Rumah Kita.	The Its It (2x)	v v	

Title : Invaluable experience in Las Vegas

Date of Issue : Monday, 18th February 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Halliday	
				4.1.1 personal	dem
1	90 91 92 93 94 95	Indosat, who organizes such tours for its distributor partners, wants to give them the best, since they have given their best to the company. In view of the fact that this is a routine activity, Indosat chooses countries that have not been visited on any of it previous incentive programs.	Its Them They Their This It	v v v v v v	
2	96	The main condition is that the tourist sites or the programs offered must be unique- they are not commonly visited and offer an impressive experience to all participants.	They	v	
3	97	The last tour to last vegas, in which all participants embarked on a scenic ballon tour. In this respect, the participants underwent certain preparations before boarding the balloon, ranging from witnessing the balloon being inflated to savoring the panorama from the hights of the balloon trip.	This		
4	98 99	In Las Vegas, the participants shopped to their hearths' content at Premium Outlet while some of them were not done shopping, continued shopping at Ontario Mills when the group reach Los Angeles.	Their Them	v v	
5	100 101 102 103 104 105 106	Indosat itself, Paulina said, chooses travel agents it deems qualified to meet its requirements. Travel agents are chosen for their fresh ideas for trips. Another requirement that is of no less importance is that selected travel agencies must be able to cooperate with Indosat. It is expected that in this way all parties will be satisfied. And this satisfaction is felt by both Indosat and its special guests.	It Its Their Another It This (2x)	v v v v v	

Title : 'Life's Good' challenge

Date of Issue : Monday, 18th February 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Halliday	
				4.1.1	

				personal	dem
1	107	South Koreans also manufacture cars, home appliances, machinery, audio/video equipment and cell phones. Two of the country's leading cell phone makers are, of course, LG Mobile and Samsung.	The		
2	108	As you may have noticed, in the last few years LG cell phones have been gaining transaction in the fast lane of the cell phone business.	You	v	
3	109 110	Granted, each time we are in the market for a new cell phone, we will normally think first of the world's most popular brands such as Nokia, Motorola and Sony Ericson.	We (2x) Most	v	
4	111 112 113 114	There's an unmistakable sense of pride in using a cell phone manufactured by one of these top companies. On the other hand, the Korean brands used to be regarded as the cheaper alternatives. "But at LG we are working hard to change this image," said Andre Tanudjaja, general manager for sales and marketing, LG Mobile Indonesia.	These The We This	v	
5	115 116	Although the company won GSM Association's tender for affordable 3G cell phones, which was intended to introduce 3G to emerging markets, it doesn't mean that his company only makes low-end cell phones.	It His	v v	
6	117	Surely we 've been lucky enough to have the opportunity to review almost all the highend models that LG Mobile has churned out, including the Black Label series Chocolate, Shine, Prada and Viewty.	We	v	
7	118 119 120	One of the key technologies that LG Mobile has become very good at is the touch screen. It allows users to operate the devices with the tip of their fingers or a stylus. The technology has been steadily improving from its first introduction in Chocolate, and the new InteractPad user interface-found in the new KF600-has received a lot of positive comments from early reviewers.	It Their Its	v v v	
8	121 122 123	"A strong point of our R&D center in Korea is the attention it pays to every customer's wish," he adds. For example, the next batch of Viewtys sold in Indonesia will come with a lens cover. It protects the lens from smudges, and it was missing in the early production units.	Our It (3x) He	v v v	
9	124 125	As users, we A all love the large screen of this model, but we also want a keypad so that we can enter SMS text faster.	We (3x) This	v	
10	126 127 128 129 130 131 132	"In our next model, we will give you the best of the two worlds. We will combine the large screen and the other features of the Viewty with a sliding keypad," Andre promised. The model he was referring to is already available in Europe and even in nearby Singapore.	Our We (2x) You Best Other The He	v v v v	

11	133 134	And in case you prefer a smartphone, you are in for a treat. In the near future, LG Mobile will launch its first smartphone in Indonesia.	You (2x) Its	v v	
12	135 136 137	Using Microsoft Windows Mobile 6 as the operating system, the minimalist KS20 looks more like the Prada phone but provides far more functionality. It's very lightweight, and there is only one joystick for navigating the menus. The model also offers both HSDPA and Wi-Fi support, and there is a stylus for those who want to scribble some notes.	It The Those	v	
13	138 139	There will be more color choices, too."Most of our current top-of-the-line cell phones are in black, but soon there will be other colors as well, such as pink and white,"said John Halim, the company's product marketing manager.	Our Other	v	
14	140 141	LG shine is perhaps the only one with a stainless steel finish, but it alsonow comes in titanium color. We have a design house in Italy, too," said John.	It We	v v	
15	142 143	If you browse around in one of LG Mobile Indonesia's 13 showrooms, you'll notice that they have a clear naming convention.	You (2x) They	v v	
16	144	Another striking feature of LG cell phones is its workmanship.	Its	v	
17	145 146 147	"Most of our high-end models are still made in Korea", explained Andre. LG Mobile has two factories in China, one in Mexico and one in India. Even with so many manufacturing facilities, this vendor is still experiencing a shortage in the supplies of its much craved Viewty.	Our This Its	v v	
18	148 149 150	We usually ask how long we will have to wait to get our cell phone repaired. Andre said that, according to his company's internal data, 88 percent of the repair work on LG phones takes only 1.4 days on average.	We (2x) Our His	v v v	
19	151 152	"Life's Good" is the motto of this Korean giant, which actually started as a company with the name Lucky Goldstar. Slowly but surely, its mobile phones are the technological feats that other big players have to reckon with.	This Its	v	

Title : 18 Years of Plaza Indonesia the Shopping Centre with a New Concept
Date of Issue : Wednesday, 12th March 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Halliday	
				4.1.1 personal	dem
1	153	March 1 st 2008, Plaza Indonesia Shopping Center will celebrate its 18 th anniversary and its commitment to be the leader in lifestyle destination innovator in Indonesia.	Its (2x)	v	
2	154 155 156	A new 21 st century boutique luxury and lifestyle concept will be inaugurated. It is our view that the perceived allure of the standard department store concept is outmoted given this ,	It Our This	v v	

		the new shopping destination is where consumer will experience luxury meets necessities.			
3	157	What is hot and what is new? These are the questions commonly asked by fashion lovers.	These		
4	158	World's trends change dynamically, retail competition is intense. It is critical to differentiate the shopping experience.	It	v	
5	159 160 161 162 163 164 165	"The new Shopping Destinations" level 1 to 3 welcomes its customers. It brings a new dimension to shopping in Indonesia. The look, the feel, and the shopping ambience is open, modern, fresh and elegant. It's not surprising that fashion lovers who demand the latest and hottest trends in world-famous fashion centers, such as Paris, Milan, London and New York, can also find them here in Plaza Indonesia.	Its It (2x) Latest Hottest Them Here	v v v	
6	166 167 168	It is important aside from ensuring the availability of the latest fashions, we also have to keep up-to-date to reflect the dynamism of the fashion world itself which is demanded by consumers, said Plaza Indonesia Shopping Center's Marketing Communications Manager Ruth Setyawati.	It Latest We	v v	
7	169 170 171	High-end products include apparel, trousers, skirts, blouses, bags, shoes, watches and jewelry and other luxurious accessories for men and women, it's no wonder that tenants of world class brands such as: Louis Vuitton, Versace, Lanvin, Rodo, Aigner, Hugo Boss, Testoni, dan Levi's, remain loyal and comfortable to continue their presences in Plaza Indonesia Shopping Center.	Other It Their	v v	
8	172	More world class brands are joining the pack and our approach to marketing has earned the respect and loyalty of world class brands.	our	v	
9	173	Realizing its towering influence in international fashion dynamics, prominent local fashion designers and salons such as Sebastian Gunawan, Bin House, Peter F Saerang, Rudi Hadisuwarno, and Batik keris among others are joining the Plaza Indonesia family.	its	v	
10	174 175	As part of our commitment to provide a unique lifestyles destination, Plaza Indonesia has embarked on a new expansion of the mall which will further differentiate Plaza Indonesia with other shopping center. This new development will include an office tower the Plaza, and keraton the Grand Hyatt Residence	Our This	v	
11	176 177	On the 27 th of March 2008, Plaza Indonesia will celebrate it's 18 th anniversary with its loyal customer and tenants at an evening reception in the new shopping destination. Plaza Indonesia will also celebrate its anniversary with the tenants respective employees in a healthy walk "Fun Day" on March 30, 2008.	It Its (2x)	v v	

12	178 179 180 181	Plaza Indonesia appreciates the loyalty of its customers, tenants and employees. It will always be our commitment to provide the highest level of customer service and a lifestyle shopping destination that is second to none.	Its It Our highest	v v v	
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Title : Excessive Use of Mosquito Repellents may Pose Serious Health Risks

Date of Issue : Friday, 14th March 2008

No. of text	No. of datum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	den
1.	182 183	People use mosquito repellents to protect themselves but they may be harmful to their health, especially if they are used over a long period.	They (2x) Their	v v	
2	184	In 2003, researches at the University of California tested more than 50 mosquito repellent coils purchased in Indonesia and at several Asian markets in California, and found that they contained varying levels of a pesticide that may release cancer-causing particles when burned.	They	v	
3	185	Besides the coils, there are several other types of mosquito repellents, including lotions applied to skin.	Other		
4	186	Do not apply repellents to the hands of young children because this may result in accidental eye contact or ingestion.	This		

Title : Recognizing early symptoms of hemorrhagic dengue fever in children

Date of Issue : Monday, 24th March 2008

No. of text	No. of datum	Sentences	Word / phrase	Types Halliday	
				4.1.1 personal	den
1	187 188	Parents are advised to learn about the symptoms so that they can seek treatment for their children as soon as possible to prevent any unexpected incident.	They Their	v v	
2	189 190	Patients have high fever with body temperatures of 38,5°C to 40°C. In the morning, a child with the disease might still go to school and play as usual but in the evening suddenly	The It	v	

		develop a high fever. It will continue through the night and into the morning			
3	191 192 193	Children stop playing and prefer to laze about or lay in bed. They become weaker as they lose their appetite, reject food and drink. They also feel nauseous. Children may have diarrhea and visit the bathroom three to five times a day. The disease might also make a child's face red or flushed, and their body will feel hot to touch.	They (3x) Their (2x) The	v v	
4	194 195 196 197	Pain in the stomach. This is an important symptom of dengue hemorrhagic fever, which is more apparent in bigger children or adults because they can feel it more strongly. The pain is caused by a swollen liver.	This They It The	v v	
5	198 199	In the early stages of hemorrhagic fever, patients show mild signs of bleeding, mostly under the skin. There is a rash or red dots like mosquito bites. To find out whether they are caused by bleeding or mosquito bites, check the other parts of the body usually covered by clothing, for example the chest or the back.	They The other	v	
6	200 201 202	Press the red dots, if they disappear, that means that they are mosquito bites. You can feel the bites with your finger, but you cannot feel the rash.	They (2x) You (2x) Your	v v v	

Title : Bali holiday package
Date of Issue : Monday, 24th March 2008

No. of text	No. of datum	Sentences	Word / phrase	Types of Halliday	
				4.1.1 personal	de
1	203 204 205 206 207	Weekends spent scanning newspaper for travel stories, deciding just what kind of holiday you want, how many hours you are willing to travel and the decision to go overseas or stick closer to home is great fun. For those of us living in Indonesia, we are fortunate enough to have more than 18,000 tropical islands from which to choose. That means hundreds of thousands of blue lagoons, rain forest and more.	You (2x) Those Us We That	v v v	
2	208	Of all of Indonesia's best getaways, however, Bali remains a favorite because it is home to an exquisite culture, arts and some very fine five-star resorts such as the Kori Ubud and the Kamandalu Resort and Spa in Teggalang, Ubud.	It	v	
3	209 210 211	The village today boast some of the finest restaurants in Bali and is an art lover's haven. Every evening, the sounds of gamelan ring out, in other sports it's live jazz or traditional dance, sometimes peppered up with salsa. By day it is river and rice field walks, shopping till you drop or simply	Finest It (2x) You	v v	

		loughing by the pool.			
4	212 213 214	And it is this last pastime that can be the best when you shut out the spinning world of Ubud and unwind at the Kori Ubud Resort, Spa and Restaurant.	It Best You	v v	
5	215	The management has devoted itself to creating a boutique resort that is garden filled, and incredibly peaceful within just a few hundred meters of some of Ubud's busiest zone, but within the gardens of Kori Ubud, the world could be 1,000 miles away.	That		
6	216 217 218	Massive frangipani trees fold their perfume across the huge swimming pool that is the central view from each room. And the rooms are superb. Very large and spacious with marble flooring; this is added to with magnificent antique four poster bed of teak and antique writing desks. This theme of polished timber is seen even in the huge antique wardrobe-true attention to every elegant detail.	Their That This (2x)	v	
7	219 220	Then there is the bathroom. And what a bathroom this is, expected gallery form, the marble floored bathroom has a bath adjacent to a wall of glass. Take a bottle of champagne at sun set and float in the bath as you watch the last rays of the sun dip and shadow over the rice field.	This You	v	
8	221 222	For more than a decade, the resort has offered its guests a retreat from the world. Designed like a classic Balinese village, it has all the charm of ancient villages, but with luxuries undreamed of a century ago.	Its It	v v	
9	223	Slate paving winds through the village that looks across the tropical forested ravine; birds flit through the dense green foliage, perching on red hibiscus, sipping nectar from frangipani while in the vegetable garden, farmers turn the rich chocolate-colored volcanic soil. From this garden, fresh water melons, tomatoes, ginger and sweet potatoes are harvested for the village kitchen.	This		
10	224	Elegant Balinese doors are set into the village's walled gardens, opening onto private villas that spell romance and pampering from the moment you cross the threshold.	You	v	
11	225 226	Marble floors, king-size four poster beds with domed canopies and flower-filled baths set the mood, which is enhanced at every turn by the views and the stillness of these very private villas. So well designed is the layout of Kamandalu that you could easily forget there are other people staying at the resort.	These You	v	
12	227 228 229	As you close your Balinese doors the world fades away and it is just you and your sweetheart. But if you do happen to bring the kids along, do not despair.	You (3x) Your (2x) It	v v v	

13	230 231	Second bedrooms are as beautifully fitted out as the main, but with giant single beds that will make the kids feel like princess and princes. They will be so excited with their own space that they will give Mom and Dad some well earned time out.	They Their	v v	
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Note:

The above table provide an account of references that cover personal reference, demonstrative reference, and comparative reference.



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Advertisements Published in "Jakarta Post"
Pembimbing : Dr. H. Dimjati Ahmadin M. Pd.

No	Tanggal	Materi	Tanda Tangan
1	7 Maret 2008	Pengajuan Judul	1.
2	22 Maret 2008	Pengajuan Proposal	2.
3	31 Maret 2008	ACC Proposal	3.
4	14 April 2008	Seminar Proposal	4.
5	8 Juli 2008	Konsultasi BAB I, II, dan III	5.
6	18 Juli 2008	Revisi BAB I, II & III	6.
7	2 September 2008	ACC BAB I, II, III & Konsultasi BAB IV dan V	7.
8	6 September 2008	Revisi BAB IV dan BAB V	8.
9	18 September 2008	ACC BAB IV & V	9.
10	19 September 2008	ACC Keseluruhan	10.

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