**Bibliography**

1. A Mild Advertisement – Tapi Gue Jadi. Upload January 31, 2019. <https://www.youtube.com/watch?v=DfS6Inlk284> accessed on November 16th, 2019
2. Agustrijanto. 2002. Copywriting. Bandung: PT Remaja Rosdakarya
3. Bungin, B. 2007. *Penelitian Kualitatif*. Prenada Media Group: Jakarta.
4. Djarum 76 Advertisement – Jadi Caleg Cerdas. Upload January 16th, 2019.<https://www.youtube.com/watch?v=ODxZYUgGQ2A> accessed on October 19th, 2019
5. Djarum Super – Foil Surfboard. Upload April 9th, 2019. <https://www.youtube.com/watch?v=zJ_ZmPBFY1o/> accessed March 19th, 2020
6. Dji Sam Soe Super Premium – Taste to Put the World on Hold. Upload 23th January 2019 <https://www.youtube.com/watch?v=A13FWuDCdy0> accessed on November 16th, 2019
7. Dji Sam Soe Super Premium Advertisement – Versi Makan Malam. Upload April 18th, 2019. <https://www.youtube.com/watch?v=wwvT3Hpj02E> accessed on October 20th, 2019
8. Dunhill– Live, Learn, Lead. Upload April 13th, 2019 <https://www.youtube.com/watch?v=-kiRwto0e7I> accessed on November 16th, 2019
9. Gerintya, Scholastica. 2018. <https://tirto.id/hoaks-dan-bahaya-rendahnya-kepercayaan-terhadap-media-cKAx> November 3rd, 2019 - 21.00 WIB
10. GG MOVE Advertisement – The Inspiration. Upload April 18th, 2019 <https://www.youtube.com/watch?v=0CBpdIcDD18> accessed on October 21th, 2019 – 00.51 WIB
11. Gudang Garam – Pria Punya Selera. Upload July 6th 2019 <https://www.youtube.com/watch?v=FwCWmsugmsQ> accessed December 2nd, 2019
12. Herdiansyah, Haris. 2010. *Metodologi Penelitian Kualitatif untuk Ilmu-Ilmu Sosial.*Jakarta: Salemba Humanika.
13. <https://infopemilu.kpu.go.id/> accessed on October 31th, 2019 – 21.30 WIB
14. <https://kbbi.web.id/pecah> accessed on July 10th , 2020 – 19.14 WIB
15. Jefkins, Frank. 1997. *Periklanan*. Jakarta:Erlangga
16. Kasali, Rhenald. 1992. *ManajemenPeriklanan: Konsep dan Aplikasinya di Indonesia*.Jakarta: Pustaka Utama Grafiti
17. Keraf,Gorys. 1997. *Komposisi:SebuahPengantar Kemahiran Bahasa*.Flores: Nusa Indah
18. Kreidler, Charles W. 1998. *Introducing English Semantics*. USA: Routledge
19. L.A Lights – Jangan Mau Dipecah. Upload April 3th 2019 <https://www.youtube.com/watch?v=fth6__STwrU>accessed on November 15th 2019
20. Laksono, Dandi Dwi. 2018. *Jurnalisme Investigasi.* Yogyakarta: Circa
21. Moleong, Lexy J. 2014. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
22. Palmer, Frank Robert.1981. *Semantics: Second Edition*. Cambridge: Cambrige University Press
23. Pardjimin. 2005. *Bahasa dan Sastra Indonesia Kelas VII.* Bogor. Yudistira
24. Setiawan, Ebta. 2019. <https://kbbi.web.id/cowok>/ accessed on March 19th 2020 – 16 .29 WIB
25. Setiawan, Ebta. 2019. [https://kbbi.web.id/pria /](https://kbbi.web.id/pria%20/) accessed on March 19th 2020 - 23. 42 WIB
26. U Mild – Loyal Gak Kenal Waktu. Upload February 16th, 2019 <https://www.youtube.com/watch?v=K2PwLZuCfr0> / accessed on March 19th, 2020
27. Billiard Picture <https://wallpaperplay.com/board/billiard-wallpapers/> accesed on July 23th ,2020
28. Wibowo, Wahyu. 2001. *Manajemen Bahasa.* Jakarta: Gramedia