

TABLE OF CONTENTS

APPROVAL SHEET	ii
INTELLECTUAL PROPERTY STATEMENT FORM	iii
THE IMPROVEMENT SHEET	iv
MOTTO AND DEDICATION	v
ABSTRACT.....	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS.....	x

CHAPTER I INTRODUCTION

A. The Background of the research	1
B. The Question and Scope of the Research	8
C. Objective and Significances of the Research.....	9
D. The Objective of the research	10
E. Systematization of The Research.....	11

CHAPTER II THEORETICAL DESCRIPTION

A. Discourse	13
1. Reference	16
2. Coherence	17
B. Semantics	18
1. Definition of Semantics	18
2. History of Semantics.....	19
C. Meaning	20
1. Definition of Meaning	20
2. Type of Meaning.....	21
D. Argumentation	26
1. History of Argumentation	26

2.	Requirements for Formalizing Argumentation	28
3.	Model Argumentation	30
E.	Fallacy	34
1.	Violations of Freedom of Rules	36
2.	Violation of Obligation-to-Defend Rule (burden of proof rule)	36
3.	Violent of Standpoint Rule	37
4.	Violence of Relevance Rule	37
5.	Violence Unexpressed Premise Rule	38
6.	Violence of Starting Point rule	39
7.	Violation of Validity Rule	39
8.	Violence of Argument Scheme Rule	40
9.	Violation of Concluding Rule	41
10.	Violence of Language Use Rule	42
F.	Definition of Advertisement	43
G.	Research of Relevance	45

CHAPTER III METHODOLOGY OF THE RESEARCH

A.	Method of the Research	47
1.	Time and Place of the Research	47
2.	Kind of the Research	47
B.	Procedure of the Research	48
1.	Preparation	48
2.	Implementation	49
3.	Finishing	49
C.	Technic of The Data Collection	50
D.	Technique of Data Analysis	50

1. Collecting the data	51
2. Selecting Data	51
3. Identifying Data	51
4. Analysis Data	52
5. Result	52
E. Sources of the primary and secondary data	52
1. Source of The Primary Data.....	52
2. Source of The Secondary Data.....	53

CHAPTER IV DATA ANALYSIS

A. The Data Description	54
B. The Data Analysis	56
C. The Interpretation of The Research Findings	91

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion	94
B. Suggestion	95

Bibliography

Biography

Appendices