

REFERENCES

- Anwar, M Khoiril, DS.Vina Salviana. (ed.). (2006). *Perilaku partai politik: Studi perilaku partai politik dalam kampanye dan kecenderungan pemilih pada pemilu 2004*. Malang: UMM Press.
- Astuti, Neni. (2008). *Politeness Strategy Used by SIM Card Providers on Advertisements in Jawa Pos*. Unpublished Thesis. Malang: Brawijaya University.
- Berg, Bruce L. (1989). *Qualitative Research Methods for the Social Sciences*. Massachusetts: Library of Congress Cataloging-in-Publication Data.
- Brown, P. & Levinson, S.C. (1987). *Politeness: Some Universal in Language Usage*. Cambridge: Cambridge University Press.
- Crystal, David. (2003). *A Dictionary of Linguistics and Phonetics*. (5th ed.). London: Blackwell Publishing.
- Cutting, J. (2002). *Pragmatics and Discourse: A Resource Book for Students*. London: Routledge.
- Cyprus, Sheri. *What is a Debate?*. (2003). Retrieved May 6th, 2009, from <http://www.wisegeek.com/what-is-a-debate.htm>
- Danial,Ahmad. (2009). *Iklan Politik TV : Modernisasi Kampanye Politik Pasca Orde Baru*.Yogyakarta: LKIS Yogyakarta.
- Elvandari, Kartika. (2012). *Politeness Strategy Used by The President Candidate of Indonesia in 2009 Presidential Debate*. Unpublished Thesis. Malang: Brawijaya University.
- Grundy, P. (2000). *Doing Pragmatics*. (2nd ed.). London: Oxford University Press inc.
- Ibu Jenderal 60. Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=wLTHxoYa3wo>
- Iklan JK(MAMPU). Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=oxNoB6WFyYk&feature=related>
- Iklan Jusuf Kalla(Joe Biden). Retrieved February 1st,2012, from http://www.youtube.com/watch?v=1N_QoNKOjzg
- Iklan Mega-Prabowo Retrieved February 1st,2012, from http://www.youtube.com/watch?v=yjTH_S0OhzU&feature=related

Iklan SBY Budiono (dari rakyat untuk rakyat) Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=5malf3GJR6Q&feature=relmfu>

Iklan SBY Budiono (Tulus).Retrieved February 1st,2012, from Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=urwqMmFL9ds>

JK-Wiranto(Kebangkitan)Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=5AnbAiD40To&feature=relmfu>

Kawantoro, Danang. (2012). Politeness Strategies Performed by the Two Main Characters in the Movie Entitled “The Prestige”. Unpublished Thesis. Malang: Brawijaya University.

Leech, Geoffrey. (1993). *Prinsip-prinsip Pragmatik* (Dr. MD.D. Oka M.A, trans). Jakarta: Penerbit Universitas Indonesia.

Leech, Geoffrey. (1995).Principle of Pragmatics.London:Longman

Moleong, Lexy J. (2010). Metodologi Penelitian Kualitatif.(28th ed). Bandung; PT. Remaja Rosdakarya.

Partai Demokrat: iklan 4 tahun pemerintahan SBY ver Ekonomi.Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=IptN79q1u54>

Pesan dari Mega dan Prabowo: Bersatu untuk Perubahan. Retrieved February 1st,2012, from <http://www.youtube.com/watch?v=cF3R8Dem3QA&feature=related>

Yule, George. (1987). The Study of Language. Cambridge: Cambridge University Press.

Yule, George. (1996). *Pragmatics*. Oxford: Oxford University Press.