

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGMENTS	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
 CHAPTER I INTRODUCTION	 1
1.1 Background of the Problem	1
1.2 Focus of the Research	4
1.3 Formulation of the Problem	5
1.4 Objective of the Research	5
1.5 Significances of the Research.	5
 CHAPTER II LITERATURE REVIEW	 6
2.1 Theoretical Framework	6
2.1.1. Persuasive Sentence	6
2.1.2. Tourism Promotion Brochure	14
2.2 Conceptual Framework	23
 CHAPTER III RESEARCH METHODS	 24
3.1 Approach and Type of Research	24
3.2 Variable of the Research	25
3.3 Setting and Schedule of the Research	25
3.4 Source of Data	26
3.5 Instrument of the Research	26
3.6 Data Collecting Technique	27
3.7 Data Analysis Technique	28
 CHAPTER IV RESULT AND DISCUSSIONS	 29
4.1 Research Results	29
4.1.1 Interview Results	29
4.1.2 Document Analysis Results	33
4.2 Discussions	36
4.2.1 Types of Persuasive Sentences	36
4.2.2 Linguistic Elements of Persuasive Sentences	38
4.2.3 Comparison Types and Linguistic Elements	41
4.3 The Research Results Versus to the Latest Related Research	44
4.4 The Research Results Versus the Theories	45
4.5 The Research Results Implication	46
4.6 The Research Results Limitation	46
 CHAPTER V CONCLUSION AND RECOMMENDATION	 48
5.1 Conclusions	48

5.2 Recommendation	49
BIBLIOGRAPHY	51
APPENDICES	53