

Alat kohezi pada iklan film yang diputar di bioskop yang termuat dalam surat kabar terbitan Jakarta tahun 1950-an, 1960-an, dan 1970-an

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Abstrak

This thesis discuss the cohesion devices on movie advertisement which played at movie theatre which content in newspaper public action in Jakarta in 1950s, 1960s, and 1970s. This thesis is descriptive research which the data source comes from the past. The objective of this research is to compare and describe the cohesion devices appears most of every decades. Results from this research is grammatical and lexical cohesion which were presented by Halliday and Hasan appeared in three decades; this type of cohesion devices that appear most in thus three decades is repetition.