

References

- Pertiwi, Dian. 2019. "Strategi Komunikasi Persuasif Dalam Meningkatkan Jumlah Debitur di PT. BNI (PERSERO) Tbk Kantor Cabang Padang". *Jurnal Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik. Vol. 6*
- Kasanova. Ria. 2016. "Penggunaan Teknik Persuasif Dalam Iklan". Komposisi 2016. Tahun 1, No. 2
- Keraf . Goys. 2014. *Argumentasi dan Narasi*. Jakarta: PT Gramedia Pustaka Utama.
- Moleong, Lexy. 2005. *Motode Penelitian Kualitatif Edisi Revisi*. Bandung: PT. Remaja Rosda Karya.
- Creswell Qualitative Inquiry and Research Design Notes. (2019, february 16)
Retrieved from: <http://www.rebeccawestburns.com/>
- Ohanmu. Erhunmwunse. 2016. "Conflict Management". *University of Benin*
- DeFleur, M. and S. Ball-Rokeach (2010). *Theories of Mass Communication*. New York, Longman.
- Wahyuni. lin. 2015. "Analisis Pesan Persuasif E-Wom Sosial Media (Studi Deskriptif Pesan Persuasif Akun @dcejrot Pada Konsumen di Instagram Periode Juni-September)". *Fakultas Ilmu Sosial dan Humaniora. Universitas Islam Negeri Yogyakarta*.
- Boella.Guido, Hulstijn .Joris, van der Torre .Leendert.2012."Persuasion Strategies in Dialogue". *CWI Amsterdam and Delft University of Technology*.

Mulholland. Joan. 2005. Handbook of Persuasive Tactics, A practical language guide.

Chateris-Black. Jonathan. 2011. Politicians and Rhetoric *"The Persuasive Power of Metaphor"*

Ajzen.Icek. 2014. "Persuasive Communication Theory in Social Psychology: A Historical Perspective". University of Massachusetts – Amherst.

Masran.Silviana. 2018. "Persuasive Utterance Found in Shop and Restaurant: An Analysis of Speech Act in persuading visitors of a Store in Bandung, West Java and "Mr. Juneto" Restaurant in Solo, Central Java". Vol. XII No.5

Henry T, Gilbert. 2010. "Persuasion detection in conversation". Monterey, California. Naval Postgraduate School.

Bartsch. Karen, Wright. Jennifer Cole. Estes. David. 2010. "Young Children's Persuasion in Everyday Conversation: Tactics and Attunement to Others' Mental States". *University of Wyoming*

Altikriti. Sahar. 2016. "Persuasive Speech Acts in Barack Obama's Inaugural Speeches (2009, 2013) and The Last State of the Union Address (2016)". Department of English, Faculty of Arts, Alzaytoonah University of Jordan, Jordan. Vol. 8, No. 2

Budzyńska. Katarzyna, Kacprzak. Magdalena. 2009." Formal Models for Persuasive Aspects of Argumentation". Cardinal Stefan Wyszyński University in Warsaw.

Saroningsih. Tina. 2008. "An Analysis of The Use of Speech Act of Request in *Harry Potter* Movie Manuscripts" School Of Teacher Training and Education Muhammadiyah University of Surakarta.

Friestad. Marian, Wright. Peter. 2018. "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts.

Muirodah. 2015. "*Teknik Komunikasi Persuasif Ustadz Muhammad Nur Maulana Dalam Acara "Islam Itu Indah" di Trans TV*". Fakultas Dakwah Dan Komunikasi Universitas Islam Negeri Walisongo Semarang.

Juriyah. Fatimahtus. 2016. "Politeness Strategies used by The Main Character in The Proposal Movie by Anne Fletcher". English Department Faculty of Arts and Humanities State Islamic University Of Sunan Ampel Surabaya.

Budiati. 2012. "Politeness Maxim In the film " Laskar Pelangi". Ngudi Waluyo Nursing Academy. Vol. 5, No.2,

Hartini. Sri. 2016. "Maxims Violation of Politeness Principles in The Dialogue of Indonesia's Presidential Candidates Debate". English Applied Linguistics Study Program Postgraduate School State University of Medan.

Culpeper. Jonathan, "Geoffrey Leech, 1936--2014: The pragmatics legacy". Lancaster University United Kingdom

Febriadina. Zahra Fitzy, Sumarwati, Sumarlam. "The Form of Students Politeness in Sragen, Jawa Tengah". Universitas Sebelas Maret, Surakarta, Indonesia. Vol XVII. No 1 2017.

Tadjuddin. Rahmi Shafruddin. "Strategi Kesantunan Positif Dalam Tindak Tutur Pada Novel Bidadari-Bidadari Surga Karya Tere Liye". Pasca Sarjana Pendidikan Bahasa, Universitas Negeri Jakarta. Vol. 16 No. 2 Juli 2017

Ningsih. Hardianti. "The Analysis of Strategy of Politeness in Manga "Detective Conan" 81 Edition". Fakultas Ilmu Budaya, Universitas Indonesia, Depok. Indonesia.

Pertiwi. Dian. " Strategi Komunikasi Persuasif Dalam Mengingatnkan Jumlah Debitur di PT. BNI (Persero) Tbk Kantor Cabang Padang. JOM FISIP Vol. 6 No. 1 Januari-Juni 2019

Kasanova. Ria. "Penggunaan Teknik Persuasif Dalam Iklan".Komposisi, 2016, Tahun 1, No. 2

Maharani. Sang Ayu Isnu. "Politeness Maxim of Main Character in Secret Forgiven". Udayana University. Vol. 9, No. 1, Juni 2017

Sari. Dhesta Maydiana. "A Socio-Pragmatic Analysis of Politeness Strategies Performed by Barack Obama and Hillary Clinton in The Democratic Debate Held On February 26, 2008". Faculty of Languages and Arts Yogyakarta State University. 2014