APPENDICES

Table. 1

No.	Analysis		Car	Computer
1.	The use of sentences	Declarative sentences	6	6
		Imperative sentences	17	6
		Interrogative sentences	-	2
2.	The use of phrases	Noun phrase	25	9
		Verb phrase	5	2
		Adjective phrase	2	3
		Adverbial phrase	-	-
		Prepositional phrase	1	2
3.	Others analysis		3	4
Total			59	34

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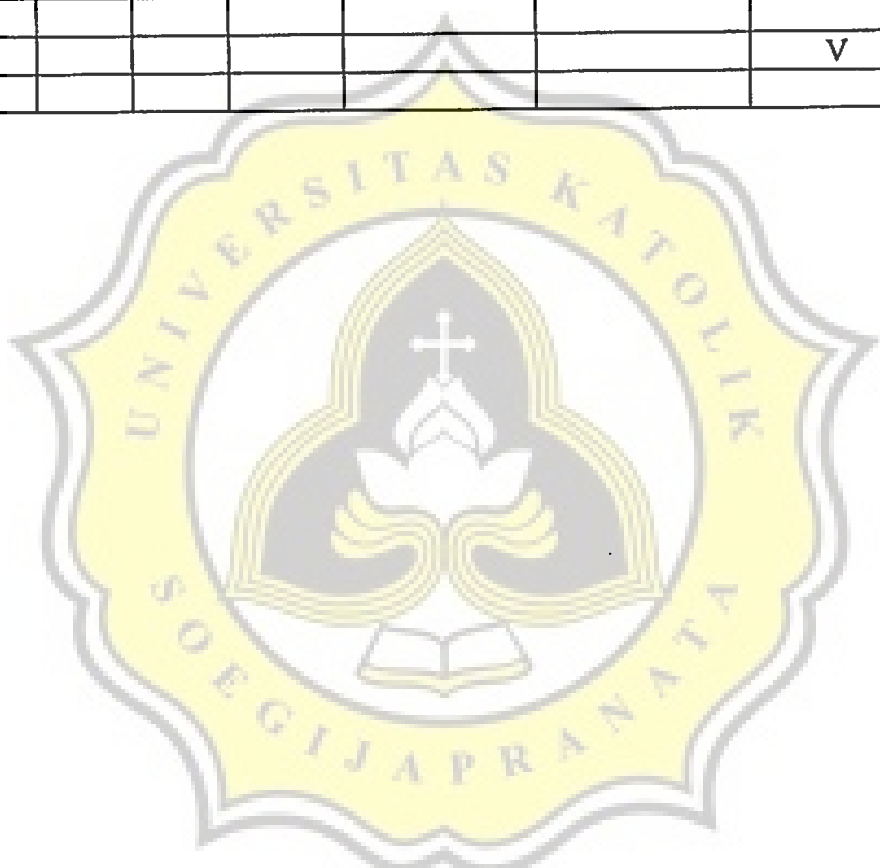
Appendix 1

Code.	Phrases					Sentences			Others
	Noun	Verb	Adj.	Adv.	Prep.	Declarative	Interrogative	Imperative	
1	V								
2		V							
3								V	
4						V			
5								V	
6									V
7		V							
8								V	
9						V			
10	V								
11	V								
12									V
13						V			
14								V	
15	V								
16	V								
17								V	
18	V								
19	V								
20	V								
21	V								
22								V	
23								V	
24								V	
25								V	
26								V	
27	V								
28	V								
29					V				
30	V								
31	V								
32	V								
33	V								
34								V	
35						V			
36									V
37		V							
38	V								
39	V								
40		V							
41	V								
42			V						
43	V								
44								V	

45	V								
46		V							
47								V	
48								V	
49	V								
50			V						
51						V			
52								V	
53								V	
54	V								
55						V			
56	V								
57	V								
58								V	
59	V								



Appendix 2

Code.	Phrases					Sentences			Others
	Noun	Verb	Adj.	Adv.	Prep.	Declarative	Interrogative	Imperative	
1									V
2									V
3	V								
4								V	
5	V								
6						V			
7									V
8						V			
9	V								
10								V	
11	V								
12	V								
13						V			
14		V							
15						V			
16	V								
17							V		
18					V				
19			V						
20			V						
21			V						
22								V	
23		V							
24								V	
25					V				
26								V	
27								V	
28						V			
29	V								
30	V								
31									V
32	V								
33						V			
34							V		

Appendix 3

The samples of English taglines car products found in *Wikiquote.*

"HONDA, The Power Of Dreams" (Honda)

"HONDA JAZZ, Up your life" (Honda Jazz)

"HONDA JAZZ, Seize the Day" (Honda Jazz)

"HONDA FREED, It's a New Life" (Honda Freed)

"HONDA FREED, Wanna be FREED" (Honda Freed)

"HONDA CRV, Urbanature Signature" (Honda CRV)

"TOYOTA AVANZA, You'll Think You Can" (Toyota Avanza)

"TOYOTA YARIS, Be Groovy!" (Toyota Yaris)

"TOYOTA FORTUNER, The World Is Mine" (Toyota Fortuner)

"TOYOTA CAMRY, True Spirit, True Power" (Toyota Camry)

"TOYOTA VIOS, Fuelsaver And Speedmaker" (Toyota Vios)

"TOYOTA COROLLA ALTIS, Passion" (Toyota Corolla Altis)

"TOYOTA SOLUNA, The Real of Drive Make a Adventures Power Injections" (Toyota Soluna)

"TOYOTA RUSH, Unleash Yourself" (Toyota Rush)

"DAIHATSU, Innovation For Tomorrow" (Daihatsu)

"DAIHATSU SIRION, Your Smart Move" (Daihatsu Sirion)

"DAIHATSU TERIOS, Play Your Wild Side" (Daihatsu Terios)

"DAIHATSU TARUNA, The Smart SUV" (Daihatsu Taruna)

"DAIHATSU LUXIO, Perfection of Family Happiness" (Daihatsu Luxio)

"SUZUKI, Profesional Best" (Suzuki)

"SUZUKI, Way Of Life" (Suzuki)

"SUZUKI, Change and Challenge" (Suzuki)

"SUZUKI SWIFT, Get it On" (Suzuki Swift)

"SUZUKI SX4, Cross The Limit" (Suzuki SX4)

"SUZUKI SPLASH, Go Onwards!" (Suzuki Splash)

"SUKUZI GRAND VITARA, Discover More" (Suzuki Grand Vitara)

"NISSAN, SHIFT_The Way You Move" (Nissan) voice "NISSAN"

"NISSAN, SHIFT The Future" (Nissan) voice "NISSAN"

"HYUNDAI, Always There For You" (Hyundai)

"HYUNDAI, New Thinking New Possiblities" (Hyundai)

"HYUNDAI TUCSON, Stylish Utility Vehicle" (Hyundai Tucson)

"KIA MOTORS, The Power To Surprise" (Kia Motors)

"KIA MOTORS, The Car That Cares" (Kia Motors)

"KIA PICANTO, Live Your Cosmo Life" (Kia Picanto)

"MITSUBISHI MOTORS, This is the Mitsubishi Motors way" (Mitsubishi Motors)

"PEUGEOT, Sure" (Peugeot)

"PEUGEOT, Built For The Road and Everything Beyond" (Peugeot)

"PEUGEOT, Motion & Emotion" (Peugeot)

"NISSAN GRAND LIVINA, Advanced Riding Comfort" (Nissan Grand Livina)

"NISSAN MARCH, Makes City life Easier" (Nissan March)

"BMW, The Ultimate Driving Machine" (BMW)

"BMW, Sheer Driving Pleasure" (BMW)

"MERCEDES BENZ, The Future of The Automobile" (Mercedes Benz)

"SMART, Open your mind" (Smart)

"VOLKSWAGEN, Das Auto" (Volkswagen)

"Zoom-Zoom Zoom-Zoom Zoom-Zoom MADZA" (Mazda)

48. "FORD, Feel the Diffrence" (Ford)

49. "FORD, Make Every day Exciting" (Ford)

50. "FORD, No Boundaries" (Ford)

51. "CHEVROLET, Advancing With You" (Chevrolet)

52. "CHEVROLET, I am" (Chevrolet)

53. "Let's QQ" (Chery QQ)

54. "CHERY TIGGO, Energize Your Life" (Chery Tiggo)

55. "SUBARU, All Wheel Drive" (Subaru)

56. "MITSUBISHI DIAMOND, It's My Car" (Mitsubishi Diamond)

57. "MITSUBISHI GRANDIS, The Art of Luxury" (Mitsubishi Grandis)

58. "MITSUBISHI PAJERO SPORT, All Round Family SUV" (Mitsubishi Pajero Sport)

59. "Challenge Adventure State Passion First, BLAZER" (Opel Blazer)

60. "INDOMOBIL, The Best Indonesian Automotive Portal" (Indomobil)

The samples of English taglines computer products found in *Wikiquote.*

1. "INTEL, inside" (Intel)
2. "MICROSOFT, Think Where do you want to go today?" (Microsoft)
3. "MICROSOFT, Your potential, our passion" (Microsoft)
4. "INTEL, Leap Ahead" (Intel)
5. "INTEL, Sponsors of Tomorrow" (Intel)
6. "I think, therefore IBM" (IBM)
7. "IBM, Think" (IBM)
8. "IBM, Computers help people" (IBM)
9. "IBM, Solutions for a small planet" (IBM)
10. "APPLE, Think different" (Apple)
11. "APPLE MACINTOSH. The computer for the rest of us" (Apple)
12. "APPLE, The Power to Be Your Best" (Apple)
13. "APPLE, Macintosh. It Does More. It Costs Less. It's that Simple" (Apple)
14. "ACER, Empowering People" (Acer)
15. "ACER, We hear you" (Acer)
16. "COMPAQ, Digital Technology Inspiration" (Compaq)
17. "COMPAQ, Has it changed your life yet?" (Compaq)
18. "COMPAQ, For the next generation of big businesses" (Compaq)
19. "Dell, Purely You" (Dell)
20. "DELL, Uniquely You" (Dell Australia)
21. "DELL, Easy as Dell" (Dell)
22. "DELL, Be direct" (Dell)
23. "NEC, Empowered by Innovation" (NEC)
24. "NEC, See hear and feel the difference" (NEC)

25. "In Touch With Tomorrow TOSHIBA" (Toshiba)
26. "TOSHIBA, Choose Freedom" (Toshiba Singapore)
27. "Take TOSHIBA, Take the World" (Toshiba)
28. "FUJITSU SIEMENS, We make sure" (Fujitsu Siemens)
29. "FUJITSU SIEMENS, Technology you can trust" (Fujitsu Siemens)
30. "FUJITSU SIEMENS, Gateway. A better way" (Fujitsu Siemens)
31. "HP Invent" (HP/Hewlett-Packard)
32. "MAXDATA, Real hard ware" (Maxdata)
33. "INTEL CORE 2 DUO, Great computing starts with Intel inside" (Intel Core 2 Duo)
34. "IBM, ThinkPad, Where do you do your best thinking?" (IBM ThinkPad)