THE ADVERTISEMENT LANGUAGE IN PERSUASIVE CAPTIONS OF @JEFFREESTARCOSMETICS AND @KYLIECOSMETICS INSTAGRAM ACCOUNTS

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Departement of Adab and Humanities Faculty

By
Devani Alisyia Rahmani
Student ID: 1155030047



ENGLISH STUDIES DEPARTEMENT

ADAB AND HUMANITIES FACULTY

SUNAN GUNUNG DJATI BANDUNG STATE ISLAMIC UNIVERSITY

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