PERSUASIVE TECHNIQUES USED IN SAMSUNG GALAXY SMARTPHONES ADVERTISEMENT ON YOUTUBE

(Based on Samsung.Com Website Smartphone Released From 2018-2020)

An Undergraduate Thesis

Presented to

State Islamic University of Sunan Gunung Djati in partial fulfilment of the requirement for the degree of Sarjana Humaniora in English Departement of Adab and Humanities Faculty

Muhammad Ramzy Farraz

Student ID: 1175030176





BANDUNG

1442H/2022