

## REFERENCES

- Abdalian, A. (2006). *Why's That Funny? An Extension to the Semantic Script Theory of Humor* (Bachelor Thesis, Swarthmore College]. Tri College Libraries Institutional Scholarship. <http://hdl.handle.net/10066/10213>.
- Abramova, I., E. (2016). Linguistic Landscape as an Object of Sociolinguistics. *Russian Linguistic Bulletin*, 2(6), 44–47. <https://doi.org/10.18454/RULB.6.24>.
- Anderson J., A., Wiredu, J., F., Ansah, G., N., Kodie, G., F., Offei, E., O., & Boateng, D., B. (2020). A Linguistic Landscape of the Central Business District of Accra. *Legon Journal of the Humanities*, 31(91), 1–35. <https://www.ajol.info/index.php/ljh/article/view/202488>.
- Attardo, S. (1994). *Linguistics Theory of Humor*. (1st ed.). Waite de Gruyter.
- Braber, H., V., D. (2021). *Branding Book Across the Ages Strategies and Key Concepts in Literary Branding*. (1st ed.). Amsterdam Press University.
- Business. (n.d.). *In Oxford Learner's Dictionary's Online Dictionary*. <https://www.oxfordlearnersdictionaries.com/definition/english/business?q=Business>.
- BPS Kota Padang. (n.d.). <https://padangkota.bps.go.id/id/statistics-table/2/MzUwIzI=/jumlah-penduduk.html>.
- BPS Provinsi Sumatera Barat(n.d.). <https://sumbar.bps.go.id/id/statistics-table/2/MTg2IzI=/persentase-penduduk-10-tahun-ke-atas-menurut-kabupaten-kota-dan-status-perkawinan---persen-.html>.
- Calvera, L., B. (2019). The Linguistic Landscape of the Valencian Community: A Comparative Analysis of Bilingual and Multilingual Signs in Three Different Areas. *Journal of Language*, 4(38), 1-19. <https://doi.org/10.3390/languages4020038>.
- Camilan. (n.d.). *In KBBI VI Daring*. <https://kbbi.kemdikbud.go.id/entri/camilan>.
- Chandler, D. (2007). *Semiotics-The Basic*. (2nd ed.). Oxford University Press.
- Charles, P. (1931). *The Collected Papers of Charles Sanders Peirce*. (7th–8th ed.). Harvard University Press.
- Chen. S. (2016). Linguistic Landscape and Space: A Multimodal Analysis of Linguistic Landscape in Robot Open Space. *International Journal of Applied Linguistics and English Literature*, 5(6), 90–98. <http://dx.doi.org/10.7575/aiac.ijalel.v.5n.6p.90>.
- CNBC Indonesia. (2024, July 15). *Ramai-Ramai Warga RI Ogah Menikah, Ada Apa?* [Video]. YouTube. <https://youtu.be/e8seKcXsL7w?si=N0jkwJahETwxPKYY>.

- Cook, G. (2000). *Language Play, Language Learning (Oxford Applied Linguistics)*. (1st ed.). Oxford University Press.
- Crystal, D. (2001). *Language Play*. (1st ed.). University of Chicago Press.
- Dharmawati & Mulyadi. (2021). A Study on Relative Clause in English, Indonesian and Arabic. Language: A Comparative Analysis. *Journal of Language Teaching and Learning, Linguistics and Literature*, 9 (1), 109-115. <https://doi.org/10.24256/ideas.v9i1.1804>.
- Doctor. (n.d.). In *Oxford Learner's Dictionary's Online Dictionary*. [https://www.oxfordlearnersdictionaries.com/definition/english/doctor\\_1?q=Doctor](https://www.oxfordlearnersdictionaries.com/definition/english/doctor_1?q=Doctor).
- Erinaldi. (2016, November 3). 4 Rahasia Sukses Bisnis Orang Minang. <https://www.liputan6.com/regional/read/2641967/4-rahasia-sukses-bisnis-orang-minang>.
- Fachri, B., F., Revita, I., & Oktavianus. (2024). Persuasive languages on political billboard of the 2024 Indonesian General Election in Padang City West Sumatra, Indonesia. *Cogent Arts & Humanities*, 11 (1), 1–19. <https://doi.org/10.1080/23311983.2024.2325679>.
- Fielden-Burns, L., V., & Piquer-Píriz, A., M. (2022). Personification and relationships in English as a Medium of Instruction business discourse: Crossing paths in metaphorical constructions. *Journal of Pragmatics*. 145-159. <https://doi.org/10.1016/j.pragma.2022.11.002>.
- Firth, J.R. (1935). The Technique of Semantics. *Transactions of the Philological Society*, 34 (1), 1–112. <https://doi.org/10.1111/j.1467-968X.1935.tb01254.x>.
- Foster, M., & Welsh, A. (2021). English Usage in the Linguistic Landscape of Balikpapan's Main Thoroughfares. *Indonesia and the Malay World*, 49 (145), 448–469. <https://doi.org/10.1080/13639811.2021.1959162>.
- Fromkin, V. A., Rodman, R., & Hyams, N. (2009). *An Introduction to Language* (9th ed.). Wadsworth Cengage Learning.
- Fuady, M., F. (2017). Pergeseran Makna Warna *Pink* dari Maskulinitas Menjadi Feminitas di Amerika Serikat Tahun 1940-1970. *Jurnal Desain Interior*, 2 (2), 97–110. <https://doi.org/10.12962/j12345678.v2i2.3546>.
- Gorter, D. (2006). Introduction: The Study of the Linguistic Landscape as a New Approach to Multilingualism. *International Journal of Multilingualism*, 3(1), 1–6. <https://doi.org/10.1080/14790710608668382>.
- Gorter, D. (2018). Methods and Techniques for Linguistic Landscape Research: About Definition, Core Issues and Technological Innovations. *Expanding the Linguistic Landscape: Linguistic Diversity, Multimodality and the Use*

*of Space as a Semiotic Resource*, 1–20.  
<https://doi.org/10.21832/9781788922166-005>.

- Halliday, M., A., K., & Hasan, R. (1989). *Language, Context, and Text: Aspects of Language in a Social-Semiotic Perspective*. (2nd ed.). Oxford University Press.
- Hansen, K., & Swiderska, A. (2023). Integrating Open- and Closed-Ended Questions on Attitudes Towards Outgroups with Different Methods of Text Analysis. *Behavior Research Methods*, 4802–4822. <https://doi.org/10.3758/s13428-023-02218-x>.
- Hasan, H., K. (2023). Semantic Theories, Levels of Meanings, and Types of Meanings. *Research Gate and Zenodo*, 1–17. <https://orcid.org/0009-0009-9531-9068>.
- Heppyani, I., Supriyono & Hufad, A. (2021). Representasi Fenomena Kontrol Sosial Gosip dalam Film Pendek “Tilik” (Kajian Sosiologi Sastra). *Jurnal Sastra Indonesia*, 10(2), 71–77. <https://doi.org/10.15294/jsi.v10i2.47268>.
- Hess, J.S., Jonnalagadda, S.S., & Slavin, J., L. (2016). What Is a Snack, Why Do We Snack, and How Can We Choose Better Snacks? A Review of the Definitions of Snacking, Motivations to Snack, Contributions to Dietary Intake, and Recommendations for Improvement. *Advances in Nutrition*, 7 (3), 466–475. <https://doi.org/10.3945/an.115.009571>.
- Hidayah, B., et al. (2024). Analysis of Sentence Types in Affecting College Students’ Writing Skill. *Journal of English Language Studies*, 6 (2), 136–150. <https://doi.org/10.31849/elsya.v6i2.19130>.
- Ibrahim & Sulaiman. (2020). Semiotic Communication: An Approach of Understanding a Meaning in Communication. *International Journal of Media and Communication Research*, 1(1), 22–32. <https://doi.org/10.25299/ijmcr.v1i1.4584>.
- Ilhamsyah & Herlina. (2019). Tagline in Advertisement Digital Era Case Study of #adaaqua Advertising Campaign. 6th Bandung Creative Movement International Conference in Creative Industries 2019 (6th BCM 2019), 1–5. <https://doi.org/10.2991/iccsr-18.2018.82>.
- Imadudin, I. (2005). Kehidupan Multi Etnik di Kota Padang. *4th International Symposium of the Journal Antropologi Indonesia*, 1–12. <https://simposiumjai.ui.ac.id/wp-content/uploads/20/2020/03/4.8.3-Im-Imadudin.pdf>.
- Iswadi & Fadri, Z. (2021). Model Pemberdayaan Masyarakat Minangkabau Ditinjau Dari Aspek Ekonomi. *Jurnal Pengembangan Masyarakat Islam*, 14(1), 91–104. <http://dx.doi.org/10.24042/ijpmi.v14i1.7188>.
- Jaelani, M.A. (2017). *Pergeseran Makna Kata dan Frasa Bahasa Indonesia dalam Bahasa Gaul di Kalangan Remaja*. Mataram University.

- Jufrizal. (2012). *Tatabahasa Bahasa Minangkabau: Deskripsi dan Telaah Tipologi Linguistik*. (1st ed.). UNP Press.
- Kress, G., & Leeuwen, T., V. (2006). *Reading Images: The Grammar of Visual Design*. (2nd ed.). Taylor & Francis e-Library.
- Kumar, C., P. (2013). The Eclectic Method Theory and Its Application to the Learning of English. *International Journal of Scientific and Research Publications*, 3 (6), 1–4. <https://www.ijsrp.org/research-paper-0613/ijsrp-p1844.pdf>.
- Kurniawan, R., Abiyah, S., Adriyan, D., P., Sari, W., O., & Wijaya, M., V. (2023). Pengaruh Askulturasi Budaya Minangkabau pada Etnis Tionghoa di Kota Padang. *Jurnal Prosiding Mateandrau*, 2(1), 364-374. <https://doi.org/10.55606/mateandrau.v2i1.306>.
- Lambert, V., A., & Lambert, C., E. (2012). Qualitative Descriptive Research: An Acceptable Design. *Journal of Nursing Research*, 16(4), 255–256. <https://he02.tci-thaijo.org/index.php/PRIJNR/article/view/5805>.
- Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(23), 23–49. <https://doi.org/10.1177/0261927X970161002>.
- Landscape. (n.d.). In *Oxford Learner's Dictionary's Online Dictionary*. [https://www.oxfordlearnersdictionaries.com/definition/english/landscape\\_1?q=landscape](https://www.oxfordlearnersdictionaries.com/definition/english/landscape_1?q=landscape).
- Leech, G. (1981). *Semantics: The Study of Meaning*. (2nd ed.). Penguin Books Ltd.
- Leech, G. (1983). *Principles of Pragmatics*. (1st ed.). Longman.
- Leobner, S. (2013). *Understanding Semantics*. (2nd ed.). Routledge.
- Linguistic. (n.d.). In *Oxford Learner's Dictionary's Online Dictionary*. <https://www.oxfordlearnersdictionaries.com/definition/english/linguistic?q=linguistic>.
- Linguistic Form. (n.d.). In *Collins Dictionary's Online Dictionary*. <https://www.collinsdictionary.com/dictionary/english/linguistic-form>.
- Hyperbole. (n.d.). In *Collins Dictionary's Online Dictionary*. <https://www.ldoceonline.com/dictionary/hyperbole>.
- Luna, D., Lerman, D., B., & Morais, R. (2018). *The Language of Branding: Theory, Strategies and Tactics*. (1st ed.). Routledge.
- Matthen, M. (2023). Hunger, Homeostasis, and Desire. *Mind and Language*, 397-414. <https://doi.org/10.1111/mila.12496>.
- Medani, D., I., & Sakti, A., W. (2022). Introduction of Indonesian Poem (Pantun) as a Creative Effort of Elementary School Students in Improving Language

- Skills in the Covid-19 Pandemic Era. *Indonesian Journal of Multidisciplinary Research*, 2 (1), 229-236. <https://doi.org/10.17509/ijomr.v2i1.38668>.
- Occasional. (n.d.). In *Longman Online Dictionary*. <https://www.ldoceonline.com/dictionary/occasional>.
- Peifer, J., & Lee, T. (2019). Satire and Journalism. *Oxford Research Encyclopedia of Communication*, 1-26. <https://doi.org/10.1093/acrefore/9780190228613.013.871>.
- Permanent. (n.d.). In *Oxford Learner's Dictionary's Online Dictionary*. [https://www.oxfordlearnersdictionaries.com/definition/english/permanent\\_1?q=permanent](https://www.oxfordlearnersdictionaries.com/definition/english/permanent_1?q=permanent).
- Putri, D., L., Ariyanto, A., & Andi, D. (2021) *Buku Ajar Pengantar Ekonomi Mikri*. (1st ed.). Insan Cendekia Mandiri.
- Rafael, E., B., et al. (2006). Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel. *International Journal of Multilingualism*, 3 (1), 7–30. <https://doi.org/10.1080/14790710608668383>.
- Rahman, A., Sili, S., Fatimah, M. (2021). Thor's Journey as A Hero in Thor: Ragnarok Film (2017). *Jurnal Bahasa, Sastra, Seni, dan Budaya*, 5 (4), 872–884. <http://dx.doi.org/10.30872/jbssb.v5i4.5022>.
- Rahmanadji, D. (2007). Sejarah, Teori, Jenis, dan Fungsi Humor. *Bahasa dan Seni*, 213–221. <https://sastra.um.ac.id/wp-content/uploads/2009/10/Sejarah-Teori-Jenis-dan-Fungsi-Humor.pdf>.
- Raskin, V. (1984). *Semantic Mechanism of Humor*. (1st ed.). D. Reidel Publishing Company.
- Recanati, F. (2002). Literal/Non Literal. *Midwest Studies in Philosophy*, 264–274. <https://doi.org/10.1111/1475-4975.00048>.
- Rehiraky, N., A. (2023). Analysis of the Study of Semantic Cognitive Meaning in Kisar Islands Story Simpan Emas di Dalam Tungku. *International Journal of Systemic Functional Linguistics*, 6(2), 55–61. <https://doi.org/10.55637/ijlsfl.6.2.9364.55-61>.
- Romero, E. J., & Cruthirds, K. W. (2006). The Use of Humor in the Workplace. *Academy of Management Perspectives*, 20(2), 58–69. [10.5465/amp.2006.20591005](https://doi.org/10.5465/amp.2006.20591005).
- Sari, K., Oktavianus., Zulprianto., & Novalinda. (2023). English Depiction of Given-New Information in Business-Scape in Padang: A Linguistic Landscape Exploration. *Suar Betang*, 18(1), 145–156. <https://doi.org/10.26499/surbet.v18i1.6466>.
- Sari, K. (2023). *English Representation in Business Scape in Padang City: A Linguistic Landscape Exploration* [Master Thesis, Andalas University]. e-

- Skripsi Universitas Andalas. <http://scholar.unand.ac.id/205193/>.
- Sembiring, R. (2014). *Pengantar Bisnis*. (2nd ed.). La Goods Publishing.
- Sarjana. (n.d.). In *KBBI VI Daring*. <https://kbbi.kemdikbud.go.id/entri/sarjana>.
- Saussure, F. (1916). *Course in General Linguistics*. (1st ed.). Columbia University Press.
- Saussure, F. (2011). *Course in General Linguistics*. (8th ed.). Columbia University Press.
- Savage, B.M., et al. (2017). Humor, Laughter, Learning, and Health! A Brief Review. *Advances in Physiology Education*, 41 (3), 341-247. <https://doi.org/10.1152/advan.00030.2017>.
- Shorakhmetov, S., S. (2024). The Power of Metaphor: Exploring the Impact of Figurative Language in Literature. *Texas Journal of Philology, Culture and History*, 11-14. <https://doi.org/10.62480/tjpc.2024>.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. (15th ed.). Alfabeta.
- Suriadi, J., Mardiyana, M., & Reza, B. (2022). Concept of Color Psychology and Logos to Strengthen Brand Personality of Local Products. *Linguistics and Culture Review*, 6(51), 839-856. <https://doi.org/10.21744/lingcure.v6nS1.2168>.
- Tanto, T. (2020). Roald Dahl's Ingenious Language Play in The Use of Figurative Language. *International Journal of Humanity Studies*. 3(2), 201–210. <https://doi.org/10.24071/ijhs.2020.030206>.
- Terpepet. (n.d.). In *Kamus Besar Bahasa Indonesia Daring V*. <https://kbbi.kemdikbud.go.id/entri/terpepet>.
- Tya. (2022, August 1). *Detik.com*. Ternyata Ini Arti Kata Slebew yang Diucapkan Jeje, Jangan Ikuti!. *Detik.com*. <https://www.detik.com/jabar/berita/d-6210081/ternyata-ini-arti-kata-slebew-yang-diucapkan-jeje-jangan-ikuti>.
- Truism. (n.d.). In Oxford Learner's Dictionary's Online Dictionary. <https://www.oxfordlearnersdictionaries.com/definition/english/truism?q=truism>.
- Vocroix, L. (2021). Morphology in Micro Linguistics and Macro Linguistics. *Macrolinguistics Microlinguistics*, 2(1), 1–20. <https://doi.org/10.21744/mami.v2n1.11>.
- Victor, F., Rodman, R., & Hyams, N. (2009). *An Introduction to Language*. (10th ed.). Michael Rosenberg.
- Wardhaugh, R. (2006). *An Introduction to Sociolinguistics*. (5th ed.). Blackwell.
- Wijana, I., D., P. (2004). *Kartun*. (1st ed.). Ombak.

Yendra & Artawa, K. (2020). *Lanskap Linguistik: Pengenalan, Pemaparan dan Aplikasi*. (1st ed.). Depublish.

