

DISCOURSE ANALYSIS OF
“ REXONA ADVERTISING ”

A GRADUATING PAPER

Submitted in Partial Fulfilment of the Requirements for Gaining
the Bachelor Degree in English Literature



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YOGYAKARTA

2016

A FINAL PROJECT STATEMENT

I clarify that this graduating paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other writer's opinions or findings included in the graduating paper are quoted or cited in accordance with ethical standard.

Yogyakarta, 28 March 2016

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Nomor : UIN.02/DA/PP.009/ 664 /2016

Skripsi/Tugas Akhir dengan judul :

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"REXONA ADVERTISING"**

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Assalamua'laikum wr.wb.

Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi

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Saya menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqasyah untuk memenuhi sebagian syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatian yang diberikan, saya ucapkan terimakasih.

Wassalamualaikum wr.wb.

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ABSTRACT

This study aims to describe, to analyze and to compare the texts and contexts in printed advertisements of *Rexona Power* (fermin), *Rexona Men* (iced cool), and *Rexona Women* (maximum protection) that are found in [www. coloribus. com](http://www.coloribus.com). It is interesting to get the research about the meaning of discourse in three advertisements of *Rexona Power*, *Rexona Men* and *Rexona women*. The writer has the two research questions that want to reveal. It is about how do texts and contexts of advertisement *Rexona Power*, *Rexona Men* and *Women* express meaning and how are those three advertisements different. The objective of study are to describe the meaning of the texts and contexts of advertisements of *Rexona Power*, *Rexona Men* and *Women* and to describe how those three advertisements different. This research uses descriptive qualitative method since this research is used an advertisement and collecting data by library research. This research is used some theories; theory of the discourse of advertising by Cook and cohesion concepts adapted by Cook from Halliday and Leech. In this research, the writer finds out the number of cohesion devices in text of advertisement *Rexona power* that includes repetition, referring expression, sense relation, ellipsis and conjunction. While, the two others have repetition, referring expression, ellipsis and conjunction. Repetition makes co-reference in text clear; sense relations may add new information economically while also aiding clarity; referring expressions are brief, though they sacrifice clarity; conjunction make connections clear. While the contexts in *Rexona Power* creates meaning a discourse of bullfighting in Mexico, *Rexona Men* creates meaning a discourse of a sport car, while *Rexona Women* creates meaning a discourse of a feminism.

Keyword: cohesion, discourse of advertising, printed advertisement, Rexona, text and context

ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis, mendeskripsikan dan membandingkan unsur teks dan konteks pada iklan *Rexona Power*(fermin), *Rexona Men*(iced cold) dan *Rexona Women*(maximum protection). Penelitian ini menarik karena peneliti ingin mengetahui unsur teks dan konteks yang digunakan pada iklan *Rexona* yang berkaitan dengan sosial, gaya hidup dan budaya. Pada penelitian ini, peneliti memiliki pertanyaan tentang bagaimana teks dan konteks mengekspresikan makna dalam iklan *Rexona Power, Men and women* *How do texts and contexts express meaning in the advertisementnts of Rexona Power, Man, and Women*. Tujuan dari penelitian ini adalah untuk mendeskripsikan bagaimana teks dan konteks mengekspresikan makna *to describe the texts and contexts in advertisement Rexona express meaning*. Penelitian ini merupakan penelitian deskriptif dimana sumber penelitiannya berupa iklan dan peneliti melakukan kajian pustaka. Penelitian ini menggunakan beberapa teori diantaranya; teori wacana iklan oleh Cook dan kohesi yang diadaptasi dari Halliday and Leech. Pada penelitian ini, Peneliti menemukan kohesi pengulangan, kata penunjuk, relasi makna, elipsis dan konjungsi yang digunakan pada teks dalam iklan *Rexona Power*. Sedangkan dalam iklan *Rexona Men* dan *Rexona Women* terdapat kohesi pengulangan, kata penunjuk, relasi makna, elipsis dan konjungsi. Pengulangan membuat tek lebih jelas, relasi makna memberikan tambahan informasi pada teks, kata penunjuk membuat referensi pada teks lebih dimengerti dan konjungsi membuat kata penghubung lebih jelas dan dimengerti. Konteks iklan *Rexona Power* memberikan makna wacana *bullfighting* atau matador, suatu budaya Mexico zaman terdahulu. *Rexona Men* menggambarkan makna wacana gaya hidup beberapa kalangan dengan mobil balapan mewah. *Rexona Women* memberikan makna sebuah wacana feminisme.

Kata Kunci : kohesi, wacana iklan, iklan media cetak, *Rexona*, teks dan konteks,

MOTTO

**patience, persistence,
and perspiration
make an unbeatable
combination
for succes**

“ Napoleon Hill”

DEDICATION

Sincerely, I dedicate my graduating paper to :

My mother and father, Ibu Nani Suharni & Bpk. Mas'ud

My beloved sisters and brothers, Nurkhasanah, Nurkhamidah, Istiqomah & M.

Maqqi. MA

My beloved brothers -in- law, Eko Susanto, Syarifudin Hidayatullah

My beloved nieces and nephew, Khairunnisa, Salsabila, and Lutfi Zaidan Syarif

My friends at English Department, especially SIA 2010 & SIB 2011

My sweet heart, I.G

ACKNOWLEDGEMENT

Assalamua'alaikum wr.wb

All praise be to Allah, The lord of the world, for giving mercies and blessing for me to complete my graduating paper entitled Discourse Analysis of “Rexona Advertisement” as requirement for gaining the bachelor degree in English department, Islamic State University of Sunan Kalijaga Yogyakarta.

This paper is arranged completely by the help from the sincere persons.

So, I really my thanks and appreciations for them. They are :

1. My parents; Ibu Nani Suharni and Bpk. Mas'ud. My sisters and brothers; Nurkhasanah, Nurkhamidah, Istiqomah & M. Maqqi. MA
2. Dr. Zamzam Afandi, M.Ag. as the Dean of Faculty of Adab and Cultural Sciences.
3. Dr. Ubaidillah, M. Hum, my advisor, who has given me his best advice, guidance, and help in arranging my research. Thank you so much.
5. Mrs. Jiah Fauziah, M. Hum., Mrs Witriani, M.Hum., Mr. Dwi Margo Yuwono, M.Hum., Mr. Bambang Hariyanto, M.Hum., Mr. Arif Budiman, M.A., Mr Fuad Arif Fudiyartanto, S.Pd, M.Hum, M.Ed., Mr Denial Hidayatullah, M.Hum., and all lecturers in English department for their sharing.
6. All my beloved friends in English literature B 2011 for being the real friends in need and all friends in English Department
7. Delima and friends, Clarinta Fistanisa, Dinda Putriana, Ninun, Mba Lia Mba nita, Utari, mba Kiki, mba Situm and all friends in boarding

house.

8. Some People who help me : Linatul Malihah, Haida , Ekha Nurul Hidayah, Dewi Imra'atu Shalihah, Mba Risa, Attin and, Asrorul Nurmuidha.
9. Thanks so much to my proof reader, mba Anita and Isti
10. JAD: Njosh, Dea, Nida, Mpur, Dimas, Agung, Leni, Ekha, Nci, Rieza, Jeje, and all, I do thank for accompanying me so far.
11. Friends in IO : Nurul, Ismi, Miftah, Hanif, Vina, mb Enggar and umy Ade, Thank for advice and guiding me so far.
12. My new family KKN 82 KP 05.
13. And the last I dedicate so much thanks to someone out there, Indra Gunawan for supporting and accompanying me so far. I do thank you

The writer realize that this graduating paper still needs constructive correction to make it better . Thus I expect all readers to give criticism and suggestion.

Wassalamu'alaikum wr.wb.

Yogyakarta, 28 March 2016

The writer

Nashihah

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CHAPTER 1

INTRODUCTION

1.1. Background of Study

As human being, people need to fulfil their necessity to sustain their life. Based on economic study, life necessity consists of the primary, the secondary and the tertiary. The primary is a basic requirement. The examples are food, drinks, clothes, and homes. The secondary is after primary necessity, such as cosmetics, motorcycles, and televisions. The tertiary is after the primary and the secondary necessity. The examples are cars, jewelry, and so on (<https://rizkacil.wordpress.com>). However, secondary necessity now becomes as important as the primary necessity. The example is cosmetic. Although cosmetic is an expensive stuff, people still buy it.

Cosmetic products such as powders, perfumes, lipsticks, deodorants, are easy to get, because many factories do not want to lose in market's competition. They produce the same thing with different brands and packages. The example is deodorant. People can find some brands of deodorant. Those brands are *Rexona*, *Fixy*, *Marina* and so on.

In this research the writer focuses on *Rexona*. It is a brand of deodorant for men and women that is managed by Unilever. It becomes the biggest antiperspirant in this world and has widespread in many countries such as in Japan, Korea, Mexico, Australia, Indonesia and so forth. This brand also has committed to inform the users about health, hygiene, and confidence

(<https://www.unilever.co.id/brands/our-brands/rexona.html>). Health and hygiene issue becomes important point of lifestyle that are emphasized by this product. In Islamic perspective, those important issue are stated in Tradition

إِنَّ اللَّهَ طَيِّبٌ يُحِبُّ الطَّيِّبَ نَظِيفٌ يُحِبُّ النَّظِيفَةَ كَرِيمٌ يُحِبُّ الْكَرَمَ جَوَادٌ يُحِبُّ الْجُودَ
فَنَظَّفُوا أَرَاهُ قَالَ أَفْنَيْتَكُمْ (رواه الترمذي)

“Indeed Allah is Tayyib (Good) and He loves what is good, and He is Nazif (clean) and He love cleanliness, He is Karim (kind) and He loves kindness, He is Jawad (generous) and He loves generosity , so clean your courtyards.”

(Khalid, 2012 : 288)

From the verse above, people are suggested to clean their bodies and their places. Allah loves cleanliness is related to the health. Therefore, Muslim are suggested to always keep their cleanliness. When people have a lot of activities they must sweat a lot, so *Rexona* tries to help the customers overcoming the problem of their body odor for always having great confident.

In promoting *Rexona*, the company makes various advertisements that are widespread in public society. They are published in both the printed and electronic media. Advertisement that is published in the printed media can be found in magazine and newspaper, while those are in electronic media are published via internet, television and radio. In this research, the writer takes the printed advertisements from the internet as the subject of research.

The basic characteristic of the printed advertisement is different from other types of advertisement like on television advertisement that consists of

audio visual. This advertisement has its own language feature to attract the audience; and the use of picture or space to create sense of sight, the choice of familiar, simple and easy words or sentences to make advertisement easy to read.

The printed advertisements of *Rexona* are constructed by several components. Those components are languages, pictures, colors, paralanguages, participants and so forth. In order words, the printed advertisement contains text and context. Text is linguistic form while context are paralanguage, pictures, colors, participant, and so forth. In building the text, the advertisers use many cohesion devices such as the omissions of word and clause, repetition, conjunction and etcetera. In context, they sometimes uses the picture of the famous people, or something that reflects a social, life style and culture.

Here, the writer tries to analyze the three advertisements of *Rexona Power* (fermin), *Rexona Men* (iced cool) and *Rexona Women* (maximum protection) in order to reveal the meaning of text and context; why the advertiser uses those cohesions in text, and why the advetiser uses the picture of famous people, the bullfighting program and the woman who is holding her baby in the context in those advertisements.

In the advertisement of *Rexona Power* (fermin), the advertiser uses the picture of bullfighting program. In the advertisement of *Rexona Men* (ice cool), the advertisers uses Kimi Raikkonen; the famous driver of team lotus formula one as the brand ambassador of the product. Formula one becomes the most fastest car race competition in the world and the most popular sport in its class. In the advertisement of *Rexona Women* (maximum protection), the advertisers uses a

picture of a woman who is holding her baby. It seems that the advertisers want to convey something behind the contexts. Furthermore, the advertiser uses it as strategy to attract people to buy the product.

The activity that relates to advertisement is called as advertising. Advertising is very close to society. "Its transmitting of meaning and message, and its social significance have lead people to consider it as a discourse type" (Vahid, 2012: 37). Cook also remarks that "advertising is not a remote and specialized discourse, but a prominent discourse type in contemporary society." (1992 : 199)

Discourse is defined differently by different people. Schiffrin offers two definitions of discourse; "a particular unit of language (above the sentence), and a particular focus on language in use." Discourse is also regarded by Schiffrin as a level of structure higher than the sentence or the text (1994: 24). In different manner, Paltridge defines discourse not only a study of language alone, but also a study of social and cultural context (2006 : 2). In short, discourse is a study about language in context.

In this research the three advertisements of *Rexona* are analyzed from the view point of discourse. Advertisements are constructed by several components such as the addressee or receiver, the advertiser or the company of the product, the publishing media, the place, the time, the pictures and languages itself. Those components are needed in analysing the unified meaning of discourse in advertisements.

In this research, the writer will use theory of discourse by Cook. He defines “discourse as combination of text and context, interacting in a way which is perceived as meaningful and unified by the participants (who are both parts of the context and observers), to make unified meaning of discourse” (Cook 2001:4). Text is used as linguistic forms. To identify the meaning of linguistic form, it need to analyze the cohesion devices. The context aspect contains of substance, music or picture, paralanguage, situation, co-text, intertext, participants and function (2001:02).

1.2. Research Question

Based on the background of study above, this research has a following research question that will be answered. The research questions are :

1. How do text and context the of advertisements *Rexona Power, Man and Women* express meaning?
2. How are those three advertisements different?

1.3. Objective of Study

Relating to the background of study and the research question, the writer has the objective of the study . The objective of the study are :

1. To describe how the text and context of advertisements *Rexona Power, Man and Women* express meaning.
2. To describe how those three advertisements different.

1.4. Significances of study

The analysis of this research has some significances theoretically and practically. Theoretically, this research gives contribution to widen the linguistic study especially in study of discourse of advertising.

Practically, this research can be reference especially for student of English literature in understanding the advertisement discourse. Furthermore, this research might becomes inspiration for others who want to impose their idea through advertisement and becomes the additional knowledge for other researchers who will analyze about discourse of advertising.

1.5. Literature Review

The writer finds the researches which are relevant to this research topic. The writer finds three researches based on discourse of advertisement. First research is a final test project that was conducted by Oktari Anelia's research was published in 2011 entitled "Discourse Analysis of Dove "campaign for real beauty" Advertisement Based on Language and the Structure of the Advertisement." This research was conducted because the writer wanted to know about the meaning, the purpose, the message, and the implication behind the advertisement of Dove Beauty Campaign by looking at its structure and the language of the advertisement. The research analyze the used of language, the meaning, the purpose, the message, and the implication behind the advertisement. It also analyze the verbal and non verbal signs. In doing the research, the writer used theory of Kelly Holmes and Van Dijk. The result of the research is that Dove

Beauty Campaign have three kinds of structure; headline, illustration and body copy, and the languages used are a kind of propaganda

The second paper by Hossein Vahid, assistant Professor of Applied Linguistics Department of English Language and Literature, Faculty of Foreign Languages, University of Isfahan was published in 2012 entitled “ the power behind images: advertisement discourse in focus.” The writer analyzed six different product and non product advertisements. This paper investigates the intentions and techniques of consumer product companies. The subject of this research are advertisements of No Smoking, Use Electricity Wisely, Big Burgers, WMF, and Nivea. The object of this research is discourse analysis. It used the theory of Norman Fairclough’s 3- D model of CDA and Kress Vanleeuwen’s grammar and visual design. The result of this research showed that when a private producer intends to persuade the viewer to buy a special product, se/he gives the power to the viewer. While the producer of the advertisement is the government, it tries to show its power.

The third paper is a journal that was conducted by Andri Wicaksono in 2013. The writer analyzed the diction, cohesion, coherence and also gramatical elements within discourse of mobile operator (IM3 vs XL) advertisement and the contextual meaning within the dictions of mobile operator (IM3 vs XL) advertiement. The writer used the theory of critical discourse by Douglas via Mulyana, and theory of advertisement by Darmawan. The result of this research are the dictions, cohesions, coherences and gramatical elements in the advertisement of the mobile operator (IM3 vs XL) are non standard. The

languages that are used by mobile operator (IM3) imitated the competitor's languages (XL) that shows the cheap cost. In the past, XL operator was using "Beneran murahnya. Nelpon Rp 25/menit dari menit pertama." The coherences among the sentences are found in the discourse of advertisement. The sentences are arranged and connected each other. There are contextual meaning in the chosen word of the discourse of advertisements (IM3&XL). Each slogan that is used by the company has a special meaning of the character of the company. Therefore, many variations of the advertisement of mobile operator cause the competition between companies in attracting the consumers.

This research is similar with those researches in discourse of advertising. The difference is in subject of study, research questions and theory that is used. In analyzing the subject of research, the writer used theory of discourse by Cook and theory of cohesion that adapted from Halliday and Leech.

1.6. Theoretical Approach

According to Cook discourse is a text and context interacting together in order to get unified meaning in discourse. Text is used to mean linguistic forms, along with eight elements of context; substance, music or picture, paralanguage, situation, co-text, intertext, participants and function (Cook, 2001: 2). There are three concepts to examine the text of advertisement. First, to examine the meaning of words and phrases are exemplified with the analysis of connotation in several advertisements. Second, other advertisements are examined for their prosody and their features of parallelism or deviation, it is put into perspective with Roman Jakobson's poetics that is illustrated with the analysis of a stanza by Oscar Wilde.

Third, concepts of cohesion, pragmatic principles and coherence are explained and applied in the analysis of pronouns in a few advertisements (2001: 105-167). The suitable concept of the printed advertisements of *Rexona Power, Men and Women* are identified in term of the cohesion concept. Cohesion is the term used in discourse analysis that refers to linguistic devices which create link between sentences and clauses. The number of cohesive devices are repetition of lexical items, sense relations between lexical items or phrases, referring expressions (which refer to a unit in another sentence), ellipsis (in which an omitted unit is recoverable form a previous sentence), and conjunction (word or phrases which indicate a adversative, logical, temporal, causal or exemplifying relationship) (Cook, 2001:151) .

Whereas contexts are divided into eight elements; substance, music/picture, paralanguage, co-text, context, intertext, situation and function. First, substance is the physical material which carries or relays text. Second, Picture is people or things that relay in text. Third, paralanguage is a meaningful behaviour accompanying language, such as voice quality, gestures, facial expressions and touch (in speech), and choice of typeface and letter sizes (in writing). Fourth, situation is the properties and relations of object and people in the vicinity of the text, as perceived by participant. Fifth, co-text is text which precedes or follows that under analysis, and which participants judge to belong to the same discourse. Sixth, intertext is text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation. Seventh, participants are

their intentions and interpretations, knowledge and beliefs, attitudes, affiliations and feelings. Each participant is simultaneously a part of the context and an observer of it. Eight, Function is what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees (Cook, 2001 : 02)

1.7. Method of Research

1.7.1. Type of Research

The type of this research is qualitative research. According to Holloway (via Wahyuni, 2012, 2) “qualitative research is a form of social inquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live”. The qualitative method is taken by analyzing, collecting data, collecting information, and interpreting data. This research is a library research. The writer will examine the text and the context of communication to reveal the meaning of advertisement discourse.

1.7.2. Data Sources

The main data in this research is verbal and non verbal data. Verbal data are the words, the phrases, the sentences. Non verbal data are the pictures, the illustrations, the colours, the logos, and so on in advertisement of *Rexona Power*(fermin), *Rexona Men* (iced cool) and *Women* (maximum protection).

1.7.3. Data Collection Technique

For this research, in collecting the data, the writer uses a documentation technique. The steps of documentation are started from looking for advertisements Rexona in website, choosing which one will be used. After that the writer choses three advertisements that have relation to the culture and the life style of public

society, those advertisements are *Rexona Power*, *Rexona Man* and *Rexona Women*. The three Rexona advertisements are the main data source. It is continued by identifying the text and context in each advertisement. In identifying the text cohesive devices need to analyze then classify each context of communication for investigating the whole meaning of discourse of advertising.

1.7.3. Data Analysis Technique

In analyzing the data, the writer uses a descriptive analysis where all of the data are analyzed to get the result and the conclusion. In analyzing data, the writer notes all of the data. After that, the writer classifies the data into text and context. The writer describes the text by identifying the types of cohesion devices. Then the writer describe each context. Finally, the analysis can be concluded.

1.8. Paper Organization

This paper consists of four chapters. The first chapter explains the background of study, research question , objectives of study, significance of study, literature review, theoretical approach, method of research, and paper organization. The second chapter explains the theoretical background. The third chapter explains the findings of the data analysis. The fourth chapter explains the conclusions and suggestions of this research.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the research question on this research, the writer finds the result in analyzing *Rexona Power, Men and Women* advertisement. Actually, the three advertisements used by the writer to answer the research question i.e. *Rexona Power, Rexona Men (ice cold) and Rexona Women(maximum protection)* both verbal and non verbal sign or text and context components. Based on discourse of advertising by Cook, those components (text and context) have the meaning and they interact each other to deliver the message of advertisement to the consumers.

The texts of the three advertisements express meaning through cohesion, The numbers of cohesion found in *Rexona power* advertisement includes repetition, referring expression, sense relation, ellipsis and conjunction. While, the two others have repetition, referring expression, ellipsis and conjunction. Whereas the element of contexts in the three advertisements *Rexona Power, Rexona Men, Rexona women* include substance, pictures, paralanguage, situation, intertext, participant and function.

The cohesive devices are important to tie the text in discourse of advertising. Repetition makes co-reference in text clear; Sense relations may add new information economically while also aiding clarity; referring expressions are brief, though they sacrifice clarity; conjunction make connections clear. In addition, those cohesion concepts are used by the advertiser to catch and persuade the audiences to buy the product.

The elements of contexts help the audiences understand what medium are used by the advertisers, and what kind of society; who is communicating and with whom. Therefore, both text and the context are very important to identify the whole meaning of discourse. The substance of the three advertisements are paper form and published in website, so the media is internet; it becomes the global communication. The picture of *Rexona Power* creates meaning the discourse of bullfighting, *Rexona Men* creates meaning the discourse of a sport car, *Rexona women* creates meaning Feminism.

The paralanguage of *Rexona Power* can be seen from the letter size in each structure of advertisement; the headline, the body copy and the slogan have the same size in 14 inches, the advertiser uses the same size in order to emphasize those structures of advertisement are important. While the structures of *Rexona Men* advertisement are different; the letter size in headline is 48 inches, in body copy and slogan are 9 inches, the advertiser seems want to emphasize the most important information within headline that persuade the audience to always use *Rexona Men*. The structures of *Rexona Women* advertisement are different to, the letter size in headline is 48 inches, in body copy is 8 inches and in slogan is 10 inches. The advertiser seems want to emphasize the first important information within headline that describes the character of a strong woman who be able to look after her self and her son without any help.

The situation of *Rexona Power* is in the street, *Rexona Men* is in the office's of lotus team, *Rexona Women* is in the studio. The specific participant of *Rexona power* is the brave boys, *Rexona men* is the men who interest with sport

car. *Rexona women* is the women who are strong. The function of the three advertisements are to persuade people to buy the product.

4.2 Suggestion

The writer has two kinds of suggestion. The first suggestion is for the future researchers and the second one is for advertisers.

For the future researchers:

The theory of advertising discourse by Cook can be applied both print or electronic advertisement. The writer suggests the future researcher to analyze the electronic advertisement that contains audio-visual aspect, in order to applied the whole theories of Cook in the discourse of advertising completely.

For advertisers:

The media of publishing advertisements are very important too, It becomes the ways to promote the product and to attract people to buy the product, so in promoting the product the advertisers need to publish not only in website but also in others media, such as in the megazine, in the street, and so forth.

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