

**VARIASI KALIMAT, PROPOSISI, DAN FUNGSI WACANA IKLAN
MEDIA LUAR RUANG DI KOTA BANJARMASIN (*VARIATION OF
SENTENCES, PROPOSITIONS, AND DISCOURSE FUNCTIONS OF
OUTDOOR MEDIA ADVERTISING IN BANJARMASIN CITY*)**

**RABIATUL SAKBAN MIAH
NIM 1720114320015**



**PROGRAM STUDI MAGISTER
PENDIDIKAN BAHASA DAN SASTRA INDONESIA
PROGRAM PASCASARJANA
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