



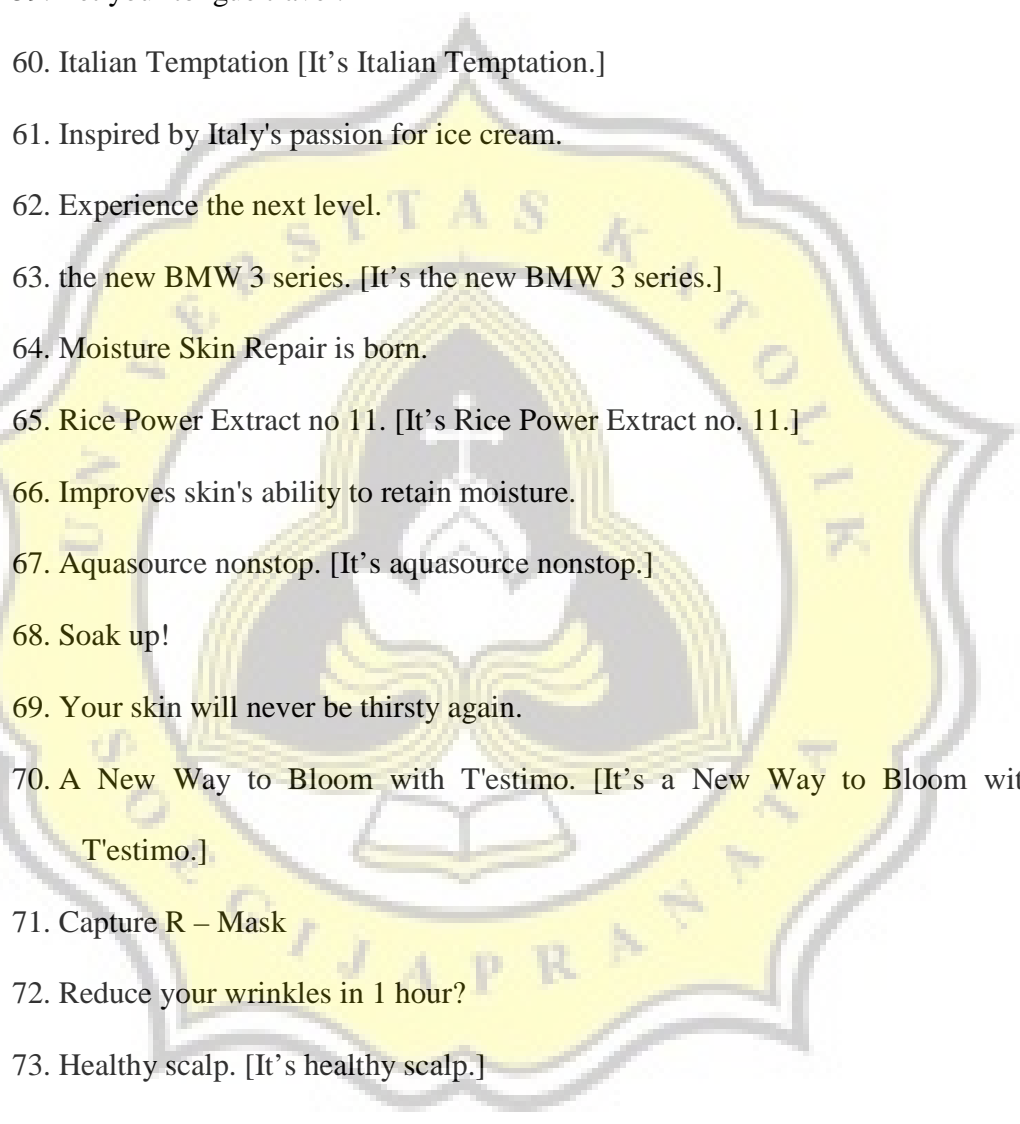
APPENDICES

Appendix 1. List of Clauses

1. Get your firm, moothen, and soften skin instantly!
2. Pro Collagen for eyes, face and throat. [It's pro Collagen fpr eyes, face and throat]
3. Shine your confidence.
4. When luxury appears honestly.
5. It's an imagine of a life perfection.
6. Sure you can do!
7. Lose 1,5 kg in 6 days.
8. Trust your heart be free.
9. No one understands your skin better.
10. Introducing the new men's fragrance by Ralph Lauren.
11. Others promise the world.
12. We give you the universe.
13. Touch life in style.
14. The spirit of personal style. [It's the spirit of personal style.]
15. The science of beauty. [It's the science of beauty.]
16. Safe pH balanced, non-photosensitive, hypo-allergenic, non-irritan, antioxidant. [It's Safe pH balanced, non-photosensitive, hypo-allergenic, non-irritan, antioxidant.]
17. Your ideal skin. [It's your ideal skin.]

18. See it.
19. Feel it.
20. Have it.
21. Now, reveal the skin you want.
22. Pore Minimizer, Thermal-Active, Skin Refiner. [It's Pore Minimizer, Thermal-Active, Skin Refiner.]
23. The sparkle of platinum bejewels your eyes.
24. Hydration has never been so deep!
25. Your skin has never been so beautiful.
26. 74% of women found themselves more beautiful after applying HYDRATION.
27. Healthy inside. [It's healthy inside.]
28. Fresh outside. [It's fresh outside.]
29. a touch of style. [It's a touch of style.]
30. Metal sunglasses. [It's metal sunglasses.]
31. Business Stylish Tools. [It's Business Stylish Tools.]
32. Cute jewel. [It's cute jewel.]
33. Cute gift. [It's cute gift.]
34. 18 k white gold and Diamond jewellery. [These are 18 k white gold and Diamond jewellery.]
35. Would you believe a tiny little contact lens?
36. Let handycam tell the true story of life.

37. Relive your precious moments once again in vivid clarity.
38. Only with handycam. [It's only with handycam.]
39. The world's slimming professionals. [It's the world's slimming professionals.]
40. It's more than just hanging out.
41. It's another cool M2S Privilege from Citibank Clear Card.
42. Get 1 Free ticket with Citilink Garuda Indonesia.
43. Take a break, relax and live longer.
44. My lashes have grown in just 28 days!
45. You can hide it with heavy make up.
46. For us, it's time to examine the right therapy for skin-aging.
47. rejuvenate your self.
48. Erhaclinic medical center for dermatology. [It's Erhaclinic medical center for dermatology.]
49. Go Ahead.
50. Try Me.
51. BCA Side Card New Series. [It's BCA Side New Series.]
52. Swipe the Card!
53. Win the Car!
54. Precious colours, silky and delicious. [It's Precious colours, silky and delicious.]
55. The New Lipstics. [It's The New Lipstics.]
56. Ions Detox [It's Ions Detox.]

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57. A Healthy Body Is A Detoxed Body.
58. more than a fashion. [It's more than a fashion.]
59. Let your tongue travel.
60. Italian Temptation [It's Italian Temptation.]
61. Inspired by Italy's passion for ice cream.
62. Experience the next level.
63. the new BMW 3 series. [It's the new BMW 3 series.]
64. Moisture Skin Repair is born.
65. Rice Power Extract no 11. [It's Rice Power Extract no. 11.]
66. Improves skin's ability to retain moisture.
67. Aquasource nonstop. [It's aquasource nonstop.]
68. Soak up!
69. Your skin will never be thirsty again.
70. A New Way to Bloom with T'estimo. [It's a New Way to Bloom with T'estimo.]
71. Capture R – Mask
72. Reduce your wrinkles in 1 hour?
73. Healthy scalp. [It's healthy scalp.]
74. Beautiful hair. [It's beautiful hair.]
75. The sensual neutrals for eyes, lips and nails. [It's The sensual neutrals for eyes, lips and nails.]
76. Come closer to absolute transparency.

77. It's a fact.

78. With Clarins, life's more beautiful.

79. Fashion Accessories Timepieces [It's Fashion Accessories Timepieces.]

80. More...to be found in our showroom! [It's More...to be found in our
showroom!]

81. All stainless steel. [It's all stainless steel.]

82. What's Your Body Shape?

83. Shape up your body with WRP Body Shape.

84. A Timepiece which equates perfection. [It's a Timepiece which equates
perfection.]

85. World without strangers. [It's world without strangers.]

86. Full Moisture Lipcolor. [It's Full Moisture Lipcolor.]

87. beauty that last forever...! [It's beauty that last forever...!]

88. just for the lips...![It's just for the lips...!]

89. just try it...!

90. is the world's I digital audio eyewear


91. A music revolution. [It's a music revolution.]

92. No string attached. [There is no string attached.]

93. We perfect vision technology.

94. Now, we're attacking your other senses.

95. The miracle behind crystal clear skin. [It's the miracle behind crystal clear
skin.]

- 
96. free your nature.
 97. The Sun [It's the Sun.]
 98. The Sand [It's the Sand.]
 99. The Surf [It's the Surf.]
 100. The Culture of Paradise. [It's the Culture of Paradise.]
 101. Pure beauty by Biore. [It's Pure beauty by Biore.]
 102. You & Your jewelry, simply perfect. [These are You & Your jewelry, simply perfect.]
 103. Where skincare meets healthcare.
 104. Imagine 35% younger looking skin in just 10 minutes.
 105. We did.
 106. Paint Your Mood.
 107. Touch of classic Glow. [It's touch of classic Glow.]
 108. The New J200i. [It's the New J200i.]
 109. What's your tune?
 110. The biggest love songs ever. [It's the biggest love songs ever.]
 111. Lancome Paris [It's Lancome Paris.]
 112. The new mircle. [It's the new miracle.]

Appendix 2. Table of Data Analysis (Process)

No.	CLAUSE Bold = Process	Material		
		doing		event
		Active	Passive	
	Ultima II			
1	It is Pro collagen for eyes face and throat			
2	Get your firm, moothen, and soften skin instantly!	v		
	Felice Jewelry			
3	Shine your confidence.	v		
4	When luxury appears honestly.			
5	It's an imagine of a life perfection.			
	WRP The Healthy Diet			
6	Sure you can do!	v		
7	Lose 1,5 kg in 6 days.	v		
	Mustang Jeans			
8	Trust your heart be free.			
	Clarins			
9	No one understands your skin better.			
	Ralph Lauren Perfume			
10	Introducing the new men's fragrance by Ralph Lauren.		v	
	Rad Net			
11	Others promise the world.			
12	We give you the universe.		v	
	The Executive (clothes)			
13	Touch life in style.			
	PS (clothes)			
14	It is the spirit of personal style.			
	Ristra			
15	It is the science of beauty.			
16	It is Safe pH balanced, non-photosensitive, hypo-allergenic, non-irritan, antioxidant.			

No.	CLAUSE	Material		
		doing		event
		Active	Passive	
	Estee Lauder			
17	It is your ideal skin.			
18	See it.			
19	Feel it.			
20	Have it.	v		
21	Now, reveal the skin you want.	v		
	Clinique			
22	It is Pore Minimizer, Thermal-Active, Skin Refiner.			
	T'estimo			
23	The sparkle of platinum bejewels your eyes.		v	
	Hydraction			
24	Hydraction has never been so deep.			
25	Your skin has never been so beautiful.			
26	74% of women found themselves more beautiful after applying HYDRACTION.			
	You C1000 (Health drink)			
27	It is healthy inside.			
28	It is fresh outside.			
	Frank & Co Jewelry			
29	It is a touch of style.			
	Cartier			
30	These are metal sunglasses.			
	Samsung SGH-E630, SGH-E800, SGH-D500			
31	It is Business Stylish Tools.			
	Coco Jewel			
32	It is cute jewel.			
33	It is cute gift.			
34	These are 18k white gold and Diamond jewelry.			

No.	CLAUSE	Material		
		doing		event
		Active	Passive	
	Dailies (contact lens)			
35	Would you believe a tiny little contact lens?			
	SONY Handycam			
36	Let handycam tell the true story of life.			
37	Relive your precious moments once again in vivid clarity.			
38	It is only with handycam.			
	Marie France Bodyline			
39	It is the world's slimming professionals.			
	Citibank			
40	It's more than just hanging out.			
41	It's another cool M2S Privilege from Citibank Clear Card.			
42	Get 1 Free ticket with Citilink Garuda Indonesia.	v		
	90.4 Cosmopolitan Radio			
43	Take a break, relax and live longer.	v		
	TALIKA Paris			
44	My lashes have grown in just 28 days.			
	Erhaclinic			
45	You can hide it with heavy make up.	v		
46	For us, it's time to examine the right therapy for skin-aging.			
47	Rejuvenate your self.			
48	It is Erhaclinic medical for dermatology.			
	BCA Side Card New Series			
49	Go Ahead.	v		
50	Try me.	v		
51	It is BCA Side Card New Series.			
52	Swipe the Card!	v		
53	Win the Car!	v		

No.	CLAUSE	Material		
		doing		event
		Active	Passive	
	Guerlain			
54	It is Precious colours, silky and delicious.			
55	These are The New Lipstics.			
	Maximan			
56	It is Ions Detox.			
57	A Healthy Body is A Detoxed Body.			
	Capriasi (bag, shoes)			
58	It is more than a fashion.			
	Haagen Dazs (ice cream)			
59	Let your tongue travel .	v		
60	It is Italian Temptation.			
61	Inspired by Italy's passion for ice cream.			
	BMW			
62	Experience the next level.			v
63	It is the new BMW 3 series.			
	Kose			
64	Moisture Skin Repair is born .			v
65	It is Rice Power Extract no. 11.			
66	Improves skin's ability to retain moisture.	v		
	BIOTHERM			
67	It is aquasource non stop.			
68	Soak up!	v		
69	Your skin will never be thirsty again.			
	T'estimo			
70	It is a New Way to Bloom with T'estimo.			
	DIOR			
71	Capture R-Mask.	v		
72	Reduce your wrinkles in 1 hour.	v		
	Loreal Professionnel hair-spa			
73	It is healthy scalp.			
74	It is beautiful hair.			

No.	CLAUSE	Material		
		doing		event
		Active	Passive	
	Revlon			
75	It is the sensual neutrals for eyes, lips and nails.			
	Clarins			
76	Come closer to absolute transparency.	v		
77	It's a fact.			
78	With Clarins, life's more beautiful.			
	Boy London (watch)			
79	It is Fashion Accessories Timepieces.			
80	It is more...to be found in our show room!			
	Alexander Christie Swiss (watch)			
81	It is all stainless steel.			
	WRP Body Shape			
82	What's Your Body Shape?			
83	Shape up your body with WRP Body Shape.	v		
	Georges Claude (watch)			
84	It is a Timepiece which equates perfection.			
	Giordano (clothes)			
85	It is World Without Strangers.			
	Ultima II			
86	It is Full Moisture Lipcolor.			
87	It is beauty that last forever...!			
88	It is just for the lips...!			
89	just try it...!	v		
	OAKLKY THUMP			
90	It is the world's I digital audio eyewear.			
91	It is a music revolution.			
92	There is no string attached.			
93	We perfect vision technology.		v	
94	Now, we're attacking your other senses.		v	

No.	CLAUSE	Material		
		doing		event
		Active	Passive	
	SK II			
95	It is the miracle behind crystal clear skin.			
	Triset			
96	Free your nature.	v		
	Bali & Beyond Magazine			
97	It is The Sun.			
98	It is The Sand.			
99	It is The Surf.			
100	It is The Culture of Paradise.			
	Biore			
101	It is Pure beauty by Biore.			
	Pesona Jewelry			
102	These are You & Your jewelry, simply perfect.			
	Murad			
103	Where skincare meets helathcare.			v
104	Imagine 35% younger looking skin in just 10 minutes.			
105	We did .		v	
	La Tulip			
106	Paint your mood.	v		
107	It is Touch of classic Glow. SONY Ericsson J200i			
108	It is The New J200i.			
109	What's your tune?			
	Greatest Love of All (cassette)			
110	It is the biggest love songs ever.			
	Lancome Paris (perfume)			
111	It is Lancome Paris.			
112	It is a new miracle.			
	TOTAL	23	6	3

Appendix 3. Table of Analysis (Process)

Experiential Meaning

Material Process

Doing-Active

No.	Actor	Process	Goal
1		shine	your confidence
2		get	your firm, moothen and soften skin
3	you	can do	
4		lose	1.5 kg
5		have	it
6		reveal	the skin you want
7		get	1 free ticket
8		take	a break, relax and live longer
9	you	can hide	it
10		go ahead	
11		try	me
12		swipe	the card
13		win	the car
14	your tongue	travel	
15		improves	skin's ability
16		soak up	
17		capture	R-Mask
18		reduce	your wrinkles
19		come	
20		shape up	your body
21		try	it
22		free	your nature
23		paint	your mood

Doing-Passive

No.	Actor	Process	Goal
1	by Ralph Lauren	introducing	
2	we	give	the universe
3	the sparkle of platinum	bejewels	your eyes
4	we	perfect	vision technology
5	we	are attacking	your other senses
6	we	did	

Event

No.	Actor	Process	Goal
1	skincare	meets	
2		experience	the next level
3	moisture skin repair	is born	

Mental Process

No.	Senser	Process
1	luxury	appears
2		trust
3	no one	understands
4		see
5		feel
6	would you	believe
7	by Italy's passion for ice cream	inspired
8		imagine
9		touch

Behavioural Process

No	Behaver	Process	Behaviour
1		relive	
2		rejuvenate	

Verbal Process

No	Sayer	Process	Receiver
1	Others	promise	
2	Handycam	tell	

Existential Process

No.		Process	Existent
1	there	is	no string attached

Relational Attributive Process

No.		Carrier	Process	
1		hydration	has never been	so
2		your skin	has never been	so
3		74% of women	found	the mo
4		it	is	on dy
5		it	is	mo ha
6		my lashes	have grown	
7		it	is	tin
8		it	is	mo fas
9		your skin	will never be thirsty	
10		life	is	mo
11		it	is	mo for
12	what	your body shape	is	
13		it	is	jus
14	what	your tune	is	
15		it	is	he
16		it	is	fre
17		it	is	a r blo
18		it	is	a r lut
19		it	is	he
20		it	is	be

Relational Identifying Process

No.	Token	Process	Value
1	it	is	pro collagen for eyes, face and throat
2	it	is	the spirit of personal style
3	it	is	the science of beauty
4	it	is	safe pH balanced, non-photosensitive, hypo-allergenic, non-irritan, anti-oxidant
5	It	is	your ideal skin
6	It	is	pore minimizer, thermal-active, skin refiner
7	These	are	metal sunglasses
8	It	is	business stylish tools
9	It	is	cute jewel
10	It	is	cute gift
11	These	are	18k white gold and diamond jewelry
12	It	is	the world's slimming professionals
13	It	is	erhaclinic medical center for dermatology
14	It	is	BCA side card new series
15	It	is	precious colours, silky and delicious
16	These	are	the new lipstics
17	it	is	ions detox
18	a healthy body	is	a detoxed body

19	It	is	Italian temptation	
20	It	is	the new BMW 3 series	
21	It	is	aquasource non stop	
22	It	is	the sensual neutrals for eyes, lips and nails	
23	It	is	fashion accessories timepieces	

24	It	is	all stainless steel	
25	It	is	world without strangers	
26	It	is	beauty that last forever	
27	It	is	the world's I digital audio eyewear	
28	It	is	the sun	
29	It	is	the sand	
30	It	is	the surf	
31	It	is	the culture of paradise	
32	it	is	pure beauty by bio-re	
33	these	are	you & your jewelry	sin
34	It	is	touch of classis glow	
35	It	is	the new J200i	
36	It	is	the biggest love songs	ev
37	It	is	lancome Paris	
38	It	is	a new miracle	
39	It	is	the miracle	bel cle
40	It	is	another cool M2S Privilege	fro Cl
41	It	is	Rice Power Extract no. 11	
42	It	is	a fact	

43	It	is	a timepiece which equates perfection
44	It	is	full moisture lip color
45	It	is	an imagine of a life perfection
46	It	is	a touch of style

Appendix 4. Table of Analysis (Ideology)

BEAUTY

1 Ultima II

	Participant	Process	Goal
a	It	is	Pro collagen for eyes, face and throat.
b		Get	your firm, moothen and soften skin

2 Clarins

	Participant	Process	Goal
a	No one	understands	your skin

3 Ralph Lauren Perfume

	Process	Range	Participant
a	Introducing	the new men's fragrance	by Ralph Lauren.

Ristra

	Participant	Process	Goal
a	It	is	the science of beauty
b	It	is	safe pH balanced, non photosensitive, hypo-allergenic, non-irritan, antioxidant.

5 Estee Lauder

	Participant	Process	Goal
a	It	is	your ideal skin
b		See	it
c		Feel	it
d		Have	it
e		reveal	the skin you want

6 Clinique

	Participant	Process	Goal
a	It	is	Pore minimizer, Thermal active, skin refiner.

7 Testimo

	Participant	Process	Goal
a	The sparkle of Platinum	bejewels	your eyes

8 Hydracton

	Participant	Process	Goal
a	Hydracton	has never been	
b	Your skin	has never been	
c	74% of women	found	themselves

9 TALIKA Paris

	Participants	Process	Circumstance
a	My lashes	have grown	in just 28 days

10 Erhaclinic

		Participant	Process	
a	For us	You	can hide	it
b		it	is	tin
c		It	Rejuvenate	yo
d			is	Er

11 Guerlain

	Participant	Process	Goal
a	It	is	precious colours, silky
b	These	are	and delicious The New Lipstics

12 Kose

	Participant	Process	Goal	
a	Moisture Skin Repair	is born		
b	It	is	Rice Power Extract no. 11	to
c		Improves	skin's ability	

13 BIOTHERM

	Participant	Process	Goal	
a	It	is	aquasource non stop	
b		Soak up!		ag
c	Your skin	will never be thirsty		

14 T'estimo

	Participant	Process	Goal
a	It	is	a new way to bloom

15 DIOR

	Process	Goal	Circumstance
a	Capture	R-Mask	
b	Reduce	your wrinkles	in 1 hour

16 Loreal Professionnel hair-spa

	Participant	Process	Goal
a	It	is	healthy scalp
b	It	is	beautiful hair

17 Revlon

	Participant	Process	Goal
a	It	is	the sensual neutrals for eyes, lips and nails

18 Clarins

	Circumstance	Participant	Process
a			Come
b		It	is
c	With Clarins	life	is

19 Ultima II

		Participant	Process
a		It	is
b		It	is
c		It	is
d	just		try

20 SK II

	Participant	Process	Goal	
a	It	is	the miracle	be ski

21 Biore

	Participant	Process	Goal	
a	It	is	pure beauty by Biore	

22 Murad

	Participant	Process	Goal	
a	skincare	meets	35% younger looking skin	he
b		Imagine		
c	We	did		

23 La Tulip

	Participant	Process	Goal	
a		Paint	your mood	
b	It	is	touch of classic glow	

24 Lancome Paris

	Participant	Process	Goal	
a	It	is	Lancome Paris	
b	It	is	a new miracle	

PRESTIGE

1 Felice Jewelry

		Participant	Process	
a	When		Shine	yo
b		luxury	appears	ho
c		It	is	an fec

2 Mustang Jeans

	Process	Goal	Circumstance
A	Trust	your heart	be free

3 The Executive

	Process	Goal	Circumstance
A	Touch	life	in style

4 PS

	Participant	Process	Goal
A	It	is	the spirit of personal style

5 Frank & Co Jewelry

	Participant	Process	Goal
A	It	is	a touch of style

6 Cartier

	Participant	Process	Goal
A	These	are	metal sunglasses

7 Samsung SGH-E630, SGH-E800, SGH-D500

	Participant	Process	Goal
A	It	is	Business Stylish Tools

8 Coco Jewel

	Participant	Process	Goal
A	It	is	cute jewel
b	It	is	cute gift
C	These	are	18k gold and Diamond jewelry

9 Dailies

		Participant	Process	
A	Would	you	believe	a t ler

10 SONY Handycam

		Participant	Process	
A	Let	handycam	tell	the
b			Relive	yo
C		It	is	me on

11 Citibank

		Participant	Process	Goal	
A	It		is	more than just hanging	
b	It		is	out	fro
C			Get	another cool M2S Pri- vilege 1 Free ticket	Ca wi do

12 BCA Side Card New Series

		Participant	Process	Goal
A			Go Ahead	
b			Try	me
C	It		is	BCA Side Card New Series
d			Swipe	the Card
e			Win	the Car

13 Capriasi (shoes, bag)

	Participant	Process	Goal
a	It	is	more than a fashion

14 BMW

	Participant	Process	Goal
a		Experience	the next level
b	It	is	the new BMW 3 series

15 Alexander Christie Swiss (watch)

	Participant	Process	Goal
a	It	is	all stainless steel.

16 Boy London (watch)

	Participant	Process	Goal
a	It	is	Fashion Accessories Timepieces
b	It	is	more to be found in

17 Georges Claude (watch)

	Participant	Process	Goal
a	It	is	a Timepieces which equates perfection

18 Giordano

	Participant	Process	Goal
a	It	is	World Without Strangers

19 OAKLKY THUMP

	Circumstance	Participant	Process	
a		It	is	the
b		It	is	dic
c		There	is	a r
d		We	perfect	no
e	Now	we	are attacking	vis yo

20 Triset

	Process	Goal
a	Free	your nature

21 Pesona Jewelry

	Participant	Process	Goal	
a	These	are	You & Your jewelry	sin

22 SONY Ericsson J200i

		Participant	Process	
a		It	is	Th
b	What	your tune	is	

HEALTH

1 WRP The Healthy Diet

	Participant	Process	Goal	
a	you	can do		Su
b		Lose	1,5 kg	in

2 You C100 (Health Drink)

	Participant	Process	Goal
a	It	is	healthy inside
b	It	is	fresh outside

3 Marie France Bodyline

	Participant	Process	Goal
a	It	is	the world's slimming professionals.

4 Maximan

	Participant	Process	Goal
a	It	is	Ions Detox
b	A Healthy Body	is	A Detoxed Body

5 WRP Body Shape

	Participant	Process	Participant
a	What	is	your body shape?
b		Shape up	yo

ANOTHER

1 Rad Net

	Participant	Process	Beneficiary
a	Others	promise	
b	We	give	you

2 90.4 Cosmopolitan Radio

	Process	Goal
a	Take	a break, relax and live longer

3 Haagen Dazs (ice cream)

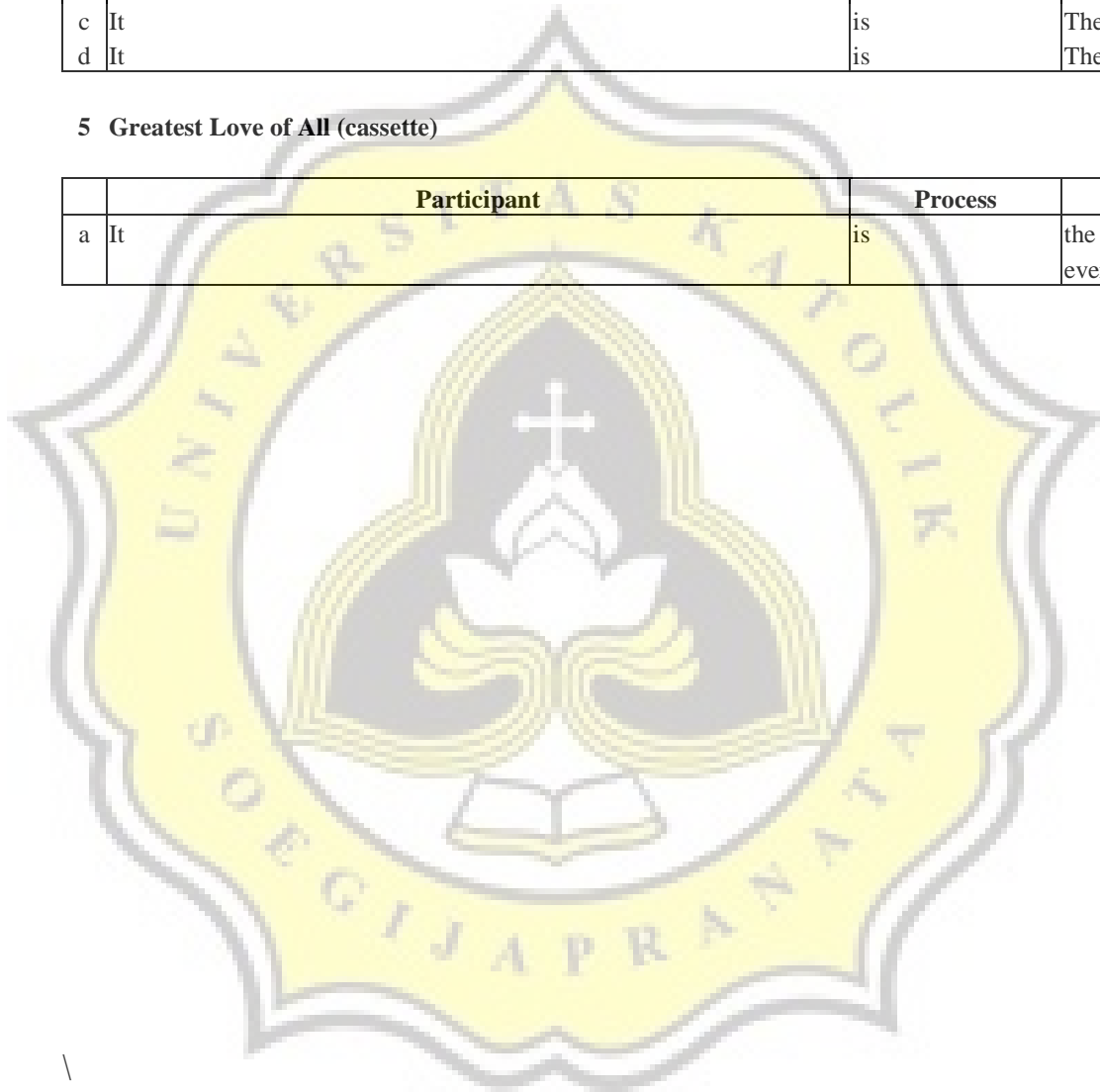
	Participant	Process
a	Let	your tongue
b		It
c		by Italy's passion for ice cream
		travel is Inspired

4 Bali & Beyond Magazine

	Participant	Process	Goal
a	It	is	The Sun
b	It	is	The Sand
c	It	is	The Surf
d	It	is	The Culture of Paradise

5 Greatest Love of All (cassette)

	Participant	Process	Goal
a	It	is	the biggest love songs ever



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Appendix 5. The Result of Descriptive Statistics (Process)

System	Feature	N	%
PROCESS	material	32	28.8%
	mental	9	8.1%
	relational	66	59.4%
	behavioural	2	1.8%
	verbal	2	1.8%
	existential	1	0.9%

System	Feature	N	%
MATERIAL-TYPE	doing-active	23	20.7%
	doing-passive	6	5.4%
	event	3	2.7%
MENTAL-TYPE	thinking	3	2.7%
	sensing	3	2.7%
	feeling	3	2.7%
RELATIONAL-TYPE	attributive	20	18.0%
	identifying	46	41.4%

Appendix 6. The Result of Descriptive Statistics (Ideology)

System	Feature	N	%
IDEOLOGY	beauty	51	45.5%
	prestige	41	36.6%
	health	9	8.0%
	another	11	9.8%

