

TABLE OF CONTENTS

Inside Cover	i
Inside Title	ii
Declaration	iv
Thesis Advisor's Approval	v
Thesis Examiner's Approval	vi
Motto	vii
Dedication	viii
Acknowledgement.....	ix
Table of Contents	xi
Abstract	xiii
Intisari	xiv

CHAPTER I: INTRODUCTION

1.1.	Background of the Study	1
1.2.	Statement of The Problems.....	5
1.3.	Objectives of The Study	5
1.4.	Significance of the Study.....	6
1.5.	Scope and Limitation.....	7
1.6.	Definition of Key Terms.....	7

CHAPTER II: LITERARY REVIEW

2.1. Theoretical Framework.....	10
2.1.1. Language of Advertisement.....	10
2.1.2. Semiotic	13
a. Sign	15
b. Signifier and signified	16
2.1.3. Roland Barthes's Semiotic Theory	17
a. Denotation, Connotation, and Myth	17
b. Barthes's Reading Photographh.....	18

1). The Use of Color	20
2). The Use of Music	20
3). The Use of Animation	20
2.2 Previous Study.....	21

CHAPTER III: RESEARCH METHODOLOGY

3.1.	Research Approach.....	24
3.2.	Data and Data Sources.....	25
3.3.	Data Collections.....	26
3.3.1.	Research Instrument	26
3.3.2.	Data collection techniques	26
3.4.	Techniques of Data Analysis	27

CHAPTER IV: FINDINGS AND DISCUSSION

4.1. Research Findings.....	31
4.1.1. Wardah BB Cream.....	31
4.1.2 Wardah Lightning Day Cream And Night Cream	36
4.1.3. Wardah Lightning Day Cream And Night Cream	38
4.1.4. Wardah Lightening Serum Dan Lightning Night Cream.....	44
4.1.5. Wardah Lightning Creamy Foam	49
4.2. Table of type of Semiotic findings	55
4.3. Discussion	56

CHAPTER V: CONCLUSION

5.1. Conclusion	58
5.2. Suggestions	59
BIBLIOGRAPHY	60
APPENDIX	63