

TABLE OF CONTENTS

COVER PAGE.....	I
APPROVAL BY THESIS ADVISOR.....	II
APPROVAL BY THESIS EXAMINERS.....	III
DECLARATION OF OWNERSHIP.....	IV
ACKNOWLEDGEMENT.....	V
PREFACE.....	VI
TABLE OF CONTENT.....	VII
ABSTRACT.....	XI
CHAPTER I: INTRODUCTION	
1.1 Background of the Research.....	1
1.2 Statement of Problem.....	5
1.3 Purpose of Research.....	6
1.4 Significance of Research.....	6
1.5 Organization of writing.....	7
CHAPTER II: THEORETICAL FOUNDATION	
2.1 Advertisement.....	8
2.1.1 Definition of Advertisement.....	8

2.1.2 Kinds of Advertisement.....	9
2.1.3 Function of Advertisement.....	10
2.2. Definition of Semiotic.....	12
2.2.1 Semiotic Theories.....	15
2.2.1.1 Ferdinand de Saussure Theory.....	15
2.2.1.2 Roland Bhartes Theory.....	18
2.3 Semiotic in Advertising.....	21

CHAPTER III: METHODOLOGY OF THE RESEARCH

3.1. Method of Research	23
3.2. Resource of Data.....	24
3.3. Technique of Collecting Data.....	25
3.4. Technique of Analyzing Data	26

CHAPTER IV: ANALYSIS AND DISCUSSION

4.1. Sign on L'Oreal Paris Advertisement.....	28
4.1.1.Age Perfect Golden Age.....	29
4.1.2. Matte Addiction.....	30
4.1.3. Story Behind Every Australian Woman's Skin.....	31
4.1.4. Beauty For All.....	32
4.1.5. L'Oreal Paris Color Riche Collection Exclusive.....	34
4.1.6. L'Oréal Paris True Match Foundation.....	35
4.1.7. The Prince's Trust & L'Oréal Paris Commitmen.....	36
4.2. Beauty Concept on L'Oreal Paris Advertisement.....	37

4.2.1 Age Perfect Golden Age.....	37
4.2.2 Matte Addiction.....	38
4.2.3 Beauty For All.....	39
4.2.4 Story Behind Every Australian Woman’s Skin.....	39
4.2.5 L’Oreal Paris Color Riche Collection Exclusive.....	40
4.2.6 L’Oréal Paris True Match Foundation.....	40
4.2.7 The Prince’s Trust & L’Oréal Paris Commitment.....	41

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions.....	42
5.2. Suggestions.....	44

BIBLIOGRAPHY.....

Table of Contents

COVER PAGE.....	I.....	1
APPROVAL BY THESIS ADVISOR.....	II.....	1
APPROVAL BY THESIS EXAMINERS.....	III.....	1
DECLARATION OF OWNERSHIP.....	I1	
PREFACE		
TABLE OF CONTENT.....	VII.....	1
ABSTRACT.....	XI.....	1