

CONTENT

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
ABSTRAK	vii
CONTENT	viii
LIST OF TABLE	x
LIST OF FIGURE	xi
LIST OF DIAGRAM	xii
CHAPTER I INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of Problem.....	4
1.3. The aims of the Study	5
1.4. Research Significance	5
1.5. Definition of Key Terms	5
1.6. Organization of Paper	6
CHAPTER II THEORITICAL FOUNDATION	7
2.1. Semiotic.....	7
2.1.1. Signifier and Signified as a Part of Semiotic.....	7
2.1.2. The Saussurean Model of Sign	9
2.2. Tagline.....	14
2.2.1. Types of Tagline	14
CHAPTER III RESEARCH METHOD	16
3.1. Research Design	16
3.2. Data	17

3.2.1. Sample of Data.....	17
3.2.2. Source of Data	23
3.3. Technique of Collecting Data.....	23
3.4. Technique of Analyzing Data.....	23
CHAPTER IV FINDING AND DISCUSSION	25
4.1. Signifier in Nike’s Tagline Advertisements	25
4.1.1 Syntagmatic analysis	25
4.2. Signified in Nike’s Tagline Advertisements	58
4.2.1 Paradigmatic analysis	58
CHAPTER V CONCLUSION AND SUGGESTION	74
5.1. Conclusion.....	74
5.2. Suggestion	75
REFERENCES	77

