

TABLE OF CONTENTS

DECLARATION OF OWNERSHIP	i
ABSTRACT	ii
ABSTRAK	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS.....	vii
LIST OF TABLE	ix
CHAPTER I INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Statement of Problem	4
1.3 Objectives of Study.....	5
1.4 Significance of Study.....	5
1.5 Conceptual Framework.....	6
1.6 Previous Studies	9
1.7 Definition of Key Terms.....	15
CHAPTER II THEORETICAL FOUNDATIONS.....	17
2.1 Semiotics.....	17
2.1.1 Semiotics in Communication	27
2.1.2 Communication, Meaning, and Sign	29
2.2 Signifier and Signified.....	30
2.2.1 The Sign.....	30

2.3 Sexuality	34
CHAPTER III RESEARCH METHODOLOGY	42
3.1 Research Design	42
3.2 Type and Source Data.....	43
3.3 Sample of Data	44
3.4 Technique of Collecting Data.....	45
3.5 Technique of Analyzing Data.....	45
CHAPTER IV FINDING AND DISCUSSION	49
4.1 Linguistic and Non-Linguistic Expression	49
4.2 Content of Linguistic and Non-Linguistic Expression.....	73
4.3 Relation between Linguistic and Non-Linguistic Expression	87
CHAPTER V CONCLUSION AND SUGGESTION	100
5.1 Conclusion	100
5.2 Suggestion	101
REFERENCES.....	102
CURRICULUM VITAE.....	105
APPENDICES	106