

## CONTENTS

|  |            |
|--|------------|
| <b>ABSTRACT</b> .....                            | <b>iii</b> |
| <b>CONTENTS</b> .....                            | <b>v</b>   |
| <b>TABLES</b> .....                              | <b>vii</b> |
| <b>FIGURES</b> .....                             | <b>x</b>   |
| <b>CHAPTER I INTRODUCTION</b> .....              | <b>1</b>   |
| <b>A. Background of Study</b> .....              | <b>1</b>   |
| <b>B. Problem Statement</b> .....                | <b>7</b>   |
| <b>C. Purposes of Research</b> .....             | <b>7</b>   |
| <b>D. Significances of Research</b> .....        | <b>7</b>   |
| <b>E. Conceptual Framework</b> .....             | <b>9</b>   |
| <b>F. Previous Study</b> .....                   | <b>10</b>  |
| <b>CHAPTER II LITERATURE REVIEW</b> .....        | <b>13</b>  |
| <b>A. Advertisement and Information</b> .....    | <b>13</b>  |
| <b>B. Apple</b> .....                            | <b>16</b>  |
| <b>a) Apple iPhone</b> .....                     | <b>20</b>  |
| <b>b) Apple iPad</b> .....                       | <b>21</b>  |
| <b>c) Apple Watch</b> .....                      | <b>22</b>  |
| <b>C. Semiotics</b> .....                        | <b>23</b>  |
| <b>a) Semiotics as a Theory of the Lie</b> ..... | <b>24</b>  |
| <b>b) Hypersemiotics</b> .....                   | <b>25</b>  |
| <b>D. Kinds of Sign</b> .....                    | <b>26</b>  |
| <b>E. Baudrillard's Hyperreality</b> .....       | <b>27</b>  |
| <b>a) Transformation</b> .....                   | <b>29</b>  |
| <b>b) Immanency</b> .....                        | <b>30</b>  |
| <b>c) Difference</b> .....                       | <b>31</b>  |
| <b>F. Simulation &amp; Simulacra</b> .....       | <b>31</b>  |
| <b>CHAPTER III RESEARCH METHOD</b> .....         | <b>33</b>  |
| <b>A. Research Design</b> .....                  | <b>33</b>  |
| <b>B. Sources of Data</b> .....                  | <b>34</b>  |
| <b>C. Technique of Data Collection</b> .....     | <b>34</b>  |
| <b>D. Technique of Data Analysis</b> .....       | <b>35</b>  |

|   |            |
|---|------------|
| <b>CHAPTER IV FINDINGS &amp; DISSCUSSION .....</b>  | <b>37</b>  |
| <b>A. Data Description .....</b>  | <b>37</b>  |
| <b>B. Findings &amp; Discussion .....</b>   | <b>38</b>  |
| a) The signs that represented in Apple Product Advertisement: <i>Dear Apple &amp; Apple Apocalypse</i> .....    | 38         |
| b) The hyperreality occurred in the Apple Product Advertisement: <i>Dear Apple &amp; Apple Apocalypse</i> ..... | 39         |
| <b>CHAPTER V CONCLUSION .....</b>   | <b>105</b> |
| <b>A. Conclusion .....</b>  | <b>105</b> |
| <b>REFERENCES.....</b>  | <b>110</b> |

