

## CONTENTS

<b>APPROVAL</b> .....	I
<b>LEGALIZATION</b> .....	ii
<b>DECLARATION OF OWNERSHIP</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>PREFACE</b> .....	v
<b>ACKNOWLEDGEMENTS</b> .....	vi
<b>CONTENTS</b> .....	vii
<b>CHAPTER I INTRODUCTION</b> .....	viii
1.1. Background .....	1
1.2. Statement of Problem .....	1
1.3. Research Objective .....	2
1.4. Research Significance .....	3
1.5. Research Hypothesis .....	3
1.6. Definition of Key Terms .....	4
	4
<b>CHAPTER II SEMIOTICS THEORY OF FERDINAND DE SAUSSURE</b> .....	
2.1 Semiotics .....	6
2. 1. 1 Description of Semiotics.....	6
2.2 Semiotics Models .....	6

2.2.1 Ferdinand de Saussure .....	9
2.2.2 Charles Sanders Pierce .....	9
2.2.3 Louis Hjelmslev .....	11
2.2.4 Roland Barthes .....	13
2.2.5 Umberto Eco .....	13
2.3 Taline.....	15
2.3.1 Description of Tagline .....	
2.4 Signification .....	16
2.4.1 Signs .....	17
2.4.2 Signified and Signifier .....	18
2.5 Denotative and Connotative Meaning .....	19
	23
<b>CHAPTER III RESEARCH METHOD .....</b>	
3.1 Research Design .....	25
3.2 Sample of Data .....	25
3.3 Source of Data .....	25
3.4 Technique of Collecting Data .....	28
3.5 Technique of Analyzing Data .....	28
3.6 Organization of Writing.....	28
<b>CHAPTER IV A SEMIOTICS ANALYSIS OF INDONESIAN BEAUTY</b>	29
<b>SOAP INTERNET ADVERTISEMENTS .....</b>	
4.1 Data Description .....	31
4.1.1 The Signs in Beauty Soap advertisement .....	31

4.1.1.1 Lux .....	31
4.1.1.2 Shinzui .....	32
4.1.1.3 Dove .....	33
4.1.1.4 Citra .....	35
4.1.1.5 Fresh n Natural .....	36
4.1.1.6 Giv .....	37
4.1.1.7 Biore .....	38
4.1.2 The Tagline Show in the Advertisement .....	40
4.1.2.1 Lux .....	41
4.1.2.2 Shinzui .....	41
4.1.2.3 Dove .....	42
4.1.2.4 Citra .....	42
4.1.2.5 Fresh n Natural .....	43
4.1.2.6 Giv .....	43
4.1.2.7 Biore .....	44
4.2 Data Analysis .....	44
4.2.1 The Meaning of Signs in Beauty Soap Advertisement...	45
4.2.1.1 Lux .....	45
4.2.1.2 Shinzui .....	45
4.2.1.3 Dove .....	47
4.2.1.4 Citra .....	48
4.2.1.5 Fresh n Natural .....	49
4.2.1.6 Giv .....	50



4.2.1.7 Biore .....	51
4.2.2 The Meaning of Tagline Show in Beauty Soap	52
advertisement .....	
4.2.2.1 Lux .....	53
4.2.2.2 Shinzui .....	54
4.2.2.3 Dove .....	55
4.2.2.4 Citra .....	56
4.2.2.5 Fresh n Natural .....	57
4.2.2.6 Giv .....	58
4.2.2.7 Biore .....	59
	59
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS .....</b>	
5.1 Conclusions .....	61
5.2 Suggestions .....	61

**BIBLIOGRAPHY**

**APPENDICES**

**CURRICULUM VITAE**

