

CONTENTS

APPROVAL PAGE	Error! Bookmark not defined.
LEGALIZATION	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
DECLARATION OF OWNERSHIP	Error! Bookmark not defined.
PREFACE	Error! Bookmark not defined.
ACKNOWLEDGEMENT	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
LIST OF FIGURES	Error! Bookmark not defined.
LIST OF DIAGRAM	Error! Bookmark not defined.
CONTENTS	xiv
CHAPTER I	Error! Bookmark not defined.
INTRODUCTION	Error! Bookmark not defined.
A. Research Background	Error! Bookmark not defined.
B. Statement of Problems	Error! Bookmark not defined.
C. Research Purposes	Error! Bookmark not defined.
D. Research Significances	Error! Bookmark not defined.
E. Conceptual Framework	Error! Bookmark not defined.
F. Pervious Studies	Error! Bookmark not defined.
G. Organization of Paper	Error! Bookmark not defined.
CHAPTER II	Error! Bookmark not defined.
THEORITICAL FRAMEWORK	Error! Bookmark not defined.
A. Saussure’s Semiotics Theory	Error! Bookmark not defined.
B. Peirce’s Semiotics Theory	Error! Bookmark not defined.
C. Advertisements	Error! Bookmark not defined.
CHAPTER III	Error! Bookmark not defined.
RESEARCH METHODOLOGY	Error! Bookmark not defined.
A. Research Design	Error! Bookmark not defined.
B. Source of Data	Error! Bookmark not defined.
C. Sample of Data	Error! Bookmark not defined.

D. Technique of Collecting Data.....	Error! Bookmark not defined.
E. Technique of Analyzing Data.....	Error! Bookmark not defined.
CHAPTER IV.....	Error! Bookmark not defined.
FINDINGS AND DISCUSSIONS.....	Error! Bookmark not defined.
A. The Semiosis Process of Icons and Symbols Based on A Semiotic Analysis Triadic Theory	Error! Bookmark not defined.
B. The meaning of icons and symbols on face powder advertisements.....	Error! Bookmark not defined.
CHAPTER V	Error! Bookmark not defined.
CONCLUSIONS AND SUGGESTIONS.....	Error! Bookmark not defined.
A. Conclusions	Error! Bookmark not defined.
B. Suggestions.....	Error! Bookmark not defined.
REFERENCES.....	Error! Bookmark not defined.
APPENDIX.....	Error! Bookmark not defined.

