

TABLE OF CONTENTS

COMMERCIAL CREATIVE STRATEGY ANALYSIS IN H&M SHORT FILM ADVERTISEMENTS	i
APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
DECLARATION OF OWNERSHIP	iv
PREFACE	v
ACKNOWLEDGMENTS	vi
MOTTO	viii
BIOGRAPHY	ix
ABSTRACT	xi
ABSTRAK	xii
CHAPTER I	1
1.1 Background of the Study.....	1
1.2 Statement of Problem	4
1.3 Research Objective.....	4
1.4 Research of Significance	4
1.5 Definition of Key Terms	5
2.1 Semiotics	6
2.1.1 Denotation.....	14
2.1.2 Connotation.....	15
2.2 Advertisement.....	16
2.3 Commercial Creative Strategy	22
2.4 Fast-Fashion H&M.....	26
CHAPTER III	30
3.1 Research Design	30
3.2 Source of Data	31
3.3 Technique of Collecting Data.....	31
3.4 Technique of Analyzing Data.....	32
3.5 Organization of Writing	33
CHAPTER IV	34

4.1 The Types of Commercial Creative Strategy in H&M Short Film Advertisements	34
4.1.1 Symbolism	52
4.1.2 Sense of Humor	73
4.1.3 Sexual Appeal	79
4.1.4 Cultural Identity	81
4.2 The Way of Commercial Creative Strategy Build the Communication in H&M Short film Advertisement.....	88
4.2.1 The Building Communication of Symbolism.....	88
4.2.2 The Building Communication of Sense of Humor	89
4.2.3 The Building Communication of Sexual Appeal.....	90
4.2.4 The Building Communication of Cultural Identity	91
CHAPTER V	93
5.1 Conclusions	93
5.2 Suggestions.....	94
REFERENCES.....	96

