

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENTS	ix
CHAPTER I	1
INTRODUCTION	1
1.1. Research Background	1
1.2. Research Problem	6
1.3. Research of Purpose	6
1.4. Research Significance	7
1.5. Definition of Key Terms	8
1.5.1 Icons, indexes, symbols	8
1.5.2 Advertisements	9
1.5.3 Skincare	9
CHAPTER II	11
THEORETICAL FRAMEWORK	11
2.1 An Overview of Semiotics	11
2.1.1 Icon	15
2.1.2 Indexes	16
2.1.3 Symbol	16
2.2 Theory Peirce	18
2.3 Triadic Signs	21
2.3.1 Representament	22
2.3.2 Object	22
2.3.3 Interpretant	23

2.4	The function of icons, indexes, and symbols	24
2.5	Advertisements	25
2.5.1	The types of advertisements.....	27
2.5.2	Advertising function.....	29
2.5.3	Advertising features	29
2.5.4	Social media function.....	30
2.5.5	Benefits of social media	30
CHAPTER III		32
RESEARCH METHOD		32
3.1	Research Design	32
3.2	Source of Data	33
3.3	Sample of Data	33
3.3.1	Data 1	33
3.3.2	Data 2	34
3.3.3	Data 3	35
3.4	Technique of Collecting Data.....	36
3.5	Technique of Analyzing Data.....	37
CHAPTER IV		38
FINDINGS AND DISCUSSION		38
4.1	Icons, Indexes, and Symbols of Advertisement in The Skincare of The Avo Beauty product's	38
4.1.1	Icons, Indexes, and Symbols of Serum #9rowThePlanet	39
4.1.2	Icons, Indexes, and symbols of Lacoco dark spot.....	40
4.1.3	Icons, Indexes, and Symbols of Oasea Laboratories.....	41
4.1.4	Icons, Indexes, and Symbols of Avo #9rowThePlanet	42
4.1.5	Icons, Indexes, and Symbol of Miraculous Dark Spots.....	43
4.1.6	Icons, Indexes, and Symbols of Avoskin perfect hydrating treatment essence 44	44
4.1.7	Icons, Indexes, and Symbol of Avoskin Miraculous Refining Toner AHA-BHA-PHA.....	45
4.1.8	Icons, Indexes, and Symbols of Oceanus Squalane-Tranexamic....	46

4.1.9	Icons, Indexes, and Symbols of Glow combo Oasea x Avoskin	47
4.1.10	Icons, Indexes, and Symbols of Oasea Products	48
4.1.11	Icons, Indexes and Symbols of Olive Squalane of Oasea	49
4.1.12	Icons, Indexes, and Symbol of Oasea Laboratories product	50
4.1.13	Icons, Indexes, and Symbols of Lacoco serum	51
4.1.14	Icons, Indexes, and Symbols of Lacoco Treatment Eye Serum.....	52
4.1.15	Icons, Indexes, and Symbols of Protective tinted mineral sunscreen 54	
4.1.16	Icons, Indexes, and Symbols of The glow power with high-quality skincare 55	
4.1.17	Icons, Indexes, and Symbols of Zinc Oxide ingredient	56
4.1.18	Icons, Indexes, and Symbols of Salicylic Acid ingredient in Oceanus Squalane + salicylic acne control face oil serum	57
4.1.19	Icons, Indexes, and Symbol of Multibiotics ingredient in Squalane Barrier Hydra Toner.....	59
4.1.20	Icons, Indexes, and Symbols of Chondrus Crispus Extracts ingredient in Marine Algae Revitalize Bouncing Moisturizer.....	60
4.1.21	Icons, Indexes, and Symbols of Oasea Protective Tinted Mineral Sunscreen	62
4.1.22	Icons, Indexes, and Symbols of Lacoco Charcoal Glow Mask.....	63
4.1.23	Icons, Indexes, and Symbols of Clinically proven in Oasea product 65	
4.1.24	Icons, Indexes, and Symbol of Sunscreen Avoskin Your Skin Bae Shield of Sun SPF 50 PA ++++ 30 ml.....	66
4.1.25	Icons, Indexe, and Symbols of Avoskin Advanced Action Eye Ampoule.....	68
4.2	Functions of Icons, Indexes, and Symbols of Advertisement in The Skincare of The Avo Beauty product	69
4.2.1	Function of Icons, Indexes, and Symbols of Balm Moisturizing Stick 71	
4.2.2	Functions of Icons, Indexes, and Symbols of Mineral Tinted Sunscreen Oasea	72
4.2.3	Functions of Icons, Indexes, and Symbols of Return Your Empties Batch 3 73	

4.2.4	Functions of Icons, Indexes, and Symbols of Hero Ingredients of Oceanus Squalane+Vitamin C Radiance Face Oil Serum	74
4.2.5	Functions of Icons, Indexes, and Symbols of Squalane Multi-Action Cleansing Balm.....	75
4.2.6	Functions of Icons, Indexes, and Symbols of What is Blue Light..	77
4.2.7	Functions of Icons, Indexes, and Symbols of Oasea Power Combo.	78
4.2.8	Functions of Icons, Indexes, and Symbols of How to use Red Jasper Gua Sha	79
4.2.9	Functions of Icons, Indexes, and Symbols of Avoskin's Commitment to Sustainability	80
4.2.10	Functions of Icons, Indexes, and Symbols of Oceanus Squalane + Tranexamic Spot Correcting Face Oil Serum.....	81
4.2.11	Functions of Icons, Indexes, and Symbols of Instant Glow Combo Oasea + Avoskin.....	83
4.2.12	Functions of Icons, Indexes, and Symbols of Harmful Rays.....	84
4.2.13	Functions of Icons, Indexes, and Symbols of How to Recycle Your Oasea Empties.....	85
4.2.14	Function of Icons, Indexes, and Symbols of In Vitro Test Tranexamic Acid.....	86
4.2.15	Functions of Icons, Indexes, and Symbols of Radiate Your Youthful Gleam	87
4.2.16	Functions of Icons, Indexes, and Symbols of Embracing Sustainable Living in Oasea cleansing balm product.....	88
4.2.17	Functions of Icons, Indexes, and Symbols of a Step toward sustainability with PCR (post-consumer recycling)	89
4.2.18	Functions of Icons, Indexes, and Symbols of Pick Your Oceanus Face Oil Serum	90
4.2.19	Functions of Icons, Indexes, and Symbols of first journey of shipwreck secret.....	91
4.2.20	Functions of Icons, Indexes, and Symbols of Glow up combo Oasea + Glow Better	92
4.2.21	Functions of Icons, Indexes, and Symbols UVA, UVB, and Blue Light	93
4.2.22	Functions of Icons, Indexes, and Symbols of The Results after used Glow up combo Oasea x Glow Better product's	94

4.3 How is the semiotic process in each advertisement of the brand beauty product's The Avo	95
CHAPTER V	98
CONCLUSION AND SUGGESTION	98
5.1 Conclusion.....	98
5.2 Suggestion	99
REFERENCES	100

