

**Decoding Meaning in Vintage Cigarette Advertisements
on Pinterest Using Peirce's Triadic Models**

An Undergraduate Thesis

Presented to

State Islamic University of Sunan Gunung Djati

in partial fulfilment of the requirements for the degree of *Sarjana Humaniora*

in English Department of Adab and Humanities Faculty



uin

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

Julian Adhiputra

1195030121

ENGLISH LITERATURE

FACULTY OF ADAB AND HUMANIORA

STATE ISLAMIC UNIVERSITY OF SUNAN GUNUNG DJATI

BANDUNG

2025