

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION PAGE	ii
DECLARATION OF OWNERSHIP	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT	vi
TABLE OF CONTENTS.....	vii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background.....	1
1.2 Statement of Problem.....	8
1.3 Research Purposes.....	8
1.4 Research Significance	9
1.5 Conceptual Framework	9
1.6 Previous Study	11
1.7 Definitions of Key Terms	13
CHAPTER 2 THEOREICAL REVIEW	15
2.1 Semiotics	15
2.2 Semiotic Theory	17
2.3 Three Types of signs	20
2.4 Denotation and Connotation in literature	25
2.5 Myths in literature	26
2.6 Movie Meaning	27
2.7 Strengths and Weaknesses in Research.....	29
CHAPTER 3 RESEARCH METHOD.....	30
3.1 Research design.....	30
3.2 Data Source	32
3.3 Sample of Data	33
3.4 Technique of Collecting Data	37

3.5 Technique of Analizing Data	38
3.6 Organization of Writing	38
CHAPTER 4 ANALYSIS DENOTATION, CONNOTATION AND MYTH IN “DIA EL MUERTOS” FESTIVAL IN COCO MOVIE	40
4.1 Denotation of objects in the festival Dia El Muertos	40
4.2 Connotations of objects in the Dia El Muertos	111
4.3 Myths of objects in the Dia El Muertos	130
CHAPTER 5 CONCLUSIONS AND SUGGESTIONS	134
5.1 Conclusion	134
5.2 Suggestion.....	136
REFERENCES.....	137

