

CONTENTS

APPROVAL PAGE	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
ABSTRACT	iv
ABSTRAK	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
MOTTO	ix
CONTENTS	x
LIST OF FIGURES	xii
CHAPTER I INTRODUCTION	1
1.1 Background of Research	1
1.2 Statement of Problem	8
1.3 Research Objective.....	9
1.4 Research Significance	9
1.5 Definition of Key Terms	11
CHAPTER II THEORETICAL UNDERPINNING	13
2.1 Semiotics	13
2.2 Peirce's Theory of Sign	15
2.2.1 Representamen.....	19
2.2.2 Object.....	20
2.2.3 Interpretant.....	21
2.3 Online Advertisements	21
2.3.1 Sponsor	23
2.3.2 Sponsored Link Word.....	23
2.3.3 Commercial Sites.....	24
2.3.4 Pop-up and Floating Advertisements.....	24
2.3.5 Banners	25
2.3.6 Expanding Advertisements	26
2.3.7 Trick Banner	26
2.4 Masculine Gender Representation in Online Advertisements.....	27

CHAPTER III RESEARCH METHOD	30
3.1 Research Design	30
3.2 Source of Data	31
3.3 Technique of Collecting Data.....	32
3.4 Technique of Analyzing Data.....	33
3.5 Organization of Writing	35
CHAPTER IV FINDINGS AND ANALYSIS	36
4.1 The Triadic Model of the Selected Men’s Products Online Ads.....	36
4.2 Masculine Representations in The Selected Men’s Products Online Advertisements	82
4.2.1 Manly	82
4.2.2 Strong.....	84
4.2.3 Efficient	85
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	86
5.1 Conclusions	86
5.2 Suggestions.....	87
REFERENCES.....	89
CURRICULUM VITAE	91

