

**AN ANALYSIS OF THE COCA-COLA'S ADVERTISEMENT ON "TASTED
THE FEELING" VERSION**

A GRADUATING THESIS

Submitted to
Universitas Islam Negeri Sunan Gunung Djati Bandung
in partial fulfillment of the requirements for the degree of *Sarjana Humaniora* in
English Department of Adab and Humanities Faculty

By:
Winda Amelia
Student ID: 113530278



BANDUNG

2017

**AN ANALYSIS OF THE COCA-COLA'S ADVERTISEMENT ON "TASTED
THE FEELING "VERSION**

A GRADUATING THESIS

By

Winda Amelia

Student ID: 1135030278

**This is to certify that this graduating thesis has been approved by the
supervisors and acknowledged by Head of English Department and Dean of
Adab and Humanities Faculty**

Supervisor I

Supervisor II

**Dr. Dadan Rusmana, M.Ag
EID. 197306271998031003**

**Tenny Sudjatnika, M.Ag
EID. 197202192006042003**

**UIN
UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI**

Acknowledged by:

**Dean of Adab and Humanities
Faculty**

Head of English Department

**Dr. Setia Gumilar, S.Ag. M.Si.
EID. 197110281998021001**

**Lili Awaludin, M.A.
EID. 197404132007011019**

**AN ANALYSIS OF THE COCA-COLA'S ADVERTISEMENT ON "TASTED
THE FEELING "VERSION**

A GRADUATING THESIS

By

Winda Amelia

Student ID: 1135030287

**This is to certify that this graduating thesis has been examined and approved by
the Board of Examiners as the requirement for the degree of *Sarjana Humaniora*
on August 22rd 2017**

Chair of Examination Committee

Secretary of Examination Committee

Dr. Setia Gumilar, Ag. M.Si.
EID. 197110281998021001

Lili Awaludin, M.A.
EID. 197104052007011042

Examiner I

Examiner II

Ika Yatmikasari, SS., M. Pd
EID. 198204052006042002

Dr.H.Yuyun Nurulaen, M.S.i.
EID.196505301991031004

PERNYATAAN KEASLIAN TULISAN

(DECLARATION OF OWNERSHIP)

Dengan ini saya menyatakan bahwa:

1. skripsi ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik(sarjana)
2. skripsi ini adalah murni gagasan,rumusan,dan penelitian saya sendiri,tanpa bantuan dari pihak lain,kecuali arahan dari para pembimbing.
3. dalam karya ini tidak terdapat karya yang telah ditulis orang lain,kecuali dicantumkan secara tertulis dengan jelas sebagai acuan dalam naskah dengan disebutkan nama pengarang serta dicantumkan dalam referensi.
4. pernyataan ini saya buat dengan sebenar-benarnya dan apabila dikemudian hari terdapat penyimpangan maka saya bersedia menerima sangsi,baik sangsi akademik maupun sangsi norma yang berlaku diperguruan tinggi ini.

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

Bandung,6 September 2017
yang membuat pernyataan,

Winda Amelia

PREFACE

All praise due to Allah SWT, the God Al-Mighty, most gracious and most merciful who teaches us with pen and teaches human being of what they do not know. May peace be always on Muhammad SAW, the messenger of Allah and model provider good who has guide us to the way that full of God's mercy.

This research entitled An Analysis of the coca-cola's advertisement on Tasted The Feeling version. Discussed about signifier verbal and signified nonverbal meaning on coca-cola's advertisement on tasted the feeling version, this research uses roland Barthes framework.

The writer realizes that this undergraduate thesis is far away from being perfect. It will be very nice if any one gives critics and recommendations to make this undergraduate thesis better. The writer expects that this undergraduate thesis will be useful to the reader in general and students in particular who wished to learn something about semiotic analysis.



Winda Amelia

ACKNOWLEDGEMENT

Firstly, I would like to thank to dear Almighty God Allah SWT who has given a chance, strengt, and true spirit so my undergraduate thesis finish. Second, Prophet Muhammad SAW as the greatest person and the greatest guidance whose spirit is great inspiration for me.

The writer also gives the deepest thank and appreciation to:

1. Dean of Adab dan Humaniora faculty, Dr. Setia Gumilar,S.Ag.M.Si., and Head of English Departement, H. Lili Awaludin, M.A.
2. My supervisor, Dr. Dadan Rusmana M.Ag. and Tenny sudjatnika , M.Ag thanks for helped and any guidance.
3. All lectures and staffs in English Departement, thank you for any knowledge and many priceless things that you have given to me.
4. My beloved parent, “ Papa Mistasyah and Mama Hermawati , who always strengthen me in every situation without any doubt. Thanks for your love, prays, support, and make me born in this world. Both of you are the reason why I have to thank God to have you as my parent.
5. My Best Soulmate “ Bebeh Retnosious ”, who has given me support and motivation for my undergraduate thesis. And also to My Best brother “

Robby Firmansyah”, it is time to you to move on, may you can change yourself better again and show that you can do the best for our parent.

6. All my beloved friends from BSI G 2013, thanks for the moment which we have. It is amazing to have you as my friends all the time. Succes for us.
7. My beloved best friends from Junior High School, who always support me when tired with my undergraduate thesis.
8. Thank you for Nebo, Siti Muthia Annisa, Siti Nurulaini Hidayat, Sofi Megawati, Syamsidar, Tiara Siti Masqoriah and Tita Nurkania ,So lucky to have you all as my partner in my life. Love you all.
9. The last thanks for my prince.



MOTTO

I think and think day by day, Ninety-nine times are false. The hundredth one I am right.

saya berfikir terlalu lama, Sembilan puluh Sembilan kali salah, tetapi yang keseribukalinya saya benar.

UIN
UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

DEDICATION

The researcher dedicates this paper to:

My most beloved papa and mama and my family.