

TABLE OF CONTENTS

TITLE	i
PAGE OF APPROVAL	ii
LEGALIZATION	iii
DECLARATION OF OWNERSHIP	iv
PREFACE	V
ACKNOWLEDGEMENT	Vi
MOTTO & DEDICATION	Viii
CONTENTS	IX
LIST OF TABLES	Xi
ABSTRACT	Xii
ABSTRAK	Xiii
CHAPTER I: INTRODUCTION	1
1.1. Background.....	1
1.2. Statement of Problems.....	4
1.3. Research Objective	4
1.4. Research Significance.....	5
1.5. Definition of Key Terms.....	5
1.6. organization of writing.....	7
CHAPTER II: THEORETICAL FOUNDATION.....	9
2.1 The Advertisement of Sign on semiotic.....	9
2.1.1 Theory of Sign	10
2.2 The Classification of Sign in Roland Barthes Theory	18
2.2.1 Verbal and Nonverbal Sign	21
2.3 Kind of Sign on Advertisement	24
2.3.1 Image.....	25
2.3.2 Text.....	29
2.3.3 Symbol.....	30
2.4 The Myth and Ideology.....	31
CHAPTER III: RESEARCH METHODOLOGY.....	36
3.1 Research Design.....	36
3.2 Source of Data.....	37
3.3 Data of the Research	37
3.4 Technique of Collecting Data	38

3.5 Technique of Analyzing Data	40
CHAPTER IV: FINDINGS AND DISCUSSIONS.....	41
4.1 Signifier verbal Sign on “Tasted The Feeling” Ads	41
4.2 Signifier Nonverbal Sign on “Tasted the feeling” Ads	44
4.3 The Relation Between verbal and Nonverbal Sign on Ads	70
CHAPTER V: CONCLUSIONS AND SUGGESTIONS.....	78
5.1 Conclusion	78
5.2 Suggestion.....	80
REFERENCES.....	82
BIOGHRAPY.....	84
APPENDIX.....	85



LIST OF TABLES

Table 1 The classification of sign	13
Table 2. Signifier Verbal Signs on advertisement	42
Table 3 vocal verbal sign on Advertisement.....	43

