

TABLE OF CONTENT

APPROVAL PAGE	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
ABSTRACT.....	vi
ABSTRAK	vii
TABLE OF CONTENT	viii
1.1 Background of Research	1
1.2 Identification of Problem	4
1.3 Research Objective	5
1.4 Research Significance	5
1.4.1. Theoretical	5
1.4.2. Practical.....	6
1.5 Definition of Key Terms	6
CHAPTER II.....	8
2.1. Theory of Sign	8
2.2. Semiotics.....	10
2.3. Semiotics Roland Barthes	11
2.3.1. Denotation	13
2.3.2. Connotation.....	13
2.3.3. Myth	14
2.4. Advertisement	15
2.4.1. Mass Media Advertisement.....	16
2.4.2. Characteristics of Advertisement	17
2.5. Advertisement Campaign.....	18
2.5.1. Types of Campaign	20
2.5.2. Purpose of Campaign	20
2.6. Semiotic Advertisement.....	21
2.6.1. Linguistic	22

2.6.2. Visual	24
2.6.3. Symbol	26
2.7. Anti-Racism	27
CHAPTER III	30
3.1. Research Design.....	30
3.2. Data Sources	30
3.3. Data	31
3.3.1. For Once Don't Do It	31
3.3.2. Better Mamba Forever	33
3.3.3. Equality	36
3.3.4. Dream Crazy	38
3.3.5. Never Too Far Down	39
3.4. Technique of Collecting Data	39
3.5. Technique of Analyzing Data	40
CHAPTER IV	42
4.1. Denotation of Anti-Racism in Linguistic and Visual Signs in Nike Advertisement Campaigns	42
4.2. Connotation of Anti-Racism in Linguistic and Visual Signs of Nike Advertisement Campaigns	71
4.3. Myth of Anti-Racism in Linguistic and Visual Signs of Nike Advertisement Campaigns	98
CHAPTER V	113
5.1. Conclusion	113
5.2. Suggestion.....	114
REFERENCE.....	115