

CONTENTS

| | |
|--|-------------------------------------|
| APPROVAL PAGE | Error! Bookmark not defined. |
| LEGALIZATION | Error! Bookmark not defined. |
| DECLARATION OF OWNERSHIP | Error! Bookmark not defined. |
| PREFACE | Error! Bookmark not defined. |
| ACKNOWLEDGEMENT | Error! Bookmark not defined. |
| ABSTRACT | Error! Bookmark not defined. |
| ABSTRAK | Error! Bookmark not defined. |
| CONTENTS | 1 |
| LIST OF TABLES | 3 |
| LIST OF FIGURES | 4 |
| CHAPTER I | Error! Bookmark not defined. |
| INTRODUCTION | Error! Bookmark not defined. |
| 1.1 Research Background | Error! Bookmark not defined. |
| 1.2 Statements of Problem | Error! Bookmark not defined. |
| 1.3 Research Purpose | Error! Bookmark not defined. |
| 1.4 Research Significances | Error! Bookmark not defined. |
| 1.5 Definition of Key Terms | Error! Bookmark not defined. |
| CHAPTER II THEORETICAL FOUNDATION | Error! Bookmark not defined. |
| 2.1 Semiotics | Error! Bookmark not defined. |
| 2.2 Charles Sanders Peirce's Semiotic | Error! Bookmark not defined. |
| 2.2.1 Triadic Relation Process of Charles Sanders Peirce | Error! Bookmark not defined. |

| | |
|--|-------------------------------------|
| 2.2.2 Sign or Representament | Error! Bookmark not defined. |
| 2.2.3 Object | Error! Bookmark not defined. |
| 2.2.4 Interpretant | Error! Bookmark not defined. |
| 2.3 Advertisement | Error! Bookmark not defined. |
| 2.4 Brand | Error! Bookmark not defined. |
| 2.5 Tagline..... | Error! Bookmark not defined. |
| 2.6 Polo Ralph Lauren..... | Error! Bookmark not defined. |
| CHAPTER III | Error! Bookmark not defined. |
| RESEARCH METHOD | Error! Bookmark not defined. |
| 3.1 Research Design..... | Error! Bookmark not defined. |
| 3.2 Sample of Data | Error! Bookmark not defined. |
| 3.3 Source of Data..... | Error! Bookmark not defined. |
| 3.4 Technique of Collecting Data | Error! Bookmark not defined. |
| 3.5 Technique of Analyzing Data..... | Error! Bookmark not defined. |
| 3.6 Schedule of the Research | Error! Bookmark not defined. |
| CHAPTER 4 | Error! Bookmark not defined. |
| FINDING AND DISCUSSION | Error! Bookmark not defined. |
| 4.1 The Process of Semiosis in each Polo Ralph Lauren ads Based on a Semiotic Analysis of Triadic Theory | Error! Bookmark not defined. |
| 4.2 The meaning of the symbols and taglines on <i>Polo Ralph Lauren Ads</i> | Error! Bookmark not defined. |
| CHAPTER V | Error! Bookmark not defined. |
| CONCLUSIONS | Error! Bookmark not defined. |
| 5.1 Conclusions | Error! Bookmark not defined. |
| 5.2 Suggestions..... | Error! Bookmark not defined. |

REFERENCES.....Error! Bookmark not defined.

LIST OF TABLES

Table 3.2. 1 Analyze Porcess of Triadic Relation on Polo's Advertisement . **Error! Bookmark not defined.**

Table 4.1. 1 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 2 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 3 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 4 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 5 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 6 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 7 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 8 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 9 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 10 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 11 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 12 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

Table 4.1. 13 Pierce's Semiotic Analysis**Error! Bookmark not defined.**

LIST OF FIGURES

Figure 1.1

Figure 1.1. 1 Pierce Triadic Model**Error! Bookmark not defined.**

Figure 2.2

Figure 2.2. 1 Triadic Model**Error! Bookmark not defined.**

Figure 4.1

Figure 4.1. 1 Casual Shirt.....**Error! Bookmark not defined.**

Figure 4.1. 2 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 3 Casual Shirt.....**Error! Bookmark not defined.**

Figure 4.1. 4 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 5 Quarter Zip Sweatshirts**Error! Bookmark not defined.**

Figure 4.1. 6 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 7 Jacket**Error! Bookmark not defined.**

Figure 4.1. 8 Polo Shirt**Error! Bookmark not defined.**

Figure 4.1. 9 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 10 Polo Shirts.....**Error! Bookmark not defined.**

Figure 4.1. 11 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 12 Casual Shirts**Error! Bookmark not defined.**

Figure 4.1. 13 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 14 Classic Jacket.....**Error! Bookmark not defined.**

Figure 4.1. 15 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 16 Jacket**Error! Bookmark not defined.**

Figure 4.1. 17 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 18 Casual Shirts**Error! Bookmark not defined.**

Figure 4.1. 19 Analysis of Triadic Theory**Error! Bookmark not defined.**

Figure 4.1. 20 Blazer.....**Error! Bookmark not defined.**

| | |
|---|-------------------------------------|
| Figure 4.1. 21 Analysis of Triadic Theory | Error! Bookmark not defined. |
| Figure 4.1. 22 Polo Shirts..... | Error! Bookmark not defined. |
| Figure 4.1. 23 Analysis of Triadic Theory | Error! Bookmark not defined. |
| Figure 4.1. 24 Polo Shirt | Error! Bookmark not defined. |
| Figure 4.1. 25 Analysis of Triadic Theory | Error! Bookmark not defined. |

Figure 4.2

| | |
|---|-------------------------------------|
| Figure 4.2. 1 Casual Shirts | Error! Bookmark not defined. |
| Figure 4.2. 2 Casual Shirt..... | Error! Bookmark not defined. |
| Figure 4.2. 3 Quarter Zip Sweatshirts | Error! Bookmark not defined. |
| Figure 4.2. 4 Jacket | Error! Bookmark not defined. |
| Figure 4.2. 5 Polo Shirts..... | Error! Bookmark not defined. |
| Figure 4.2. 6 Polo Shirts..... | Error! Bookmark not defined. |
| Figure 4.2. 7 Casual Shirts | Error! Bookmark not defined. |
| Figure 4.2. 8 Classic Jacket..... | Error! Bookmark not defined. |
| Figure 4.2. 9 Jacket | Error! Bookmark not defined. |
| Figure 4.2. 10 Casual Shirts | Error! Bookmark not defined. |
| Figure 4.2. 11 Blazer..... | Error! Bookmark not defined. |
| Figure 4.2. 12 Polo Shirts..... | Error! Bookmark not defined. |
| Figure 4.2. 13 Polo Shirts..... | Error! Bookmark not defined. |