

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION PAGE	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGMENTS	v
MOTTO	viii
BIOGRAPHY	ix
ABSTRAK	x
ABSTRACT	xi
TABLE OF CONTENTS	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Research	1
1.2 Research Questions	4
1.3 Research Purposes	4
1.4 Research Significances	5
1.5 Definiton of Key Terms	5
CHAPTER II THEORETICAL REVIEW	6
2.1 Review on Linguistics	6
2.2 Review on Semiotics	8
2.3 Relation Between Linguistics and Semiotics	10
2.4 Charles Sanders Pierce Models of Semiotics	12
a. Icons	15
b. Indexes	17
c. Symbols	20
2.5 Relation Between Linguistics, Semiotics, and Advertisement	22
2.6 Previous Studies Semiotics, Advertisement, Icon, Index, and Symbols	24
2.7 Definition of Advertising	25
a. Wardah	27
b. Youtube	28
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 Analysis Data.....	32
3.5	Organization of Writing.....	33
CHAPTER IV FINDINGS AND DISCUSSIONS.....		34
4.1	Icons, Indexes, and Symbols in Video Advertisements of Wardah Products..	34
1.	Ad 1: <i>Kisah</i> Wardah Lightening Series	36
1.1	Datum of Icons	36
1.2	Datum of Indexes	38
1.3	Datum of Symbols.....	40
2.	Ad 2: Wardah #BeautyMovesYou.....	44
2.1	Datum of Icons	45
2.2	Datum of Indexes	46
2.3	Datum of Symbols.....	50
3.	Ad 3: Wardah UV Shield - Shield Up the Game! #1 Sunscreen <i>di Indonesia</i>	51
3.1	Datum of Icons	52
3.2	Datum of Indexes	54
3.3	Datum of Symbols.....	56
4.	Ad 4: TV Commercial: Wardah Instaperfect	58
4.1	Datum of Icons	59
4.2	Datum of Indexes	61
4.3	Datum of Symbols.....	66
5.	Ad 5: NEW! Wardah Lightening Series.....	67
5.1	Datum of Icons	68
5.2	Datum of Indexes	69
5.3	Datum of Symbols.....	72
6.	Ad 6: Wardah Feel The Beauty	76
6.1	Datum of Icons	76
6.2	Datum of Indexes	77
6.3	Datum of Symbols.....	81
7.	Ad 7: Wardah Perfect Bright, <i>Bersih Cerah, Bye-Bye Minyak!</i>	82
7.1	Datum of Icons	83
7.2	Datum of Indexes	84
7.3	Datum of Symbols.....	86
8.	Ad 8: Wardah Shampoo - #SALINGMENGUATKAN.....	87
8.1	Datum of Icons	88

8.2 Datum of Indexes	90
8.3 Datum of Symbols	92
9. Ad 9: Wardah Colorfit Velvet Matte Lip Mousse #PerfectSmoothLipMatte ...	92
9.1 Datum of Icons	93
9.2 Datum of Indexes	95
9.3 Datum of Symbols	97
10. Ad 10: Wardah Renew You #ThePowerfulDropOfYouthfulness	98
10.1 Datum of Icons	98
10.2 Datum of Indexes	100
10.3 Datum of Symbols	103
11. Ad 11: New! Wardah EyeXpert Series	104
11. 1 Datum of Icons	104
11. 2 Datum of Indexes	107
11. 3 Datum of Symbols	108
4.2 Functions of Icons, Indexes, and Symbols in Video Advertisement of Wardah Products	112
1. In the Part of Head	113
2. In the Part of Facial Skin	114
3. In the Part of Eyes	120
4. In the Part of Lips	121
CHAPTER V CONCLUSIONS AND SUGGESTIONS	125
5.1 Conclusions	125
5.2 Suggestions	126
REFERENCES	128