

TABLE OF CONTENTS

APPROVAL PAGE	i
PREFACE.....	ii
ABSTRACT.....	iv
ABSTRAK	v
TABLE OF CONTENTS.....	vi
CHAPTER I	1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Statement of Problem	3
1.3 Research Purposes	3
1.4 The Benefits of Research Results.....	4
1.5 Research Significances.....	4
1.6 Conceptual Framework.....	4
1.7 Previous Studies	7
CHAPTER II.....	9
THEORETICAL BACKGROUND.....	9
2.1 Semiotics	9
2.2 Signified and Signifier.....	12
2.3 Denotative, Connotative and Myth by Roland Barthes	15
2.4 Advertisement.....	19
2.5 Gucci's Advertisement.....	21
CHAPTER III	26
RESEARCH METHOD	26
3.1 Type of Research	26
3.2 Source of Data	27
3.3 Sample of Data	28
3.4 Data Collection Technique.....	48
3.5 Data Analysis Technique.....	48

CHAPTER IV.....	50
ANALYSIS.....	50
CHAPTER V	100
CONCLUSIONS AND SUGGESTIONS	100
5.1. Conclusions.....	100
5.2. Suggestions.....	102
REFERENCE	103

