

TABLE OF CONTENT

APPROVAL PAGE.....	i
LEGALIZATION PAGE.....	ii
PREFACE.....	iii
ACKNOWLEDGEMENT.....	iv
DECLARATION OF OWNERSHIP.....	vii
MOTTO.....	viii
ABSTRACT.....	ix
ABSTRAK.....	x
TABLE OF CONTENT.....	xi
LIST OF TABLES.....	xiv
LIST OF FIGURES.....	xvi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Research Background.....	1
1.2. Research Question.....	6
1.3. Research Purposes.....	6
1.4. Research Significances.....	6
1.5. Conceptual Framework.....	7
1.6. Previous Studies.....	9
1.7. Definition of Key-terms.....	11
CHAPTER II.....	12
THEORETICAL FOUNDATION.....	12
2.1. Semiotics.....	12
2.2. Roland Barthes' Theory.....	14
2.2.1. Denotative.....	17
2.2.2. Connotative.....	17
2.2.3. Myth.....	18
2.3. Social Media.....	19

2.4. Instagram.....	20
2.5. Image and Text.....	21
2.6. Self-love.....	22
2.7. Iulia Boschis (@iuliastration)	22
CHAPTER III.....	24
RESEARCH METHOD.....	24
3.1. Research Design.....	24
3.2. Source Data.....	25
3.3. Data.....	25
3.4. Sample of Data.....	26
3.4.1. The Analyzing of Denotation of Self-Love On @iuliastration Instagram Post.....	26
3.4.2. The Analyzing of Connotative of Self-Love On @iuliastration Instagram Post.....	27
3.4.3. The Analyzing of Myth of Self-Love On @iuliastration Instagram Post.....	28
3.5. The Technique of Collecting Data.....	29
3.6. The Technique of Analysing Data.....	30
3.7. Organization Writings.....	31
CHAPTER IV.....	33
FINDINGS AND DISCUSSION.....	33
4.1. Research Findings.....	33
4.2. Discussion of Denotative, Connotative, and Myth of Self-Love On @iuliastration Instagram Post.....	65
4.2.1. The Analyzing of Denotative of Self-Love On @iuliastration Instagram Post.....	66
4.2.2. The Analyzing of Connotation of Self-Love @iuliastration instagram post.....	85
4.2.3. The Analyzing of Myth of Self-Love @iuliastration instagram post.....	99
CHAPTER V.....	125

CONCLUSIONS AND SUGGESTIONS.....	125
5.1. Conclusions.....	125
5.2. Suggestions.....	127
REFERENCES.....	128



LIST OF TABLES

Table 1.5 1 Roland Barthes' Map.....	8
Table 3.4 1 Sample of denotative of datum 1.....	26
Table 3.4 2 Sample of myth of datum 1.....	28
Table 4.1.	
Table 4.1. 1 Finding of Roland Barthes Map of Datum 1.....	33
Table 4.1. 2 Finding of Roland Barthes Map of Datum 2.....	35
Table 4.1. 3 Finding of Roland Barthes Map of Datum 3.....	36
Table 4.1. 4 Finding of Roland Barthes Map of Datum 4.....	38
Table 4.1. 5 Finding of Roland Barthes Map of Datum 5.....	40
Table 4.1. 6 Finding of Roland Barthes Map of Datum 6.....	42
Table 4.1. 7 Finding of Roland Barthes Map of Datum 7.....	44
Table 4.1. 8 Finding of Roland Barthes Map of Datum 8.....	45
Table 4.1. 9 Finding of Roland Barthes Map of Datum 9.....	47
Table 4.1. 10 Finding of Roland Barthes Map of Datum 10.....	49
Table 4.1. 11 Finding of Roland Barthes Map of Datum 11.....	50
Table 4.1. 12 Finding of Roland Barthes Map of Datum 13.....	52
Table 4.1. 13 Finding of Roland Barthes Map of Datum 13.....	54
Table 4.1. 14 Finding of Roland Barthes Map of Datum 14.....	55
Table 4.1. 15 Finding of Roland Barthes Map of Datum 15.....	57
Table 4.1. 16 Finding of Roland Barthes Map of Datum 16.....	59
Table 4.1. 17 Finding of Roland Barthes Map of Datum 17.....	60
Table 4.1. 18 Finding of Roland Barthes Map of Datum 18.....	61
Table 4.1. 19 Finding of Roland Barthes Map of Datum 19.....	63
Table 4.1. 20 Finding of Roland Barthes Map of Datum 20.....	64
Table 4.2.1.	
Table 4.2.1 1 Denotative of Self-awareness of datum 1.....	66

Table 4.2.1 2 Denotative of Self-awareness of datum 7.....	67
Table 4.2.1 3 Denotative of Self-awareness of datum 10.....	68
Table 4.2.1 4 Denotative of Self-worth of datum 4.....	69
Table 4.2.1 5 Denotative of Self-worth of datum 6.....	70
Table 4.2.1 6 Denotative of Self-worth of datum 9.....	71
Table 4.2.1 7 Denotative of Self-worth of datum 10.....	72
Table 4.2.1 8 Denotative of Self-worth of datum 15.....	73
Table 4.2.1 9 Denotative of Self-worth of datum 16.....	74
Table 4.2.1 10 Denotative of Self-worth of datum 17.....	75
Table 4.2.1 11 Denotative of Self-worth of datum 20.....	76
Table 4.2.1 12 Denotative of Self-esteem of datum 5.....	77
Table 4.2.1 13 Denotative of Self-esteem of datum 8.....	78
Table 4.2.1 14 Denotative of Self-esteem of datum 12.....	79
Table 4.2.1 15 Denotative of Self-esteem of datum 14.....	80
Table 4.2.1 16 Denotative of Self-care of datum 2.....	81
Table 4.2.1 17 Denotative of Self-care of datum 3.....	82
Table 4.2.1 18 Denotative of Self-care of datum 5.....	83
Table 4.2.1 19 Denotative of Self-care of datum 11.....	84
Table 4.2.3.	
Table 4.2.3 1 Myth of Self-awareness.....	99
Table 4.2.3 2 Myth of Self-worth.....	105
Table 4.2.3 3 Myth of Self-esteem.....	114
Table 4.2.3 4 Myth of Self-care.....	119

LIST OF FIGURES

Figure 1.5. Conceptual Framework.....9

