

**BEAUTY CONSUMERISM SIGN AND MYTH IN *KYLIE COSMETIC*
ADVERTISEMENT PRODUCT**

An Undergraduate Thesis

**Submitted to
Universitas Islam Negeri Sunan Gunung Djati
in partial fulfilment of the requirements for the degree of *Sarjana Humaniora*
in English Department of Adab and Humanities Faculty**



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2024 M/1445 H**