

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>i</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iii</b>
<b>TABLE OF CONTENTS.....</b>	<b>v</b>
<b>LIST OF TABLES .....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>ix</b>
<b>LIST OF APPENDICES .....</b>	<b>x</b>
<b>CHAPTER I. INTRODUCTION.....</b>	<b>1</b>
The Background of the Study .....	1
1.1 The Problems of the Study .....	7
1.2 The Objectives of the Study .....	7
1.3 The Scope of the Study .....	8
1.4 The Significances of the Study .....	8
<b>CHAPTER II. REVIEW OF LITERATURE .....</b>	<b>9</b>
2.1 Theoretical Framework .....	9
2.2 Semiotic Analysis .....	10
2.2.1 The Founder of Semiotic Analysis .....	11
2.2.1.1 Ferdinand De Saussure Dyadic Theory .....	12
2.2.1.2 Charles Sanders Peirce Triadic Theory .....	13
2.2.1.3 Roland Barthes' Semiotics Theory .....	16
2.3 Linguistic Devices for Textual Analysis .....	21

2.3.1 Lexical Elements .....	22
2.3.2 Syntactic Elements .....	25
2.4 Visual Semiotic .....	28
2.4.1 Conceptual Representation .....	29
2.4.2 Gaze/Contact .....	29
2.4.3 Social Distance .....	29
2.4.4 Modality .....	30
2.4.5 Salience .....	31
2.4.6 Information Value .....	31
2.5 Variation with Reference to Field .....	33
2.6 Advertisement .....	35
2.6.1 Functional Advertisement .....	36
2.6.2 The Nature of Advertisement .....	37
2.6.3 Media of Advertisement .....	38
2.6.4 Language aspect and structure of advertisement .....	39
2.7 Advertisement as the Semiotic Signification .....	41
2.8 Relevant Studies .....	43
2.9 Conceptual Framework .....	49
<b>CHAPTER III. RESEARCH OF METHODOLOGY .....</b>	<b>52</b>
3.1 Research Design .....	52
3.2 Data and Data Source .....	53

3.3 Technique of Data Collection .....	54
3.4 Technique of Data Analysis .....	54
3.5 The Trustworthiness of the Study .....	56
<b>CHAPTER IV. DATA ANALYSIS, FINDINGS AND DISCUSSION .....</b>	<b>57</b>
4.1 Data Analysis .....	57
4.1.1 The signs found in ready-to-drink milk product advertisements in Indonesian television .....	65
4.1.2 The realization of signs in ready-to-drink milk product advertisements in Indonesian television.....	68
4.1.3 The reasons in the used of signs in ready-to-drink milk product advertisements in Indonesian television .....	74
4.2 Research Findings .....	78
4.3 Discussion .....	79
<b>CHAPTER V. CONCLUSIONS AND SUGGESTIONS .....</b>	<b>82</b>
5.1 Conclusion .....	82
5.2 Suggestions .....	83
<b>REFERENCES .....</b>	<b>84</b>
<b>APPENDICES .....</b>	<b>88</b>