

TABLE OF CONTENTS

	Pages
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iv
LIST OF TABLE	vi
LIST OF FIGURE	vii
LIST OF APPENDICES	viii
CHAPTER I INTRODUCTION	1
A. The Background of the Study	1
B. The Problem of the Study	7
C. The Objective of the Study	7
D. The Scope of the Study	7
E. The Significance of the Study	8
CHAPTER II REVIEW OF LITERATURE	9
A. Theoretical Framework	9
1. Semiotic Definition	9
2. Semioticians and His Theory	11
a. Ferdinand de Saussure.....	11
b. Charles Sanders Pierce.....	12
3. Sign	13
a. Icon.....	14

b. Index.....	14
c. Symbol	15
4. Pantun Definition	15
5. Malay Traditional Wedding Ceremony	17
a. Menyambut Pengantin	19
1) Hempang Pintu.....	21
B. Relevant Studies.....	24
C. Conceptual Framework	29
CHAPTER III RESEARCH METHOD	30
A. Research Design.....	30
B. Source of the Data.....	31
C. Technique of Collecting Data	31
D. Technique of Analyzing Data	32
CHAPTER IV THE DATA AND DATA ANALYSIS.....	33
A. Data	33
B. Data Analysis	33
1. Types of Sign Classification	34
C. Research Findings	46
D. Discussion	47
CHAPTER V CONCLUSION AND SUGGESTION.....	50
A. Conclusion	50
B. Suggestion.....	51
REFERENCES.....	53
APPENDIX.....	56