

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii
CHAPTER I INTRODUCTION	1
A. The Background of the Study	1
B . The Problem of the Study.....	4
C. The Objectives of the Study	5
D. The Scope of the Study	5
E. The Significance of the Study	5
CHAPTER II REVIEW OF LITERATURE	7
A. Theoretical Framework	7
1. Linguistic	7
2. Semiotic	8
3. The semiotic theories	11
a. Ferdinan de Saussure.....	11
b. Charles Sanders Pierce.....	13
1) Represantemen.....	14
2) Object.....	14
a) Icon	15
b) Index	16
c) Symbol	18
3) Interpretant.....	20
4. Semiotics Field.....	21
5. Semiotics in Culture Codes.....	22
6. Culture.....	23
a. Indonesian Culture	24
b. Toba Batak Culture	26
7. Oral Tradition.....	27
a. Saur Matua	29
B. Relevant Studies	31
C. Conceptual Framework	33

CHAPTER III RESEARCH METHODOLOGY.....	35
A. Research Design.....	35
B. Source of the Data.....	36
C. Technique of Collecting Data.....	36
D. Technique of Analyzing Data.....	38
CHAPTER IV DATA AND DATA ANALYSIS.....	39
A. The Data.....	39
B. The Data Analysis.....	39
C. Research Findings.....	63
D. Discussion.....	65
CHAPTER V CONCLUSION AND SUGGESTION.....	68
A. Conclusion.....	68
B. Suggestion.....	69
REFERENCES.....	70
APPENDIX.....	72