

TABLE OF CONTENT

| | |
|---|-------------|
| ABSTRACT | i |
| ACKNOWLEDGEMENT | ii |
| TABLE OF CONTENT | iv |
| LIST OF FIGURE | vii |
| LIST OF PICTURE | viii |
| CHAPTER I INTRODUCTION | 1 |
| A. The Background of the Study | 1 |
| B. The Problem of the Study | 3 |
| C. The Objective of the Study | 3 |
| D. The Scope of the Study | 4 |
| E. The Significance of the Study | 4 |
| CHAPTER II REVIEW OF LITERATURE | 5 |
| A. Theoretical Framework | 5 |
| 1. Semiotic | 5 |
| 2. Some Theories of Semiotic | 6 |
| 2.1 Ferdinand de Saussure..... | 6 |
| 2.2 Charles Sander Peirce | 7 |
| 2.3 Roland Barthes | 11 |
| 3. The Cosmology of Batak Toba | 13 |
| 4. Cultural Awareness | 14 |
| 4.1 Batak Toba Cultural Awareness in Attitudes..... | 14 |
| 4.1.1 Dalihan Na Tolu | 15 |
| 4.1.1.1 Somba Marhula-hula..... | 16 |
| 4.1.1.2 Manat Mardongan Tubu..... | 16 |

| | | |
|--|---|-----------|
| 4.1.1.3 | Elek Marboru | 17 |
| 4.1.2 | Suhi Ni Ampang Na Opat..... | 17 |
| 4.1.3 | Umpama and Umpasa..... | 18 |
| 4.2 | Batak Toba Cultural Awareness in Values | 19 |
| 4.2.1 | Kinship..... | 19 |
| 4.2.2 | Religious..... | 19 |
| 4.2.3 | Hagabeon | 19 |
| 4.2.4 | Hasangapon | 20 |
| 4.2.5 | Hamoraon | 20 |
| 4.2.6 | Hamajuon..... | 21 |
| 4.2.7 | Patik Dohot Uhum..... | 21 |
| 4.2.8 | Shelter..... | 21 |
| 4.2.9 | Conflict..... | 22 |
| 5 | Lapo Batak | 22 |
| 5.1 | The Characteristics of Lapo Batak..... | 22 |
| 5.1.1 | Ornaments in Lapo Batak Toba..... | 23 |
| 5.1.2 | Batak Toba Cuisine in Lapo Batak Toba..... | 24 |
| B. | Relevant Studies..... | 24 |
| C. | Conceptual Framework | 25 |
| CHAPTER III RESEARCH METHODOLOGY | | 28 |
| A. | Research Design..... | 28 |
| B. | The Data and Source of Data | 28 |
| C. | Technique of Collecting Data..... | 29 |
| D. | Technique of Analyzing Data..... | 30 |
| CHAPTER IV DATA AND DATA ANALYSIS | | 32 |
| A. | Data | 32 |
| B. | Data Analysis | 32 |
| 1. | Roland Barthes Semiotic Analysis for Gorga Boraspati..... | 33 |

| | |
|--|-----------|
| 2. Roland Barthes Semiotic Analysis for Gorga Simeoleol..... | 34 |
| 3. Roland Barthes Semiotic Analysis for Gorga Simataniari..... | 36 |
| 4. Roland Barthes Semiotic Analysis for Gorga Ipon Ipon | 37 |
| 5. Roland Barthes Semiotic Analysis for Gorga Iran Iran | 39 |
| 6. Roland Barthes Semiotic Analysis for Gorga Ulu Paung | 40 |
| 7. Roland Barthes Semiotic Analysis for Goldfish Picture..... | 41 |
| 8. Roland Barthes Semiotic Analysis for Ulos Sadum | 42 |
| C. Research Findings | 44 |
| D. Discussion | 44 |
| CHAPTER V CONCLUSION AND SUGGESTION | 46 |
| A. Conclusion | 46 |
| B. Suggestion..... | 46 |
| REFERENCES..... | 48 |
| APPENDIX..... | 51 |

