

TABLE OF CONTENT

ABSTRACT	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENT	iv
LIST OF TABLE	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION.....	1
A. Background of the Study	1
B. Problems of the Study.....	6
C. Objectives of the Study.....	6
D. Scope of the Study.....	6
E. Significances of the Study.....	7
CHAPTER II REVIEW OF LITERATURE	8
A. Theoretical Framework.....	8
1. Introduction to Semiotic	9
2. Semiotics of Roland Barthes.....	11
3. Semiotics in Advertisement.....	14
4. Facial Expression.....	16
5. Verbal Signs.....	16
6. MS Glow.....	17
B. Relevant Study.....	19
C. Conceptual Framework.....	23
CHAPTER III RESEARCH METHODOLOGY	25

A. Research Design	25
B. Data and Sources of Data	25
C. The Technique of Collecting Data.....	27
D. The Technique of Analyzing Data.....	27
CHAPTER IVRESEACRH FINDINGS AND DISCUSSION	29
A. Data.....	29
B. Data Analysis.....	30
CHAPTER VCONCLUSION AND SUGGESTION	46
A. Conclusion	46
B. Suggestion	46
REFERENCES.....	48

APPENDIX