

## **TABLE OF CONTENT**

COVER.....	ii
APPROVAL'S SHEET.....	iii
CERTIFICATION'S SHEET.....	iv
ABSTRACT.....	v
ABSTRACT (Bahasa Indonesia).....	vi
ACKNOWLEDGEMETS.....	vii
TABLE OF CONTENT.....	ix
LIST OF TABLES.....	xii
LIST OF APPENDIXES.....	xii
CHAPTER I INTRODUCTION.....	1
A. Background of Study.....	1
B. Research Focus.....	4
C. Research Objective.....	4
D. Research Significance.....	5
E. Definition of Key Terms.....	6
F. Previous Study.....	6
G. Review of Related Literature .....	8
CHAPTER II RESEARCH METHOD.....	23
A. Approach and Kind of Research.....	23
B. Data Sources.....	25
C. Technique of Data Collection.....	26

D. Technique of Data Analysis.....	27
E. Checking of Data Validity.....	27
CHAPTER III DISCUSSION OF RESEARCH FOCUS.....	29
A. The Semiotic Type Found in Marjan Ads Ramadhan 2023 Edition .....	29
B. The Semiotic Analysis Using Roland Barthes Theory in Marjan Ads Ramadhan 2023 Edition .....	36
CHAPTER IV CONCLUSION AND SUGGESTION.....	46
A. Conclusion.....	46
B. Suggestion.....	47
BIBLIOGRAPHY.....	48
DECLARATION OF AUTHORSHIP.....	50
APPENDIXES.....	51
CURRICULUM VITAE.....	61

## **LIST OF TABLE**

Table 1 Scene 1-2.....	37
Table 2 Scene 3-4.....	39
Table 3 Scene 5-6.....	41
Table 4 Scene 7-8.....	43

## **LIST OF APPENDIXES**

<i>Appendix 1:</i> Content of Marjan ads Ramadhan 2023 Edition.....	51
<i>Appendix 2:</i> Title Approval Sheet and Thesis Advisor.....	54
<i>Appendix 3:</i> Thesis Writing Assignment Letter.....	55
<i>Appendix 4:</i> Certification Sheet of Thesis Proposal.....	56
<i>Appendix 5:</i> Approval Sheet of Thesis.....	57
<i>Appendix 6:</i> Plagiarism Free Letter.....	58
<i>Appendix 7:</i> Proposal and Thesis Guidance Card.....	59