

UNDERGRADUATE THESIS

THE CONCEPT OF BEAUTY IN REVLON *CANDID* CAMPAIGN VIDEO

ADVERTISEMENT: A MULTIMODAL ANALYSIS



By:

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UNIVERSITAS AIRLANGGA

SURABAYA

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UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree of
English Department Faculty of Humanities Universitas Airlangga

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DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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Surabaya, 4 July 2020



Rr. Aisifah Nurhalida Putri Prijambodo
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***Thank you for all the supports, prayers and loves from my
dearest parents, big family and my loveliest friends who always
accompany me from beginning until this stage.
I dedicate this thesis as a sign of gratitude to all of you.***

APPROVAL SHEET

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Surabaya, 4 July 2020

Rr. Aisifah Nurhalida Putri Prijambodo

*Make your life as a Masterpiece;
Imagine that there is no limitations on what you
can be, have or do.
– Brian Tracy*