

UNDERGRADUATE THESIS
THE CONCEPT OF BEAUTY IN *POND'S FLAWLESS WHITE* VIDEO
ADVERTISEMENT: A MULTIMODAL ANALYSIS



REGITA RAHMANISSA

121611233060

ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA

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

By

REGITA RAHMANISSA

NIM 121611233060

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FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA**

2020

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, 25 July 2020



Regita Rahmanissa

121611233060

*To My Parents,
and My Grand Father Up There*

APPROVAL SHEET

Title : The Concept of Beauty in Pond's Flawless White Video
Advertisement: A Multimodal Analysis
Name : Regita Rahmanissa
Student's Number : 121611233060
Department : English Department

Approved to be submitted on 18 Juni 2020 by:

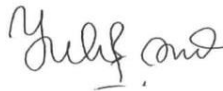
Advisor



Ema Faiza, S.S., M. Hum.
NIP. 197410142003122001


And has been examined and accepted by the Board of Examiners:

Surabaya, 2 July 2020
Chair/Examiner 1



Yulia Indarti, S.S., M. A.
NIP. 197807272003122001

Examiner 2



Ema Faiza, S.S., M. Hum.
NIP. 197410142003122001

Examiner 3



Erlita Rusnaningtias, S.S., M. Hum.
NIP. 197709242005012001

Acknowledged by
Head of English Department



Dr. Layli Hamida, S.S., M. Hum.
NIP. 19751216200312201

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Regita Rahmanissa

121611233060

**There is no greater sorrow than to recall in misery
the time when we were happy.**

- Dante Alighieri