

TABLE OF CONTENTS

Inside cover page	i
Inside title page	ii
Declaration	iii
Approval Sheet.....	iv
Dedication page	v
Acknowledgement	vi
Epigraph	vii
Table of Content	viii
Table of Figure	x
Abstract	xi
Abstrak	xii
CHAPTER I : INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Statement of the Problem	7
1.3 Objectives of the Study	7
1.4 Significance of the Study.....	7
1.5 Definition of Key Terms	8
CHAPTER II : LITERATURE REVIEW	9
2.1 Emina Girl Gang Ambassador	9
2.2 Erving Goffman’s Theory of Dramaturgy.....	12
2.3 Review of Related Studies	16
CHAPTER III : RESEARCH METHOD	19
3.1 Research Method.....	19
3.2 Data Source.....	20
3.3 Population and Sampling.....	21
3.4 Scope and Limitation.....	22
3.5 Technique of Data Collection	22
3.6 Technique of Data Analysis.....	23
CHAPTER IV : RESULTS AND DISCUSSIONS	24
4.1 Front Stage.....	24
4.2 Back Stage	35
4.3 Interpretation.....	41

4.3.1 Emina Girl Gang Ambassador as an Active Actor	41
4.3.2 Cosmetics and Gang Life.....	47
CHAPTER V : CONCLUSION	52
5.1 Conclusion	52
5.2 Suggestion for Further Research.....	55
WORKS CITED	56
APPENDIX	59

TABLE OF FIGURES

Figures 1 Emina Cosmetics.....	4
Figures 2 Emina Advertisement	5
Figures 3 Emina Products	32
Figures 4 Emina Activities.....	33
Figures 5 Emina's Bare with Me products	49