

UNDERGRADUATE THESIS

**THE CONCEPT OF BEAUTY IN LUX SOFT TOUCH EDITION INDONESIA
ADVERTISEMENT: A MULTIMODAL ANALYSIS**



By:

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
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**Submitted in Partial Fulfillment of the Requirement for the Sarjana Degree of
English Department Faculty of Humanities Universitas Airlangga**

By

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**ENGLISH DEPARTMENT
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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Tusty Kurnia Faradilla

121411231016

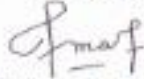
This thesis is dedicated to:

My papa, my mummy, my twin sister, and my younger brother

APPROVAL SHEET

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Advertisement: A Multimodal Analysis
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Approved to be submitted on 08 August 2020 by:

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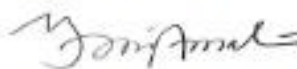
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TUSTY KURNIA FARADILLA

“The universe had to fall apart into dust first to become its majestic, incredible, infinite self. What makes you think this breaking, this trauma, this destruction, won’t be the making of a more powerful you too?” — **Nikita Gill.**