

UNDERGRADUATE THESIS

**THE REPRESENTATION OF CULTURAL DIVERSITY IN
DJARUM ADVERTISEMENT RAMADHAN EDITION 2017
THROUGH MULTIMODALITY APPROACH**



By

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**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
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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA
2020**

It is dedicated to Me!

With truly love

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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I am fully aware that breaching any of or all of the above points will result in the withdrawal of the awarded degree and disciplinary action in accordance with the regulations at Universitas Airlangga.

Surabaya, 30th June 2020



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Surabaya, June 18th 2020

The Writer

“They only are the (true) believers whose hearts feel fear when Allah is mentioned, and when Allah’s revelations are recited unto the, they increase their faith, and who trust in their Lord”

(QS. Al Anfal: 2)