

TABLE OF CONTENTS

Inside cover page	i
Inside title page	ii
Declaration page	iii
Dedication Page	iv
Advisor's Approval Page	v
Examiners Approval Page	vi
Acknowledgements	vii
Table of Contents	viii
Abstract	xii
Epigraph	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the problems	6

1.3 Objective of the Study	6
1.4 Significant of the Study	7
1.5 Definition of Key Terms	7
CHAPTER II LITERATURE REVIEW	9
2.1. Review of Related Theory	9
2.2. Theoretical Framework	
2.2.1 Orientalism	9
2.2.3 Semiotics.....	11
2.3. Review of Related Studies.....	16
CHAPTER III METHOD OF THE STUDY	21
3.1 Research Approach	21
3.2. Data Source.....	21
3.3. Scope and Limitation.....	22
3.4. Technique of Data Collection	22
3.5. Technique of Data Analysis	22
3. 5.1 Linguistic Message	23
3. 5. 2 Non Linguistic Message	23
3. 5. 3 Myth	24

CHAPTER IV DISCUSSION	25
4.1 The Storyline of Pepsodent Sensitive Expert :	
Nadya Hutagalung Version.	25
4.2 The Linguistic Message.....	26
4.3 The Non-Linguistic Message	30
4. 4 The Interpretation	40
4.4.1 The Binary Opposition Between Western and Eastern	40
4.4.1.1 The Way of Thought	41
4.4.1.2 Setting	43
4.4.1.3 Costume	44
4.4.1.4 Gender	45
4.4.1.5 The Meaning of Camera Movement	47
4.4.2 The Negotiation of Nadya Hutagalung.....	51
4.4.3 The Ideology of The Advertisement	52
4.4.4 The History of Unilever in Indonesia	54
4.4.5 Pepsodent In Indonesia : Past to Present	57
CHAPTER V CONCLUSION	61
5.1 Conclusion	60
5.2. Suggestion	63

REFERENCES	64-
67	

LIST OF TABLES

Table 1. The meaning of camera movement	14
Table 2. The Camera Angle and Colour Saturation	15
Table 3. The Binary Opposition Between Western And Eastern	40