

**THE COMMODIFICATION OF EARTH HOUR IN EARTH HOUR
INDONESIA ADVERTISEMENT: SEMIOTIC ANALYSIS**

A THESIS



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**ENGLISH DEPARTMENT
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SURABAYA**

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

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DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, 27 Juni 2014

Andi Alvian

❖ *This thesis is dedicated to my parents, My Father and My Sister who always give me their love and affection, and always support me whenever I need them.*

❖ *This is also dedicated for my beloved mother in heaven.*

❖ *My best friend*

I love them all.

Approved to be examined

Surabaya, 27 Juni 2014

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