

## TABLE OF CONTENTS

Inside cover .....	i
Inside title page.....	ii
Declaration page.....	iii
Dedication page.....	iv
Advisor’s Approval Page.....	v
Acknowledgements.....	vi
Table of Contents.....	viii
Abstract.....	ix

### CHAPTER 1: INTRODUCTION

1.1. Background of the Study . . . . .	1
1.2. Statement of the Problem . . . . .	11
1.3. Objective of the Study . . . . .	11
1.4. Significance of the Study. . . . .	11
1.5. Definition of Key Terms. . . . .	12

### CHAPTER 2: LITERATURE REVIEW

2.1. Theoretical Background . . . . .	13
2.1.1 Commodification and Symbolic Value by Jean Baudrillard.....	13
2.2. Theoretical Framework . . . . .	16
2.2.1. Roland Barthes’s Semiotics.....	16
2.2 Review of Related Study . . . . .	19

**CHAPTER 3: METHODOLOGY**

3.1. Method Approach . . . . .	22
3.2. Data source.. . . . .	22
3.3. Scope and Limitation . . . . .	24
3.4. Technique of Data Collection . . . . .	24
3.5. Technique of Data Analysis . . . . .	25

**CHAPTER 4: ANALYSIS**

4.1. Findings . . . . .	27
4.2. Analysis and Discussion . . . . .	28
4.2.1. Semiotics Analysis . . . . .	28
4.2.1.1. Set 1. . . . .	28

A. Linguistic Messages . . . . .	29
B. Non-Coded Iconic Message . . . . .	30
C. Coded Iconic Message . . . . .	31
D. Myth . . . . .	32
4.2.1.2 Set 2 . . . . .	34
A. Linguistic Message . . . . .	34
B. Non-Coded Iconic Message . . . . .	35
C. Coded Iconic Message . . . . .	36
D. Myth . . . . .	38
4.2.1.3. Set 3 . . . . .	39
A. Linguistic Message . . . . .	39
B. Non-Coded Iconic Message . . . . .	41
C. Coded Iconic Message . . . . .	41
D. Myth . . . . .	45
4.2.1.4. Set 4 . . . . .	47
A. Linguistic Message . . . . .	48

B. Non-Coded Iconic Message.....	49
C. Coded Iconic Message.....	49
D. Myth.....	50
4.2. Discussion . . . . .	52
<b>CHAPTER 5: CONCLUSION</b>	
5.1. Conclusion . . . . .	55
5.2. Suggestion for Further Research . . . . .	56
<b>WORKS CITED</b> .....	57