

TABLE OF CONTENT

Inside Cover Page i

Inside Title Page..... ii

Declaration Page..... iii

Dedication Page..... iv

Advisor’s Approval Page..... v

Examiner’s Approval Page..... vi

Acknowledgments..... vii

Table of Contents..... ix

List of Figures..... xi

Abstract..... xii

Epigraph..... xiii

CHAPTER 1: INTRODUCTION..... 1

1.1. Background of the Study..... 1

1.2. Statement of the Problem..... 7

1.3. Objective of the Study..... 7

1.4. Significance of the Study..... 8

1.5. Definition of Key Terms..... 8

CHAPTER 2: LITERATURE REVIEW..... 10

2.1 Theoretical Frame work..... 10

2.1.1 Semiotics by Roland Barthes..... 10

2.2 Review of Related Studies..... 13

CHAPTER 3: METHODOLOGY..... 16

3.1 Research Approach..... 16

3.2 Data Sources..... 16

3.3 Limitation..... 17

3.4	Technique of Data Collection.....	18
3.5	Technique of Data Analysis.....	19
CHAPTER 4: ANALYSIS.....		20
4.1.	The Islamic Ideology Construction Analysis.....	20
4.1.1.	<i>SMA Muhammadiyah</i> 08 Cerme – Gresik billboard.....	21
4.1.2.	<i>Madrasah Aliyah Hidayatul Ummah</i> Balongpanggang- Gresik billboard.....	33
4.2.	Interpretation.....	50
4.2.1	The hybridization of Islamic sign and global sign.....	50
CHAPTER 5: CONCLUSION.....		56
References.....		59
Transcript of the interview.....		62

LIST OF FIGURES

- Figure 1 *SMA Muhammadiyah 08 Cerme – Gresik billboard*
- Figure 2 *SMK Muhammadiyah 2 Benjeng-Gresik billboard*
- Figure 3 *Madrasah Aliyah Hidayatul Ummah Balongpanggang-Gresik billboard*
- Figure 4 *SMA Ma' Arif NU (Nahdlatul Ulama) Benjeng-Gresik billboard*
- Figure 6 Foreigner
- Figure 7 *Aisyiyah symbol*
- Figure 8 *Hizbul Wathan symbol*
- Figure 9 *Tapak suci symbol*
- Figure 10 Olympiad symbol
- Figure 11 The smile students
- Figure 12 The holding-camera girl
- Figure 13 *Madrasah Aliyah Hidayatul Ummah's symbol*
- Figure 14 Boy's group band
- Figure 15 Girl's group band
- Figure 16 *Al-Banjari's group*
- Figure 17 Astronomy Observation
- Figure 18 Computer Lab
- Figure 19 Laboratory Lab
- Figure 20 *KKL*
- Figure 21 School's scholarship
- Figure 22 Free Wi-Fi symbol