TABLE OF CONTENT

OUTSIDE COVER PAGE	i
INSIDE COVER PAGE	ii
ADVISOR APPROVAL	iii
BOARD EXAMINERS APPROVAL	iv
TABLE OF CONTENT	v
ACKNOWLEDGEMENT	vii
ABSTRACT	viii
ABSTRAK	ix
CHAPTER I INTRODUCTION	1
I.1. Background of the Study	1
I.2. Statement of the Problems	5
I.3. Objective of the Study	5
I.4. Significance of the Study	5
I.5. Scope and Limitation	7
I.6. Theoretical Background	7
I.7. Method of the Study	8
I.7.1. Population and Sample	8
I.7.2. Location	9
I.7.3. Technique of Gathering Data	10
I.7.4. Technique of Analysing Data	10
I.8. Definition of Key Terms	10

v

IR - PERPUSTAKAAN UNIVERSITAS AIRLANGGA

I.9. Organization of Paper	11
CHAPTER II THEORETICAL FRAMEWORK	13
II.1. Advertisements and Radio Advertising	13
II.2. Semantic	14
II.3. Connotation and Meaning	16
II.4. Related Studies	19
CHAPTER III PRESENTATION OF DATA & ANALYSIS	22
III.1. Presentation of Data	23
III.2. Interpretation	26
III.3. Kinds of Connotation & The Dominant	50
Connotation	
CHAPTER IV CONCLUSION	53
BIBLIOGRAPHY	54
ADDENDTY	

ACKNOWLEDGEMENTS

I would thank Allah SWT for listening and granting my prayer. I got so many obstacles in writing this thesis which made me almost give up. But You never leave me.

Some people have given me uncountable contributions and supports and there is nothing I can say but only thank from the deep of my heart, i.e:

My beloved mother, sister, brother, and niece for giving me courage to do this thesis.

Mr. Jurianto for guiding me patiently and understanding my condition, therefore I can finish this on time.

For all 91'students who are so loyal to our campus, especially Hury, Robby for lending their computer, Hendro, Joko, Madah, Andy, Yogo, Witanto and also Hening, Erna, and Helen for being my friends

For my great friends Heny, Panca, and Joko Supri for sharing stories each other.

vii