

TABLE OF CONTENT

INSIDE COVER PAGE i

INSIDE TITLE PAGE ii

DECLARATION PAGE iii

DEDICATION PAGE iv

THESIS ADVISOR'S APPROVAL PAGE v

THESIS EXAMINERS APPROVAL PAGE vi

ACKNOWLEDGEMENT vii

EPIGRAPH viii

TABLE OF CONTENT ix

LIST OF FIGURE..... xi

ABSTRACT..... xii

CHAPTER I INTRODUCTION

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..... 7

1.5 Definition of key terms 8

CHAPTER II LITERATURE REVIEW

2.1 Theoretical Framework..... 10

| | |
|--------------------------------------|----|
| 2.1.1 Television Media | 10 |
| 2.1.2. Soap Opera..... | 11 |
| 2.1.3 Semiotic | 12 |
| 2.2. Review of Related Studies | 16 |

CHAPTER III METHOD OF THE STUDY

| | |
|--|----|
| 3.1 Research approach | 19 |
| 3.2 Corpus and Sample | 19 |
| 3.2.1 Corpus | 19 |
| 3.2.2 Sample | 19 |
| 3.3 Technique of Data Collection | 20 |
| 3.4 Technique of Data Analysis..... | 20 |

CHAPTER IV DISCUSSION

| | |
|--|----|
| 4.1 General Outline of the story..... | 22 |
| 4.2 Revealing Candy Meaning by Berger Checklist..... | 27 |

CHAPTER V CONCLUSION

| | |
|------------------|----|
| REFERENCES | 49 |
|------------------|----|

LIST OF FIGURE

Figure 1 Saussurean Dyadic System 13
Figure 2 Peierce Triadic System 14