

## **ABSTRACT**

**Harini, Endah Surya.** A Semiotic Analysis of Candy Soap Opera on RCTI. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2008.

The study is about the audience position towards Candy, one of soap opera program on RCTI. It is aimed to investigate and identify the sign system and the meaning which may decode by the viewer. *Candy* is a soap opera which contains many sign. Those sign defined as media function. These function identified from the camera shot, angle, camera editing, lighting, color, make up, music, and language itself. The media function is not only show the presentation of the story but also reflect the meaning inside it. *Candy* is an example of romance. The characterization of Candy and all the elements in the story gives the audience a sense of struggle and independent girl.

**Keywords: Semiotic, RCTI, Soap Opera, Candy**

# **CHAPTER I**

## **INTRODUCTION**