



TABLE OF CONTENTS

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

Acknowledgment vii

Table of Contents viii

Abstract xi

CHAPTER I INTRODUCTION

1.1. Background of the Study 1

1.2. Statement of the Problems 4

1.3. Objective of the Study 4

1.4. Significance of the Study 5

1.5. Scope and Limitations 5

1.6. Organization of the paper 6

1.7. Definition of Key Terms 6

CHAPTER II LITERATURE REVIEW

2.1. Semiotics 8
2.2. Roland Barthes Semiotics 9
2.3. Javanese Identity 13
2.4. Review Related Studies 16

CHAPTER III METHODOLOGY

3.1. Research Approach 19
3.2. Data Sources 19
3.3. Technique of Data Analysis 20

CHAPTER IV ANALYSIS

4.1. The Representation of Javanese Identity..... 21
4.1.1. Linguistic Message 23
4.1.2. Non Coded-Iconic Message 28
4.1.3. Coded-Iconic Message 30
4.2. Myth 39
4.2.1. Co modification in Djarum 76 Advertisement ‘pingin sugih pingin ganteng
versions 46

CHAPTER IV CONCLUSION 49

REFERENCES 51

