

**THE BRANDING OF INDONESIA THROUGH THE REPRESENTATION OF ITS  
BEAUTY IN THE ADVERTISEMENT OF MISS WORLD 2013  
ENTITLED “BRING INDONESIA’S BEAUTY TO THE WORLD”:  
A SEMIOTIC STUDY**

**A THESIS**



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SURABAYA**

**2014**

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**Submitted as Partial Fulfillment of the Requirements**

**for Undergraduate of English Department**

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**Surabaya**

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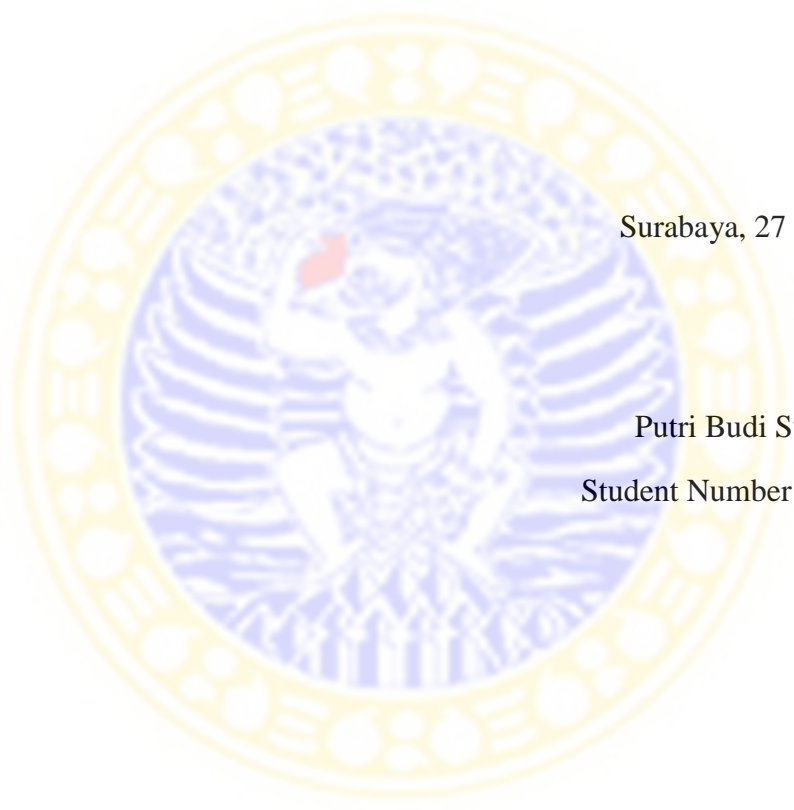
## DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

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**SUCCESS IS A STATE OF  
MIND.**

**IF YOU WANT SUCCESS,  
START THINKING OF  
YOURSELF AS A SUCCESS**

*Dr. Joyce Brothers*



**THIS THESIS IS DEDICATED TO MY  
BELOVED FAMILY ;)**



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