

**A Multimodality Analysis in Text Indicating Consumers' Gender: A Case
Study of Advertisements**

A Thesis



By

DEWI SEKARTAJI WAHYUDI

121112093

English Department

Faculty of Humanities

Universitas Airlangga

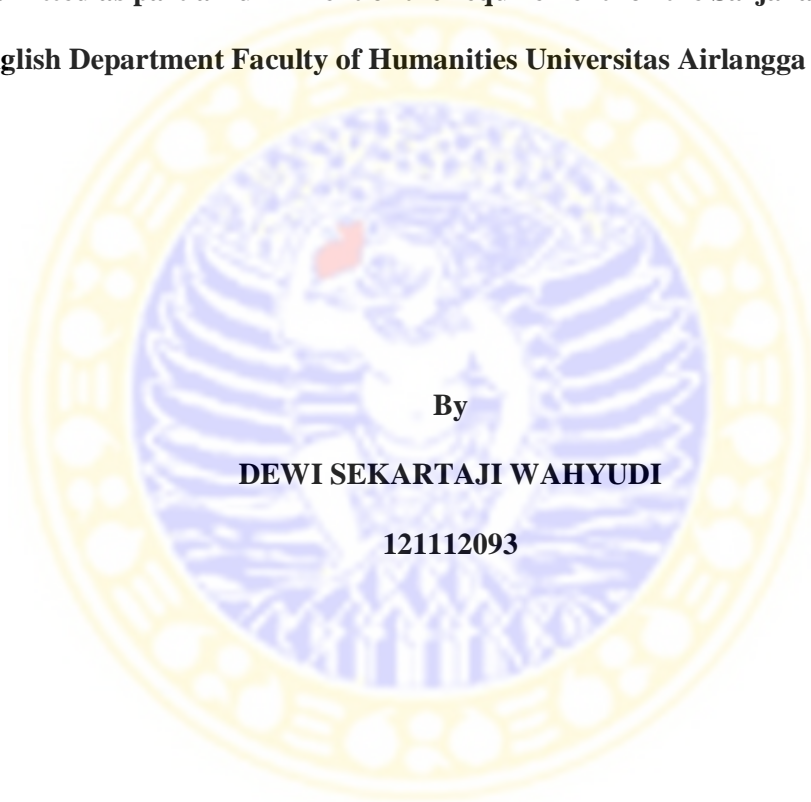
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**Submitted as partial fulfillment of the requirement for the Sarjana Degree of
English Department Faculty of Humanities Universitas Airlangga Surabaya**



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Faculty of Humanities
Universitas Airlangga
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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 by other persons expect where due reference is made in the text of the thesis.

Surabaya, January 2015

Dewi Sekartaji Wahyudi

121112093



***This thesis is dedicated to my Mom, my Dad, my
Sister, my Brother, my Niece, my best friends, and
those who always judge me of what I am not
capable of.***



Approved to be examined

Surabaya, January 22nd, 2015

Thesis Adviser,

Deny Arnos Kwary, Ph.D.

NIP. 197501011999031001

Head of English Department

Dra. Lilla Musyahda, M.Pd.

NIP. 196612102007012001

English Department

Faculty of Humanities

Universitas Airlangga

Surabaya

2015

**This thesis has been approved and accepted by the Board of Examiners
English Department Faculty of Humanities Universitas Airlangga Surabaya**

January 22nd, 2015

The Chief of Board of Examiners

Dra. Anna Dewanti, Dipl. Tesl., M.Pd.

NIP. 196012011985112001

Board of Examiners I

Deny Arnos Kwary, Ph.D.

NIP. 197501011999031001

Board of Examiners II

Viqi Ardaniah, M.A. Linguistics

NIK. 139 090 891

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for your cheerful voice over phone calls that makes your aunty laughs and loves every part of life cycles. This undergraduate thesis stands as a testament to your unconditional love and encouragement.

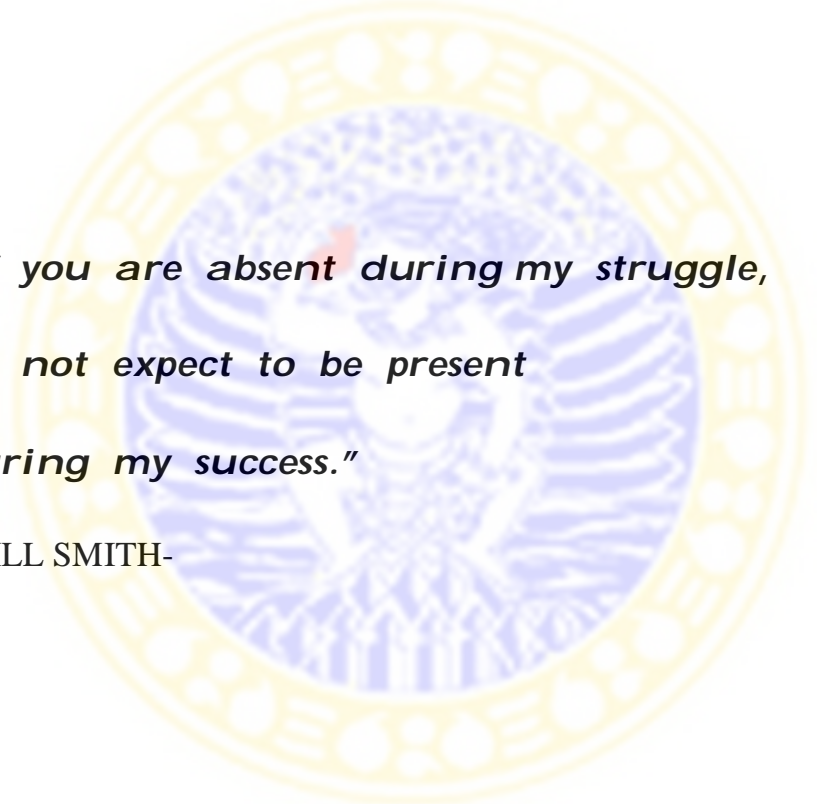
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The writer

***“You were given this life
because you are strong enough
to live it.”***

-ROBIN SHARMA-



***“If you are absent during my struggle,
do not expect to be present
during my success.”***

-WILL SMITH-