

**THE REPRESENTATION OF WOMAN RIDER AS A ROLE MODEL IN
TRAFFIC RULES DISSEMINATION THROUGH SATLANTAS'S
BANNER IN SURABAYA: A SEMIOTIC ANALYSIS**



A THESIS

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Surabaya

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Universitas Airlangga Surabaya

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Surabaya, June 2015

The writer


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.

Surabaya, June 2015
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**This is dedicated for my mom,
brothers, and sister...**

EVERYTHING THAT IS
DONE IN THE WORLD IS
DONE BY HOPE.



MARTIN LUTHER

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