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



**English Department** 

**Faculty of Humanities** 

Universitas Airlangga

Surabaya

2015

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

#### **A THESIS**

Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of

**English Department Faculty of Humanities** 

Universitas Airlangga Surabaya

 $\mathbf{B}\mathbf{y}$ 

**Debby Febrian Indrias** 

121112143

**English Department** 

**Faculty of Humanities** 

Universitas Airlangga

Surabaya

2015

### Approved to be examined Surabaya, June 2015

Thesis Advisor,

Gesang Manggala N. P., S. A., M. Hum.

NIK. 139090994

**Head of English Department** 

Dra. Lilla Musyahda, M.Pd.

NIP. 196612102007012001

**English Department** 

**Faculty of Humanities** 

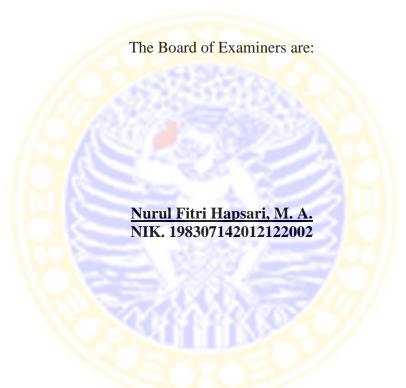
Universitas Airlangga

Surabaya

2015

This thesis has been approved and accepted by the Board of Examiners, English

Department, Faculty of Humanities, Universitas Airlangga



Gesang Manggala N.P., S.A., M. Hum. NIK. 139090994

> <u>Drs. Amir Fatah, M. Hum.</u> NIK. 195501191986011001

#### ACKNOWLEDGEMENT

Foremost, I would like to thank God for the blessing that He has given to me throughout my entire life. I cannot express enough gratitude for all the strength, health, and energy that He has gifted to me. You gave me the power to believe in my passion, to pursue my dreams, and to finish this thesis also. For my mother, thank you so much for always trusting my ability and teaching me so much lessons of life. You are the angel of my life, Ma. I would also to thank my brothers and sister, Alex, Denny, and Fani, for always giving me laughs and healing me from tiredness. You guys are the best. My second mom, Mbok Ni, who always makes me fatter because of her *sambal* and great food, thank you for serving me, loving me, accompanying me for at least 12 years. I love you mbok.

I would also like to show my gratitude deeply for my coolest thesis advisor, Mr. Gesang Manggala Putra. Without you, my thesis will be nothing, Pak. Thank you for always be patient in guiding me in doing this analysis. My deep honor for your support in my thesis. My gratitude is also for all lecturers in English Department Airlangga University, especially, Mrs. Nurul Fitri Hapsari, Mr. Puguh Budi Susetyo, and Mr. Dadung Ibnu Muktiono, M. C. S, for giving me time to ask and discuss about my topic. Thank you for all the knowledge that you've shared, all of you are my role models.

Many thanks are also dedicated to my Bajing's, Ani, Hani, Deacy, Ichal, Ses, Rere, Lidya, for always giving me such nice "escapes" and moments. You guys

ADLN Perpustakaan Universitas Airlangga

fulfill my life with full of happiness. I love you! Not to forget, my best colleagues,

Della, Danna, Widya, Sabek, Kakak, Gendut, Ijul, Abah, Luki, Ajemik, Ebok, Rani,

your bullies on me are wonderful. I hope you can give me more strength to keep

my patient in high levels. My tutor, Tince, this one is also for you, thank you for

helping me a lot when I got confuse on my topic.

Moreover, I would also like to share this happiness with Eka, an innocence

man with cool face and stomach, who puts me up and down but gives me so much

inspirations to finish this thesis. Thank you for your love. I hope you can do the

same thing as I did in the next 2 years. I would also like to express my sincere

thanks to my sibling, Rhyco, for always giving me encourages, jokes, bullies and

strength. Your bullies mean a lot to me.

Last but not least, my I would like to express my appreciation to everyone

in English Department, Faculty of Humanities. If I mention one by one, it would

take more pages than this thesis to complete. Many thanks.

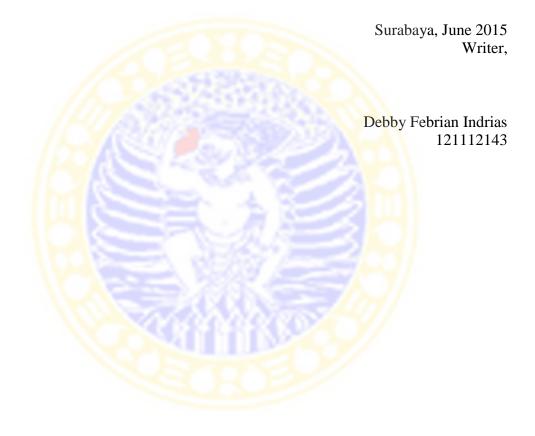
Surabaya, June 2015

The writer

vi

#### **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.



This is dedicated for my mom,

brothers, and sister...

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



#### **Table of Contents**

Inside Co	over Page	i
Inside Ti	tle Page	ii
Declarati	ion Page	iii
Dedication	on Page	iv
Thesis A	dvisor's Approval Page	v
Thesis's	Examiners' Approval Page	vi
Acknow	ledgements	V
	Contents	
СНАРТ	FR I	
_	D <mark>UCTIO</mark> N	1
1.1.	Background of the Study	
1.2.	Statement of the Problem	
1.3.	Objective of the Study	
1.4.	Significance of the Study	
1.5.	Scope and Limitation	
1.6.	Definition of Key Terms	
СНАРТ	ER II	
LITERA	ATURE REVIEW	
2.1.	Theoretical Framework	. 15
2.1.1.	Semiotics by Roland Barthes	. 15
Lin	guistic Message	. 17
No	n- Linguistic Message	. 18
2.2.	Beauty Myth	. 18
2.3.	Review of Related Studies	. 20
CHAPT	ER III	
METHO	DDOLOGY	23
3.1	Research Approach	. 23
3.2	Population	. 24

#### ADLN Perpustakaan Universitas Airlangga

3.3	Sampling	. 24
3.4	Technique of Data Collection	. 25
3.5	Technique of Data Analysis	. 26
CHAPT	ER IV	
DISCUS	SSION	27
4.1	Linguistic Message: YANG CANTIK PAKAI LAJUR KIRI	. 27
4.1.	1 Relay	. 27
4.1.	2 Anchorage (1): YANG CANTIK PAKAI LAJUR KIRI	. 29
4.1.	Anchorage (2): YANG SAYANG IBU PAKAI LAJUR KIRI	. 34
4.2	Non-Linguistic Message	. 36
4.2.	$\mathcal{C}$	
4.2.	2 Ic <mark>oni</mark> c Message	
4.3	Myth	. 50
CHAPT		
CONCLUSION & SUGGESTION		57
5.1.	Conclusion	. 57
5.2	Suggestion	. 58
Reference	res	60