

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

English Department Faculty of Humanities

Universitas Airlangga Surabaya

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## 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

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


## 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  
Writer,

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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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