

UNDERGRADUATE THESIS

**MASCULINITY IN ADVERTISEMENT OF *GUDANG GARAM*
SIGNATURE: REVEAL YOUR SIGNATURE MOMENT 2016 THE
AUCTION**



BY

ARIE DHANIAR RASYID

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirement

for the Bachelor Degree in English Department

Faculty of Humanities

Universitas Airlangga

Surabaya

BY

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**ENGLISH DEPARTMENT
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DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my original research. Hereby, I confirm that:

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Surabaya, 21 April 2020

Writer,

A handwritten signature in black ink is written over a green 3000 Rupiah postage stamp. The stamp features the Garuda Pancasila emblem and the text 'METERAI TEMPEL', '7EDDDAHF416281227', and '3000 RUPIAH'. The signature is a stylized, cursive script.

Arie Dhaniar Rasyid

121611223013

DEDICATION

**I SINCERELY DEDICATE THIS UNDERGRADUATE THESIS FOR MY BELOVED
PARENT,**

MRS. KRIS SETYATI

**THEN, I ALSO DEDICATE THIS PAPER TO MYSELF WHO HAS REALLY
WORKED HARD TO FINISH IT,**

ARIE DHANIAR RASYID

APPROVAL SHEET

Title : Masculinity in Advertisement of *Gudang Garam*
Signature: Reveal your Signature Moment 2016 The
Auction

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Surabaya, 21 April 2020

Arie Dhaniar Rasyid

EPIGRAPH

“Do what you love and love what you have done”

Arie Dhaniar