SCHEME OF THE RESEARCH
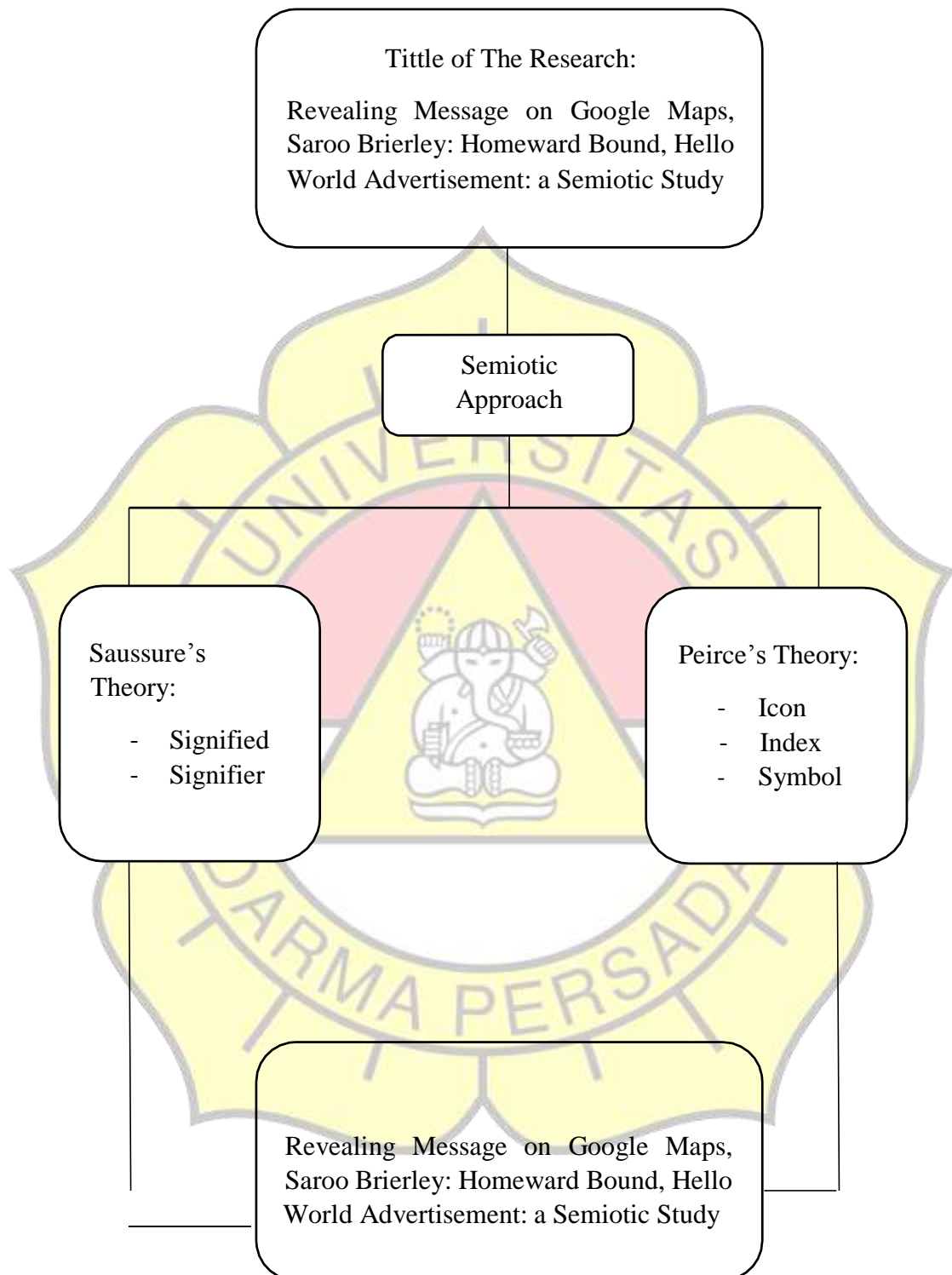
Tittle of The Research:

Revealing Message on Google Maps, Saroo Brierley: Homeward Bound, Hello World Advertisement: a Semiotic Study

Semiotic Approach

Saussure's Theory:
- Signified
- Signifier

Peirce's Theory:
- Icon
- Index
- Symbol

Revealing Message on Google Maps, Saroo Brierley: Homeward Bound, Hello World Advertisement: a Semiotic Study

Darma Persada University

POSTER OF THE RESEARCH

REVEALING MESSAGE ON GOOGLE MAPS, SAROO BRIERLEY: *HOMEWARD BOUND, HELLOW WORLD* ADVERTISEMENT: A SEMIOTIC STUDY

SAVIRA INDRIANTI

2015130058

STRATA ONE (S1)

ENGLISH LANGUAGE AND CULTURE

DARMA PERSADA UNIVERSITY

FRAMEWORK OF THEORIES:

Semiotic Theory:
Saussure's
- Signified
- Signifier

Peirce's
- Icon
- Index - Symbol

METHOD OF THE RESEARCH:

The research is conducted through a qualitative approach with a simple analysis such as, I take for the investigation of the research are, I find out the signifier and signified meanings, and then I find out the message build by the advertisement based on the written narration.

BACKGROUND OF THE RESEARCH

In this current era, the development of advertising is currently growing rapidly through various media such as newspapers, magazines, radio, television, social media, etc which is there are oral and visual advertisements. Advertising is a form of allure of a product to promote that products. Therefore, advertisements must be made interesting, contain messages, and make a benefit to people then the ads that are made must also make people easy to understand, remember, and using a good delivery so that it can be wisely accepted by people who see, read, and listen to it. An advertisement there is a message contained by the author so that the ad is interesting and easy to remember by people. This research is about the ad of Google Maps, Saroo Brierley that he wants to find out his home and family. The writer want to analyze the advertisement using semiotic theories from Saussure and Peirce to know the message that contain in this research.

CONCLUSION OF THE RESEARCH

After the identification of the research. This ad is about the journey of Saroo Brierley. Every scene is a part of his journey to find out his home and family until he can find it with Google Maps and Google Earth. The meaning of the whole scene from this ad is how far we go, we can find out the way back home.

Darma Persada University

CURRICULUM VITAE

Name	: Savira Indrianti
Nationality	: Indonesia
Sex	: Female
Date of Birth	: Jakarta, 4 Juli 1997
Religion	: Moslem
Address	: Jl. Ismail Bukit Duri Tanjakan no. 3 RT. 03/RW. 009 Tebet, Jakarta Selatan
Phone/Fax	: (021) 8303483
Mobile Phone	: 081218581875
Email	: saviraindrianti47@gmail.com

EDUCATIONAL BACKGROUND

2003-2009	: SDNP Manggarai 01 Pagi, Jakarta Selatan
2009-2011	: 265 Junior High School, South Jakarta
2011-2014	: 53 Senior High School, East Jakarta
2015-Present	: Darma Persada University, East Jakarta

ORGANIZATION EXPERIENCE

2015-2016	: Member of Inventory Division (Taradhika Choir)
2015-2016	: Member of Public Relation Division (Taradhika Choir)

WORKING EXPERIENCE

2018	: SMA Budi Mulia Utama
2018	: Volunteer WISHFORUM (World Indonesian Scholarship Forum)

CERTIFICATE

1. Certified WISHFORUM 2018 (World Indonesia Scholarship Forum)
2. Certified ASJA (Asean Japan Alumni International) – ASJA (Asean Council of Japan Alumni) Symposium 2018

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3. Certified PKKMB Unsada (Pengenalan Kehidupan Kampus Mahasiswa Baru) 2019

RESEARCH EXPERIENCE

2016:   Analysis Novel *Up at The Villa* by W. Somerset Maugham

Analysis Short Story entitled *The Necklace* by Guy de Maurpassant

Analysis Poetry *Cry of The Children* by Elizabeth Barret Browning

2017:   Analysis Drama *Top Girl* by Caryl Churchill Analysis

Drama *Oliver Twist* by Charles Dickens Broca's and

Wernicke's Area: A Psycholinguistic Study

2018:   Gender and Language: A Pragmatic Study

Pembuatan Rencana Perencanaan Pembelajaran (RPP) dalam TEFL I dan TEFL II

The Difference Between Aboriginal People and White People from Family Life based on Family Institution of Australian Institution Studies

ACHIEVEMENT

2016:   Singing in Taradhika 2nd Annual Concert

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ATTACHMENT
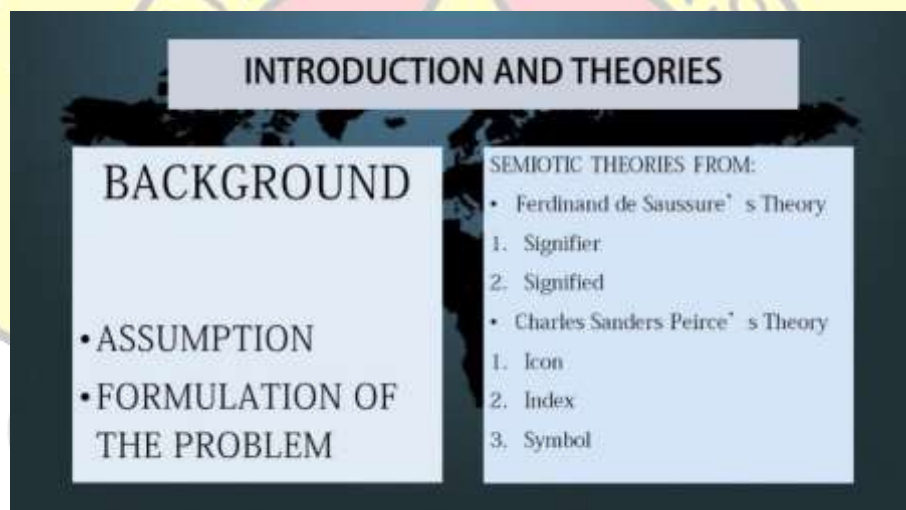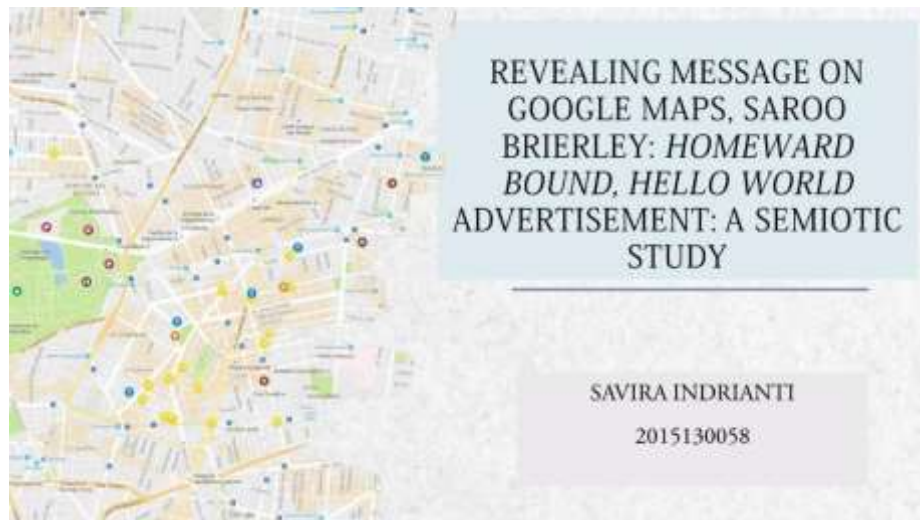
ANALYSIS: REVEALING MESSAGE ON GOOGLE MAPS, SAROO BRIERLEY: *HOMEWARD BOUND, HELLO WORLD* ADVERTISEMENT: A SEMIOTIC STUDY

Interpretation of Icon, Index, Symbol from Scene 4

Sign	Sign Identification	Description
Icon	1. Little boy 2. Old woman	1. Never give up and struggling 2. Caring and understanding
Index	1. Blond hair 2. Map	1. Typical Western hair color 2. Detail and Comprehensive
Symbol	1. Tasmania	1. Island state of Australia

Saroo's Utterances from Scene 2

"I was adopted out to Australia to an Australian family and mom had decorated my room with the map of India, which she put next to my bedside. I wake up every morning seeing that map and hence it sort of kept the memories alive. People would say 'your trying to find a needle in a haystack, sorry you need to find it' no, but I have flashes of the place that used to go the flash some of family faces."

CONCLUSION

Savira Indrianti

Name

2015130058	1997/07/04	
Identification Number	Date of Birth (yyyy/mm/dd)	
2018/11/29	2020/11/29	
Test Date (yyyy/mm/dd)	Valid Until (yyyy/mm/dd)	

LISTENING

Your score (325)

5 █████████████ 495

READING

(225) Your score

5 █████████████ 495

TOTAL SCORE

(550)

Client/Institution Name: PT. Putra Pratama Raya

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KNOW SUCCESS.

PT International Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend Sudirman, Kav 47, Jakarta, Indonesia, 12930

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Detach Here ✂

LISTENING

Your scaled score is close to 300. Test takers who score around 300 typically have the following strengths:
- They can sometimes infer the central idea, purpose, and basic context of short spoken exchanges, especially when the vocabulary is not difficult.
- They can understand the central idea, purpose, and basic context of extended spoken texts when this information is supported by repetition or paraphrase.
- They can understand details in short spoken exchanges when easy or medium-level vocabulary is used.
- They can understand details in extended spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased.

To see weaknesses typical of test takers who score around 300, see the "Proficiency Description Table.

READING

Your scaled score is close to 250. Test takers who score around 250 typically have the following strengths:
- They can make simple inferences based on a limited amount of text.
- They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text.
- They can sometimes connect information within one or two sentences.
- They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary.
- They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to connect information, are present.

To see weaknesses typical of test takers who score around 250, see the "Proficiency Description Table.

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	0% █████ 70 ████ 100%
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	0% █████ 77 ████ 100%
Can understand details in short spoken texts	0% █████ 70 ████ 100%
Can understand details in extended spoken texts	0% █████ 69 ████ 100%

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can make inferences based on information in written texts	0% ████ 44 █████ 100%
Can locate and understand specific information in written texts	0% ████ 62 █████ 100%
Can connect information across multiple sentences in a single written text and across texts	0% ████ 42 █████ 100%
Can understand vocabulary in written texts	0% ████ 63 █████ 100%
Can understand grammar in written texts	0% ████ 54 █████ 100%

* Proficiency Description Table can be found on our web site, www.ets.org/toeic

HOW TO READ YOUR SCORE REPORT:

Percent Correct of Abilities Measured:
Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who take other forms or to your own performance on other test forms.

Note: TOEIC scores more than two years old cannot be reported or validated.

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OFFICIAL INSTITUTIONAL SCORE REPORT

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KNOW SUCCESS.

KNOW ENGLISH.
KNOW SUCCESS.

Name: Savira Indrianti

Identification Number	Date of Birth (yyyy/mm/dd)
2015130058	1997/07/04

Test Date (yyyy/mm/dd)	Valid Until (yyyy/mm/dd)
2019/01/31	2021/01/31

Client/Institution Name: PT. Putra Pratama Raya

LISTENING Your score **300** 5 ▬▬▬▬ 495

READING **165** Your score 5 ▬▬▬▬ 495

TOTAL SCORE **465**

PT International Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend Sudirman, Kav 47, Jakarta, Indonesia, 12930

This score report is intended for use only by the institution which sponsored the test administration.

Detach Here

LISTENING

Your scaled score is 300. Test takers who score around 300 typically have the following strengths:
- They can sometimes infer the central idea, purpose, and basic context of short spoken exchanges, especially when the vocabulary is not difficult.
- They can understand the central idea, purpose, and basic context of extended spoken texts when this information is supported by repetition or paraphrase.
- They can understand details in short spoken exchanges when easy or medium-level vocabulary is used.
- They can understand details in extended spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased.

To see weaknesses typical of test takers who score around 300, see the *Proficiency Description Table.

READING

Your scaled score is close to 150. Test takers who score around 150 typically have the following strengths:
- They can locate the correct answer to a factual question when not very much reading is necessary and when the language of the text matches the information that is required.
- They can understand easy vocabulary and common phrases.
- They can understand the most-common, rule-based grammatical structures when not very much reading is necessary.

To see weaknesses typical of test takers who score around 150, see the *Proficiency Description Table.

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	57
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	47
Can understand details in short spoken texts	85
Can understand details in extended spoken texts	56

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
Can make inferences based on information in written texts	35
Can locate and understand specific information in written texts	43
Can connect information across multiple sentences in a single written text and across texts	47
Can understand vocabulary in written texts	51
Can understand grammar in written texts	36

* Proficiency Description Table can be found on our web site, www.ets.org/toeic

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HOW TO READ YOUR SCORE REPORT:

Percent Correct of Abilities Measured:
Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who take other forms or to your own performance on other test forms.

Note: TOEIC scores more than two years old cannot be reported or validated.

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JURUSAN SASTRA INGGRIS S-1 FAKULTAS SASTRA

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Telp. 8649051, 8649053, 8649057 Fax. 8649052
E-mail: humas@unsada.ac.id Homepage: http//www.unsada.ac.id

SURAT PERNYATAAN

Yang bertandatangan di bawahini:

Nama	:	Savira Indrianti
Tempat/Tanggal Lahir	:	Jakarta, 4 Juli 1997
Alamat Rumah	:	Jalan Ismail no. 3 Bukit Duri, Tebet
E-mail	:	Saviraindrianti47@gmail.com
No. Telepon/Ponsel	:	0812 – 8767 – 4711

Dengan ini menyatakan bahwa skripsi saya yang berjudul:

Revealing Messeage on Google Maps, Saroo Brierley: Homeward Bond, Hello World Advertisement: a Semiotic Study

yang diajukan pada semester ganjil tahun akademik 2018/2019 bersifat orisinil dan belum pernah ditulis oleh orang lain,dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan/atau setara dengan 2 (dua) semester.

Bilamana di kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku.

Demikian pernyataan ini dibuat dengan sesungguhnya dan dengan sebenar-benarnya.

Jakarta, 27 Maret 2019

Mengetahui,

KetuaJurusan Sastra Inggris S-1

Tommy Andrian, SS, M.Hum
NIK. 05395 / NIDN. 0320097601

Yang menyatakan,

Mahasiswa

Savira Indrianti
NIM. 2015130058

I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN
SKRIPSI SARJANA

Nama Mahasiswa : Savira Indrianti
Dosen Pembimbing I : Dra Irna Nirwani, Djajadiningrat, M.Hum
Dosen Pembimbing I : Dra Kurnia Idawati M.Si
Judul Skripsi : Revealing Message Soroo Brierley.
Homeward Bound, Hello World
on Google Maps Advertisement: A semiotic study

Mulai Bimbingan : 1 April 2019
Tahun Akademik : 2018 / 2019

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	1 April 2019	- Perbaikan Judul skripsi - Data yang 'proper'	
2.	30 April 2019	- formulation of the Problem & selaraskan dengan asumsi	
3.	17 Mei 2019	- lengkapi teori pendukung	

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4.	1 Juli 2019	- Analisis cesuaikan dengan objective of the Research	M
5.	3 Juli 2019	- Analiss signified, signifier diperbaiki	M
6.	24 Juli 2019	- Pahami dengan Jelas Perbedaan Signified, signifier dan ikon, index, symbol - Perbaiki Analisis	M
7.	25 Juli 2019	- Perbaiki kalimat secara grammatikal	
8.	26 Juli 2019	- Approval Page done - Layout & daftar wi's reference	
9.			

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10.		

Jakarta, ...

Menyetujui :

Pembimbing I

(Dra. Irma Mirwani Djajadiningrat, M.Hum.)

Pembimbing II
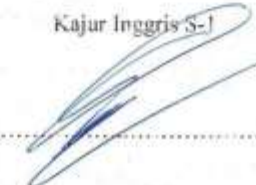
(Dra. Eureka Idawati, M.Si.)

Mengetahui :

Pembimbing Akademik

(.................................)

Kajur Inggris S-1

(.................................)

BUKU KONTROL DAN BIMBINGAN MAHASISWA PROGRAM STUDI SASTRA INGGRIS S-1 UNSADA

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