

REVEALING A MEANING ON MARLBORO ADVERTISEMENT
“MAYBE...” VERSION: A STUDY OF SEMIOTICS

TERM PAPER



STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2017

REVEALING A MEANING ON MARLBORO ADVERTISEMENT
“MAYBE...” VERSION: A STUDY OF SEMIOTICS

TERM PAPER

Submitted in partial-fulfilling for obtaining
Strata One (S-1) Degree



By :

DWI NUR ARFANI

2013130010

STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2017

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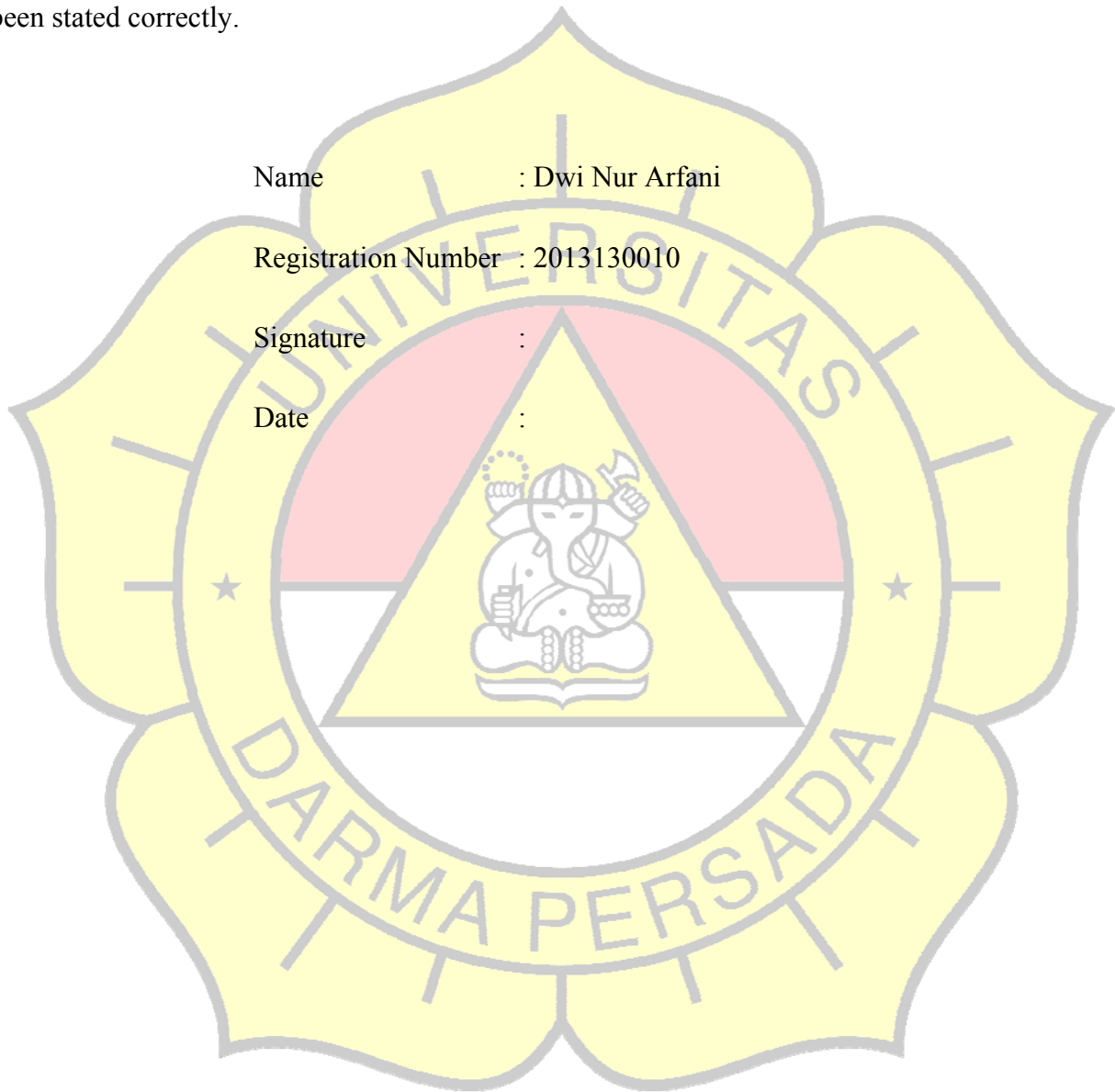
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Registration Number : 2013130010

Signature :

Date :



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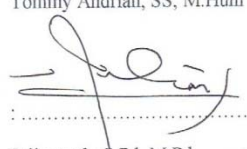
The term-paper submitted by:

Name : Dwi Nur Arfani
Registration Number : 201313010
Program of Study : English Department/Strata One Degree (S-1)
The title of the term-paper : Revealing a Meaning on Marlboro Advertisement
"Maybe .."Version: A Study of Semiotics

has been approved by Advisor, Reader, and Head of English Department to be tested in front of the Board of Examiners on July 21, 2017 at the English Department, the Faculty of Letters, Darma Persada University.

Advisor : 

Tommy Andrian, SS, M.Hum

Reader : 

Juliansyah, S.Pd, M.Pd

Head of
English Department : 

Tommy Andrian, SS, M.Hum.

APPROVAL PAGE

The term-paper has been tested on July 31, 2017

By
BOARD OF EXAMINERS

Consisting of:

Advisor

Tommy Andrian, SS, M.Hum.

Reader

Juliansyah S.Pd, M.Pd.

Chairperson

Fridolini, S.S, M.Hum

Approved on July 31, 2017

Head of English Department,

Tommy Andrian, SS, M.Hum.

Dean of Faculty of Letters,

Dr. Nani Dewi Sunengsih, SS, M.Pd,

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Jakarta, July 2, 2017

Writer,

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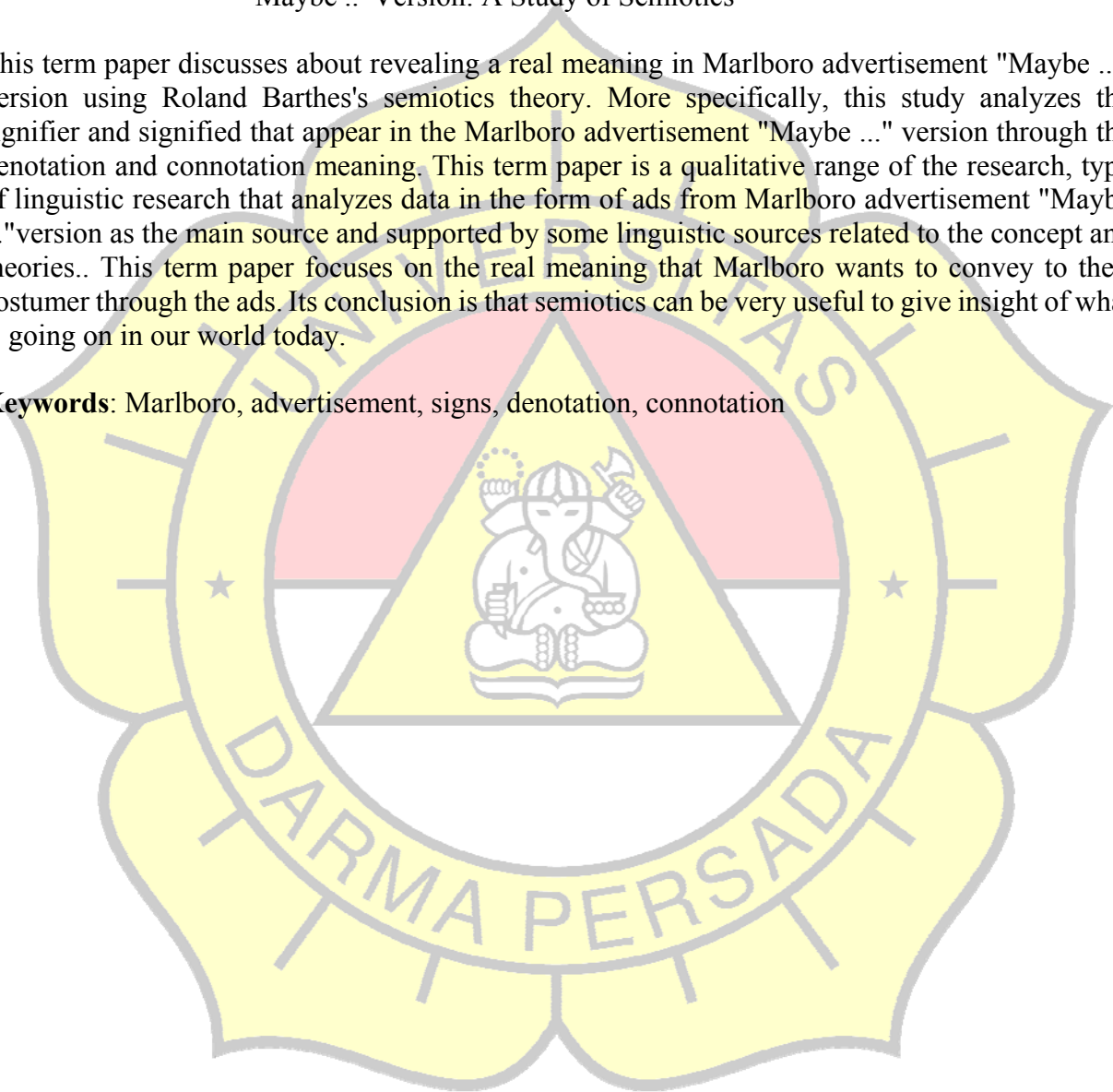


ABSTRACT

Name : Dwi Nur Arfani
Program of Study : English Language and Literature
The Title : Revealing a Meaning on Marlboro Advertisement
"Maybe .."Version: A Study of Semiotics

This term paper discusses about revealing a real meaning in Marlboro advertisement "Maybe ..." version using Roland Barthes's semiotics theory. More specifically, this study analyzes the signifier and signified that appear in the Marlboro advertisement "Maybe ..." version through the denotation and connotation meaning. This term paper is a qualitative range of the research, type of linguistic research that analyzes data in the form of ads from Marlboro advertisement "Maybe ..." version as the main source and supported by some linguistic sources related to the concept and theories.. This term paper focuses on the real meaning that Marlboro wants to convey to their customer through the ads. Its conclusion is that semiotics can be very useful to give insight of what is going on in our world today.

Keywords: Marlboro, advertisement, signs, denotation, connotation



ABSTRAK

Nama : Dwi Nur Arfani
Program Studi : Bahasa dan Sastra Inggris
Judul : Revealing a Meaning on Marlboro Advertisement
"Maybe .."Version: A Study of Semiotics

Skripsi ini membahas tentang mengungkapkan maksud sebenarnya di dalam iklan Marlboro versi "Maybe..." menggunakan teori semiotika dari Roland Barthes. Lebih spesifiknya, studi ini menganalisis penanda dan petanda yang muncul di iklan Marlboro versi "Maybe..." melalui arti denotasi dan konotasi. Penelitian ini merupakan penelitian kualitatif, jenis penelitian linguistic ini menganalisa data berupa iklan dari Marlboro versi "Maybe..." sebagai sumber utama dan di dukung dengan beberapa sumber linguistic yang berkaitan dengan konsep dan teori. Skripsi ini berfokus pada maksud sebenarnya yang ingin disampaikan kepada pembeli Marlboro melalui iklan tersebut. Kesimpulan dalam penulisan skripsi ini adalah semiotika sangat bermanfaat dalam memberikan ilmu pengetahuan soal kejadian terjadi di kehidupan keseharian kita.

Kata kunci: Marlboro, iklan, tanda, denotasi, konotasi



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