**INTERPRETATION OF SIGNS**

**IN NIKE *THIS IS US* ADVERTISEMENT:**

**A STUDY OF SEMIOTICS**

**TERM PAPER**



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**UNIVERSITY OF DARMA PERSADA**

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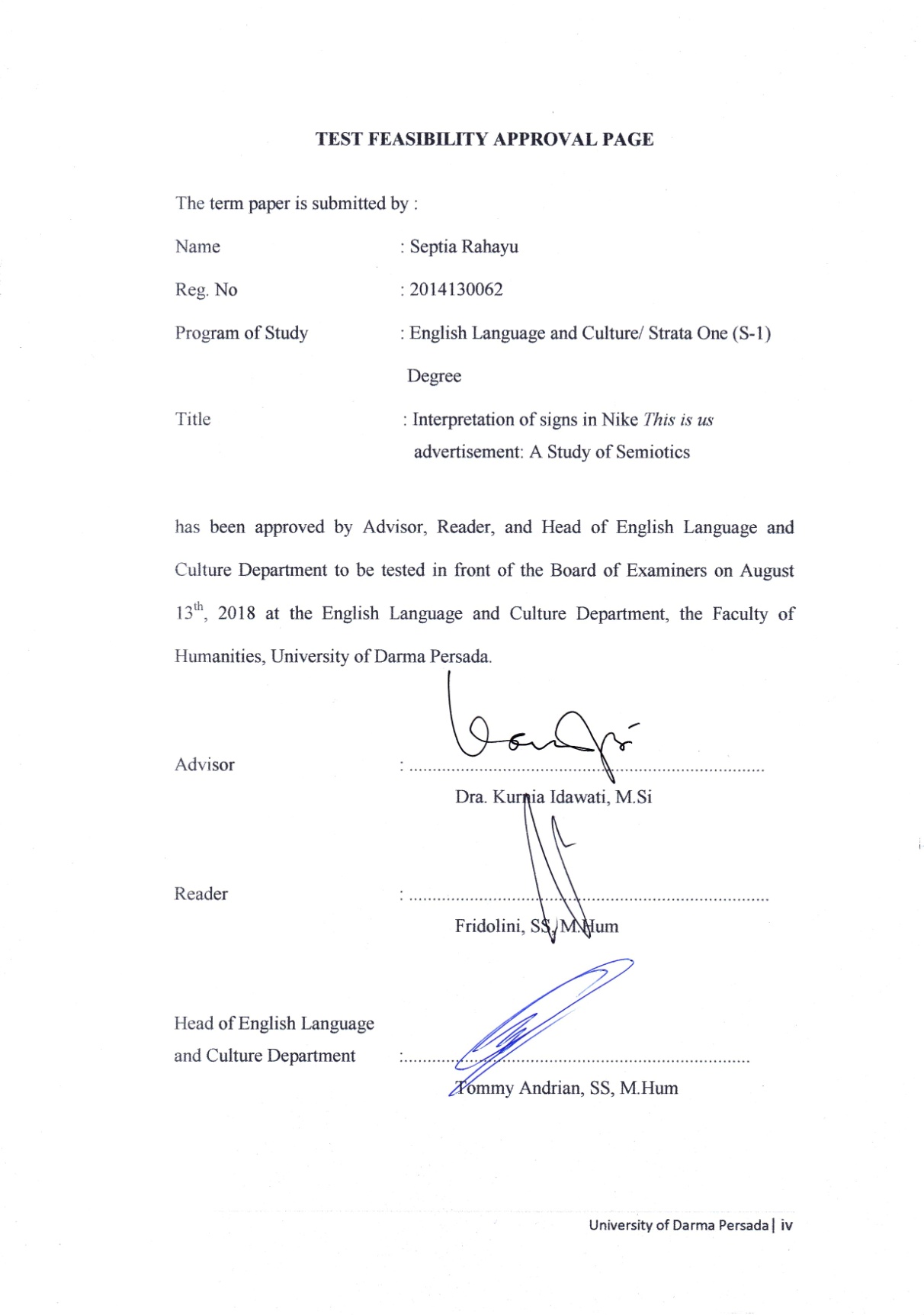
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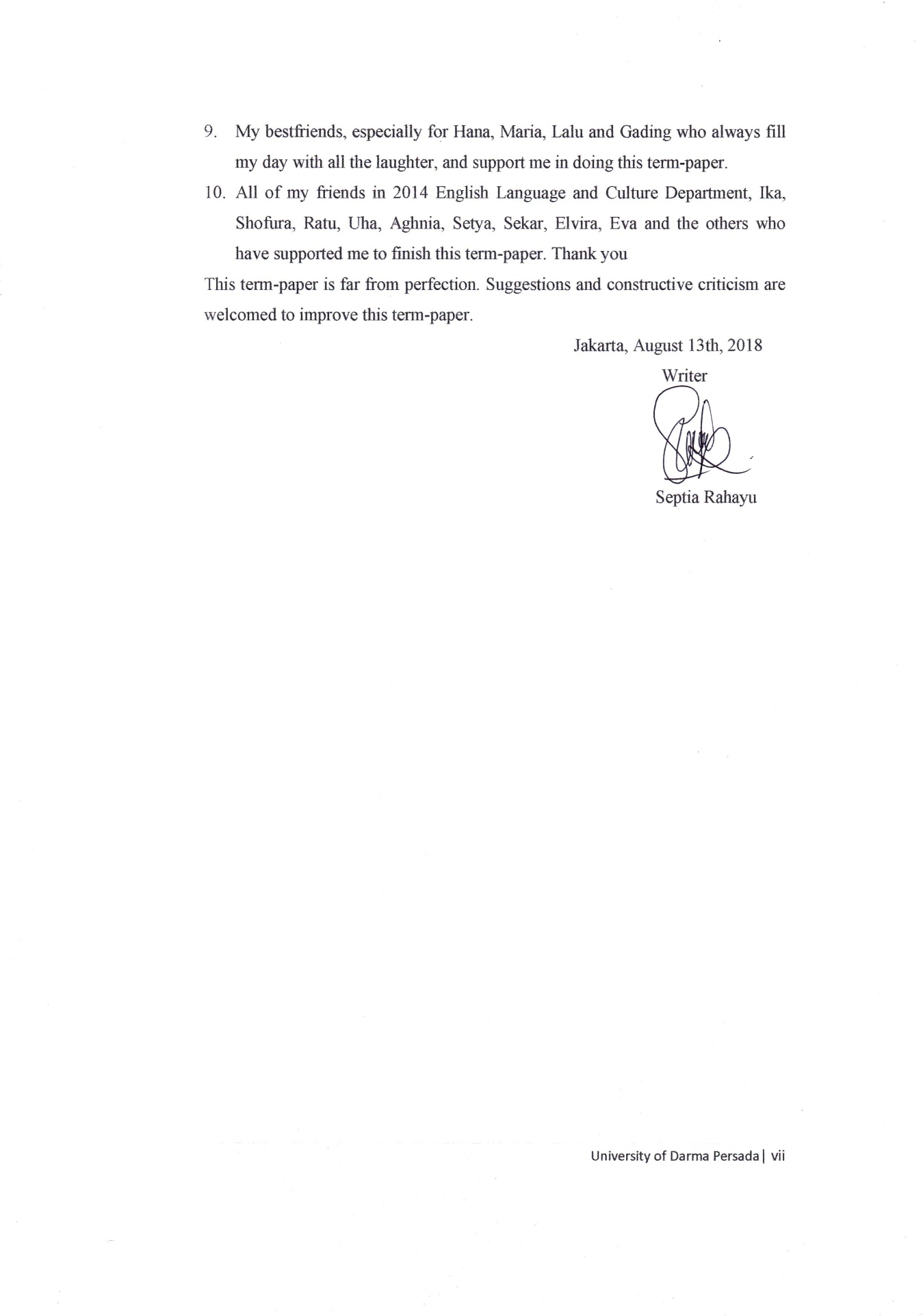
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There is no word better than praise be to Allah SWT, who always gives me his guidance, mercy, strength and blessings to finish this term paper entitled *Interpretation of signs in Nike “This is us” advertisement: a study of semiotics.* This term paper is submitted to the Strata One Program, English Language and Culture Department of Darma Persada University as a partial fulfillment of the requirements for obtaining the Strata One (S1) degree. I as the researcher, realize that the research is still far from being perfect. Therefore, if this research can probably be the references by the others, it is welcomed to be.

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****

**ABSTRACT**

Name : Septia Rahayu

Study program : English Language and Culture Department

The title of the term paper : Interpretation of Signsin Nike *This is us*

advertisement: A Study of Semiotics

The research discusses about the interpretation of signs in Nike *This is us* advertisement. It will be analyzed using cultural approach and semiotics theory by Charles Sanders Peirce. The researcher will determine which are the signs in the advertisement and use them as the data. From the data, the researcher analyzes the object of the icon or the symbol, and finally gets the interpretant in order to give the meaning of the signs in the advertisement. The aims of the research are to find out the semiosis process and the message in Nike *This is us* advertisement. This research also aims to reveal the implication of the message. The analysis technique used here is descriptive method. The method is used to describe the processes of interpetation of the signs in the advertisement.

**Keywords** : *Advertisement, Semiosis process, Nike This is us, Semiotics, Implication of the message.*

***ABSTRAK***

*Nama* : Septia Rahayu

*Program Studi* :Bahasa dan Kebudayaan Inggris

*Judul Skripsi* :Interpretation of Signs in Nike *This is us*

advertisement : A Study of Semiotics

*Penelitian ini membahas tentang interpretasi tanda di dalam iklan Nike This is us. Kajian ini akan dianalisis melalui pendekatan budaya dan teori semiotika dari Charles Sanders Peirce. Peneliti akan menentukan tanda-tanda yang ada di dalam iklan dan menggunakan tanda-tanda tersebut sebagai data. Peneliti menganalisa objek dari ikon atau simbol hingga akhirnya mendapat interpretasi untuk memberikan makna pada tanda yang ada di dalam iklan. Tujuan dari penelitian ini adalah untuk mengetahui proses semiosis dan pesan dari iklan Nike This is us. Penelitian ini juga bertujuan untuk mengungkap implikasi dari pesan yang terdapat di dalam iklan. Metode analisis yang digunakan adalah metode deskriptif. Metode tersebut digunakan untuk menggambarkan proses interpretasi tanda yang ada di dalam iklan.*

***Kata Kunci*** *: Iklan, Proses semiosis, Nike This is us, Semiotika, Implikasi pesan.*

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