

**MESSAGE CONVEYED
IN DOVE *LOVE YOUR CURLS* ADVERTISEMENT
THROUGH FERDINAND DE SAUSSURE APPROACH**



**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITY OF DARMA PERSADA
JAKARTA
2018**

**MESSAGE CONVEYED
IN DOVE *LOVE YOUR CURLS* ADVERTISEMENT
THROUGH FERDINAND DE SAUSSURE APPROACH**

TERM PAPER

Submitted in Part Fulfilling for Obtaining

Strata One (S-1) Degree



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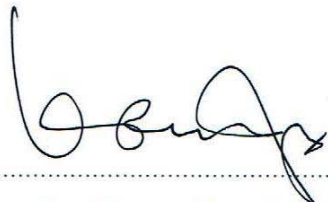
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Approach

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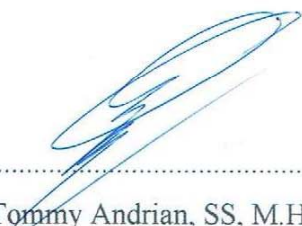
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FAKULTAS SASTRA



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Praise to be God, the Almighty, who always gives me His blessing, guidance, mercy, and strength to complete this term-paper entitled *Message Conveyed in Dove Love Your Curls Advertisement through Ferdinand De Saussure Approach*. This term-paper is submitted as a partial fulfillment of the requirements for obtaining Strata One (S-1) degree in English Department, Faculty of Letters, University of DharmaPersada.

I am so grateful to all my lecturers in English Department who have taught and guided me thoroughly since my first semester. Especially, in finishing this term-paper, I would like to thank all parties who have guided and supported me in finishing this term-paper. My appreciation is delivered to those who give contribution in completing this term-paper.

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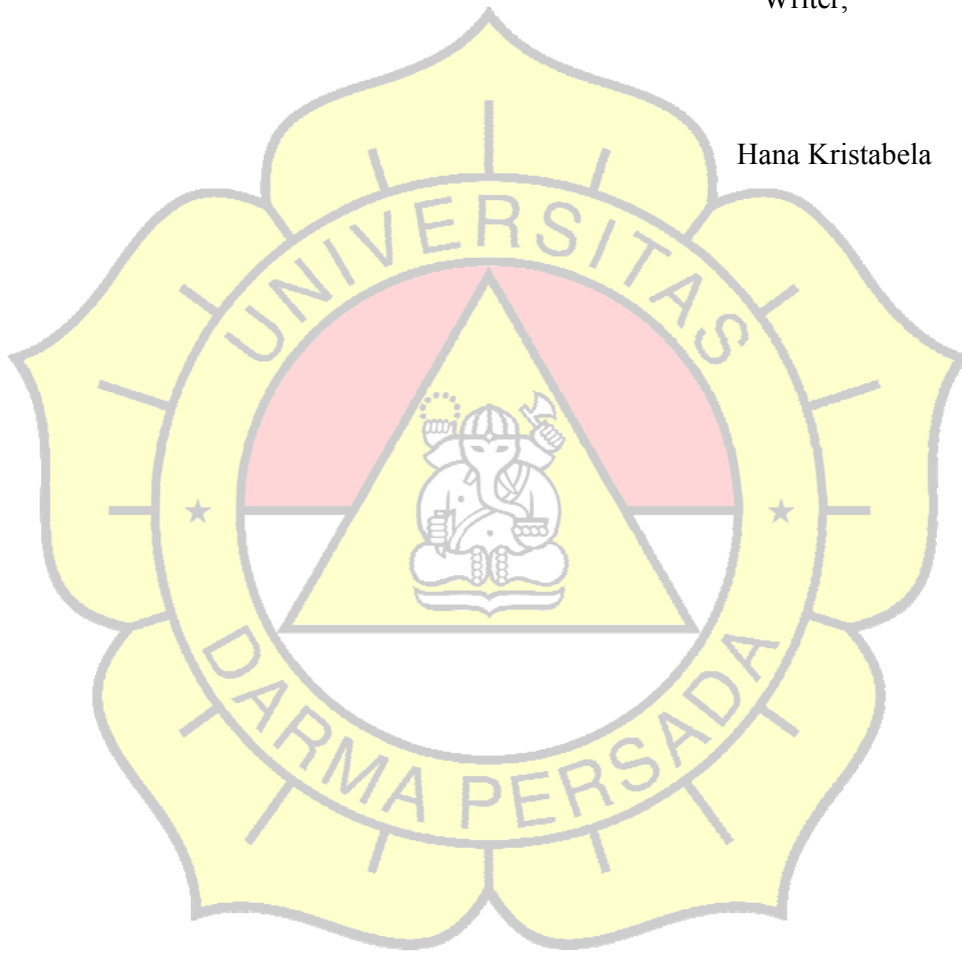
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This term-paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper.

Jakarta, August 13rd, 2018

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ABSTRACT

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The Title : Message Conveyed in Dove *Love Your Curls*
Advertisement through Ferdinand De Saussure
Approach

This term paper discusses about semiotics in advertisement. Creative media advertising presents messages and products all in one package. This is evident in the Dove *Love Your Curls* advertisement where the company wants to offer its products with themes that fit to the crisis in the community at that time which is self confidence. The research in the term paper aims to find out the signifier and signified on the advertisement. It also finds out the messages. In other words, the signs are used in the term paper is related to the study about sign, Semiotics, the theory of Ferdinand De Saussure. His theory uses the signified and signifier to find out the meaning. In here, every scene of the advertisement has the hidden messages.

Keywords: *Semiotics, Signs, Signifier, and Signified.*



ABSTRAK

Nama : Hana Kristabela

Program Studi : *Bahasa dan Kebudayaan Inggris*

Judul : Message Conveyed in Dove *Love Your Curls*
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Approach

Makalah ini membahas tentang semiotika dalam iklan. Iklan media kreatif menyajikan pesan dan produk semua dalam satu paket. Hal ini terbukti dalam iklan Dove “Love Your Curls” di mana perusahaan ingin menawarkan produknya dengan tema yang sesuai dengan krisis di masyarakat pada waktu itu yaitu percayadiri. Penelitian dalam makalah ini bertujuan untuk mengetahui penandadan petanda pada iklan. Iklan ini juga menemu kanpesan di balik iklan. Dengan kata lain, tanda-tanda yang digunakan dalam makalah ini berkaitan dengan studi tentangtanda (Sign). Lebih spesifik lagi adalah Semiotika menggunakan teori Ferdinand De Saussure. Teorinya menggunakan penanda (Signifier) dan petanda (Signified) untuk menemukan arti dari setiap adegan. Di sini, setiap adegan iklan memiliki pesan tersembunyi.

Kata kunci: Semiotik, Tanda, Penanda, dan Petanda.

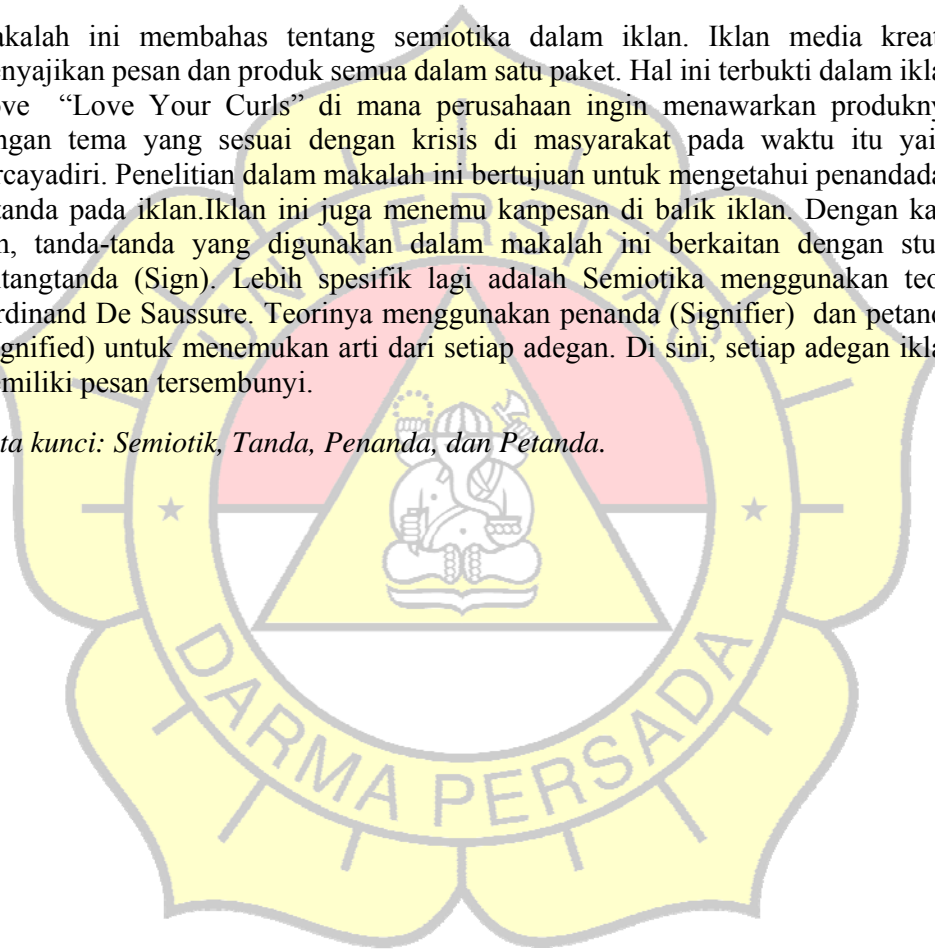


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