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

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JAKARTA
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I hereby declare that the term paper is the result of my own work, not a half or total plagiarism of someone else’s, and all of the sources quoted and referred to have been stated correctly based on the actual date and time.

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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 DarmaPersada.

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

Jakarta, August 13\textsuperscript{rd}, 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

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Program Studi : Bahasa dan Kebudayaan Inggris

Judul : Message Conveyed in Dove Love Your Curls Advertisement Through Ferdinand De Saussure Approach


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