Title of the Research:
Message Conveyed in Dove *Love Your Curls* Advertisement Through Ferdinand De Saussure Approach.

Semiotics Approach

Saussure’s Theory

Sign

Signifier

Signified

Meaning Interpretation

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

BACKGROUND At this time, advertisements can be found anywhere. Not just where a lot of people are gathered or in crowds, at any intersection the advertisement can be found. Advertisements are made in such a way to attract the attention of consumers. Not just by displaying the product, the recent advertisement creates a storyline that contains many hidden messages and direct messages to consumers. Many things can be interpreted not just as product advertisements to sell but also messages for everyone.

METHOD For the research, I use qualitative method. The source data is only from Dove Love Your Curls advertisement. After collecting the data, I examine and analyze the data with related theories. Then, I present the result of the analyses of the data.

BENEFITS This research is expected to be useful for those who want to obtain or increase their knowledge about semiotics that contained in advertisement. The result of this research is expected to improve knowledge and interest of its readers to learn more about linguistics especially about semiotics.

RESEARCH FINDINGS Semiotics in advertisement, Saussure’s signification method, and theory used to reveal the message in Dove Love Your Curls advertisement.

CONCLUSION Dove shows to every curly haired person who does not like their hair, that curly hair can be healthier and more beautiful than straight hair. How can curly hair look more beautiful? Dove product is the solution. Dove shows that if people show how they love their curly hair, then other people who have curly hair will love their hair as well.
CURRICULUM VITAE

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| Dosen Pembimbing II | : | Dra. Herma Pardewi, MSi |
| Judul Skripsi | : | Myrtaage Geranium in Drumet Lesu, Curic Advertising Through Present \ De Sossure Approach |
| Mulai Bimbingan | : | 7 Maret 2018 |
| Tahun Akademik | : | 2011/2012 |

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Pembimbing Akademik

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Kajur Inggris S-1

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LISTENING AND READING
OFFICIAL INSTITUTIONAL SCORE REPORT

Hana Kristabelia

Identification Number: 3275015711980018
Date of Birth: 1996/11/17

TEST DATES

Task Date (Unrevised) Valid Until (Unrevised)
2018/09/03 2020/08/03

LISTENING

Score: 305

READING

Score: 275

TOTAL SCORE

Score: 580

Client/Institution Name: PT. Putra Pratama Raya

PT. Intersoling Test Center TOEIC Center Indonesia, Plaza Summit, 17th Floor, Jl. Jend Sudirman, Kav. 47, Jakarta, Indonesia, 12930

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- They can understand the overall idea, purpose, and basic content of extended spoken texts when the 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 important 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 200, see the “Proficiency Description” table.

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’s required.
- They can sometimes answer a factual question when the answer is a single phrase or a set of phrases in the text.
- They can sometimes correct information within one or two sentences.
- They can understand narrow vocabulary, and they can sometimes understand medium-level vocabulary.
- They can understand common, restatement of information present in the text.
- They can make correct inferences, 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.

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

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SURAT PERNYATAAN

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dengan ini menyatakan bahwa skripsi saya yang berjudul:

Meaning Interpretation in Dove Love Your Curl Advertisement: A Study of Semiotics

yang diajukan pada semester genap tahun akademik 2017/2018 bersifat original dan belum
pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu)
tahun akademik dan/atau setara dengan 2 (dua) semester.

Bila manfa 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, 5 Maret 2018

Mengetahui,
Ketua Jurusan Sastra Inggris S-1

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NIK. 05395 / NIDN. 0320097601

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