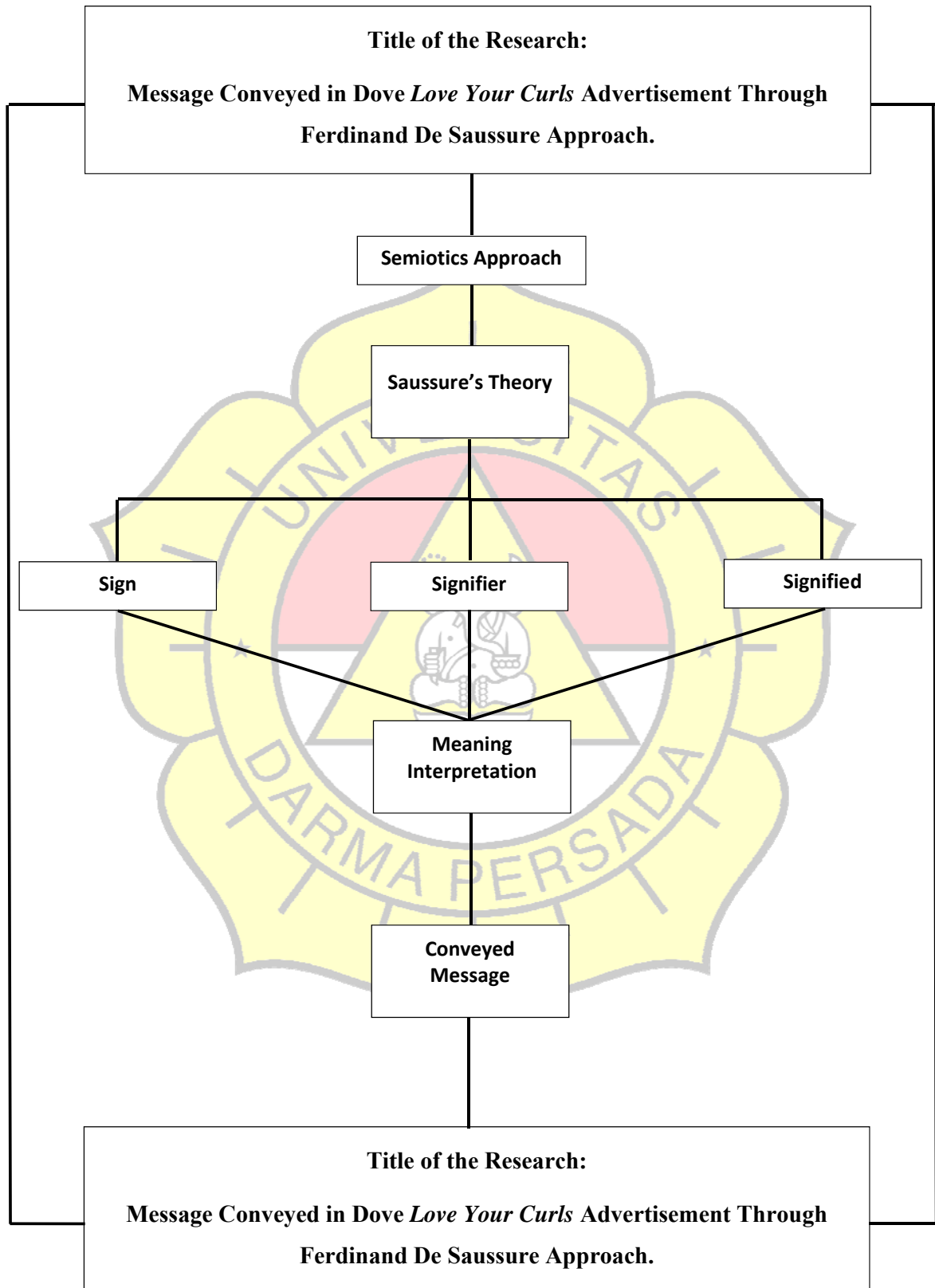


## SCHEME OF THE RESEARCH





**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

**Hana Kristabela**  
**2014130063**  
**Faculty of Letters**  
**University of**  
**Darma Persada**

**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

### **Personal Data**

Name : Hana Kristabela  
Nationality : Indonesian  
Place, Date of Birth : Jakarta, 17 November 1996  
Sex : Female  
Mobile Phone : 0822-6059-6044  
Address : Jl. P. Belituung 6 RT 004/015  
No. 24, Perumnas III,  
Bekasi Timur  
e-Mail Address : [hanaksinaga@gmail.com](mailto:hanaksinaga@gmail.com)



### **Educational Background**

2002 – 2008 : Sekolah Dasar Negeri Aren Jaya XIV, Bekasi  
2008 – 2011 : Sekolah Menengah Pertama ATHENA, Bekasi  
2011 – 2014 : Sekolah Menengah Kejuruan BPS&K II, Bekasi  
2014 – Present : University of Dharma Persada, Jakarta




### **Working Experience**


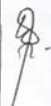



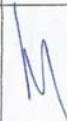
2012 : Administrator in PT. Bank Tabungan Negara, Bekasi  
2017 : English Teacher in Kapin Vocational High School, Jakarta


## I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN  
SKRIPSI SARJANA

Nama Mahasiswa : Hana Kristabeli Sinaga  
 Dosen Pembimbing I : Dra. Irna Nirweni Djatadiningsrat, M. Hum.  
 Dosen Pembimbing II : Dra. Kurnia Idawati, MSi  
 Judul Skripsi : Message Conveyed in Dove Love Your  
 Curls Advertisement through Ferdinand  
 De Saussure Approach  
 Mulai Bimbingan : 7 Maret 2018  
 Tahun Akademik : 2017/2018

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	7/maret 2018	- Baca Analisis De Saussure lebih dalam	
2.	23/maret 2018	- ganti judulnya -	
3.	26/maret 2018	- Cari sejaran perawatan rambut dan alat perawatan rambut - cari tahu tren dan mode rambut pada tahun diikutinya iklan	

4.	20/April 2018		
5.	7/ Juni 2018	- tidak perlu mencari jenis-jenis tambur ketiting jika tidak perlu	
6.	2/ July 2018	- posisi tabelnya tidak jelas jenis cara buat tabel	
7.	2/ July 2018	- Perbaiki grammar - perbaiki ukuran paragraph	
8.	10/ July 2018	- Ubah Scene menjadi Picture - Seleksi sampai akhir	
9.	13/ July 2018	penyelesaian revisi	

10.	28 / Maret  2018	- terdapat banyak bercerita hal-hal yg tidak berhubungan dgn penelitiannya di bab 1 (introduction)	
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Jakarta, .....

Menyetujui :

Pembimbing I

(Dra. Irma Nurwanti Djajadibijet, M.Hum)

Pembimbing II

(Dra. Lurnia Idawati, M.Si.)

Mengetahui :

Pembimbing Akademik

(Eka Yonias, SS, M.Si.)

Kajur-Inggris S-1

(Tommy Andrian, SS, M.Hum)





## LISTENING AND READING OFFICIAL INSTITUTIONAL SCORE REPORT

<b>Hana Kristabela</b>		<b>LISTENING</b>		<b>TOTAL SCORE</b> <b>580</b>
Name		Your score <b>305</b>		
<b>3275015711960018</b>	<b>1996/11/17</b>	5  495		
Identification Number	Date of Birth (yyyy/mm/dd)			
<b>2018/08/03</b>	<b>2020/08/03</b>	<b>READING</b>		
Test Date (yyyy/mm/dd)		Valid Until (yyyy/mm/dd)		
		Your score <b>275</b>		
		5  495		

Client/Institution Name: PT. Putra Pratama Raya

PT. International Test Center-TOEIC Center Indonesia, Plaza Sentral, 17th Floor, Jl. Jend Sudirman, Kav 47, Jakarta, Indonesia, 12930

This score report is intended for use only by the institution which sponsored the test administration.

LISTENING		READING	
Your scaled score is close to 300. Test takers who score around 300 typically have the following strengths: <ul style="list-style-type: none"><li>• They can sometimes infer the central idea, purpose, and basic context of short spoken exchanges, especially when the vocabulary is not difficult.</li><li>• They can understand the central idea, purpose, and basic context of extended spoken texts when this information is supported by repetition or paraphrase.</li><li>• They can understand details in short spoken exchanges when easy or medium-level vocabulary is used.</li><li>• They can understand details in extended spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased.</li></ul> To see weaknesses typical of test takers who score around 300, see the "Proficiency Description Table."		Your scaled score is close to 250. Test takers who score around 250 typically have the following strengths: <ul style="list-style-type: none"><li>• They can make simple inferences based on a limited amount of text.</li><li>• They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text.</li><li>• They can sometimes connect information within one or two sentences.</li><li>• They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary.</li><li>• They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to connect information, are present.</li></ul> To see weaknesses typical of test takers who score around 250, see the "Proficiency Description Table."	
<b>ABILITIES MEASURED</b>		<b>ABILITIES MEASURED</b>	
<b>PERCENT CORRECT OF ABILITIES MEASURED</b>		<b>PERCENT CORRECT OF ABILITIES MEASURED</b>	
0%  100%		0%  100%	
Can infer gist/purpose and basic context based on information that is explicitly stated in short spoken texts	75	Can make inferences based on information in written texts	52
Can infer gist/purpose and basic context based on information that is explicitly stated in extended spoken texts	61	Can locate and understand specific information in written texts	52
Can understand details in short spoken texts	84	Can connect information across multiple sentences in a single written text and across texts	48
Can understand details in extended spoken texts	57	Can understand vocabulary in written texts	60
		Can understand grammar in written texts	76

\* Proficiency Description Table can be found on our web site, [www.ets.org/toEIC](http://www.ets.org/toEIC)

### HOW TO READ YOUR SCORE REPORT:

#### Percent Correct of Abilities Measured:

Percentage of items you answered correctly on this test form for each one of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who take other forms or to your own performance on other test forms.

Note: TOEIC scores more than two years old cannot be reported or validated.



## JURUSAN SASTRA INGGRIS S-1 FAKULTAS SASTRA

Jl. Radin Inten II (Terusan Casablanca) Pondok Kelapa – Jakarta 13450

Telp. 8649051, 8649053, 8649057 Fax. 8649052

E-mail: humas@unsada.ac.id Homepage: <http://www.unsada.ac.id>

### SURAT PERNYATAAN

Yang bertanda tangan di bawah ini:

Nama : Hana Kristabela Sinaga  
Tempat/Tanggal Lahir : Jakarta, 17 November 1996  
Alamat Rumah : Jl. P. Belitung 6 No. 367 Bekasi Timur  
E-mail : hanaksinaga@gmail.com  
No. Telepon/Ponsel : 082260596044

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 orisinal dan belum pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan/atau setara dengan 2 (dua) semester.

Bilamana 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

  
**Tommy Andrian, SS, M.Hum**  
NIK. 05395 / NIDN. 0320097601

Yang menyatakan,

Mahasiswa



**Hana Kristabela**  
NIM. 2014130063