

PEIRCE'S SIGN, OBJECT, AND INTERPRETANT IN THE ADVERTISEMENTS

“theBalm’s VOYAGE VOLUME 2”: A STUDY OF SEMIOTICS

TERM PAPER



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

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TERM PAPER

Submitted for Partial Fulfillment of the Requirements
For Obtaining Strata-1 Degree



**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
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UNIVERSITY OF DARMA PERSADA
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INTELLECTUAL PROPERTY STATEMENT PAGE

PEIRCE'S SIGN, OBJECT, AND INTERPRETANT IN THE
ADVERTISEMENTS "theBalm's VOYAGE VOLUME 2": A STUDY OF
SEMIOTICS

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 or referred to have been stated correctly based on the actual date and time.

Name : Nella Rosyana

Reg. No : 2014130041

Signature : 

Date : August 14, 2018

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This term paper is submitted by:

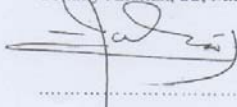
Name : Nella Rosyana
Registration Number : 2014130041
Program of Study : English Language and Culture/Strata One (S-1)
Degree
Title of Term Paper : Peirce's Sign, Object, and Interpretant in the
Advertisements "theBalm's Voyage Volume 2":
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has been approved by Advisor, Reader, and Head of English Language and Culture Department to be tested in front of the Board of Examiners on August 14, 2018 at the English Language and Culture Department, the Faculty of Humanities, University of Darma Persada.

Advisor


Tommy Andrian, SS, M.Hum

Reader


Juliansyah, M.Pd

Head of English Language
and Culture Department


Tommy Andrian, SS, M.Hum

APPROVAL PAGE

This term paper has been tested on August 14, 2018

By:

BOARD OF EXAMINERS

Consisting of:

Advisor

Tommy Andrian, SS, M.Hum

Reader

Juliansyah, M.Pd

Chief of Board Examiner

Fridolini, SS, M.Hum

Approved on August 23, 2018

Head of English Language and Culture

Department

Tommy Andrian, SS, M.Hum

Dean of Faculty of Humanities



Dr. Ir. Eko Cahyono, M.Eng

University of Dharma Persada

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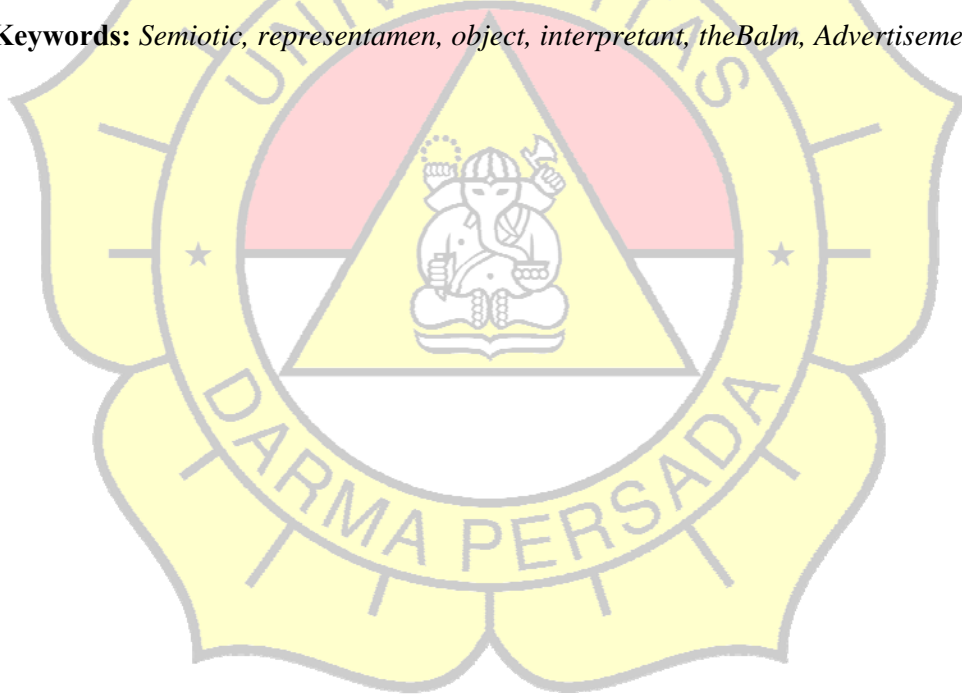
Nella Rosyana

ABSTRACT

Name : Nella Rosyana
Program of the Study : English Language and Culture
Title : Peirce's Sign, Object, and Interpretant In
The Advertisements Of "theBalm's Voyage Volume II":
A Study Of Semiotic

This research is intended to knowing the semiosis process and the meaning containing in four advertisements of theBalm Voyage Volume II by using triangle semiosis approach of Charles Sanders Peirce representamen, object, and Interpretant. This research yields several finding: (1) Peirce's theory give the hidden meaning contained at every each advertisement of theBalm and the advertisement related to the interpretation of the writer herself (2) Peirce's theory can describe how the semiosis process and process of meaning making specifically representamen, object, and interpretant in every data advertisements.

Keywords: *Semiotic, representamen, object, interpretant, theBalm, Advertisement*



ABSTRAK

Nama : Nella Rosyana
Program Studi : Bahasa dan Kebudayaan Inggris
Judul : Peirce's Sign, Object, and Interpretant In
The Advertisements Of "theBalm's Voyage Volume II":
A Study of Semiotic

Penelitian ini ditujukan untuk mengetahui semiosis process dan makna yang terdapat dalam empat iklan theBalm Voyage Volume II dengan menggunakan pendekatan triangle semiosis process dari teori Charles Sanders Peirce yaitu representamen, objek, dan interpretan. Penelitian ini menghasilkan: (1) Teori Peirce menghasilkan makna tersembunyi disetiap iklan theBalm dan iklan tersebut terkait dengan penafsiran penulis sendiri (2) Teori dari Peirce dapat mendeskripsikan bagaimana semiosis process dan proses makna antara representamen, objek, dan interpretan pada setiap data iklan.

Kata kunci: Semiotik, representamen, objek,interpretan, theBalm, iklan

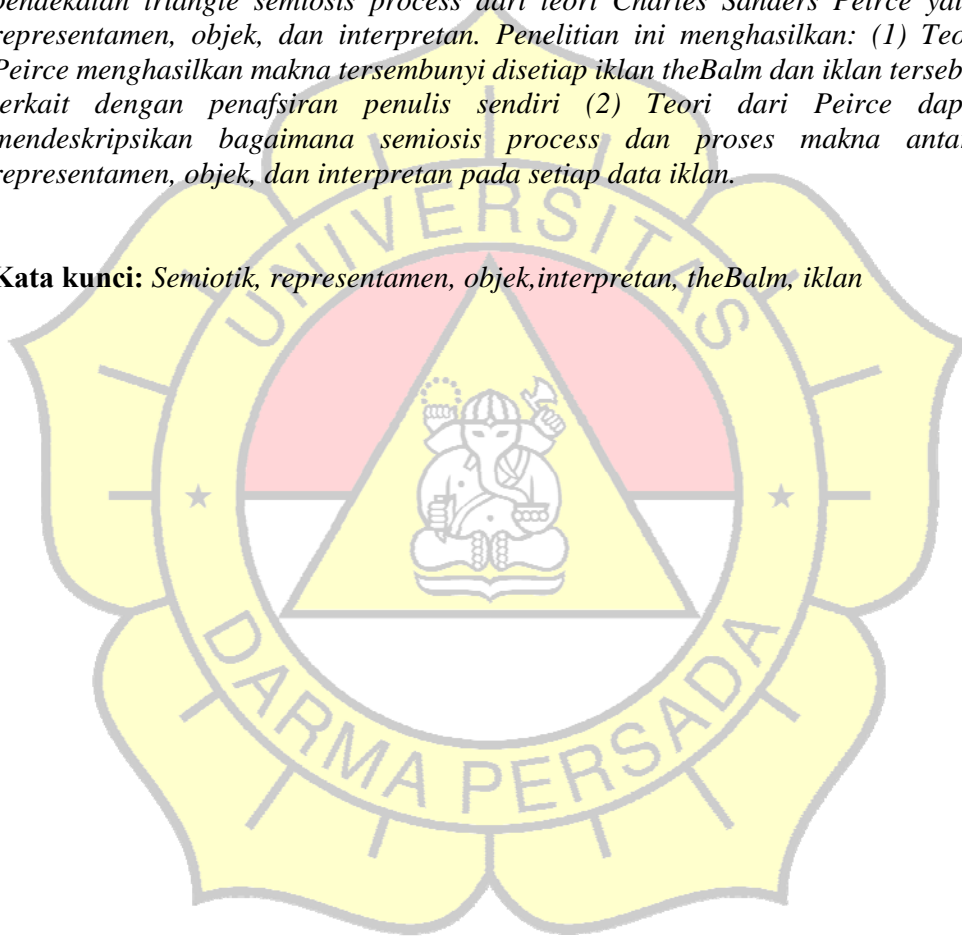


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