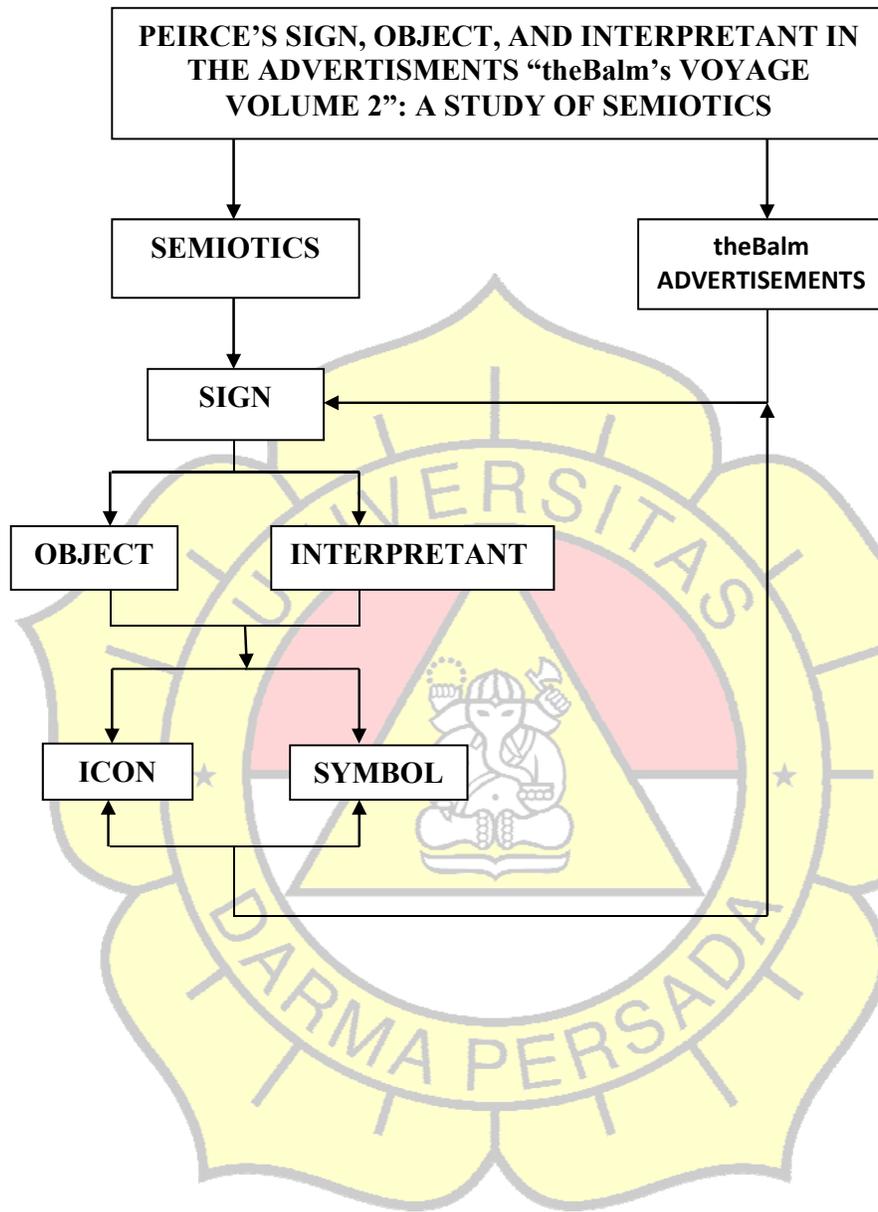


SCHEME OF THE RESEARCH



POSTER RESEARCH

PEIRCE'S SIGN, OBEJCT, AND INTERPRETANT IN THE ADVERTISEMENTS "theBalm's Voyage Volume 2" : A STUDY OF SEMIOTICS

BACKGROUND

In this study, the writer want to analyze an advertisements of theBalm Cosmetics. The advertiser used some advertisements which are good to promote their new product named "theBalm Voyage Volume 2". The advertisements that advertiser creates is quite interesting to gain the reader attention. The writer found that there are use sign in every advertisement which consist of representament, object, and interpretant. The writer decided to analyze it using triadic model of Peirce to find out the meaning of icon and symbol from the advertisements.

FINDING & DISCUSSION

The writer analyses Peirce's theory in the advertisement of theBalm Voyage Volume 2 using linguistic approach. Symbols consist of headline and tagline of the advertisement. There are two versions of theBalm product, firstly named "theBalm Voyage Holiday Face Palette" and the second version named "theBalm Voyage Volume 2". The theory of Charles Sanders Peirce is applied to analyse the message in the advertisement.

IDENTIFICATION PROBLEM

1. What are the meanings of icon and symbol in each advertisement of "The Balm's Voyage Volume 2 using Peirce's theory?
2. How are the semiosis processes in each advertisement of "The Balm's Voyage Volume 2?

OBJECTIVES

1. To identify the meaning of icon and symbol in the advertisement "The Balm's Voyage Volume 2 by using Peirce's theory
2. To identify how the semiosis process in each advertisement of "The Balm's Voyage Volume 2 by using Peirce's theory

CONCLUSION

The writer found that the picture of the advertisement (the icon) gave the impact firstly in getting the meaning of the advertisement and gave direction to the writer. The symbol is as the effect of the icon in interpreting sign. The semiosis process is start from sign or representamen which are language, written language, or picture. Then semiosis process continued to the object which based on its representamen, the object will based on the writer analysis. And the Interpretant is the writer explanation of the combination of the representamen and object.



Nella Rosyana
2014130041

ABOUT THE WRITER

PERSONAL INFO

Full name : Nella Rosyana
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EDUCATION BACKGROUND

SDN 06 Pagi Jakarta	2002-2008
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SMKN Tridaya Jakarta	2011-2014
University of Darma Persada Jakarta	2014-Present

WORK EXPERIENCE

Company Name : Bumi Aksara, Inc
Job title : Staff Administration
Period : Agustus 2014–Present

ACHIEVEMENT

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I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN
SKRIPSI SARJANA

Nama Mahasiswa : Nella Rosyana
 Dosen Pembimbing I : Tommy Andrian, S.S. M.Hum
 Dosen Pembimbing I : Juliansyah, M.Pd.
 Judul Skripsi : Peirce's sign, Object, and Interpretant
 in the advertisement "The Balin's Voyage
 Volume 2": A study of Semiotics
 Mulai Bimbingan : Maret 2018
 Tahun Akademik : 2018

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Kamis, 22 Maret 2018	Bimbingan BAB I Thematic background of the research	
2.	Jumst, 27/4 18	Co-textual & Contextual Theories	
3.	Kamis/ 3/5 18	Revisi BAB I	

4.	Senin, 14 Mei 2018	Obtaining Receipt	
5.	Jumat 25 Mei 2018	Analysir Framing	
6.	Jumat 8/6/18	Addition to other fragmented ads	
7.	Kamis 28/6	Supporting detail any ads	
8.	5/7/18	Perbaikan grammar	
9.	10/7/18	Perbaikan layout	

10.			
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Jakarta,

Menyetujui :

Pembimbing I

(Tommy Andrian, S.S., M.Hum)

Pembimbing II

(Juliana)

Mengetahui :

Pembimbing Akademik

(Yoga Purnama, M.Pd.)

Kajur Inggris S-1

(Tommy Andrian, S.S., M.Hum)

<p>Nella Rosyana</p> <p>Name</p>		<p>LISTENING</p> <p>Your score 280</p> <p>5 495</p>	<p>TOTAL SCORE</p> <p>470</p>
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<p>2018/08/03</p> <p>Test Date (yyyy/mm/dd)</p>	<p>2020/08/03</p> <p>Valid Until (yyyy/mm/dd)</p>	<p>READING</p> <p>190 Your score</p> <p>5 495</p>	
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LISTENING

Your scaled score is close to 300. Test takers who score around 300 typically have the following strengths:

- They can sometimes infer the central idea, purpose, and basic context of short spoken exchanges, especially when the vocabulary is not difficult.
- They can understand the central idea, purpose, and basic context of extended spoken texts when this 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 requested 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 300, see the *Proficiency Description Table.

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
	0% 100%

READING

Your scaled score is between 150 and 250. Test takers who score around 150 typically have the following strengths:

- They can locate the correct answer to a factual question when not very much reading is necessary and when the language of the text matches the information that is required.
- They can understand easy vocabulary and common phrases.
- They can understand the most-common, rule-based grammatical structures when not very much reading is necessary.

To see weaknesses typical of test takers who score around 150, see the *Proficiency Description Table. If your performance is closer to 250, you should review the descriptors for test takers who score around 250.

ABILITIES MEASURED	PERCENT CORRECT OF ABILITIES MEASURED
	0% 100%

Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	0% 60 100%
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	0% 72 100%
Can understand details in short spoken texts	0% 68 100%
Can understand details in extended spoken texts	0% 57 100%

Can make inferences based on information in written texts	0% 17 100%
Can locate and understand specific information in written texts	0% 47 100%
Can connect information across multiple sentences in a single written text and across texts	0% 48 100%
Can understand vocabulary in written texts	0% 60 100%
Can understand grammar in written texts	0% 40 100%

* Proficiency Description Table can be found on our web site, 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.



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dengan ini menyatakan bahwa skripsi saya yang berjudul:

Peirce's Sign, Object, And Interpretant In The Advertisement "The Balm's Voyage Volume 2": A Study Of Semiotic

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, 05 Maret 2018

Mengetahui,

Ketua Jurusan Sastra Inggris S-1


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

Yang menyatakan,

Mahasiswa



Nella Rosyana
NIM.2014130041

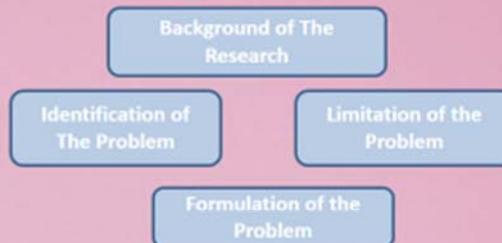


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IN THE ADVERTISEMENTS OF "THEBALM
VOYAGE VOLUME 2": A STUDY OF SEMIOTICS**

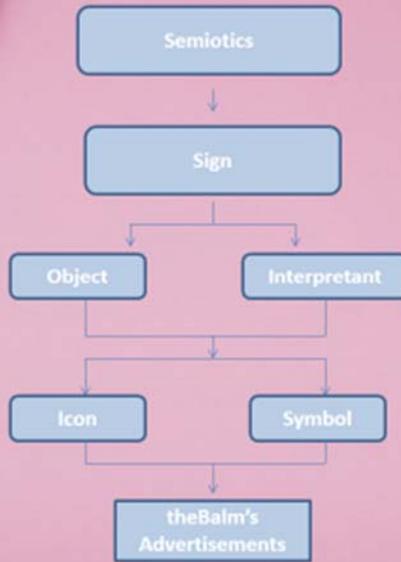


**NELLA ROSYANA
2014130041**

CHAPTER 1



CHAPTER 2



CHAPTER 3

SIGN, OBJECT, AND INTERPRETANT



CHAPTER 4

Conclusion

Icons and Symbols of the Balm advertisements gives impact in getting the meaning and analyzed through Peirce's theory Sign, Object, and Interpretant

