

**THE WOMEN'S REPRESENTATION IN "PANTENE PRO-V DAILY
MOISTURE RENEWAL" ADS SELENA GOMEZ VERSION
THROUGH ROLAND BARTHES'S "SIGN" THEORY:
A SEMIOTIC STUDY**

TERM PAPER

Submitted in Part Fulfillment for Obtaining
Strata One (S-1) Degree



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2018**

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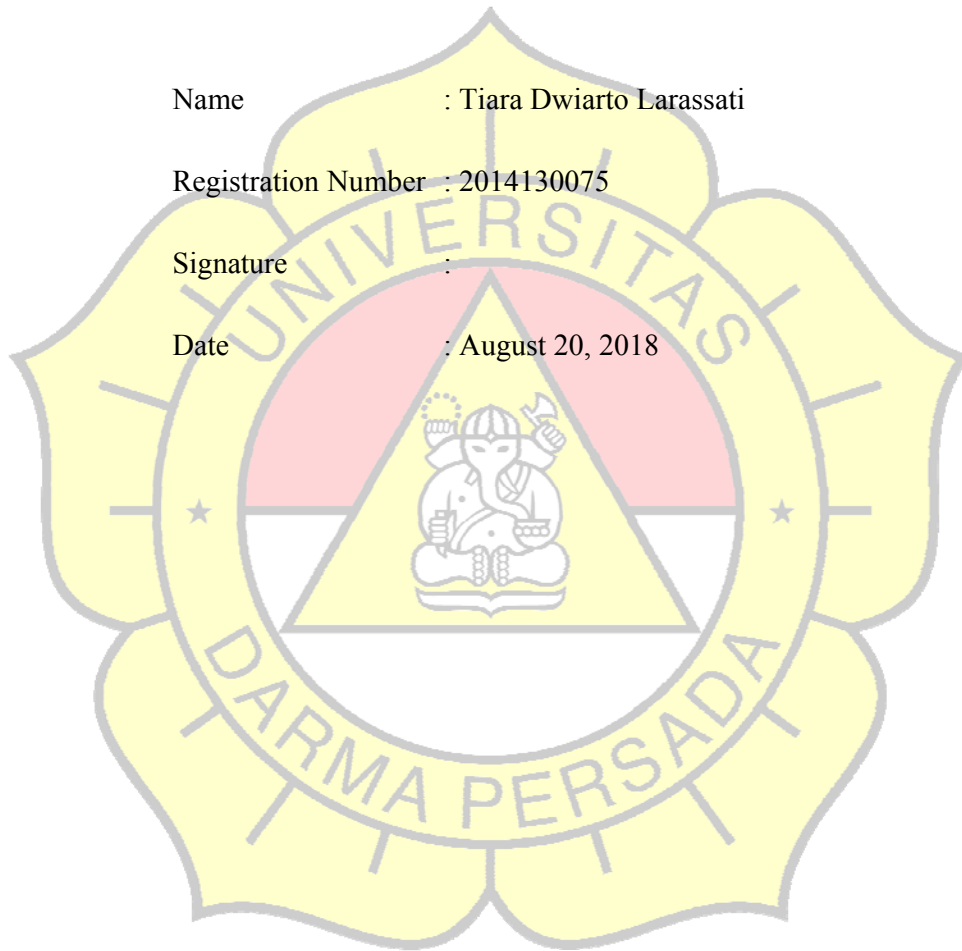
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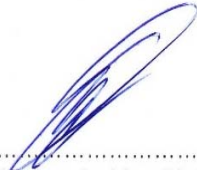
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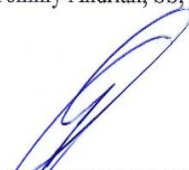
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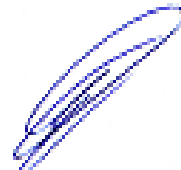
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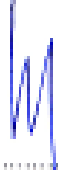
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Praise and deep gratitude to the almighty Allah SWT for the abundance of grace, and guidance, ways, mercy, strength and power of Him given to the writer that made this term paper entitled *The Women's Representation in "Pantene's Pro-V Daily Moisture Renewal" Ads Selena Gomez Version Through Roland Barthes's "Sign" Theory: A Semiotics Study* be completed properly.

This term-paper is submitted in part-fulfilling for obtaining Strata One (S-1) degree in English Language and Culture Department, University of Darma Persada, Jakarta. The researcher finally managed to finish the term paper. Nobody is perfect. The researcher feels there are still many shortcomings in the term paper, but this is the best thing that the researcher could do.

This term paper would not have finished without contribution and support from many people and various parties morally and materially, that made the researcher finally faced and overcome the difficulties and obstacles well. On this occasion, the researcher would like to express gratitude to a few parties where the assistance, guidance, and encouragement so that researcher can finish this term paper as the researcher listed follow :

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As researcher mention above, the reasearcher realizes that this term paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper. At the end Researcher hopes the term paper will be useful for the reader who has an interest in lingistics and other useful things in this research.

Jakarta, August 15, 2018

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ABSTRACT

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Communication is an individual or group way of communicating messages to individuals and groups. One way of delivering messages is through advertising. Through advertising, the Company can communicate a message to be conveyed. This is what P&G Co through Pantene Pro-V Moisture Renewal Ads Selena Gomez Version as The Representation of Roland Barthes's Sign Theory. This research in the term paper aims to find the signifier and signified in the ad. In additional, it finds out the meaning consisted. In other words, the signs are conducted to get the message behind Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner Selena Gomez version with tag line is "Strong Is Beautiful" that effect the image of the power of female charm. The theory used in the term paper is related to the study about sign, Semiotics. In specific is the theory of Roland Barthes. His theory uses the denotation and the connotation as its signifier and signified signs to find out myth.

Keywords: *Pantene, advertisement, semiotics, signs, myth*

ABSTRAK

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Judul : The Women's Representation in "Pantene Pro-V Daily Moisture Renewal" Ads Selena Gomez Version Through Roland Barthes's Sign Theory : A Semiotics Study

Komunikasi merupakan cara individu atau kelompok untuk menyampaikan pesan kepada individu dan kelompok. Salah satu cara penyampaian pesan adalah melalui iklan. Melalui iklan, perusahaan dapat mengkomunikasikan suatu pesan yang ingin disampaikan. Hal tersebut dilakukan P&G Co dalam iklan Pantene Pro-V Moisture Renewal Shampoo and Conditioner Versi Selena Gomez sebagai representasi teori tanda Roland Barthes. Penelitian ini bertujuan untuk menemukan penanda dan petanda yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan arti yang terkandung. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner Versi Selena Gomez yang berpengaruh pada kekuatan pesona wanita. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda. Lebih spesifik adalah teori Roland Barthes. Teorinya menggunakan denotasi dan konotasi sebagai penanda dan petandanya untuk menemukan mitos.

Kata kunci: Pantene, Iklan, Semiotika, Tanda, Mitos

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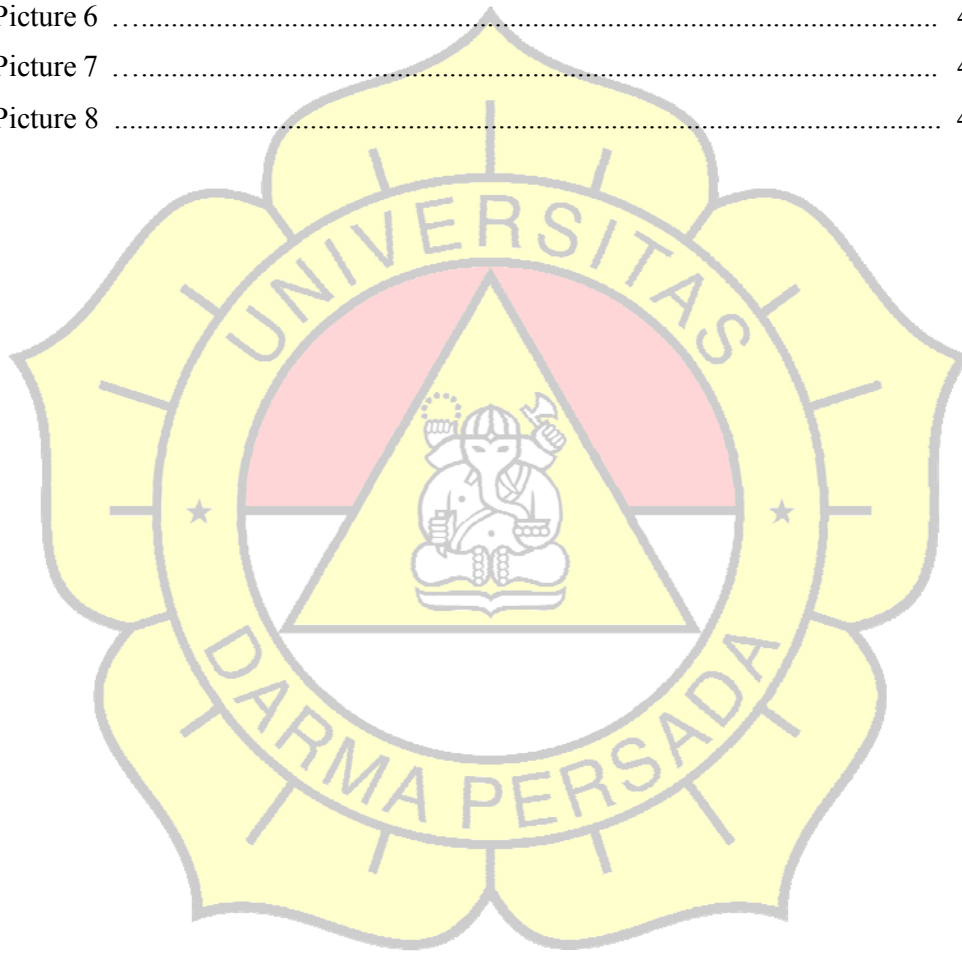


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