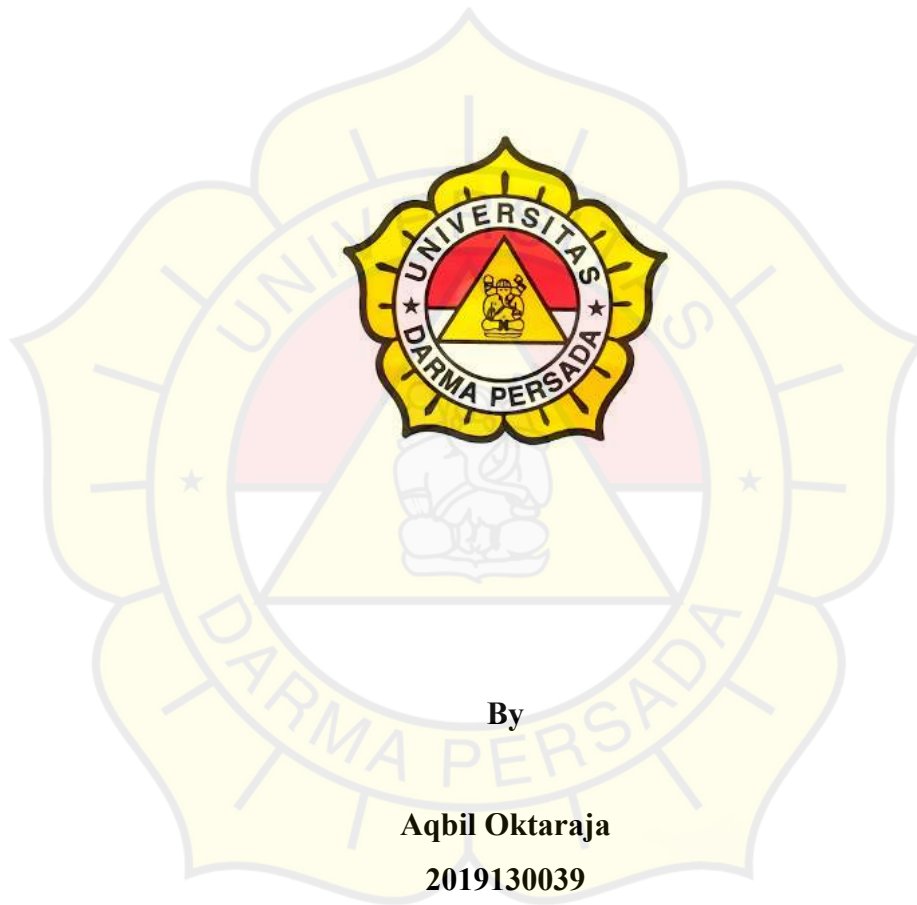


**CONTENT ANALYSIS: THE ANALYSIS OF THE VARIOUS DEPICTIONS
OF THE POLYSEMOUS TITLES OF THE EPISODES FOUND IN THE
STORY IN THE BREAKING BAD TELEVISION SERIES**

TERM PAPER



By

Aqbil Oktaraja

2019130039

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

2025

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Submitted in part-fulfillment of requirements for obtaining
Sarjana Linguistik (S.Li.) degree



By

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2025

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I hereby declare that the term paper research is the result of my own work, no plagiarism is involved in the making, and the contents have become my responsibility. All the sources of my research and referenced have been stated correctly.

Jakarta, January 19th, 2025



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LETTER OF APPROVAL

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THE BOARD OF EXAMINERS

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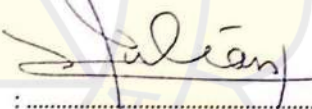
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Praise be to Allah SWT for His mercy and blessing. With his permission, I could finally complete this term paper as planned entitled “Content Analysis: The Analysis Of The Various Depictions Of The Polysemous Titles Of The Episodes Found In The Story In The Breaking Bad Television Series.” This term paper is submitted to the English Language and Culture, Darma Persada University, as a partial fulfillment of the requirements for obtaining the Strata One (S-1) degree.

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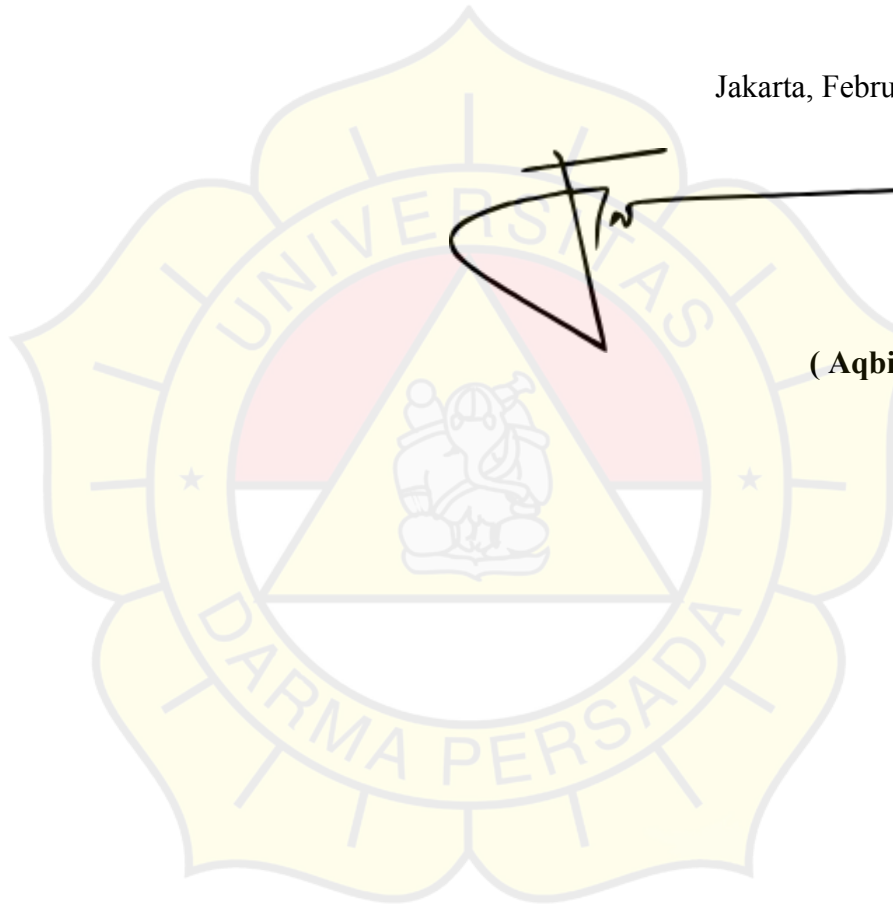
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Jakarta, February 3rd, 2025

Writer

A handwritten signature in black ink, consisting of a stylized 'A' followed by 'qbil' and a long horizontal line extending to the right.

(Aqbil Oktaraja)



CONTENT ANALYSIS: THE ANALYSIS OF THE VARIOUS DEPICTIONS OF THE POLYSEMOUS TITLES OF THE EPISODES FOUND IN THE STORY IN THE BREAKING BAD TELEVISION SERIES

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ABSTRACT

This research aims to analyze polysemy from titles in the Breaking Bad television series to uncover its various depictions in the plot and is qualitatively analyzed. Content analysis is utilized, especially by using the book “Content Analysis: An Introduction to Its Methodology, Fourth Edition” by Krippendorff as the guideline for this thesis in the analysis of the titles for the various depictions of the titles’ episodes caused by rhetoric. The analysis for this thesis relies on the analysis of the depictions by analyzing how the episodes go and they are matched for any signs of relation to the polysemous episodes’ titles, and by all means, is done with great attention to detail considering the hidden polysemy at face value. This causes the thesis to be able to prove the utilization of rhetoric in the analyzed episodes, which makes the depictions of the episodes appear not only in a literal way but also rhetorically. The result of this thesis is that it is able to prove that the usage of polysemy in making titles is beneficial not only to how the story goes; enhances the plot which adds layers to it, but also to the viewers; allows amazement, which the writers of the Breaking Bad television series proven not to hesitate to utilize it. Ultimately, this thesis benefits the research contribution both theoretically; gives insights on how to conduct polysemy analysis using content analysis, and practically; provides guidance for other students on how to do content analysis on polysemy.

Keywords: Breaking Bad, Content Analysis, Krippendorff, Polysemy, Rhetoric

**ANALISA KONTEN: ANALISIS JUDUL-JUDUL YANG BERSIFAT
POLISEMI YANG PENGgambarANNYA BERBAGAI MACAM DI DALAM
CERITANYA DARI EPISODE-EPISODE YANG TERDAPAT DI DALAM
SERIAL TELEVISI BREAKING BAD**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis polisemi dari judul-judul dalam serial televisi Breaking Bad untuk mengungkap berbagai penggambarannya dalam alur cerita dan dianalisis secara kualitatif. Analisa konten dimanfaatkan, khususnya dengan menggunakan buku “Content Analysis: An Introduction to Its Methodology, Fourth Edition” karya Krippendorff sebagai pedoman tesis ini dalam menganalisis judul-judul untuk berbagai penggambaran episode-episode judul yang disebabkan oleh retorika. Analisis untuk tesis ini bergantung pada analisis penggambaran episodenya dengan menganalisis bagaimana episode-episode itu berlangsung dan dicocokkan dengan tanda-tanda adanya hubungan apa pun dengan judul-judul episode-episode yang bersifat polisemi, dan tentu saja, dilakukan dengan sangat cermat karena mempertimbangkan polisemi yang tersembunyi pada nilai nominal. Hal ini menyebabkan tesis ini mampu membuktikan pemanfaatan retorika dalam episode-episode yang dianalisis, yang membuat penggambaran episode-episode tersebut tampil tidak hanya secara harfiah tetapi juga secara retorik. Hasil tesis ini membuktikan bahwa penggunaan polisemi dalam pembuatan judul bermanfaat bukan hanya untuk bagaimana berjalannya cerita itu; dapat meningkatkan ceritanya karena ditambahkannya lapisan-lapisan di dalam cerita itu, tetapi juga bagi para penonton; memungkinkan rasa takjub, dan terbukti bahwa para penulis serial televisi Breaking Bad tidak ragu-ragu dalam menggunakannya. Pada akhirnya, tesis ini bermanfaat bagi kontribusi penelitian baik secara teoritis; memberikan wawasan tentang cara melakukan analisis polisemi menggunakan analisis isi, dan secara praktis; memberikan panduan bagi mahasiswa lain tentang cara melakukan analisis isi pada polisemi.

Kata kunci: *Breaking Bad, Analisis Konten, Krippendorff, Polisemi, Retorika*

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