

**A Semiotic Analysis of *Djarum 76* Television
Advertisements**

A Research Paper

Submitted to the English Department of FPBS UPI as a partial fulfillment of the
requirements for *Sarjana Sastra* Degree



by

Insan Fadilah Fulki

0906217

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF LANGUAGES AND ARTS EDUCATION
INDONESIA UNIVERSITY OF EDUCATION**

2013

A Semiotic Analysis of *Djarum 76* Television Advertisements

Oleh

Insan Fadilah Fulki

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana pada Fakultas Pendidikan Bahasa dan Seni

© Insan Fadilah Fulki 2013

Universitas Pendidikan Indonesia

Desember 2013

Hak Cipta dilindungi undang-undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

PAGE OF APPROVAL

**A SEMIOTIC ANALYSIS OF *DJARUM 76* TELEVISION
ADVERTISEMENTS**

by
Insan Fadilah Fulki
0906217

A Research Paper

Approved by

First Supervisor

Second Supervisor

Dadang Sudana, M.A., Ph.D.
NIP. 196009191990031001

Ripan Hermawan, M.A.
NIP. 198010242005011001

Head of English Department
Faculty of Languages and Fine Arts Education
Indonesia University of Education

Prof. Dr. Didi Suherdi, M.Ed.
NIP. 196211011987121001