

## TABLE OF CONTENTS

A RESEARCH PAPER .....	i
PAGE OF APPROVAL.....	ii
STATEMENT OF AUTORIZATION .....	<b>Error! Bookmark not defined.</b>
PREFACE.....	<b>Error! Bookmark not defined.</b>
ACKNOWLEDGEMENTS.....	<b>Error! Bookmark not defined.</b>
ABSTRACT .....	vii
TABLE OF CONTENTS .....	viii
LIST OF TABLES.....	xi
LIST OF FIGURES .....	xii
CHAPTER I.....	1
1.1. Background of the Study .....	1
1.2. Research Questions.....	3
1.3. The Aims of the Study .....	3
1.4. The Scope of the Study.....	3
1.5. The Significance of the Study.....	3
1.6. Research Methodology .....	4
1.6.1. Data Collection.....	4
1.6.2. Data Analysis .....	4
1.7. Clarification of Terms.....	4
1.8. Organization of the Paper .....	5
CHAPTER II .....	7
2.1. Semiotics.....	7
2.1.1 Saussure's Model .....	8
2.1.2 Pierce's Model .....	9

2.1.3 Barthes's Model .....	9
2.2. Connotation in Fashion.....	10
2.3. Connotation in Facial Expression and Emotions.....	12
2.4. Connotation in Colors.....	13
2.5. Reading Images .....	16
2.6. Techniques of Video Shooting .....	17
2.7. Transitivity.....	18
2.7.1 Circumstances .....	19
2.7.2 Processes .....	19
2.7.2.1 Material Processes.....	20
2.7.2.2 Mental Processes .....	21
2.7.2.3 Behavioral Processes.....	22
2.7.2.4 Verbal Processes .....	22
2.7.2.5 Relational Processes.....	23
2.7.2.6 Extensial Processes .....	23
2.7.3 Participants.....	24
2.8. Representation.....	24
2.9. Advertisements .....	25
2.9.1 Print Advertisements.....	28
2.10. Family.....	30
2.11. Previous Studies.....	30
CHAPTER III .....	32
3.1. Research Methods.....	32
3.2. Data Colloection .....	32
3.3. Data Analysis.....	33
CHAPTER IV .....	38
4.1. Findings .....	38

4.1.1. Visual Representation of Family in Selected Printed Advertisements ...	39
4.1.1.1 The Setting of Selected Printed Advertisements .....	39
4.1.1.2 The Clothes and Colors of Selected Printed Advertisements .....	41
4.1.1.3 Facial Expression of Selected Printed Advertisements .....	43
4.1.1.4 Frame Sizes of Selected Printed Advertisements .....	44
4.1.1.5 The Camera Angle of Selected Printed Advertisements .....	46
4.1.1.6 Colors Saturation of Selected Printed Advertisements.....	47
4.1.1.7 The Composition of Family Members.....	49
4.1.2. Verbal Representation of Family in Printed Soap Advertisements .....	51
4.1.2.1 Family Represented as Goal of Actor.....	51
4.1.2.2 Family Represented as Carrier with Relational Processes .....	53
4.1.2.3 Family Represented as Token with Relational Processes.....	54
4.1.2.4 Family Represented as Actor with Material Processes.....	56
4.1.2.5 Family Represented as Attribute of Carrier.....	57
4.1.2.6 Family Represented as Value of Token.....	58
4.1.2.7 Family Represented as Senser with Mental Processes .....	59
4.2. Discussions .....	61
4.2.1. Visual Representation of Family in Printed Soap Advertisements .....	61
4.2.2. Verbal Representation of Family in Printed Soap Advertisements .....	63
CHAPTER V .....	66
5.1. Conclusion .....	66
5.2. Recommendation .....	67
REFERENCES .....	69

## LIST OF TABLES

Table 2.1 Connotation in Fashion.....	11
Table 2.2 Connotation in Physical Appearance.....	11
Table 2.3 Connotation in Facial Expressions and Emotions .....	12
Table 2.4 Fisher’s Connotation in Color .....	13
Table 2.5 Wilfred’s Connotation in Color.....	14
Table 2.6 Linschoten and Mansyur’s Connotation in Color.....	15
Table 2.7 Techniques of Video Shooting .....	18
Table 2.8 Process Types in Transitivity .....	20
Table 3.1 Example of visual analysis in the printed <i>Lifebuoy</i> advertisements.....	34
Table 3.2 Example of verbal analysis in the printed <i>Lifebuoy</i> advertisement .....	36
Table 4.1 The results of the background .....	40
Table 4.2 The results of the color of the clothes.....	41
Table 4.3 The results of the compositions of family members.....	49
Table 4.4 The family as carrier with relational processes .....	51
Table 4.5 The family as carrier with relational processes .....	53
Table 4.6 The family as token with relational processes.....	54
Table 4.7 The family as actor with material processes.....	56
Table 4.8 The family as attribute of carrier .....	57
Table 4.9 The family as value of token .....	58
Table 4.10 The family as senser with mental processes.....	59

## LIST OF FIGURES

Figure 2.1 Saussure's model of the sign.....	8
Figure 2.2 Peirce's model of sign.....	9
Figure 2.3 Barthes' Orders of Signification .....	10
Figure 4.1 Sample of artistic design of white and green colours.....	40
Figure 4.2 Sample of artistic design of white and green colours.....	41
Figure 4.3 Sample of family wears white colours of clothes .....	42
Figure 4.4 Sample of family wears white and blue colours of clothes.....	43
Figure 4.5 Sample of family with enjoyable emotions.....	44
Figure 4.6 Sample of family with enjoyable emotions.....	44
Figure 4.7 Sample of family with close up frame sizes.....	45
Figure 4.8 Sample of family with close up frame sizes.....	45
Figure 4.9 Sample of family with eye level camera angle .....	46
Figure 4.10 Sample of family with eye level camera angle.....	47
Figure 4.11 Sample of family with black and white colours saturation .....	48
Figure 4.12 Sample of family with black and white colours saturation .....	49
Figure 4.13 The image of family consists of father, mother and daughter.....	50
Figure 4.14 The image of family consists of mother and daughter .....	50
Figure 4.15 The verbal text displays the family as goal of actor.....	52
Figure 4.16 The verbal text displays the family as carrier .....	54
Figure 4.17 The verbal text displays the family as token.....	55
Figure 4.18 The verbal text displays the family as actor.....	57
Figure 4.19 The verbal text displays the family as attribute.....	58
Figure 4.20 The verbal text displays the family as value .....	59
Figure 4.21 The verbal text displays the family as senser.....	60