

## TABLE OF CONTENTS

<b>STATEMENT OF AUTHORIZATION .....</b>	i
<b>PREFACE .....</b>	ii
<b>ACKNOWLEDGMENT .....</b>	iii
<b>ABSTRACT .....</b>	v
<b>TABLE OF CONTENTS.....</b>	vi
<b>LIST OF FIGURES .....</b>	x
<b>LIST OF TABLES .....</b>	xi
<b>CHAPTER I INTRODUCTION.....</b>	1
1.1    Background of the Study .....	1
1.2    Statement of Problems.....	5
1.3    Aims of the Study.....	6
1.4    Research Methodology.....	6
1.4.1    Research Method.....	6
1.4.2    Research Procedures .....	6
1.5    Clarification of Terms .....	8

1.6	Organization of the Paper.....	9
<b>CHAPTER II THEORETICAL FOUNDATION.....</b>		<b>11</b>
2.1	Semiotics .....	11
2.1.1	The Saussure's Model of Sign .....	12
2.1.2	The Peirce's Model of Sign.....	13
2.2	Representation .....	14
2.3	Barthes' Orders of Signification.....	15
2.4	Advertisement .....	17
2.4.1	Types of Advertisement .....	18
2.4.2	Isotonic Drink Advertisement.....	24
2.4.3	The Visual Elements of Television Advertisements .....	26
2.4.4	The Role of Color in Advertisement.....	31
2.4.5	Advertisement and Ideology .....	33
2.5	Youth .....	35
2.5.1	Youth and Representation .....	36
2.6	Previous Studies .....	37
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>41</b>

3.1	Statement of Problems.....	41
3.2	Research Method.....	41
3.3	Research Procedures.....	42
3.3.1	Data Collection.....	42
3.3.2	Data Analysis .....	53
3.3.3	Data Presentation .....	54
	<b>CHAPTER IV FINDINGS AND DISCUSSION .....</b>	<b>57</b>
4.1	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements.....	57
4.1.1	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Build the Dream</i> ” Version.....	57
4.1.2	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Love Letter</i> ” Version .....	75
4.1.3	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Movie</i> ” Version .....	87
4.1.4	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Presentation</i> ” Version .....	101
4.1.5	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Riding Bicycle Part 1</i> ” Version .....	118

4.1.6	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Riding Bicycle Part 2</i> ” Version .....	130
4.1.7	The Representation of Youth in <i>Pocari Sweat</i> Television Advertisements “ <i>Jogging</i> ” Version.....	141
4.1.8	Overall Findings from the Representation of Youth in <i>Pocari Sweat</i> Television Advertisements.....	149
4.2	The Ideologies Behind the Representation of Youth in <i>Pocari Sweat</i> Television Advertisements.....	154
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>		<b>156</b>
5.1	Conclusions .....	156
5.2	Suggestions.....	160
<b>BIBLIOGRAPHY .....</b>		<b>161</b>
<b>APPENDICES .....</b>		<b>166</b>