

**A SEMIOTIC ANALYSIS OF MEN'S AND WOMEN'S REPRESENTATION
IN ROYCO AND MASAKO TELEVISION ADVERTISEMENTS**

A Research Paper

Submitted in Partial Fulfillment of the Requirements of Bachelor's Degree in
English Language and Literature Study Program



By:

Lasma Ida Mikha Theresia Rogate

1104913

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF LANGUAGE AND LITERATURE EDUCATION
INDONESIA UNIVERSITY OF EDUCATION**

2017

English Education at Secondary Education

Oleh

Didi Sukyadi

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

© Didi Sukyadi 2004

Universitas Pendidikan Indonesia

Juli 2004

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

LASMA IDA MIKHA THERESIA ROGATE

**A SEMIOTIC ANALYSIS OF MEN'S AND WOMEN'S REPRESENTATION
IN *ROYCO* AND *MASAKO* TELEVISION ADVERTISEMENTS**

Approved by:

Supervisor

EriKurniawan, M.A., Ph.D.

NIP. 198111232005011002

The Head of Department of English Education

The Faculty of Language and Literature Education

Indonesia University of Education,

Dr. Rd. SafrinaNoorman, M.A.

NIP 196207291987032003