

TABLE OF CONTENTS

HALAMAN PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
PROFILE OF RESEARCH PROPONENT	vi
ABSTRAK	vii
ABSTRACT	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION	1
1.1 Background of The Study	1
1.2 Objectives of Study	5
1.3 Scope of Study	6
1.3.1 Research Questions	6
1.3.2 Limitations	6
1.4 Significance of Study	6
1.5 Literature Review	7
CHAPTER 2 RESEARCH METHOD	12
2.1 Theoretical Framework	12
2.1.1 Semiotics	12
2.1.2 Charles Sanders Peirce Semiotics Trichotomy Concept	12
2.1.3 Visual Representation in Semiotics	19
2.1.4 English Language as Global Media Communication	20
2.1.5 Marketing Strategy	21
2.2 Research Design	23
2.3 Methods of Data Collection	24
2.4 Methods of Data Analysis	25
CHAPTER 3 FINDINGS AND DISCUSSION	28
3.1 INNSiDE by Melia Yogyakarta's e-flyer group categories	28
3.2 English Text Composition Analysis in INNSiDE by Melia Yogyakarta's E-flyers	69
3.3 Analysis of Charles S. Peirce's Trichotomy Concept on the Findings E-flyer Indicators of INNSiDE by Melia Yogyakarta's E-flyers	72
3.4 Summarizing Tabulation Data for Visual Semiotics Analysis of INNSiDE by Melia Yogyakarta's E-flyers	83
CHAPTER 4 CONCLUSION	87
REFERENCES	88

LIST OF TABLES

Table 1 Coding Table INNSiDE by Melia Yogyakarta's E-flyers.....	36
Table 2 Sorting table Skydeck activities INNSiDE by Melia Yogyakarta's e-flyers category.....	42
Table 3 Sorting table room services INNSiDE by Melia Yogyakarta's e-flyers category.....	48
Table 4 Sorting table food and beverage INNSiDE by Melia Yogyakarta's e-flyers category.....	53
Table 5 Sorting table special events INNSiDE by Melia Yogyakarta's e-flyers category.....	58
Table 6 Sorting table hotel services INNSiDE by Melia Yogyakarta's e-flyers category.....	61
Table 7 Object Element Analysis E-flyer Categories.....	68
Table 8 Representamen Element Analysis E-flyer Categories.....	70
Table 9 Interpretant Element Analysis E-flyer Categories.....	71
Table 10 Summarizing Table INNSiDE by Melia Yogyakarta's E-flyers Visual Semiotics Analysis...	75

LIST OF FIGURES

Image 1 Vaseline Indonesia's e-flyer.....	2
Image 2 Shopee Singapore e-flyer.....	2
Image 3 Garnier Philippines's e-flyer.....	3
Image 4 McDonald's Singapore's e-flyer.....	3
Image 5 INNSiDE by Melia Yogyakarta Logo.....	4
Image 6 Melia Hotel International Logo.....	4
Image 7 Example for icon– A picture of a cat.....	14
Image 8 Example for index- A photo of a dry land.....	15
Image 9 Example for symbol – A crossing sign.....	15
Image 10 Example for <i>qualisign</i> – Warning sign.....	16
Image 11 Example for <i>sinsign</i> – A price tag.....	16
Image 12 Example for <i>legisign</i> – A silhouette hijab woman.....	17
Image 13 Example for <i>rheme</i> – A red lip illustration.....	17
Image 14 Example for <i>dicent</i> – A smoke warning sign.....	18
Image 15 Example for argument – A poster cyber bullying.....	18
Image 16 INNSiDE by Melia Yogyakarta's Instagram Account.....	22
Image 17 E-flyer Cigars & Wine.....	28
Image 18 E-flyer Wedding Package – Intimate Wedding.....	28
Image 19 E-flyer Room Promo – New Year Carnival Fun.....	28
Image 20 E-flyer Runners Room Package –Malioboro Run Runner's Retreat.....	29
Image 21 E-flyer World Tourism Day – Giveaway Time.....	29
Image 22 E-flyer Skydeck Friday Live Music – Go Pink or Go Home.....	29
Image 23 E-flyer Skydeck Tuesday Live Music – 90s Playlist.....	30
Image 24 E-flyer Sunset Yoga.....	30
Image 25 E-flyer Meatlovers Pizza.....	30
Image 26 E-flyer Syndeo Express.....	31
Image 27 E-flyer Skydeck Wednesday Live Music – Sway to The Rhythm of Jazz.....	31
Image 28 E-flyer KAI Room Promo.....	31
Image 29 E-flyer Spiced Margarita Cocktail.....	32
Image 30 E-flyer Masterclass Coffee Mixology.....	32
Image 31 E-flyer INNSiDE Gym Center Membership – 3in1 Infit.....	32
Image 32 E-flyer Bye Hydration – Strawberry Mocktail.....	33
Image 33 E-flyer Christmas Hampers – Log Cake Delight.....	33
Image 34 E-flyer Romantic Room Décor Service.....	33
Image 35 E-flyer Safari Staycation.....	34
Image 36 E-flyer Carnival New Year Buffet Dinner.....	34
Image 37 E-flyer Skydeck Thursday Live Music – Feel the Pop Groove.....	34
Image 38 E-flyer Skydeck Swimming Pool Access – Pool Bash.....	35
Image 39 E-flyer Skydeck Monday Live Music – Top 40 Music.....	35
Image 40 E-flyer Cultural Delights Getaway – Room Offer.....	35
Image 41 E-flyer Carnival Splash Party.....	36
Figure 1 Charles Sanders Peirce's trichotomy diagram.....	13
Figure 2 Researcher's Research Design Flow Chart.....	24
Figure 3 Researcher's Data Analysis Diagram Steps.....	26