



TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1	
INTRODUCTION	1
1.1 The Background of the Study.....	1
1.2 The Objectives of the Study.....	5
1.3 The Significance of the Study.....	6
1.4 The Scope and Limitation of the Study.....	6
1.5 Literature Review.....	7
CHAPTER 2	
RESEARCH METHOD	10
2.1 Theoretical Framework.....	10
2.2 Research Design.....	17
2.3 Method of Data Collection.....	18
2.4 Method of Data Analysis.....	19
CHAPTER 3	
FINDINGS AND DISCUSSION	22
3.1 Analysis of Nike’s Slogans.....	22
3.1.1 Analysis of Semantic Meaning Types.....	22
3.1.2 Slogans Characteristics Analysis.....	34
3.2 Brand Message Evolution and Cultural Adaptability.....	39
3.1.1 Nike’s Brand Message Evolution.....	39
3.1.2 Cultural Adaptability of Nike’s Slogan Campaigns.....	41
CHAPTER 4	
CONCLUSION	42
REFERENCES	44