



TABLE OF CONTENTS

FINAL PROJECT REPORT.....	i
HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES	vii
LIST OF TABLES.....	viii
CHAPTER 1	1
1.1. Research Background	1
1.2. Research Objectives.....	3
1.3. Significance of the Study.....	3
1.4. Scope of Study	4
1.5. Literature Review.....	4
CHAPTER 2	7
2.1 Theoretical Framework.....	7
2.1.1 Semiotics	7
2.1.2 Meme.....	8
2.2 Research Design.....	10
2.3 Methods of Data Collection	12
2.4 Methods of Data Analysis.....	12
CHAPTER 3	14
3.1 Findings.....	14
3.2 Discussions	33
3.2.1 Denotative	33
3.2.2 Connotative	34
3.2.3 Myth	35
3.2.4 Shifman & Jenkins Theory Interpretation.....	37
CHAPTER 4	40
REFERENCES	42