

TABLE OF CONTENTS

APPROVAL SHEET	i
STATEMENT OF ORIGINALITY	ii
ACKNOWLEDGEMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Objectives of Study	3
1.3 Scope of Study	3
1.4 Significance of Study	4
1.5 Literature review and Operational Definition	5
1.5.1 Literature Review	5
1.5.2 Operational Definition	7
CHAPTER 2: RESEARCH METHODS	
2.1 Theoretical Framework	9
2.1.1 Semiotics	9
2.1.2 Roland Barthes Semiotic Approach	11
2.1.3 Advertisement	13
2.1.4 Advertising Media	14
2.1.5 Camera Angle	15
2.1.6 Public Service Advertisement	17
2.1.7 PSA Anak Kost and Restu Ibu	18
2.2 Research Design	19

2.2.1 Data source.....	19
2.3 Research Instrument.....	19
2.4 Methods of Data Analysis.....	20
 CHAPTER 3: FINDINGS AND DISCUSSION	
3.1 COVID-19 Public Service Advertisements by the Ministry of Education and Culture of Republic Indonesia for Education and Social Campaign	21
3.2 Semiotic Analysis on COVID-19 Public Service Advertisements of the Ministry of Education and Culture of Republic Indonesia	24
3.2.1 Analysis of Denotations. Connotations, and Myths in the Public Service Advertisement of Anak Kost	25
3.2.1.1.Denotations, Connotations, and Myths in the Public Service Advertising of Anak Kost: Scene 1	26
3.2.1.2.Denotations, Connotations, and Myths in the Public Service Advertising of Anak Kost: Scene 2	30
3.2.2 Analysis of Denotations. Connotations, and Myths in the Public Service Advertisement of Restu Ibu	32
3.3 Discussion	
3.3.1 Changing the Eid Homecoming tradition during the COVID-19 Pandemic	37
3.3.2 Character Education in the Anak Kost and Restu Ibu Public Service Advertisements	38
 CHAPTER 4: CONCLUSION	
4.1 Conclusion	39
4.2 Suggestion	40
REFERENCES.....	41

LIST OF EXHIBITS

Exhibit 1 Visual and shot type for Scene 1 Video 1	26
Exhibit 2 Visual and shot type for Scene 2 Video 1	29
Exhibit 3 Visual and shot type for Scene 1 Video 2	32

LIST OF FIGURES

Figure 2.1 Barthes' Sign Map	12
Figure 3.1 Scene 1 part 1 of Public Service Advertisement Anak Kost	26
Figure 3.2 Scene 1 part 2 of Public Service Advertisement Anak Kost	26
Figure 3.3 Scene 1 part 3 of Public Service Advertisement Anak Kost	26
Figure 3.4 Scene 1 part 4 of Public Service Advertisement Anak Kost	26
Figure 3.5 Scene 1 part 5 of Public Service Advertisement Anak Kost	27
Figure 3.6 Scene 2 part 1 of Public Service Advertisement Anak Kost	29
Figure 3.7 Scene 2 part 2 of Public Service Advertisement Anak Kost	30
Figure 3.8 Scene 2 part 3 of Public Service Advertisement Anak Kost	30
Figure 3.9 Scene 2 part 4 of Public Service Advertisement Anak Kost	30
Figure 3.10 Scene 1 part 1 of Public Service Advertisement Restu Ibu	32
Figure 3.11 Scene 1 part 2 of Public Service Advertisement Restu Ibu	32
Figure 3.12 Scene 1 part 3 of Public Service Advertisement Restu Ibu	33
Figure 3.13 Scene 1 part 4 of Public Service Advertisement Restu Ibu	33
Figure 3.14 Scene 1 part 5 of Public Service Advertisement Restu Ibu	33
Figure 3.15 Scene 1 part 6 of Public Service Advertisement Restu Ibu	33
Figure 3.16 Scene 1 part 7 of Public Service Advertisement Restu Ibu	34
Figure 3.17 Scene 1 part 8 of Public Service Advertisement Restu Ibu	34
Figure 3.18 Scene 1 part 9 of Public Service Advertisement Restu Ibu	35
Figure 5.1 Provision of materials on research topic by DPPA	77
Figure 5.2 Tasks for reading and summarizing journal articles	77
Figure 5.3 Tasks for reading and summarizing journal articles	78
Figure 5.4 Task for Research practice assignments	78

LIST OF APPENDICES

Appendix 1: Logbook	44
Appendix 2: Documentation & Research photos.....	76
Appendix 3: Curriculum Vitae.....	78