



TABLE OF CONTENTS

ABSTRACT	vi
ABSTRAK	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1	1
1.1. Background of The Study	1
1.2 Statement of the Problem	3
1.3 Scope of Study	3
1.4 Significance of Study	4
1.5 Literature Review	4
1.6 Definition of Key Terms	6
CHAPTER 2	7
2.1. Theoretical Framework	7
2.1.1. Advertising	7
2.1.2. Beverage Advertising in New Media	10
2.1.3. Advertising Slogan	11
2.1.4. Semiotics	12
2.2. Research Method	14
2.3. Data Sources	15
2.4. Techniques of Data Collection	15
2.5. Techniques of Data Analysis	15
CHAPTER 3	16
3.1. Women's Image in advertisements	16
3.2. YOU C-1000 and Hemaviton C1000 Advertisements	19
3.3. Discussion	24
3.3.1. Analysis of YOU C-1000 Using Peirce's Model	25
3.3.1.1. Scene 1 An Analysis of Visual and Verbal Sign in YOU C-1000	25
3.3.1.2. Scene 2 An Analysis of Visual and Verbal Signs in YOU C-1000	27
3.3.1.3. Scene 3 An Analysis of Visual and Verbal Signs in YOU C-1000	29
3.3.1.4. Scene 4 An Analysis of Visual and Verbal Signs in YOU C-1000	30
3.3.1.5. Scene 5 An Analysis of Visual and Verbal Signs in YOU C-1000	32



A Semiotics Analysis Of Vitamin Drinks' Slogan On The Women's Image (The Case Of YOU C-1000 and Hemaviton C1000)

AMANAH RISANINGTYAS, Wahyu Kartika Wienanda, S.Pd., M.Pd.

UNIVERSITAS
GADJAH MADA

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.2.1.6. Scene 6 An Analysis of Visual Sign in YOU C-1000	34
3.2.1.7. Scene 7 An Analysis of Visual and Verbal Signs in YOU C-1000.....	35
3.2.1.8. Scene 8 An Analysis of Visual and Verbal signs in YOU C-1000	37
3.3.2.1. Scene 1 An Analysis of Visual and Verbal Signs in Hemaviton C 1000.....	39
3.3.2.2. Scene 2 An Analysis of Visual and Verbal Signs in Hemaviton C 1000.....	40
3.3.2.3. Scene 3 Analysis of Visual and Verbal Signs in Hemaviton C 1000.....	41
3.3.2.4. Scene 4 An Analysis of Visual and Verbal Signs in Hemaviton C 1000.....	43
3.3.2.5. Scene 5 An Analysis of Visual Sign in Hemaviton C 1000	44
3.3.2.6. Scene 6 An Analysis of Visual Sign in Hemaviton C 1000	45
3.3.3. The Slogan in Both Ads on The Women's Image	47
3.4. Data Interpretation.....	48
CHAPTER 4	51
WORKS CITED	53
APPENDICES	56
Appendix 1. The data of YOU C-1000	56
Appendix 2. The data of hemaviton C1000.....	56
Appendix 3. Curriculum Vitae.....	57



LIST OF TABLES

Table 1. Image of women in Huang and Li (2006)	20
Table 2. Data of YOU C-1000.....	21
Table 3. Data of Hemaviton C 1000.....	24
Table 4. Analysis of Scene 1.....	26
Table 5. Analysis of Scene 2.....	28
Table 6. Analysis of Scene 3.....	30
Table 7. Analysis of Scene 4.....	31
Table 8. Analysis of Scene 5.....	33
Table 9. Analysis of Scene 6.....	35
Table 10. Analysis of Scene 7.....	36
Table 11. Analysis of Scene 1.....	39
Table 12. Analysis of Scene 2.....	40
Table 13. Analysis of Scene 3.....	41
Table 14. Analysis of Scene 4.....	42
Table 15. Analysis of Scene 5.....	44
Table 16. Analysis of Scene 16.....	45



**A Semiotics Analysis Of Vitamin Drinks' Slogan On The Women's Image (The Case Of YOU C-1000
and
Hemaviton C1000)**

AMANAH RISANINGTYAS, Wahyu Kartika Wienanda, S.Pd., M.Pd.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

LIST OF FIGURES

Figure 1. Peirce's semiotics triangle.....13