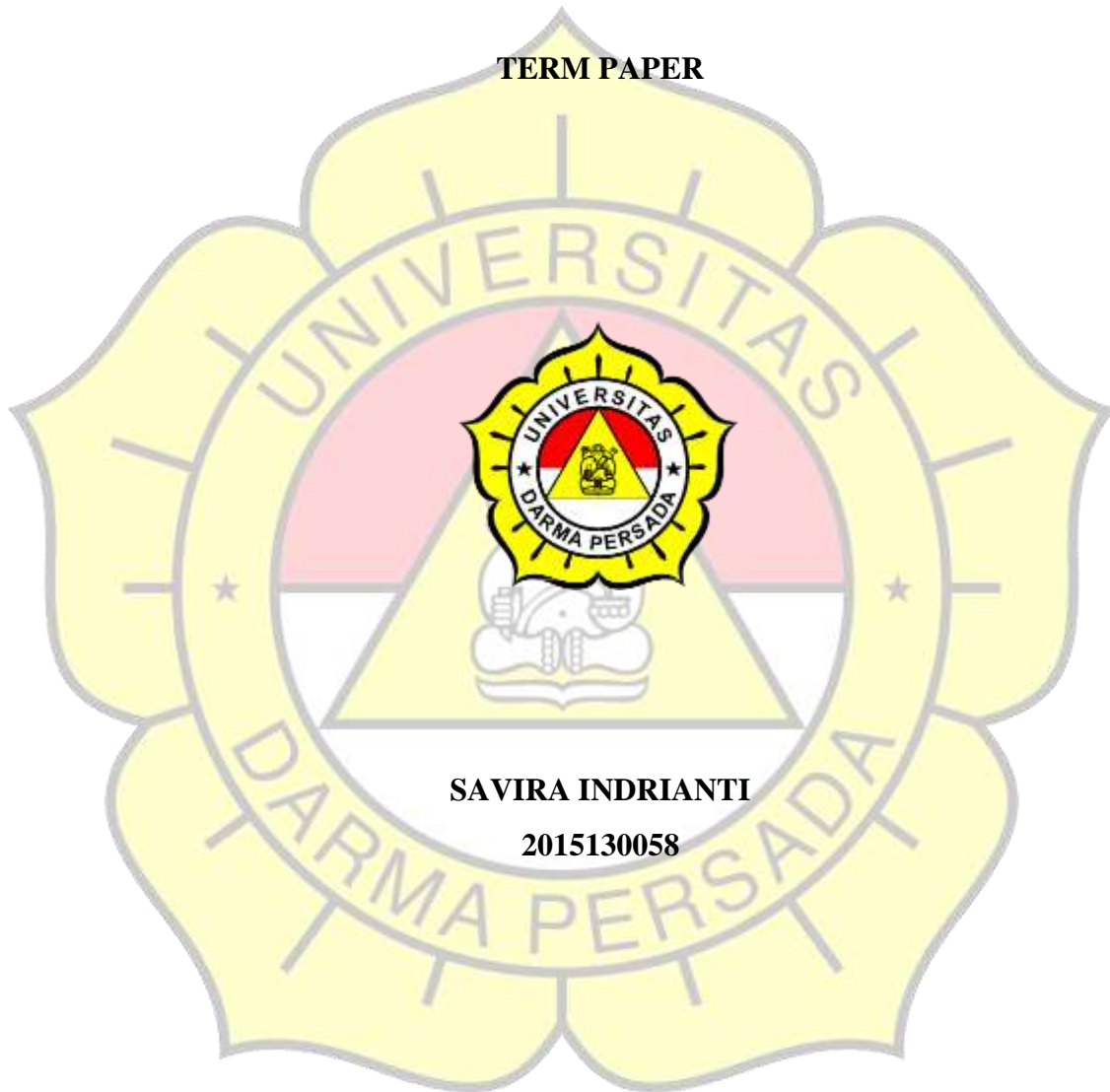


**REVEALING MESSAGE ON GOOGLE MAPS, SAROO BRIERLEY:
HOMeward BOUND, HELLO WORLD ADVERTISEMENT: A
SEMIOTIC STUDY**

TERM PAPER



SAVIRA INDRIANTI

2015130058

**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE
FACULTY OF HUMANITIES
UNIVERSITY OF DARMA PERSADA
JAKARTA
2019**

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Submitted in partial – fulfilling for obtaining
Strata One (S-1) Degree



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2019**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term paper is the result of my own work, not a half or total plagiarism of someone else's, and all of the sources quoted or referred to have been stated correctly based on the actual date and time.

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Date : 30th July, 2019

TEST FEASIBILITY APPROVAL PAGE

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Degree

The title of the term-paper : Revealing Message on Google Maps, Saroo
Brierley: Homeward Bound, Hello World
Advertisement: a Semiotic Study

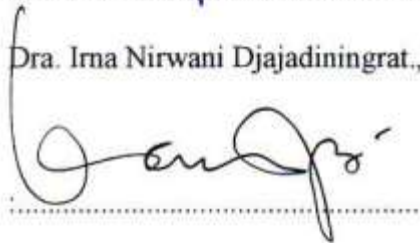
has been approved by Advisor, Reader, Head of English Language and Culture Department to be tested in front of the Board of Examiners on 6th August, 2019 at the English Language and Culture Department, the Faculty Humanities, Darma Persada University.

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APPROVAL PAGE


The term-paper has been tested on 6th August, 2019

By

BOARD OF EXAMINERS

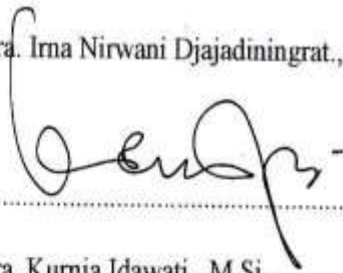
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This term-paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper.

Jakarta, 30th July, 2019

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ABSTRACT

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The title of the term-paper : **Revealing Message on Google Maps, Saroo
Brierley: *Homeward Bound, Hello World*
Advertisement: A Semiotic Study**

Advertisement is arguably the most important part of the brand of a company, as it is the part of a company's advertisement message that is most visible to consumers and ideally it comes to stand for the brand itself in their minds. The research in the term paper aims to find out the signifier and signified on the advertisement. It also finds out the message. In other words, the signs are used in the term paper is related to the study about sign, Semiotics, the theory of Ferdinand de Saussure and Charles Sanders Peirce. Ferdinand de Saussure's theory uses signifier and signified while Charles Sanders Peirce uses the theory of interpretation based on icons, indexes and symbols to find the message. In here, every scene of the advertisement has the hidden message.

Keywords : *Signifier, Signified, Icon, Index, and Symbol.*

ABSTRAK

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Brierley: *Homeward Bound, Hello World*

Advertisement: A Semiotic Study

Iklan dapat dikatakan salah satu bagian paling penting dari sebuah perusahaan untuk melakukan sebuah promosi, karena pada dasarnya iklan merupakan pesan yang mudah untuk dilihat oleh pelanggan dan biasanya iklan mewakili merek itu sendiri. Penelitian ini bertujuan untuk menemukan penanda (Signifier) dan petanda (Signified) yang ada di dalam iklan. Selanjutnya, penelitian ini dimaksudkan untuk menemukan pesan yang terkandung. Dengan kata lain, untuk mendapatkan pesan yang ada di balik iklan Google Maps, Saroo Brierley. Teori yang digunakan dalam penelitian ini adalah teori yang berhubungan dengan kajian tentang tanda (Sign). Lebih spesifik adalah teori Ferdinand de Saussure dan Charles Sanders Peirce. Teori Ferdinand de Saussure menggunakan signifier dan signified sedangkan Charles Sanders Peirce menggunakan teori interpretasi makna berdasarkan icon, index, dan simbol untuk menemukan makna yang terkandung pada iklan ini. Di setiap adegan, pasti ada pesan yang tersembunyi.

Kata kunci : *Penanda, Petanda, Ikon, Indeks, dan Simbol.*

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