

**SIGNS AND THEIR MEANINGS ON PEPSI
ADVERTISEMENT TITLED *KENDALL JENNER:
LIVE BOLDER, LIVE LOUDER, LIVE FOR NOW*
(A SEMIOTIC STUDY)**

TERM PAPER

By

KINTAN RISMAWATI

2016130126

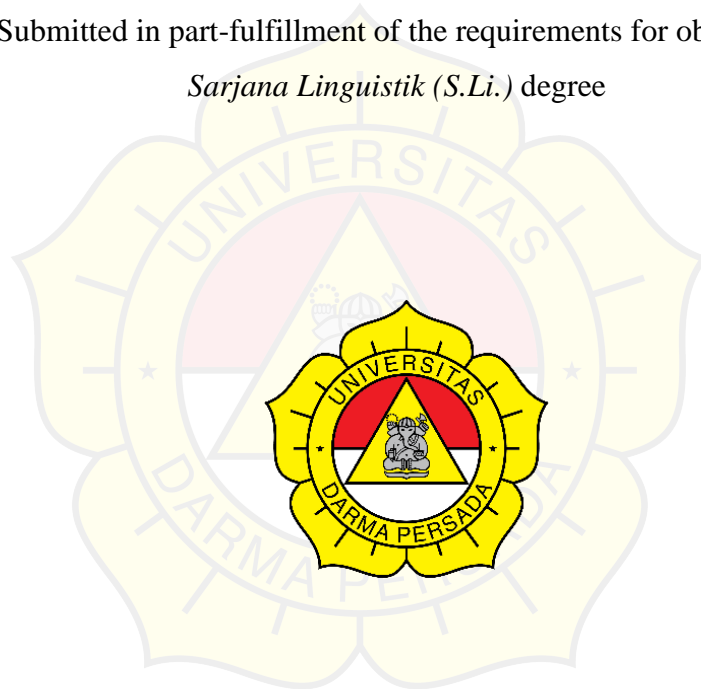


**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
2020**

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ADVERTISEMENT TITLED *KENDALL JENNER:
LIVE BOLDER, LIVE LOUDER, LIVE FOR NOW*
(A SEMIOTIC STUDY)**

TERM PAPER

Submitted in part-fulfillment of the requirements for obtaining
Sarjana Linguistik (S.Li.) degree



By

KINTAN RISMAWATI

2016130126

**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
2020**

INTELLECTUAL PROPERTY STATEMENT

I hereby declare that this term paper is the result of my own academic research under the supervision of Nurul Fitriani, S.S., M.Hum. and Fridolini, S.S., M.Hum., not a plagiarism of someone else's in whole or in part. The contents have become my responsibility and all of the sources quoted from or referred to have been stated correctly based on the actual date and time.

Name : Kintan Rismawati

Reg. No. : 2016160126

Signature : 


Date : August 05, 2020

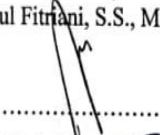
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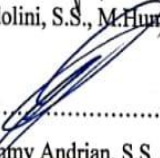
The term paper submitted by:

Name : Kintan Rismawati
Reg. No. : 2016130126
Study Program : Strata One (S-1) of English Language and Culture
Title of the term paper : Sign And Their Meanings On Pepsi Advertisement
Titled *Kendall Jenner: Live Bolder, Live Louder, Live For Now* (A Semiotic Study)

has been approved by Advisor, Reader, and Head Department of English Language and Culture to be tested in front of Board of Examiners on August 5, 2020 at English Language and Culture Department, Faculty of Language and Culture, University of Darma Persada University, Jakarta.

Advisor : 
Nurul Fitriani, S.S., M.Hum.

Reader : 
Fridolini, S.S., M.Hum.

Head Board of Examiners : 
Tommy Andrian, S.S., M.Hum.

TERM PAPER VALIDATION

The Term Paper on August 5, 2020 has been academically tested and defended in front of

THE BOARD OF EXAMINERS

Ones of whom sit as follow

Advisor

: 

Nurul Fitriani, S.S., M.Hum.

Reader

: 

Fridolini, S.S., M.Hum.

Head Board of Examiners

: 

Tommy Andrian, S.S., M.Hum.

Legally validated in Jakarta on August 14, 2020

Head Department of
English Language and Culture



Tommy Andrian, SS., M. Hum.

Dean Faculty of
Language and Culture



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Dr. Eko Cahyono

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This term paper, a study on a fictional literary work, is submitted to the Strata One English Language and Culture Department of Darma Persada University as a partial fulfillment of the requirements for obtaining the Strata One (S1) degree. The writer myself, even though have done my utmost, do believe that this research is far from being perfect; however, for me this is the best work the writer have ever made.

With all respect, the writer would like to deliver my sincerest gratitude to some outstanding people behind the making of this term paper listed as follow:

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13. All senior in Darma Persada University who taught me.
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Nobody is perfect. Therefore, constructive criticisms are welcome. Overall, the writer hope that this research can give a bit contribution to the language education, especially to the field of linguistic and to further pedagogical research.

Jakarta, August 10, 2020

Writer



Kintan Rismawati

ABSTRACT

Name : Kintan Rismawati
Reg. No. : 2016130126
Study Program : Strata One (S-1) of English Language and Culture
Title of the term paper : Sign And Their Meanings On Pepsi Advertisement
Titled *Kendall Jenner: Live Bolder, Live Louder, Live For Now* (A Semiotic Study)

This term-paper is about signifier and signified found in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now* using semiotics theories from Ferdinand De Saussure's. This research focuses on answering two formulations of problems as follows: 1) signifier and signified in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now* and 2) sign meanings in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now*. This research uses qualitative research approach through analyzing the meaning of the sign obtained from Pepsi advertisement. The results of the analysis show that the scenes have several signifier and signified meanings in Pepsi advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now*.

Keywords: *Semiotics, signifier, signified, Pepsi, advertisement*

ABSTRAK

Nama : Kintan Rismawati
NIM : 2016130126
Program Studi : Strata One (S-1) of English Language and Culture
Judul Skripsi : Sign And Their Meanings On Pepsi Advertisement
Titled *Kendall Jenner: Live Bolder, Live Louder,
Live For Now* (A Semiotic Study)

Skripsi ini adalah tentang penanda dan petanda yang ditemukan dalam iklan Pepsi berjudul “Kendall Jenner: Live Bolder, Live Louder, Live for Now” menggunakan teori semiotika dari Ferdinand De Saussure's. Penelitian ini berfokus pada menjawab dua rumusan masalah sebagai berikut: 1) penanda dan petanda dalam Iklan Pepsi berjudul “Kendall Jenner: Live Bolder, Live Louder, Live for Now”, dan 2) makna tanda dalam iklan Pepsi berjudul “Kendall Jenner: Live Bolder, Live Louder, Live for Now”. Penelitian ini menggunakan pendekatan penelitian kualitatif melalui analisis makna tanda yang diperoleh dari iklan Pepsi. Hasil analisis menunjukkan bahwa adegan memiliki beberapa makna penanda dan petanda dalam judul iklan Pepsi “Kendall Jenner: Live Bolder, Live Louder, Live for Now”.

Kata kunci: Semiotik, penanda, petanda, Pepsi, iklan

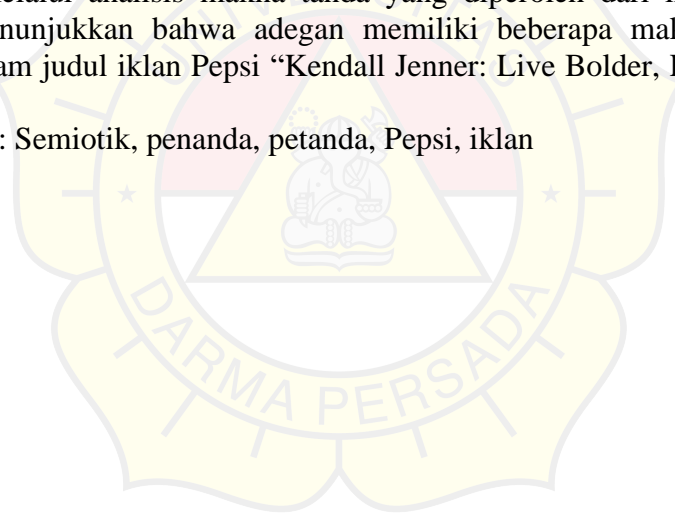


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