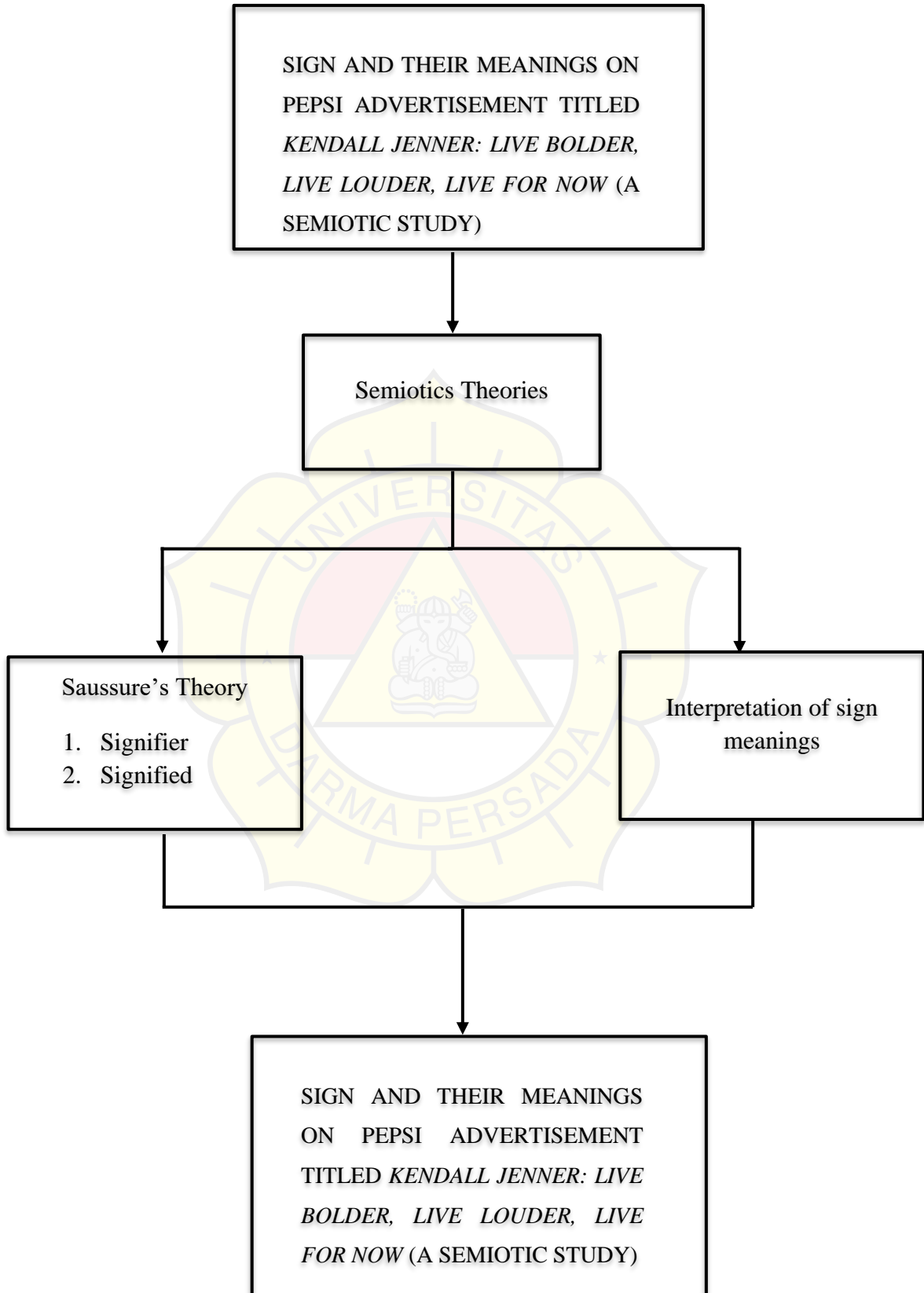


SCHEME OF THE SEARCH



POSTER OF THE RESEARCH



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

Kintan Rismawati

2016130126

**Strata One (S1) English Language and
Culture
Faculty of Humanities**

University of Darma Persada

BACKGROUND In this current era, the development of advertising is currently growing rapidly through various media such as newspapers, magazines, radio, television, social media, etc., which there are oral and visual advertisements. Advertising is a form of allure of a product to promote that products. Therefore, advertisements must be made interesting, contain messages, and make a benefit to people then the ads that are made must also make people easy to understand, remember, so that it can be widely accepted by people who see, read, and listen to it. This research is about the ad of Pepsi Advertisement titled Kendall Jenner: Live Bolder, Live Louder, Live for Now. The writer want to analyzes the advertisement using semiotic theories from Saussure to know the sign meanings and the message that contain in this research.

OBJECTIVE

To find out the signifiers and signified in Pepsi Advertisement titled *Kendall Jenner: Live Bolder, Live Louder, Live for Now*.

To find out the meaning of the signs in Pepsi Advertisement *Kendall Jenner: Live Bolder, Live Louder, Live for Now*.

RESEARCH

Signifier and signified are used in this research in order to find out the sign meanings in Pepsi Advertisement by using methods and techniques.

FINDING

METHODS

Qualitative approach is used to analyzes sign meanings in Pepsi Advertisement. The use of it is more appropriate for the writer because the source of the data is only from the video on YouTube by collecting the data and analyze it.

CONCLUSION

After the identification of the research. Every scene have a signifier and signified meanings and the writer find out there 97 signifier and signified. The meaning signs of the whole scene from this ad is how to live bold to do something new, and live louder to speak out that people didn't speak it, while the message to be conveyed by Pepsi ads in general has failed to be delivered to the audience.

BENEFITS

There are always sign and the meanings of it in our lives and with this research would help people to understand about the sign and the meanings of it. This research is expected to benefit readers who are interested in signs meanings.

PRESENTATION SLIDE

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

Kintan Rismawati
2016130126

01

Background of the
Research

02

Identification of
the Problem

03

Objective of the
Research

04

Method of the
Research

FRAMEWORK OF THE THEORIES

Ferdinand de Saussure Theory

- Signifier
- Signified

Interpretation of sign meanings

CONCLUSION



KINTAN RISMAWATI



Curriculum Vitae

Name : Kintan Rismawati
Place/Date of Birth : Bekasi/19 April 1998
Status/Sex : Single /Female
Religion : Islam
Nationality : Indonesia

Formal Education

2016 – 2020 Darma Persada University
2013 – 2016 SMAN 02 Babelan
2010 – 2013 SMPN 01 Babelan
2006 – 2010 SDN 03 Kebalen

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Research Experiences

2017: Analysis Mariana By Lord Alfred Tennyson
2018: Analysis Family Institution on Short Story “The Sandbox”
By Edward Albee
2018: Analysis Japan-America Multiculturalism “Say It With
Flowers” By Toshio Mori
2019: Analysis Economic and Family Institution through Short
Story “The Gift of The Magi” by O. Henry.
2019: Analysis Family Institution in Sacrifice Era of Australia

Achievements


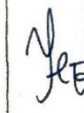

2017: Penabur International Choir Festival – Mix Choir
(Silver Medal)
Penabur International Choir Festival – Musica Sacra
(Silver Medal)
2018: LPS UGM – Female Choir (Gold Medal)

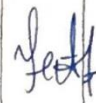




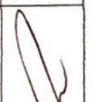
CONTROL BOOK

I. Lembar Kepembimbingan Skripsi

**LAPORAN KEMAJUAN PENULISAN
SKRIPSI SARJANA**

Nama Mahasiswa : Kintan Rismawati
 Dosen Pembimbing I : Nurul Fitriani, S.S., M. Hum.
 Dosen Pembimbing II : Fridolini, S.S., M. Hum.
 Judul Skripsi : Sign and Their Meanings on Pepsi Advertisement
titled Kendall Jenner Live Balder Live Louder, Live for Now
(A Semiotic Study)
 Mulai Bimbingan : 31 March 2020
 Tahun Akademik : 2016

| No. | Hari & Tanggal | Catatan Pembimbing | Paraf |
|-----|------------------|--------------------|---|
| 1. | 31 March 2020 | Revisi Bab Satu |  |
| 2. | 07 April 2020 | Revisi Bab Dua |  |
| 3. | 31 May 2020 | Revisi Bab Tiga |  |

| | | | |
|----|-----------------|-----------------------------|--|
| 4. | 25 June 2020 | Revisi Bab Tiga |  NF. |
| 5. | 27 June 2020 | Revisi Bab Empat |  NF. |
| 6. | 16 July 2020 | Revisi Final Skripsi |  NF. |
| 7. | 20 July 2020 | Revisi Final Skripsi |  NF. |
| 8. | 19 July 2020 | Revisi Skripsi Bab 1 - 3 |  |
| 9. | 25 July 2020 | Revisi Final Skripsi |  |

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|-----|--|--|--|
| 10. | | | |
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Jakarta, 11 Agustus, 2020

Menyetujui :

Pembimbing I

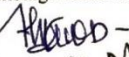

Nurul Fikriani, S.S., M.Hum

Pembimbing II

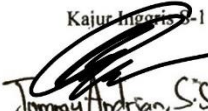

Freddini, S.S., M.Hum.

Mengetahui :

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

ATTACHMENT



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No. Telepon/Ponsel : 085892133954 / 085156980118

Dengan ini menyatakan bahwa skripsi saya yang berjudul:

Signs and Their Meanings on Pepsi Advertisement Kendall Jenner: Live Bolder, Live Louder, Live for Now (A Semiotic Study)

yang diajukan pada semester genap tahun akademik 2019/2020 bersifat orisinal dan belum pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan/atau setara dengan 2 (dua) semester.

Bilamana di kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku.

Demikian pernyataan ini dibuat dengan sesungguhnya dan dengan sebenar-benarnya.

Jakarta, 24 Februari 2020

Mengetahui,

Ketua Jurusan Sastra Inggris S-1

Tommy Andrian, S.S., M.Hum
NIK. 05395 / NIDN. 0320097601

Yang menyatakan,

Mahasiswa



Kintan Rismawati
NIM. 2016130126