

**THE PERCEPTION OF THE MESSAGE OF THE MYTH IN
OREO *WONDERFILLED* VERSION ADVERTISEMENT
VIEWED BY SWARA UNSADA ORGANIZATION MEMBER**

TERM PAPER



ANNISA USWATUN HASANAH

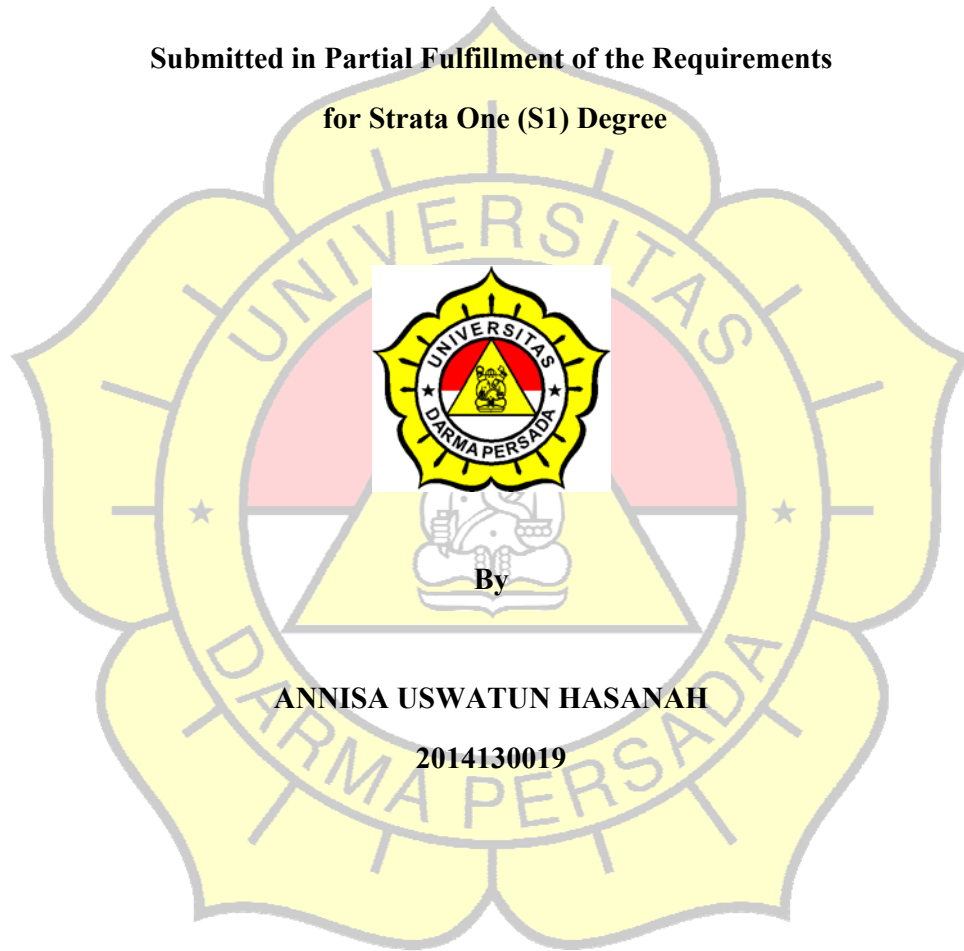
2014130019

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
DARMA PERSADA UNIVERSITY
JAKARTA
2018**

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**Submitted in Partial Fulfillment of the Requirements
for Strata One (S1) Degree**



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2014130019

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
DARMA PERSADA UNIVERSITY
JAKARTA
2018**

INTELLECTUAL PROPERTY STATEMENT PAGE

The researcher hereby declares that the term paper titled “The Perception of the Message of the Myth in Oreo *Wonderfilled* Version Advertisement Viewed by Swara Unsada Organization Member” is the result of my own work, not a half or total plagiarism of someone else’s , and all of the sources quoted and referred to have been stated correctly.

Name : Annisa Uswatun Hasanah

Reg. No : 2014130019

Signature :

Date : February 14, 2018




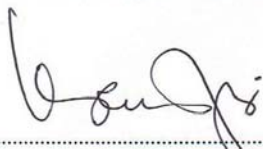
TEST FEASIBILITY APPROVAL PAGE

The term paper submitted by :

Name : Annisa Uswatun Hasanah
Reg. No : 2014130019
Program of Study : English Department/ Strata One Degree (S-1)
The title of Term Paper : THE PERCEPTION OF THE MESSAGE OF
THE MYTH IN OREO *WONDERFILLED*
VERSION ADVERTISEMENT VIEWED BY
SWARA UNSADA ORGANIZATION
MEMBER

has been approved by Advisor, Reader, and Head of English Department to be tested in front of the board Examiners on February 14, 2018 at the English Department, the Faculty of Letters, University of Darma Persada.

Advisor : 
Dra. Irna Djajadiningrat, M.Hum

Reader : 
Dra. Kurnia Idawati, M.Si

Head of English Department : 
Tommy Andrian, SS, M.Hum

APPROVAL PAGE

The term paper will be tested in **closed session** on February 14, 2018

By

BOARD OF EXAMINERS

Consisting of :

Advisor

: 

Dra. Irna Djajadiringrat, M.Hum

Reader

: 

Dra. Kurnia Idawati, M.Si

Chair of Board Examiners

: 

Tommy Andrian, SS, M.Hum

Approved on February 14, 2018

Head of English Department

Dean of Faculty of Letters


Tommy Andrian, SS, M.Hum


Dr. Nani Dewi Sunengsih, SS, M.Pd.

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Every cloud has a silver lining. Alhamdulillah rabbil a'laamiin, owing to Allah SWT's mercy and blessing, I finally finish this complicated and frustrating yet challenging research entitled "*The Perception of the Message of the Myth in Oreo Wonderfilled Version Advertisement Viewed by Swara Unsada Organization Member*": a linguistic study on semiotics approach by Roland Barthes.

This term-paper is submitted to the Strata One Program, English Department of Darma Persada University as a partial fulfillment of the requirements for obtaining the Strata One (S1) degree. As the well-known proverb that *Nobody is perfect*. I, as the researcher, realize that the research is still far from being perfect. Therefore, if this research can probably be the references by the others, it is welcomed to be.

I would like to tender my sincere gratitude to some outstanding people behind the making of this term-paper as listed as follow :

1. Dra. Irna Djajadiningrat, M.Hum, as the advisor of this term paper, who has given a lot of her time concerning and guiding me to finish this term paper and always gives motivating words that make me back to feel spirit when I sometime think to give up. Thank you very much, Mam.
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5. Dr. Nani Dewi Sunengsih, SS, M.Pd as the Dean of Faculty of Letters.

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As I said before that *Nobody is Perfect*. Therefore, a lot of suggestions and constructive criticism are welcome. Overall, I hope that this research can give a bit contribution to the language education, and being a novelty to the Oreo company itself as the object of the research.

Jakarta, February 14, 2018

Writer

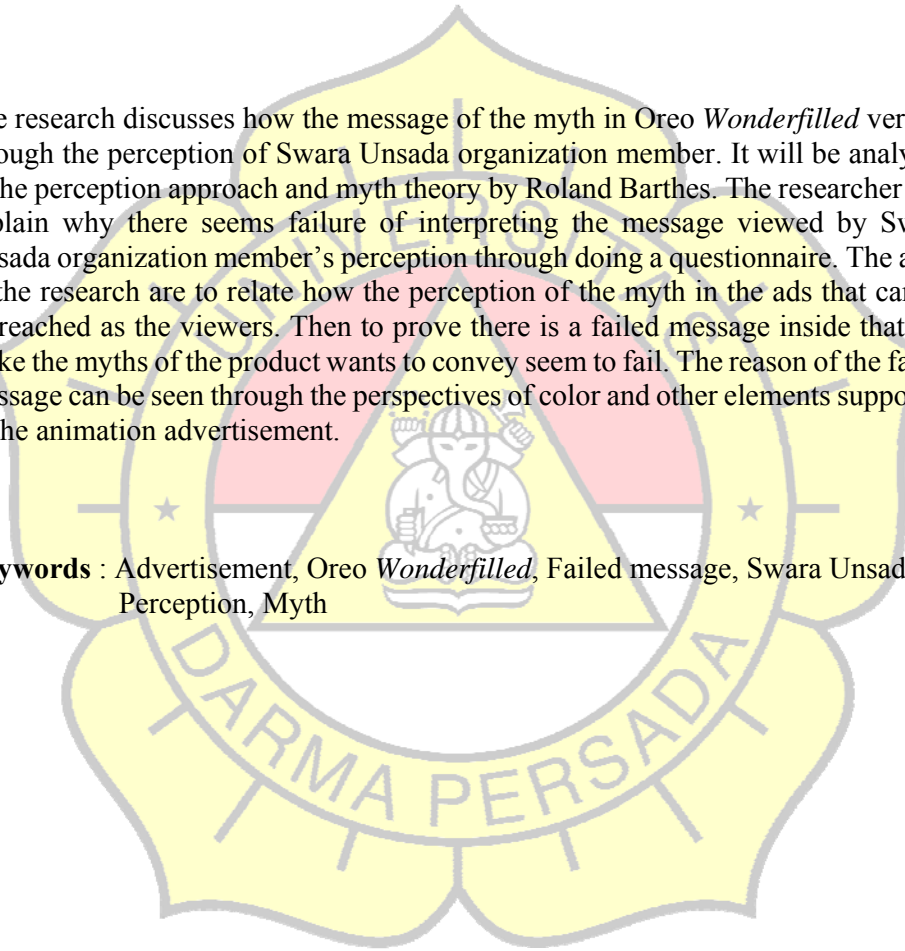
Annisa Uswatun Hasanah

ABSTRACT

Name : Annisa Uswatun Hasanah
Study program : English Department/ Strata One Degree
The title of the term paper : The Perception of the Message of the Myth in
Oreo *Wonderfilled* Version Viewed by Swara
Unsada Organization Member

The research discusses how the message of the myth in Oreo *Wonderfilled* version through the perception of Swara Unsada organization member. It will be analyzed to the perception approach and myth theory by Roland Barthes. The researcher will explain why there seems failure of interpreting the message viewed by Swara Unsada organization member's perception through doing a questionnaire. The aims of the research are to relate how the perception of the myth in the ads that cannot be reached as the viewers. Then to prove there is a failed message inside that can make the myths of the product wants to convey seem to fail. The reason of the failed message can be seen through the perspectives of color and other elements supported in the animation advertisement.

Keywords : Advertisement, Oreo *Wonderfilled*, Failed message, Swara Unsada, Perception, Myth



ABSTRAK

Nama : Annisa Uswatun Hasanah
Program Studi : Sastra Inggris/ Tingkat Sarjana I
Judul Skripsi : The Perception of the Message of the Myth in Oreo
Wonderfilled Version Advertisement Viewed by Swara
Unsada Organization Member

Penelitian ini membahas bagaimana pesan dalam sebuah mitos pada iklan Oreo versi Wonderfilled dilihat dari persepsi Organisasi Mahasiswa Swara Unsada. Kajian ni akan dianalisis melalui pendekatan persepsi dan teori mitos Roland Barthes. Peneliti akan menjabarkan mengapa terlihat adanya suatu kegagalan pada penonton dalam menginterpretasi pesan iklan melalui persepsi anggota Swara Unsada dengan melakukan kuesioner. Tujuan dari penelitian ini adalah untuk memaparkan bagaimana persepsi mitos yang ditangkap oleh responden dan untuk membuktikan bahwa ada suatu kegagalan pesan didalamnya yang membuat mitos iklan tersebut tidak tersampaikan. Alasan adanya kegagalan pesan dapat dilihat melalui aspek warna dan elemen pendukung lainnya yang terdapat dalam iklan animasi.

Kata Kunci : Iklan, Oreo Wonderfilled, Kegagalan pesan, Swara Unsada, Persepsi, Mitos.

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