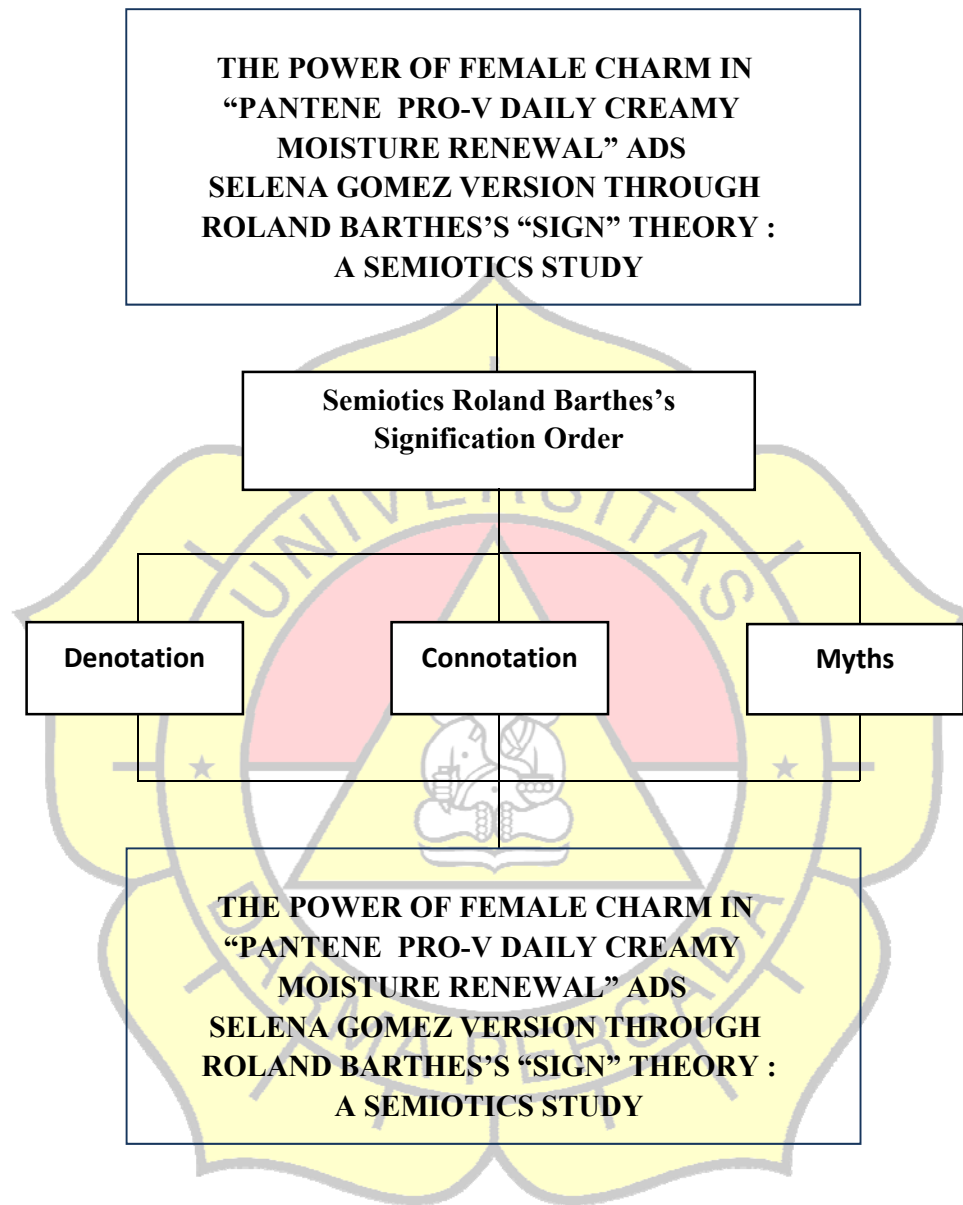


SCHEME OF THE RESEARCH



POSTER OF ANALYSIS

THE POWER OF FEMALE CHARM IN PANTENE PRO-V CREAMY DAILY MOISTURE RENEWAL SHAMPOO AND CONDITIONER ADS SELENA GOMEZ VERSION A SEMIOTIC STUDY

TIARA DWIARTO LARASSATI | UNIVERSITY OF DARMA PERSADA

PROBLEM/QUESTION

- What are the denotative and the connotative meanings from the signs and symbols in Pantene Pro-V Creamy Daily Moisture Renewal Shampoo and Conditioner advertisement Selena Gomez version?
- What the myths are implied in Pantene Pro-V Creamy Daily Moisture Renewal Shampoo and Conditioner advertisement Selena Gomez version?

BACKGROUND

Advertisement is one excellent tool to introduce company's products to consumers, either in the form of printed or digital advertisements. Advertisement has a function to describe something, a concept or information about the product. Every advertisement has a sign to represent the message. In this research, the writer chooses advertisement from Pantene Pro-V Creamy Daily Moisture Renewal Shampoo and Conditioner Ads Selena Gomez Version. Pantene is an American brand of hair care products owned by Procter & Gamble. The writer want to analyze the advertisement using semiotic theoris from Roland Barthes to know what the connotative and denotative meaning that want to conveyed through the myths.

FRAMEWORK OF THE THEORIES



ROLAND BARTHES THEORIES

- DENOTATION
- CONNOTATION
- MYTH

METHODS OF THE RESEARCH

The research was conducted through a qualitative approach with a simple analysis of the advertisement. The analysis itself contains about the explanation from the compositions that are used in the advertisement such as sign, symbol, and tag-line and the relations between each elements to know what kind of myth conveyed in the advertisement is.

CONCLUSION

In the advertisement there are some indicators that brings people to make their own connotation meaning to it is advertisement. women is the strongest indicator to convey the message about the products of Pantene Hair Care. the strong hair became the symbol of beautiful women. Each advertisement creates those own myth about beauty. From the myth that appears from the advertisement, it creates a new myth about beauty standard.

CURICULUM VITAE



Tiara Dwiarto Larassati, 22 Years Old, Single, Bekasi

Personal Details

Full Name : Tiara Dwiarto Larassati
Sex : Female
Place, Date of Birth : Jakarta, March 26, 1996
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Religion : Islam
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Educational Background

2002 – 2008 : Kali Abang Tengah 2 Elementary School, Bekasi
2008 – 2011 : SMPN 4 Babelan Junior High School, Bekasi
2011 – 2014 : Cindera Mata High School, Bekasi

2014 – 2018 : Bachelor Degree University of Darma Persada, Jakarta.
Subject : English

Achievement

- 1st Winner Reading Poems Elementary Level in Jakarta 2004
- 1st Winner Fashion Show Hijab Junior High School Level in Bekasi 2010
- Student Council President of SMPN 4 Babelan 2009-2010
- 3rd General Rank of SMPN 4 Babelan 2010
- Gold Medal in International Taekwondo Academy in Cibubur 2012

Research Experiences

- Closing The School Completion GAP For Indigenous Student in Australia 2018
- Variasi Bahasa Supir dan Kondektur Angkutan Kota di Pulo Gadung Jakarta 2017
- RAN by Kurosawa 2017
- King Lear by Shake Speare 2017
- Softskill in The Novel of Woman Warrior by Maxime Kingston 2016
- Meeting at Night by Ribert Browning 2016
- Purgatory by WB Yeats 2016
- Stopping by Woods on a Snowy Evening by Robert Frost 2015
- Dear John Wayne by Sherman Alexie 2015
- Black Snake by Marry Oliver 2015
- Inspector General by Anton Chekhov 2015
- The Killers by Ernest Hemingway 2014

Job Experiences

- PT. Trijaya Global Marindo as Secretary 2014
- Handari Supriyanto Law Office as Personal Assistant of Lawyer 2015
- PT Menjangan Sakti as Frontliner 2016 – Present

Interest




Travelling, Reading, Listening to Music




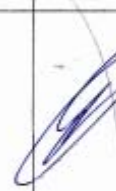


GUIDING SHEET OF TERM PAPER


I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN SKRIPSI SARJANA

Nama Mahasiswa : Tiana Dwiarto Larassati
 Dosen Pembimbing I : Fridolini
 Dosen Pembimbing II : Tommy Adrian
 Judul Skripsi : The Power of Female Charm in Pantene Pro-V Creamy Daily Moisture Renewal Shampoo and Conditioner Setena Comex Version as a Representation of Roland Barthes's "Sign" Theory: A Semiotics Study.
 Mulai Bimbingan :
 Tahun Akademik :

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	4 NOV 2017	Proposal • Background Revisi • Revisi Formulasi & Identifikasi	
2.	24 Mar 2018	Revisi chapter I & sinkronisasi formula & Identifikasi & The Problem of Advertisement.	
3.	5 April 2018	Evidence Formula analysis Lanjut chapter II & III	

4.	21 April	Revisi Chap III X guidance Analysis advertisement through Roland Barthes theory	
5.	19 Mei	Revisi Chap III X Improvement analysis discussion about advertisement	
6.	2 Juni	chapter IV Y discussion all chapter 1-4.	
7.	8 Juni	Research breakdown	
8.	3 Juli	Paragraph outlining	
9.	12 Juli 2018	Title formulation revisitee	

10.	13 Juli 2018	Parallel Construction	
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Jakarta, July 16, 2018

Menyetujui :

Pembimbing I

Pembimbing II

(.....)

(.....)

Fridolani Ss. M. Hum.

Tommy Andrian, SS, M. Hum.

Mengetahui :

Pembimbing Akademik

Kajur Inggris S-1

(.....)

(.....)

Fridolani Ss. M. Hum.

Tommy Andrian, SS. M. Hum.

TOEIC'S CERTIFICATE



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	Name			
	3275036603960021	1996/03/26	READING 260 Your score 5 495	
	Identification Number	Date of Birth (yyyy/mm/dd)		
2018/08/03	2020/08/03			
Test Date (yyyy/mm/dd)	Valid Until (yyyy/mm/dd)			

Client/Institution Name: PT. Putra Pratama Raya

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Your scaled score is between 200 and 300. Test takers who score around 200 typically have the following strengths: <ul style="list-style-type: none"> • They can understand short (single-sentence) descriptions of the central idea of a photograph. • They can sometimes understand the central idea, purpose, and basic context of extended spoken texts when this information is supported by a lot of repetition and easy vocabulary. • They can understand details in short spoken exchanges and descriptions of photographs when the vocabulary is easy and when there is only a small amount of text that must be understood. • They can understand details in extended spoken texts when the requested information comes at the beginning or end of the text and when it matches the words in the spoken text. To see weaknesses typical of test takers who score around 200, see the "Proficiency Description Table." If your performance is closer to 300, you should also review the descriptors for test takers who score around 300.		Your scaled score is close to 250. Test takers who score around 250 typically have the following strengths: <ul style="list-style-type: none"> • They can make simple inferences based on a limited amount of text. • They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text. • They can sometimes connect information within one or two sentences. • They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary. • They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to correct information, are present. To see weaknesses typical of test takers who score around 250, see the "Proficiency Description Table."	
ABILITIES MEASURED		ABILITIES MEASURED	
PERCENT CORRECT OF ABILITIES MEASURED 0% 100% Your Percentage		PERCENT CORRECT OF ABILITIES MEASURED 0% 100% Your Percentage	
Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	55	Can make inferences based on information in written texts	47
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	66	Can locate and understand specific information in written texts	62
Can understand details in short spoken texts	57	Can connect information across multiple sentences in a single written text and across texts	56
Can understand details in extended spoken texts	47	Can understand vocabulary in written texts	57
		Can understand grammar in written texts	56

* Proficiency Description Table can be found on our web site, www.ets.org/toEIC

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Note: TOEIC scores more than two years old cannot be reported or validated.

SURAT PERNYATAAN



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SURAT PERNYATAAN

Yang bertandatangan di bawah ini:

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Alamat Rumah : Pondok Ungu Permai, Blok III/6/18. Bekasi 17125
E-mail : Td.larass@gmail.com
No. Telepon Ponsel : 087888527909

Dengan ini menyatakan bahwa skripsi saya yang berjudul:

*"The Women's Representation in Pantene Pro-V Daily Moisture Renewal Ads Selena Gomez
Version Through Roland Barthes's Sign Theory: Semiotic Study"*

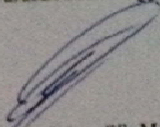
yang diajukan pada semester ganjil tahun akademik 2017/2018 bersifat orisinal dan belum pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan atau setara dengan 2 (dua) semester.

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, 4 November 2017

Mengetahui,
Ketua Jurusan Sastra Inggris S-1


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




Yang menyatakan,

Mahasiswa





Tiara Dwiarto Larassati
NIM. 2014130075

POWERPOINT SLIDE SHOW



THE POWER OF FEMALE CHARM IN "PANTENE PRO-V CREAMY DAILY MOISTURE RENEWAL SHAMPOO AND CONDITIONER" ADS
SELENA GOMEZ VERSION AS THE REPRESENTATION OF ROLAND BARTHES'S "SIGN" THEORY.
A SEMIOTIC STUDY

By :
Tiara Dwiarto Larassati
2014130075
University of Darma Persada



INTRODUCTION

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graph LR; A[BACKGROUND OF THE PROBLEM] --> B[LIMITATION OF THE PROBLEM]; B --> C[OBJECTIVE OF THE RESEARCH]; C --> D[METHODS OF THE RESEARCH];
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STRONG IS BEAUTIFUL™

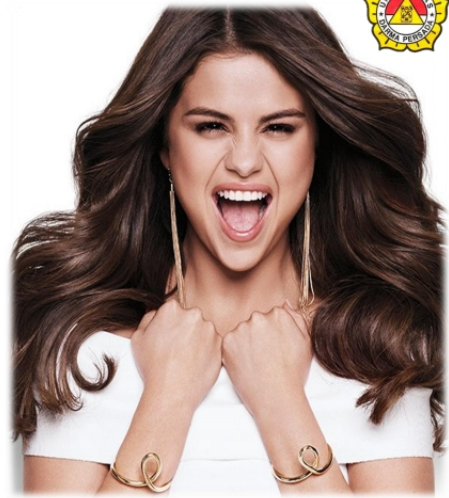
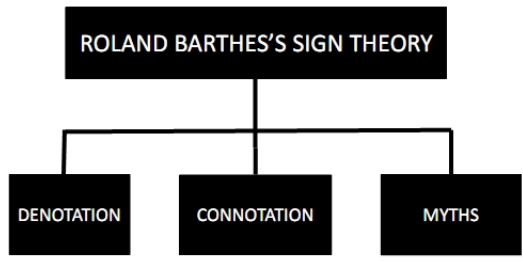
THEORIES

SEMIOTICS ROLAND BARTHES'S SIGNIFICATION ORDER

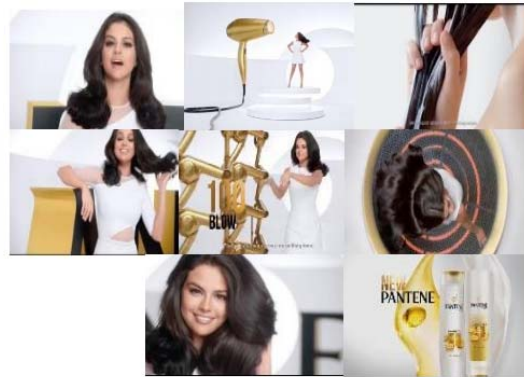
- A. Denotation
- B. Connotation
- C. Myths



FINDINGS



PANTENE
STRONG IS BEAUTIFUL



CONCLUSION

The study shows beauty in advertising represented as woman who have inner strength and also have ideal body, beautiful hair, slim, and exotic skin wrapped with mini dress with beautiful curves which makes the body look sensual