

TABLE OF CONTENTS

ADVISOR’S APPROVAL SHEET	iii
BOARD OF EXAMINERS’ APPROVAL SHEET	iv
DECLARATION OF AUTHENTICITY	v
SURAT PERNYATAAN KESEDIAAN PUBLIKASI.....	vi
DEDICATION	vii
ACKNOWLEDGEMENT	viii
ABSTRACT	x
ABSTRAK	xi
TABLE OF CONTENTS	xii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
A. Background of the Research	1
B. Statement of Research Problem	3
C. Objective of the Research	3
D. Definitions of Key Terms.....	3
CHAPTER II LITERATURE REVIEW.....	5
A. Theoretical Framework	5
B. Review of Previous Study	7
CHAPTER III RESEARCH METHODOLOGY	11
A. Research Design.....	11
B. The Data Used.....	12

C. Data Collection Methods/Instruments.....	12
D. Data Collection Procedures.....	13
E. Trustworthiness	14
A. Data Presentation	16
B. Data Finding.....	22
CHAPTER V DISCUSSION	29
CHAPTER VI CONCLUSION AND SUGGESTION.....	33
A. Conclusion	33
B. Suggestion.....	34
REFERENCES.....	35
APPENDICES	38

LIST OF FIGURES

Figure 4.1 Dominant tropical color palette featuring turquoise, green, and white	17
Figure 4.2 Beach setting with tropical foliage	17
Figure 4.3 Agatha Chelsea in fresh, tropical wardrobe.....	17
Figure 4.4 Drinking gesture and refreshed expression.....	18
Figure 4.5 On picture text showing brand name	19
Figure 4.6 On picture text showing artist information	19
Figure 4.7 On picture text showing brand ingredient information.....	19
Figure 4.8 On picture text showing brand nutrients information.....	20
Figure 4.9 On picture text showing brand benefit “Stay Fit”	20
Figure 4.10 On picture text showing brand benefit “Aktif Terus”	21
Figure 4.11 On picture text showing brand benefit “Excellent Hydration”	21

LIST OF APPENDICES

Appendix 1 Interview Transcript with Illustrator/Artist	38
Appendix 2 Visual Data from the ISOPLUS COCO Advertisement	43
Appendix 3 Form Konsultasi Pembimbingan Skripsi	46
Appendix 4 Surat Keterangan Selesai Bimbingan	48
Appendix 5 Curriculum Vitae	49