

## TABLE OF CONTENT

COVER.....	
LEMBAR PENGESAHAN.....	i
LEMBAR PERNYATAAN.....	ii
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS.....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENT.....	viii
LIST OF FIGURES.....	xiii
CHAPTER I INRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem of the Study.....	6
1.3 Purpose of the Study.....	6
1.4 Scope of the Study.....	6
1.5 Significance of the Study.....	6
CHAPTER II LITERATURE REVIEW	

2.1 Modern Lifestyles.....	8
2.2 Advertising.....	10
2.2.1 The Role of Advertising.....	11
2.2.2 Advertising Media.....	13
2.2.3 Printed Media.....	14
2.2.4 Colors in Advertisement.....	16
2.3 T3 Magazine.....	17
2.4 Smartphone.....	19
2.5 Semiotic.....	21
2.5.1 Roland Barthes' Semiotic Theory.....	23
2.6 Theoretical Framework.....	25

### **CHAPTER III METHODOLOGY**

3.1 Research Method.....	27
3.2 Source of the Data.....	28
3.3 The Data.....	28
3.4 Data Collection Procedure.....	28
3.5 Data Analysis Procedure.....	29

### **CHAPTER IV ANALYSIS**

4.1 Data description.....	30
4.2 Findings.....	30
4.3 Discussion.....	32

4.3.1 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine February 2010.....	33
4.3.1.1 Denotative Meaning.....	34
4.3.1.2 Connotative Meaning.....	35
4.3.2 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine August 2012.....	42
4.3.2.1 Denotative Meaning.....	42
4.3.2.2 Connotative Meaning.....	44
4.3.3 Modern Lifestyles in Apple's Smartphone Printed Advertisement in T3 Magazine August 2012.....	49
4.3.3.1 Denotative Meaning.....	49
4.3.3.2 Connotative Meaning.....	51
4.3.4 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine February 2013.....	56
4.3.4.1 Denotative Meaning.....	57
4.3.4.2 Connotative Meaning.....	59
4.3.5 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013.....	67
4.3.5.1 Denotative Meaning.....	68

4.3.5.2 Connotative Meaning.....	70
4.3.6 Modern Lifestyles in Samsung's Smartphone Printed Advertisement in T3 Magazine March 2013.....	80
4.3.6.1 Denotative Meaning.....	80
4.3.6.2 Connotative Meaning.....	83
4.3.7 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine February 2013.....	93
4.3.7.1 Denotative Meaning.....	93
4.3.7.2 Connotative Meaning.....	97
4.3.7 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine February 2013.....	93
4.3.7.1 Denotative Meaning.....	93
4.3.7.2 Connotative Meaning.....	97
4.3.8 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine March 2013.....	109
4.3.8.1 Denotative Meaning.....	109
4.3.8.2 Connotative Meaning.....	111
4.3.9 Modern Lifestyles in LG's Smartphone Printed Advertisement in T3 Magazine April 2013.....	119

4.3.9.1 Denotative Meaning.....	119
4.3.9.2 Connotative Meaning.....	120
4.3.10 Modern Lifestyles in HTC's Smartphone Printed Advertisement in T3 Magazine January 2013.....	125
4.3.10.1 Denotative Meaning.....	125
4.3.10.2 Connotative Meaning.....	128
4.3.11 Modern Lifestyles in HTC's Smartphone Printed Advertisement in T3 Magazine February 2013.....	142
4.3.11.1 Denotative Meaning.....	142
4.3.11.2 Connotative Meaning.....	146
4.3.12 Modern Lifestyles in HTC's Smartphone Printed Advertisement in T3 Magazine March 2013.....	158
4.3.12.1 Denotative Meaning.....	159
4.3.12.2 Connotative Meaning.....	161
CHAPTER V CONCLUSION AND SUGGESTION	
5.1 Conclusion.....	178

5.2 Suggestion.....	180
REFERENCES.....	182

## APPENDIX

## **LIST OF FIGURES**

Figure 2.5 Saussure's Dualistic notions of signs.....	22
Figure 2.5.1 Order of Signification.....	25