

TABLE OF CONTENT

Lembar Pengesahan.....	i
Lembar Pernyataan.....	ii
Lembar Pernyataan Publikasi	iii
Acknowledgement.....	iv
Abstract.....	v
Abstrak.....	vi
Table of Content.....	vii
CHAPTER I. INTRODUCTION	001
____ 1.1 Background of the study	001
____ 1.2 Research Question	006
____ 1.3 Purpose of the study	006
____ 1.4 Limitation of The Study	006
____ 1.5 Significance of The Study	007
CHAPTER II. LITERATURE REVIEW.....	008
____ 2.1 Advertisement.....	008
____ 2.2 Beauty Construction in Advertisement.....	010
____ 2.3 Revlon Lipstik	011
____ 2.4 Social Semiotic Theory	014
____ 2.5 SFL : Nominal Group and Transitivity.....	025
____ 2.6 Previous Related Study.....	030
____ 2.7 Theoretical Framework.....	034

CHAPTER III. METHODOLOGY	035
<u>3.1 Research Method</u>	035
<u>3.2 Data and Data Source</u>	035
<u>3.3 Data Collecting Procedure</u>	036
<u>3.4 Data Analysis Procedure</u>	037
CHAPTER IV. FINDING AND DISCUSSION	038
<u>4.1 Data Description</u>	038
<u>4.2 Finding</u>	039
<u>4.3 Discussion.....</u>	043
CHAPTER V. CONCLUSION	119
<u>5.1 Conclusion</u>	119
<u>5.2 Recommendation</u>	122
REFERENCES.....	vii
APPENDICES.....	ix