

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.....	006
CHAPTER II. LITERATURE REVIEW	007
2.1 The Power of Media and Women’s Body Image.....	007
2.2 Women’s Health Magazine.....	012
2.3 Social Semiotic.....	014
2.4 Theoretical Framework.....	030
CHAPTER III. METHODOLOGY	032
3.1 Design of the Study	032
3.2 Source of the Data	032
3.3 Data of the Study	032
3.4 Data Collecting Procedure	032
3.5 Data Analysis Procedure	033
CHAPTER IV. FINDING AND DISCUSSION	034
4.1 Finding.....	034
4.2 Discussion	036
CHAPTER V. CONCLUSION	115
5.1 Conclusion	115
5.2 Recommendation.....	118

REFERENCES..... VIII
APPENDICES..... IX