

TABLE OF CONTENTS

LEMBAR PENGESAHAN	i
LEMBAR PERNYATAAN	ii
LEMBAR PERNYATAAN PERSETUJUAN	iii
ABSTRAK	iv
ABSTRACT	v
ACKNOWLEDGMENT	vi
TABLE OF CONTENTS	vii
LIST OF TABLE	xi
LIST OF FIGURES	xii
CHAPTER I: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Question of the Study	8
1.3 Purpose of the Study	9
1.4 Scope of the Study.....	9
1.5 Significance of the Study	10
CHAPTER II: LITERATURE REVIEW	11
2.1 Concept of Happiness in Marriage	11
2.2 Wedding in Indonesia	14
2.3 Bridestory	16
2.4 Roland Barthes' Semiotics	18
2.5 Encoding-Decoding.....	22

2.6 Commodification	28
2.7 Theoretical Framework.....	30
CHAPTER III : METHODOLOGY	31
3.1 Research Design.....	31
3.2 Data and Data Source.....	31
3.3 Instrument of the Study.....	32
3.4 Data Collecting Procedure.....	32
3.5. Data Analyzing Procedures.....	35
CHAPTER IV: FINDINGS & DISCUSSION	36
4.1 Findings	36
4.1.1 Textual Findings	36
4.1.2 Text Production Findings.....	36
4.1.3 Text Consumption Findings	39
4.2 Discussion	40
4.2.1 Sandra Dewi and Harvey Moeis’ Dreamy Wedding in Jakarta.....	40
4.2.1.1 Visual Texts.....	42
4.2.1.2 Written Texts	47
4.2.1.3 Integrated Visual and Written Texts Analysis.....	49
4.2.2 The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar.....	50
4.2.2.1 Visual Texts.....	51

4.2.2.2 Written Texts	56
4.2.2.3 Integrated Visual and Written Texts Analysis.....	57
4.2.3 The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik.....	58
4.2.3.1 Visual Texts.....	60
4.2.3.2 Written Texts	65
4.2.3.3 Integrated Visual and Written Texts Analysis.....	66
4.2.4 Samuel Zylgwyn and Franda’s Romantic Pre-wedding Shoot	67
4.2.4.1 Visual Texts.....	67
4.2.4.2 Written Texts	71
4.2.4.3 Integrated Visual and Written Texts Analysis.....	72
4.2.5 Comparison of The Four Articles Integrated Analysis	72
4.2.6 Text Production.....	73
4.2.7 Text Consumption.....	76
4.2.7.1 Sandra Dewi and Harvey Moeis’ Dreamy Wedding in Jakarta...78	
4.2.7.1.1 The Dominant Hegemonic Position.....	79
4.2.7.1.2 The Negotiated Position.....	80
4.2.7.1.3 The Oppositional Position.....	81
4.2.7.2 The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar.....	82
4.2.7.2.1 The Dominant Hegemonic Position.....	82
4.2.7.2.2 The Negotiated Position.....	84
4.2.7.2.3 The Oppositional Position.....	86

4.2.7.3 The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik.....	87
4.2.7.3.1 The Dominant Hegemonic Position.....	87
4.2.7.3.2 The Negotiated Position.....	89
4.2.7.3.3 The Oppositional Position.....	90
4.2.7.4 Samuel Zylgwyn and Franda’s Romantic Pre-wedding Shoot..	91
4.2.7.4.1 The Dominant Hegemonic Position.....	91
4.2.7.4.2 The Negotiated Position.....	93
4.2.7.4.3 The Oppositional Position.....	94
CHAPTER V : CONCLUSION.....	95
5.1 Conclusion	95
5.2 Recommendation	96
REFERENCES.....	97
APPENDICES	