

## TABLE OF CONTENT

LEMBAR PENGESAHAN .....	i
LEMBAR PENGESAHAN.....	ii
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS .....	iii
ABSTRAK .....	iv
ABSTRACT.....	v
ACKNOWLEDGMENT.....	vi
INTRODUCTION .....	1
1.1 Background of The Study.....	1
1.2 Research Question .....	6
1.3 Purpose of The Study .....	6
1.4 Significance Of The Study .....	6
CHAPTER II.....	8
LITERATURE REVIEW.....	8
2.1 Self-Esteem .....	8
2.1 Advertisement .....	11
2.3 Maybelline Fit Me! Foundation .....	13
2.4 Social Semiotics .....	14
2.4.1 Representational Metafunction.....	15
2.4.2 Interpersonal Metafunction .....	16
2.5 SFL (System Functional Language).....	18
2.6 Previous Related Studies .....	20
2.7 Theoretical Framework.....	23
CHAPTER III .....	24
METHODOLOGY.....	24
3.1 Research Method.....	24

3.2 Sources of The Data .....	24
3.3 Data .....	25
3.4 Data Collecting.....	25
3.5 Data Analysis Procedure .....	25
CHAPTER IV .....	27
FINDINGS AND DISCUSSION .....	27
4.1 Findings .....	27
4.2 Discussion .....	30
4.2.1 Advertisement 1 .....	30
4.2.1.1 Representational Metafunction Meaning .....	30
4.2.1.2 Interactional Metafunction Meaning .....	31
4.2.1.3 Compositional Metafunction Meaning.....	33
4.2.1.4 Written Text .....	35
4.2.1.5 The Integration of Visual Text and Written Text.....	36
4.2.2 Advertisement 2 .....	38
4.2.2.1 Representational Metafunction Meaning .....	38
4.2.2.2 Interpersonal Metafunction Meaning .....	39
4.2.2.3 Compositional Metafunction Meaning.....	40
4.2.2.4 Written Text .....	41
4.2.2.5 The Integration of Visual Text and Written Text.....	43
4.2.3. Advertisement 3 .....	45
4.2.3.1 Representational Metafunction.....	45
4.2.3.2 Interactional Metafunction .....	46
4.2.3.3 Compositional Metafunction.....	47
4.2.3.4 Written Text .....	49
4.2.3.5 The Integration of Visual Text and Written Text.....	51
4.2.4 Advertisement 4 .....	53
4.2.4.1 Representational Metafunction.....	53

4.2.4.2 Interactional Metafunction .....	54
4.2.4.3 Compositinal Metafunction .....	55
4.2.4.4 Written Text .....	56
4.2.4.5 The Integration of Visual Text and Written Text.....	56
CHAPTER V .....	58
CONCLUSION .....	58
5.1 Conclusion .....	58
5.2 Suggestion .....	60
REFERENCES.....	62

