

MOTTO

God will never burden any soul beyond its power

(Q.S. Al-Baqarah: 286)

There is an ease after every difficulty

(Q.S. Al-Insyirah: 6)

We will ease you to the easy way

(Q. S. Al-A'la: 8)

DEDICATION

With all of my love, I dedicated my thesis to:

- My beloved Allah SWT and prophet Muhammad SAW who always guide me and take care of me to be a good person
- My beloved father (Moh Sururi) and my mother (Ninik Subandiyah) who always has honesty sincerity to grow me up, educate, accompany and pray for me until getting success and their greatest live and support for me at all until I can accomplish this script.
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Kediri, 4th June 2018

The writer

ABSTRACT

MAZIDAH, NUR LAILI. 2018. *A Semiotic Analysis on the Graffiti of the Dump Truck*. English Department, Faculty of Education and Teacher Training. State Islamic Institute (IAIN) Kediri. Advisor: (I) Dr. H. Fathor Rasyid, M.Pd., (II) Drs. H. Nur Akhlis, M.Pd.

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Dump truck has unique characteristic compares to other land vehicle which it decorates with graffiti on its body. The graffiti of the dump truck include writing or drawing. The writing and drawing are usually visible at its forepart, container, back and other sides. Society could be had been read the unusual writing on truck such as "*gara-gara suket teki gak enek wong salah*" or "*lunture tresno jalaran wong liyo*". Every people have different reactions when they see the graffiti on the dump truck. They may think of it as humor, weird, sympathy or even contempt.

The present study aimed to know the meaning of the graffiti on the dump truck. Semiotic Analysis that is proposed by Roland Barthes is an appropriate theory to analyze it. There are two orders of signification in Barthes' theoretical framework, the denotation (first order) and connotation (second order) which are helpful to find out the ideology or myth. The type of method used in this research is qualitative method on the type of content analysis. This research uses two kinds of data sources to get the data. The primary source is the graffiti on the dump trucks that is taken by the researcher on the road. The secondary data source of this research is interview. There are three steps for analyzing the data in this study. They are data reduction, data display, and conclusion drawing/verification. The researcher collects ten data to be analyzed.

Based on the analysis and discussion result of the data, the researcher can find various meanings of the graffiti on the dump truck such as the meaning that becomes satire, shows the criticism of social problems in the community, represent the feeling of creator or driver dump truck, remind all people to respect their parents especially a mother.

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