

DECLARATION OF AUTHENTICITY

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in English Study Program, State Islamic Institute of Kediri.

Kediri, 1 Oktober 2019

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APPROVAL PAGE

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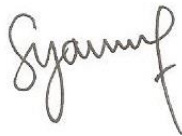
SEMIOTIC ANALYSIS OF EDUCATIONAL ADVERTISEMENTS COURSE IN INSTAGRAM

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Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1).

Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat diujikan dalam Sidang Munaqosah.

Demikian agar maklum dan atas kesediaan Bapak, kami mengucapkan terima kasih.

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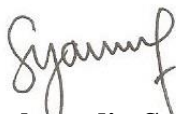
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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntutan yang telah diberikan dalam sidang Munaqosah yang dilaksanakan pada tanggal 24 September 2019, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

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MOTTO

*“You don’t have to be great to start, but you
have to start to be great”*

-ZigZiglar-

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 Jainuri Anwar and my mother Satucik Kaifah,
my younger brother Muhammad Fardan Dwi Syahputra, my
special life Muhammad Deddy Setyadi and all my big family
thanks for always give me materials, support, blessing
praying and love until getting success and their greatest live
and support for me at all until I can accomplish this script.

May Beloved Friends

Kurnia, Mylan, Wika, Afni, Niky, Meidina, Syafa and All my friends.

Thank you for your support by me and I love you.

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The researcher would like to give the biggest thank to some people who helped and supported the researcher to finish all of the tasks in this thesis. This study can be resolved, therefore, in this occasion the writer express the appreciation and gratitude:

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2. H. Burhanuddin Syaifulloh, M. Ed. and Chotibul Umam, M. Pd. as my advisors who have been giving the knowledges, advices, suggestions, and motivations in finishing this thesis.
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4. To my beloved parents and all of my family who always support me.
5. To all of my friends who always give me support and motivation.

I realize that the writing of this thesis has many shortcomings. So that, the writer hopes all of the parties to be willing to give suggestions and criticisms for improvement in the writing of this thesis and the researcher hopes that this thesis can be useful for us in particular or general.

Alhaamdulillahirobbil' alamin

Kediri, 16 July 2019

The writer

ABSTRACT

Fatmawati, Siti. 2019. *Semiotic analysis of educational advertisements course in instagram.* Department of English Language Education. Faculty of Tarbiyah. State Islamic Institute of (IAIN) Kediri. Advisors 1) Burhanuddin Syaifullah. M. Ed, 2) Chotibul Umam. M. Pd.

Key Words: Semiotic, Educational advertisement, Instagram

Semiotic analysis is a study about signs. The Educational advertisement as the unit of analysis. In this study focuses on semiotic cover analysis using Charles Sanders Peirce's and Ferdinand de Saussure Theory. The purpose of this study were to: 1) find out what types of sign found in educational advertisement in instagram and 2) to know linguistic sign found in educational advertisements in instagram.

The research method used in this research is descriptive qualitative. This research used five images of Education advertisement, which have many meaning to be analyzed as data. To collect the data, the researcher download of five images of educational advertisement. Then for the main instrument is the researcher herself. The procedures to analyzed the data are divided into two steps. Firstly, the researcher analyzes the types of sign on images of educational advertisement in instagram. Then the researcher also classifies the images based on the object of sign. Secondly the researcher analyzes linguistic of sign in images of educational advertisement in instagram.

The result of the research shows that on five Educational advertisement in instagram found types of signs. From this researcher is known that educational advertisement which offered by educational advertisement. Based on the object namely icon, index and symbol have been found on the five Educational advertisement. In addition the linguistic sign have a two types namely is signifier and signified have been found on the five Educational advertisement in Instagram.

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