

**A SEMIOTIC ANALYSIS ON SEVERAL AMERICAN PROPAGANDA
POSTERS ISSUED IN SECOND WORLDWAR**

THESIS

Written by:

Ebhi Yunus Basri

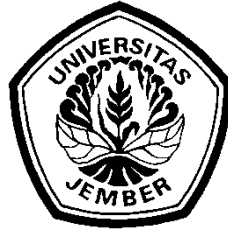
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ENGLISH DEPARTMENT

FACULTY OF LETTERS

JEMBER UNIVERSITY

2011



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**A thesis presented to the English Department,
Faculty of Letters, Jember University as one of requirements
to obtain The Award of Sarjana Sastra Degree in English Study**

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DEDICATION PAGE

With all regard, I dedicated this thesis to:

- ❖ My beloved parents, Bapak Rasjid Djais and Ibu Ginarsih
- ❖ My dearest brother and his wife; Sigit and Cicik, and my beloved sister and her husband; Lia and Johan.
- ❖ My five little angels; Anda, Wawat, Bintang, Prabu and Ghana.

MOTTO

There is seemed to be no good and evil, but thought makes it.

(Hamlet)

DECLARATION

I hereby state that this thesis entitled “A Semiotic Analysis on several American Propaganda Posters in Second World War” is an original piece of writing. I certify that the analysis and the result described in this thesis have not already been submitted for any other degree or any publications in this institution.

I certify to the best of my knowledge, that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 2011

The Writer

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APPROVAL SHEET

Approved and received by the Examination Committee of the English
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ACKNOWLEDMENT

All praises are due to Allah SWT, the Almighty and the most Benevolent, who gives me blessing, guidance and chance to finish my thesis. It is only by the gracious gift which makes me able to accomplish my study. Thanks to Muhammad S.A.W. who enlighten the world with Islam.

In this opportunity, I want to reveal my sincere gratitude to:

1. Drs. Syamsul Anam, M.A, as the Dean of Faculty of Letters.
2. Drs. Moch. Ilham, M.Si, as the Head of English Department, who has given me permission to start writing this thesis and become my first advisor also.
3. Hat Pujati, S.S. M.A, my second advisor, who has given me the best advices, guidance, knowledge, correction and support.
4. All lecturers, who have taught me various fields of knowledge during my study in this faculty, and all the academic staffs in the Faculty of Letters, who help me in the administrative matters.
5. The librarians of Faculty of Letters. I thank them for helping me to find the books and other references I need.
6. My big family in DKK – FSUJ for the brotherhood and strengthen me.
7. Everyone that I cannot mention one by one who have given me their support and favor in conducting this thesis.

May Allah endows his blessing to them all and cherish the happiness in the world and hereafter. Finally, I hope this thesis will be useful to the study of English Department.

Jember, January 2011

Ebhi Yunus Basri

SUMMARY

A Semiotic Analysis on Several American Propaganda Posters Issued In Second World War; Ebhi Yunus Basri; 030110101107; 2011; 42 pages; English Department, Faculty of Letters, Jember University.

Second World War was the greatest war ever happened. The world has divided into two groups, the axis power and the allies. Each nation which is joining the war performs propaganda as a tool of information and shaping the patriotism in each civilian. Propaganda is the manipulation of symbols.

In Second World War, poster becomes one of several media used in propaganda. The government of United States turns to poster to rally the public because it is less expensive than the other media. Poster becomes the most influenced propaganda. It combines the presence of slogan and picture to enforce its meaning. Poster is a mass communication model. Poster only has the ability of sending a message without receiving the feedback.

The focus of this thesis is on how readers understand a message which sends in a form of a poster. Discuss on how meaning is represented in a poster. Using Barthes dichotomy interpretation this thesis deals with the denotation and connotation.

From the first data, the sender of the poster tries to inform the civilian about the evilness of Japan, and the sender gives the readers a reason to join the war. In the second data, the senders want the civilian to join the army. In the third data, the senders expect the civilian in the home front to give contribution toward the war effort.

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