



**A SEMIOTIC ANALYSIS OF HOUSING ADVERTISEMENTS  
IN SURYA DAILY NEWSPAPER**

**THESIS**

Presented to English Department, Faculty of Letters, Jember University, as One of  
the Requirements to Get the Award of Sarjana Sastra Degree in English Studies

By:

**Bunga Diantirta Yapati Puteri**  
**NIM. 060110101013**

**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2013**

## **DEDICATION**

This thesis is dedicated to:

1. My beloved parents, dr. Bambang Respati, SpKJ, dan Darwati Wahyuningsih, for their love, prayers, support and affection;
2. My dear sisters, Dita YP, Meita YP, and Anggarani PYP, for their spirit;
3. All of my lecturers; for their attention and help;
4. My Almamater.

## **MOTTO**

Practice makes perfect

(Anonymous)

## DECLARATION

I hereby state that the thesis entitled *A Semiotic Analysis of Housing Advertisements in Surya Daily Newspaper*, is an original piece of writing. I certify that the analysis and the research described in this thesis have never been submitted for any other degree or any publications.

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, 19<sup>th</sup> November 2013

The writer

Bunga Diantirta Y P

060110101013

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By:

Bunga Diantirta Y P

NIM. 060110101013

Supervisor

The First Supervisor : Dra. Supiastutik, MPd

The Second Supervisor : Riskia Setiarini, S. S., M. Hum

## APPROVAL SHEET

The thesis entitled *A Semiotic Analysis of Housing Advertisements in SURYA Daily Newspaper* had been approved by and received on:

Day : Thursday

Date : 5<sup>th</sup> December 2013

Place : Faculty of Letters, Jember University

Secretary,

Chairman,

(Agung Tri Wahyuningsih, S.S., M.Pd)

(Drs. Syamsul Anam, M.A.)

NIP. 197807232003122001

NIP. 195909181988021001

The Members:

1. Dra. Supiastutik, M.Pd (.....)  
NIP. 196605141998032001
2. Riskia Setiarini, S.S., M.Hum (.....)  
NIP. 197910132005012002
3. Drs. Wisasongko, M.A. (.....)  
NIP. 196204141988031004

Approved by the Dean,

(Dr. Hairus Salikin, M.Ed)

NIP.196310151989021001

## SUMMARY

***A Semiotic Analysis of Housing Advertisements in SURYA Daily Newspaper.***  
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This thesis is concerned with myth analysis contained in housing advertisements in SURYA daily newspaper. Messages are sent into readers' thought through these myths. Myths unconsciously influence readers in making decisions and making choices. In the housing advertisements, myths are sent by determining the location of images, selecting color, adding ornaments (such as pictures of trees and cars) in an image, determining what sentence to display in an advertisement, resulting myths that unconsciously affect readers in buying a house.

This thesis uses library research to find out the condition or the phenomenon in making housing advertisements. Qualitative data are used in this thesis to obtain the description of the myths established and the factors supporting it. A descriptive analysis is applied to analyze the collected data. The results of the research proved that mostly myth, which is developed in the advertisements, are houses in modern type and in luxury and friendly environment. However, myths are important to make people interested in buying a product.

*Key Words: Semiotics, Myth, Advertisement*

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Jember, 19 November 2013

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