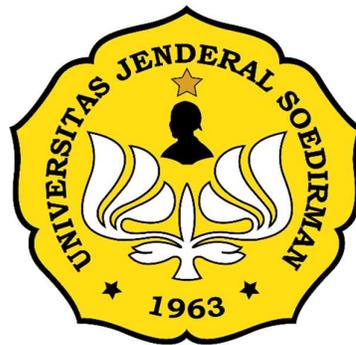


**THESIS**

**AN ANALYSIS OF SEMIOTIC MEANING  
IN THE ADVERTISEMENT OF MEN'S SKINCARE PRODUCTS**



**By:**

**Niken Gita Cahyani**

**J1A019040**

**MINISTRY OF EDUCATION, CULTURE, RESEARCH AND  
TECHNOLOGY**

**UNIVERSITAS JENDERAL SOEDIRMAN**

**FACULTY OF HUMANITIES**

**ENGLISH DEPARTMENT**

**ENGLISH LITERATURE STUDY PROGRAM**

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