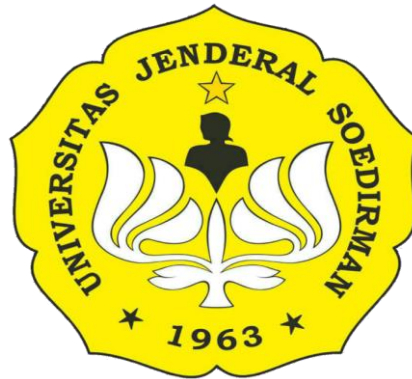


# **A Semiotics Analysis of Masculinity in Clear Shampoo Ads**

**Submitted in Fulfilment for the Degree of Bachelor of Arts**



**THESIS**

**By :  
Rena Intan Rosita  
J1A019061**

**MINISTRY OF EDUCATION CULTURE, RESEARCH, AND TECHNOLOGY  
UNIVERSITAS JENDERAL SOEDIRMAN  
FACULTY OF HUMANITIES  
ENGLISH DEPARTMENT  
ENGLISH LITERATURE STUDY PROGRAM  
PURWOKERTO  
2024**