

SEMIOTIC ANALYSIS OF SMOKING PROHIBITION POSTER

SKRIPSI

*Submitted in Partial Fulfillment of Requirements
for The Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By

**LIVIA VARIZKA
NPM : 1802050071**



**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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2023**



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

**Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id**

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata - I
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera
Utara

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Panitia Ujian Skripsi Strata – I Fakultas Keguruan dan Ilmu Pendidikan
dalam sidangnya yang diselenggarakan pada hari *Selasa, 23 Mei 2023*, pada pukul
08.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan, dan
memutuskan bahwa :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Semiotic Analysis of Smoking Prohibition Poster
Ditetapkan : (**A**) Lulus Yudisium
() Lulus Bersyarat
() Memperbaiki Skripsi
() Tidak Lulus

Dengan diterimanya skripsi ini, sudah lulus Ujian Komprehensif, dan berhak
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Ketua


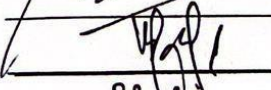


Dra. Hj. Syamsuyurnita, M.Pd.

Sekretaris


Dr. Dewi Kesuma Nasution, S.S., M.Hum.

ANGGOTA PENGUJI :

1. Dr. Bambang Panca Syahputra, S.Pd., M.Hum
2. Yayuk Hayulina Manurung, S.Pd., M.Hum
3. Ratna Sari Dewi, S.S., M.A

1. 
2. 
3. 



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Website : <http://www.ftkip.umsu.ac.id> E-mail : ftkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama : Livia Varizka
N P M : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster

Sudah layak disidangkan

Medan, 15 Mei 2023

Disetujui

Pembimbing

Ratna Sari Dewi, S.S., MA

Diketahui oleh :

Dekan

Dr. Hj Syamsuurnita, M.Pd

Ketua Program Studi

Pirman Ginting, S.Pd, M.Hum



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail fkip@umsu.ac.id

PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertandatangan dibawah ini :

Nama : LIVIA VARIZKA
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Fakultas : Keguruan dan Ilmu Pendidikan

Dengan ini menyatakan bahwas kripsi saya yang berjudul "SEMIOTIC ANALYSIS OF SMOKING PROHIBITION POSTER" adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bila mana dikemudian hari ditemukan ketidaksesuain dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

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YANG MENYATAKAN

(LIVIA VARIZKA)

ABSTRACT

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This study provided a semiotic analysis of smoking prohibition poster. This research was recommended for future researcher who want to do semiotic sign research. In addition, English Department students were advised to read this research to understand and increase their knowledge of semiotics. All semiotic signs were analyzed based on the type of semiotics proposed by Michael Kroeger for visual signs such as color, shape, line and Agus M. Hardjana for verbal signs, namely written text. The steps taken were to look carefully at the contents of the poster, clarify the contents of the poster and finally look for semiotic signs contained on the poster. The purpose of this research was to find out the types of semiotic signs contained in smoking prohibition poster. In this study using qualitative method. The source of this smoking prohibition poster was taken from the internet. In data collection, the posters were retrieved by searching through internet services as well as several other journal scientific works. In analyzing the data verbally and visually it consists of 3 data from 3 posters, 15 colors, 6 shapes, 5 lines and 11 written texts.

Keyword: Verbal and Visual Sign, Smoking Prohibition Poster, Semiotic Analysis

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The Researcher

Livia Varizka

180205007

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CHAPTER I

INTRODUCTION

A. The Background of Study

Semiotic is the study of sign, the functioning of sign, and the production of meaning. A sign is something that to someone means something else. In Zoest's view, anything that can be observed or made observable can be called a sign. Therefore, sign is not limited to object. The presence of event, the absence of event, the structure found in something, a habit, all these can be called sign. A small flag, a hand signal, a word, a silence, an eating habit, a fashion phenomenon, a nervous gesture, a blushing event, a certain preference, a certain position of star, an attitude, a flower, gray hair, silence, stuttering, speaking fast, staggering, staggering, amazed, staring, fire, white, shape, sharp angle, speed, patience, madness, worry, carelessness, all of which are considered as sign (Zoest in Roland, 1998: 18).

Semiotic is the study of sign. These sign convey information so that it is communicative; able to replace something else that can be thought of or imagined. This branch of science initially developed in the field of language, then also developed in the field of visual art and visual communication design. Meanwhile, Charles Sanders Pierce emphasizes that we can only think with the medium of sign.

Human can only communicate by mean of sign. Sign in human life can be sign of motion or sign. A wave of the hand which can be interpreted as calling or a nod of the head can be interpreted as agreeing. Sound signal, such as blowing whistle, trumpet, drum, human voice, telephone ring. Sign of writing, including letter

and number. It can also be a picture sign in the form of a traffic sign, and there are many variations (Jewler 2001:44). There are many ways to use these signs. The latest use of posters is an effective use of information today.

Posters are one of the print media that not only display empty pictures that catch the eye, but also as a medium that can provide information to the audience. If we look at it at a glance, posters are just ordinary pictures or simple writing made with a combination of colors, for example, or made with words that can attract attention, but if we look deeper, posters have a strong character or form of writing, which is interesting. In addition to attractive pictures and colors, posters are juxtaposed with short sentences, so that they are easy to understand or able to attract the attention of the audience to the message of the poster.

Talking about the poster itself, actually the poster was originally born from a form of resistance by King (1483-1546), a Catholic monk from the Order of Saint Augustine who in Catholic eyes turned into a heretic. Martin chose posters as a medium of information to the public because posters are considered the most productive medium to convey information to those who are illiterate, posters can convey messages without having to be able to read. Posters are a form of technological progress in the field of print media. This technological progress cannot be separated from the era of globalization which is increasingly showing its existence based on its purpose, the poster must fulfill the elements it has, including:

A language used is short and easy to remember

- 1.) Writing must be clear and easy to read.
- 2.) The placement of the title must be precise and easy to read.

- 3.) The choice of writing color with the basic color must be right.
- 4.) Use bold writing to make it more visible.
- 5.) The image that complements the poster must be clearly visible.
- 6.) The size of the poster is adjusted to the installation in places.

The study in this research focused on the discourse of delivering Indonesian in poster. The presentation of Indonesian on poster is very effective because it is easy for someone to understand. Therefore, the form of speech in the poster that is conveyed on the poster must be able to make the reader understand the intent and purpose of the delivery. In this study, the author will observe, research, and search for data on the "Semiotic Analysis of Smoking Prohibition Poster".

The use of poster as a medium to provide information is considered very effective. The reason the researcher chose the poster about the smoking prohibition because the number of active smoker is increasing day by day in Indonesia. Data from the Ministry of Health as of 2021 the number of smoker is currently 69.1 million people. This data has increased significantly in the last 10 years where in 2011 only reached 60.3 million people.

The impact of an increase in active smoker is extraordinary for health. Reporting from *Republika Co.id* (accessed July 14, 2022) a high number of active smoker cause a high incidence of lung cancer. The incidence of lung cancer, especially in men, currently reaches 21 per 100,000 population. So we imagine, dividing only men from the age of 15 years are already at risk of developing lung cancer until the age of 70 years, then divided by 100 million population, every year there will be an increase of 21,000 cases. Apart from the increase in active smoker

and lung cancer, for researcher the use of poster is considered very easy to disseminate to the public. In addition, researcher also use related journal reference about the use of poster. According to the journal from (Sumartono, Hani Astuti: 2018) in the "Journal of the use of poster as a medium of health communication".

From the journal, according to him as follows:

- 1.) The importance of poster can make it easier and faster to understand the message presented.
- 2.) Can be equipped with color so that it is more attractive to student
- 3.) The shape is simple without requiring special equipment and easy to place, requiring little additional information
- 4.) It is easy to make and cheap.

The reason why the researcher is interested in researching the “smoking prohibition” poster, apart from helping invite people to a healthy lifestyle without smoking, the content of the poster presented is quite interesting. In addition to the use of various color followed by the scary illustration of the condition of the body due to smoking too often, the goal is clear to influence the public and feel afraid of the effect of smoking. These message look simple but have a deep meaning to the community.

B. The Identification of Problems

Based on the explanation of the research background, this study examines the use of poster to convey the message of smoking prohibition. So in this final project the author write down several problems that must be analyzed, namely:

1. The pictures and language contained in the poster are not noticed, seen and read.
2. To help and overcome difficulties in translating the visual and verbal contained in the smoking prohibition poster.

C. The Scope and Limitation

This study tries to analyze the semiotic aspects of the language but limited on the meaning analysis of visual and verbal signs found in the smoking prohibition poster.

D. The Formulation of Problems

The research problem will be formulated as follows:

1. What are the types of semiotic analysis found in the smoking prohibition poster?
2. What are the meanings of the visual and verbal signs found in smoking prohibition poster?

E. The Objectives of Study

Based on the research problem, the research objectives are:

1. To find out the types of semiotic analysis found in the smoking prohibition poster.
2. To find out the meaning of the visual and verbal signs found in the smoking prohibition poster.

F. The Significance of Study

The results of this study are expected to be useful theoretically and practically as follows:

1. Theoretically, this research is expected to provide information to reader about the message conveyed in the smoking prohibition poster and provide new knowledge, especially the semiotic in the poster content.
2. Practically, the author hopes that the results of this study can be used for:
 - a. For the public, this research is expected to provide knowledge to the public about the dangers of smoking through messages conveyed in the poster.
 - b. For further researchers who are interested in conducting similar research to get more information. This study can be an addition and comparison to the theory, result, and other thing related to semiotics contained in the poster.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Description of Semiotic

Semiotics is often called as the study of sign and symbol. The term semiotics itself derive from Greek words semeion, which means sign. It focuses on the way producer create sign and the way audience understand those sign (Chandler,2007). According to Tinar buko “Sign does not always deal with ‘thing’ since in every event, every structure find within something, and what people are used to do, and there lay a sign”. (2002, p.12)

According to Chandler (2007), Semiotics has two prominent figures whose idea is very influential toward semiotic studies. They are the Swiss Linguist, Ferdinand de Saussure (1857-1913) and the American philosopher, Charles Sanders Pierce (1839-1914). According to Saussure (1961, cited in Chandler 2002, p.2), semiotic is a science which studies the role of sign as a part of social life. He also states that language is a system of sign that express ideas as we can see in a system of writing, the alphabet of deaf-mute, symbolic rite, polite formula, military signal, etc but it become the most important from all of those. While Pierce (1931, cited in Chandler 2007, p.3) say that semiotic is the formal doctrine of sign, which is closely related to logic.

Beside the two prominent figures above, another well-known semiotician, Umberto Eco (1976, cited in Chandler 2002, p.2) also proposes a definition about semiotics that is:

“Semiotic is concerned with everything that can be taken as a sign. Semiotic involves the study not only of what we refer to as ‘sign’ in everyday speech, but of anything which ‘stand for’ something else. In a semiotic sense, sign take the form of words, image, sound, gesture and object.”

According to the definition proposed above, it can be concluded that semiotics is a study of sign. Sign here means anything that we can feel, hear, smell, or think which refers to something or has meaning. In short, semiotics can be applied as linguistic study since language is the combination of signs.

In short, semiotics basically can become appropriate theory to analyze the hidden meaning beyond the sign. Semiotic study has various discussion related to sign. Therefore, the writer use semiotics to help interpreting textual and visual data correctly. It also help the writer to prevent misconception occur in the process of analysis both textual and visual data.

Semiotics is a science or analytical method to study sign. Sign is the tool that we use in our search for walk in this world, in the midst of people and with people. Semiotics wants to study how humanity (humanity) interpret thing. Meaning means that object is not only carry information, in which the object wants to communicate, but also constitutes a structured system of sign.

A sign signifies something other than itself, and meaning (meanings), is the relationship between an object or idea and a sign. These basic concepts tie together a very broad set of theories dealing with symbol, language, discourse and nonverbal form, theories that explain how sign relate to their meaning and how you are organized. In general, the study of sign refers to semiotic (Alex Sobur, 2009:15).

Sign is the basis of all communication. Man through sign can communicate with each other. Until now, there are at least nine kind of semiotics which we know today. These types of semiotics include (Alex Sobur, 2006:100):

- a. Analytical semiotic is semiotics that analyze systems sign. Pierce said that semiotic object is sign and analyze them into idea, object, and meaning. Idea can be said as a symbol, while meaning is the burden contained in the symbol that refers to a particular object.
- b. Descriptive semiotics is semiotics that pays attention to the sign system that we can experience now even though there is a sign from long ago remain as witnessed today.
- c. Faunal zoo semiotics is semiotics that pay special attention to animal-generated sign system.
- d. Cultural semiotics is a semiotics that specifically examines system sign that exist in the culture of society.
- e. Narrative semiotics is a semiotics that discuss sign system in narrative in the form of myth and oral story (folklore).
- f. Natural semiotics is a semiotics that specifically studies system sign produced by nature.
- g. Normative semiotics is semiotics that specifically discusses the system sign made by human in the form of norm.

2. Semiotic Analysis

Semiotic analysis model according to Roland Barthes in analyzing meaning, Roland Barthes emphasizes the interaction between the text and the personal and

cultural experience of its user, the interaction between the convention in the text and the convention experienced and expected by its user. Roland Barthes' idea is known as the "order of signification" which consists of:

a. Denotation

The dictionary meaning of a word or terminology or object (literal meaning of a term or object), for example: the meaning of the word "chair" is intended for the actual chair. However, "chair" also has another meaning, namely "position" or "position". Another meaning of the actual meaning is not denotation but connotation

b. Connotation

The cultural meaning that become attached to a term. As in the example above, the meaning of "chair" can be interpreted as "position" or "position". Likewise with clothes, the connotative meaning is not only the cloth used, but has a broad meaning in symbol of self-status, lifestyle, and ethic.

In the poster there are connotative and denotative meaning. Connotative is the figurative meaning or not the actual word and is related to the value of taste. The connotative meaning is influenced by the values and norm held by a particular society, which also make a difference in the social function of word with almost the same meaning. In the smoking prohibition poster, an example of a connotative sentence is "keep yourself away from cigarette, because cigarette can kill you" the intent of killing you is not in the sense of carrying out direct killing activity but what we do when smoking can little by little reduce your age and the bad can be cause death.

Then the next denotative, namely, the meaning of a general nature. An example of a denotative sentence in a smoking prohibition poster "lung cancer is caused by smoking activity" from here it is clear that the meaning is general.

3. Poster

Poster is placard that is placed in public place (in the form of announcement or advertisement). Cambridge advanced Learner's dictionary, (2003:966) defines poster as large printed picture, photo graphor notice which you stick or pin to a wall or board, usually for decoration or to advertise something. Dictionary of American English (2002:1193) defines poster as large sheet of paper, usually announcing some events: political worker put up poster around town their candidate's name and picture on it. According to Bittner (Rakhmat, in Karnilh, et al. 1999), mass communication is message communicated through mass media to a large number of people.

Meanwhile, according to Gerbner (1967) "Mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of message in industrial society". Mass communication is production and distribution based on institutional technology from a continuous message flow and is the most widely owned by people in Indonesian society (Rakhmat, as quoted by Komala, in Karnilah, et al. 1999).

The media used in mass communication can be through the media. Electronic media as well as print media, and poster media is included in print media. It can be concluded that poster is:

- a. Plaque (announcement letter).
- b. Displayed / installed in public place.
- c. Large (a large of paper).
- d. Writing with picture.
- e. Aim to introduce, or promote something.

Judging from its purpose, poster is print media which on the one hand is a product of public relation (publicity announcing some event), but on the other hand it is also a business product that can be made clear, according to its purpose. There are some types of posters that can be described as below:

1.) Poster as a public relation product

A poster designed to communicate or explain something to the audience, with no or very few elements of business communication in it. This means that there is no business objective at all in the design or production activities as well as the exposure. Poster also includes an advertisement, a poster with the aim of being a public relation product is a type of non-commercial advertisement, namely an advertisement that indirectly sell product or service includes:

- a. Public relation advertising, advertising that aims to provide important information about the company to the public such as: announcement,

change of director, company service, moving building, changing telephone number, service interruption and soon.

- b. Recruitment advertisement (job advertisement)
- c. Public service advertisement, advertisement containing message that reminds and invites the public to participate in the success of program aimed at the common good.
- d. Corporate identity advertising, one of the image-forming tool is corporate (corporate) identity. Corporate identity is basically the symbol used to represent the company in the eyes of the public. Therefore, we need an advertisement that gives a good image of a company.

2.) Public relation advertising

Poster that is intentionally and strategically designed for business purposes, to gain profit or to communicate a product, or company, so that audience is aware, and ultimately consume, or buy a product that is communicated through the poster. Posters of this types are included in commercial advertisement, namely advertisement that are selling product or service directly includes;

- a. Consumer advertising is advertising that sells consumer good.
- b. Business-to-business advertising is advertising that offers non-consumer good.
- c. Trade advertisement is advertisement that offers good to be resold, therefore the target of this advertisement is supplier, wholesaler, agent and retailer.

- d. Retailer advertisement is advertisement carried out by retailer to sell their merchandise, for example advertisement for large discount.
- e. Direct response advertising is a new type of advertising that allows ordinary audience to give an immediate response when they see it.

Poster that is intentionally and strategically designed for business purposes, to gain profit or to communicate a product, or company, so that audience is aware, and ultimately consume, or buy a product that is communicated through the poster. Posters of this types are included in commercial advertisement, namely advertisement that are selling product or service directly includes.

When viewed from the explanation above, the poster used regarding the smoking prohibition is included in the poster as a public relation medium and included in public service advertisement. Through this public service advertisement, public relation seeks to create a clean environment and away from cigarette smoke. This tries to persuade people. Smoking prohibition poster that can be a research in this paper can be see as below:



Figure 1 Smoking Prohibition Poster

Poster contains visual and verbal signs. Michael Kroeger (2008), that visual is an exercise in theory and concepts. The concept is generated through visual themes using color, shape, line and juxtaposition. Verbal is communication that uses word, either spoken or written. This communication is most widely used in human relations. Through word they express their feeling, emotion, thought, idea, or intention, convey fact, data, and information and explain them, exchange idea and thought, argue and fight with each other Agus M. Hardjana (2003: 23)

The following above is an example of a smoking prohibition poster. From this poster, there are two elements namely: verbal and visual. First, the purpose of verbal is the part in the poster that can be analyzed through text or in written form. A poster usually consists of text in the form of information about something, persuasive sentence or other form of text. While visual or non-verbal sign is the type of sign in the poster that used to support the verbal part to make the poster look more attractive.

This visual part can be in the form of color, music or sound, animation or image. In interpreting the sign, there are two levels of interpretation. Example of verbal as described above is part of the poster through text or writing, for example the sentence “dangers of smoking and health infographics”.

From the sentence written on the poster is to provide information to the public about the danger of smoking and its consequence, by including the sentence "health infographics" which mean describing the consequence experienced by smoker.

While example of visual appear in existing symbol such as the logo of the toxic content contained in cigarette and also the consequence suffered by our bodies if we continue to enjoy cigarette. The existing logo is presented in sequence and equipped with supporting data, so that people can easily understand. The types of language in the poster are:

- a. The language must be formal and the sentence contain the nature of invitation.
- b. Polite and kind of language.
- c. The language used is a language that is easy to understand and must be interesting.
- d. The language used in the poster is persuasive.

4. Visual Communication

Visual communication is one form of nonverbal message delivery that utilizes visual element (for example: shape, color, composition, symbol and so on). In everyday life, we very often encounter visual communication such as banner, billboard and others. Visual communication is communication that is done using the sense of sight. Sight is a sense that provides fast and complete information, it is estimated that 70% to 80% of the knowledge captured by human is obtained through the five senses namely the eyes. (Paul in Zulfadli, 2017:5).

In addition to the use of eyes as the primary means of perceiving the world, human translates information received by other sense into visual impression. The visual fills the page of newspaper, magazine, book, clothing, billboard, computer screen, cellphone screen, television and so on. Visual communication that is very easy for us to find in our environment at this time is the picture message that is on cigarette package. Visual communication or picture of smoking prohibition on cigarette package is made by tobacco company with the aim of making people stay away from smoking habit, the visual message conveyed is in the form of the effect of smoking.

With warning image printed on cigarette pack, it is part of the information through message that are communicated or presented through writing and picture. The warning image on the cigarette packaging is a form of visual communication in conveying its aim and objective. With the delivery of message that is clearly stated in the inclusion of picture of the effect of the danger of smoking, of course the public is expected to be aware of the danger posed by

smoking, and can be a deterrent effect for smoker. The visual communication of behavioral expectation plays an important role in the urban space. Illustrated sign and notice proscribing appropriate or 'correct' conduct permeate the semiotic landscape (Chesnut,2022).

5. Overview of Cigarette

A large volume of data has accumulated on the issues of tobacco and health worldwide. The relationship between tobacco usage and health stems initially from clinical observations about lung cancer, the first disease definitively linked to tobacco use. Almost 35 years ago, the office of the Surgeon General of the United States Health Service reviewed over 7000 research papers on the topic of smoking and health, and publicly recognized the role of smoking in various diseases including lung cancer. Since then, numerous studies have been published that substantiate the strong association of tobacco use with a variety of adverse human health effects, most prominently with cancer and cardiovascular diseases.

Cigarette smoking is regarded as a major risk factor in the development of lung cancer, which is the main cause of cancer deaths in men and women in the United States and the world. Major advances have been made by applying modern genetic technologies to examine the relationship between exposure to tobacco smoke and the development of diseases in human populations. The present review summarizes the major research areas of the past decade, important advances, future research needs and federal funding trends. Tar is a component that contains carcinogen (cancer trigger). The chemicals that found in cigarette are:

- a. Nicotine that causes smoker to feel relaxed, this substance can also make

smoker become addicted. Nicotine comes from tobacco leave.

- b. Tar which consists of more than 4,000 chemicals of which 60 are carcinogenic.
- c. Cyanide, a chemical compound containing the cyano group.
- d. Benzene, also known as benzene, is a colorless and flammable organic chemical compound.
- e. Cadmium is a metal that is very toxic and radioactive.
- f. Methanol (wood alcohol), the simplest alcohol which is also known as methyl alcohol.
- g. Acetylene is an unsaturated chemical compound which is also the simplest alkyne hydrocarbon.
- h. Ammonia can be found everywhere, but is very toxic in combination with certain element.
- i. Formaldehyde is a highly toxic liquid used to preserve corpse.
- j. Hydrogen cyanide is a poison used as a fumigant to kill ant. This substance is also used as a substance for making plastic and pesticide.
- k. Arsenic is an ingredient in rat poison
- l. Carbon monoxide is a toxic chemical found in car and motorcycle exhaust fume.

However, only tar and nicotine are listed on cigarette pack. Meanwhile, according to Danusantoso Halim smoker in his book entitled "cigarette and smoker", it is explained that the types of smokers is divided into two types namely: active smoker and passive smoker. Active smokers are those who

actively burn and smoke cigarette and then exhale the smoke out so that they are inhaled by those who do not smoke or are called passive smoker. Then passive smoker, they actually don't smoke because there are smokers nearby, those who don't smoke forced to also inhale cigarette smoke.

The danger and effect of smoking have a lot of influence on our life. A scientific study revealed that smoking is the main cause that undermines human health and causes premature death. Statistical data illustrate that 90% of death caused by respiratory disorder, 25% of death is due to coronary heart disease and 75% of death is due to emphysema. All of these are driven by the habit of smoking.

Even though the smoking prohibition itself has been regulated in a country, the government has issued a policy to limit smoking in accordance with Article 115 paragraph 1 of the Constitution, which regulate "smoking prohibition area, including health service facility, place for teaching and learning, children's playground, place of worship, public transportation, workplace, public place, and other designated place", and Article 115 paragraph 2 stated that "Local government is obliged to establish a smoke-free area in their territory".

B. Previously Related Studies

In this section there are several previous studies that are similar to this research. This research used by the researcher to support and increase the knowledge of researcher to complete this research. "Semantic - Semiotic Analysis of the Poster for the Prohibition of Smoking in Makassar City", this study describes the discourse of conveying Indonesian language with poster. The delivery of Indonesian language

through poster is very effective to the public and the form of speech in the poster must be able to make the reader understand the intent and purpose of delivering the content. This research was conducted using qualitative method using descriptive analysis method.

This study uses several theories as a theoretical framework from (Muji, 1997:49). The result of the study concluded that the semiotic meaning of each poster is interrelated namely about the importance for human to maintain health and cleanliness around our environment.

Another journal entitled "A Semiotic Analysis On The Movie Posters Of Harry Potter And The Deathly Hallows", by Annisa Dhanita Burty (2013), this study aimed for commercial purpose as a medium to advertise film. Each poster has its own meaning and has meaning in it. This study used a qualitative approach and applied analytical document because this study focused on identifying the sign found in the Harry Potter and the Deathly Hallows movie poster. This study used the theory of connotative meaning proposed by Chandler (2002) and also Pierce (1982) theory of classification of sign form.

Based on the result obtained, this study found that the function of the sign on each film poster is as an illustration as well as a guide for the story line throughout the film. Furthermore, the color scheme used in the film poster serves to build the genre and theme. The connotation formed by the poster in this film depicted the battle between good and evil character as well as death. The connotation made based on the relationship between the film poster and the storyline throughout the film.

Next research from the journal researched by Nih Luh Putu Juliantari Faculty of Literature and Language (2016) with the title "Semiotic analysis of The Conjuring Movie Poster Advertisement" where the poster with this horror genre film analyzes the symbols contained in the poster. This study uses the theory of verbal and visual signs in advertising analyzed based on the concept of Dyer (1986), and Saussure's theory of semiotics (1974) is used to analyze the signifiers and signifiers in this poster advertisement. To analyze the meaning of the term color, the theory proposed by Anna Wierzbicka (1996) is used.

Verbal and visual signs in this journal indicate the type of film being analyzed, namely about horror films and the bad situations that occurred in the film's story several years ago.

Another study was taken from a journal entitled "Semiotic Analysis of the Film Industry: A Case Study of the *Suspiria* Film Poster." The use of commercial film promotion using media is an effective way. This research uses descriptive qualitative and library literature to collect data. This study discusses how a film poster from *Suspiria* can create and convey its meaning to the audience through verbal and nonverbal aspects, which results in gaining interest from potential film audiences. This study uses a qualitative descriptive method with a semiotic approach from Roland Barthes. This study concludes that the signs and symbols used in the *Suspiria* film poster have their own meaning and can describe, and complement the meaning of the film poster well.

C. Conceptual Framework

The researcher uses poster entitled “smoking prohibition”. This poster chosen by the researcher as the object of research since this research is qualitative research. This poster contains the semiotic aspects to be analyzed, but the researcher only focused on the visual signs and verbal signs on the poster found in the Pinterest website.

All the data in this research then to be analyzed by using the theory like Michael Kroeger (2008) theory for analyzing visual signs and theory proposed by Agus M. Hardjana (2003: 23) for verbal signs analysis in the smoking prohibition poster. The procedures of all the analysis can be shown in the diagram below:

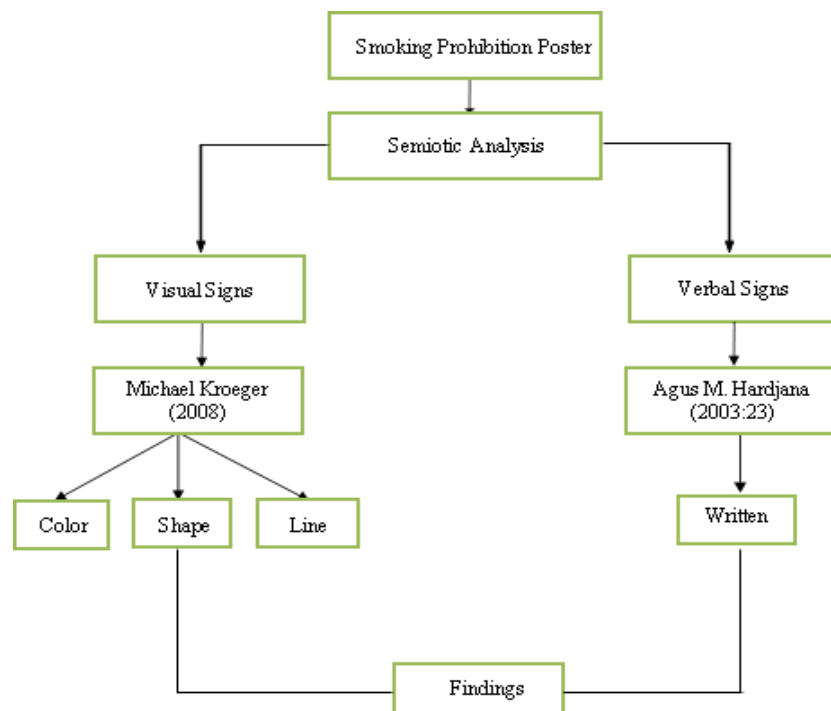


Figure 2 Semiotic Analysis of Smoking Prohibition Poster

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was applied the qualitative method since the data taken from documentary sources. To be the source in this research was a poster about smoking prohibition taken from Pinterest website. This poster contained picture, color and written text that can be analyzed. All of these signs can be classified into verbal signs and visual signs found in the smoking prohibition poster.

The way how to collected the data was by downloaded the poster from Pinterest website, then observed the poster and finally identified the data. Finally, explained the types of semiotics in the poster using the theory proposed by Michael Kroeger for visual signs and Agus M. Hardjana for verbal signs.

B. Source of Data

The source of the data in this study taken from 3 smoking prohibition posters which downloaded from the Pinterest website. In this poster, we can saw the visual signs like picture, color, and verbal signs like denotative and connotative languages that can be analyzed.

C. The Technique for Collecting Data

The data will be collected by using the following procedures:

- 1.) Download poster smoking prohibition from Pinterest website.
- 2.) Looking at the contain in the poster.
- 3.) Classifying the types of semiotic analysis found in the poster.
- 4.) Identify the visual and verbal meaning contained in the smoking

prohibition poster.

5.) Making a note and finding a result.

D. The Technique for Analyzing Data

The researcher used Agus M. Hardjana's theory for analyzed the verbal signs. In analyzed verbally, Agus M. Hardjana used word to express feeling, emotion, thought, idea or fact, data, and information. In the smoking prohibition poster, there were verbal sentences starting with the word "danger of smoking", which was intended to give a message to the public to smoke, and "health of infographic", the meaning of the word explains that the impact that occurs when using cigarettes, etc. Visual signs used the theory proposed by Michael Kroeger that includes color, shape and line.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data Collection

The data were taken from the internet to get sign related to semiotic of smoking prohibition poster. Researcher took 3 posters from Pinterest sources. All the posters accessed on the 8th August 2022. The researcher analyzed and described semiotic, especially the types of sign and their meaning of sign related to their objects. The data can be seen in the table below:

Table 1 Table Types of Signs

No.	Types of Signs	Meaning
1.	Visual	Visual as a process of sent and received message from the communicator to the communicant by using symbols or visual symbols were human daily activity. Which what was meant by visual symbols was the used of symbols, images that visible to the eye. Visual communication compared to other forms of communication will have advantages and disadvantages. For examples: Color, Shape and Line.
2.	Verbal	In the poster there was a title and an explanation of each existing symbol. These words were part of the verbal. For example: Written Text

B. Data Analysis

4.1 First Poster



1. Visual Sign

As stated in Michael Kroeger's theory (2008), there were three visual signs can be found in the prohibited smoking poster includes:

a. Color

From the identification and classification of the types of signs in the form of colors, several the colors and their meanings were described in the table below:

Table 2 Table of types of color markings

No.	Color	Object	Meaning
1.	Gray	Background	Gray color depicted seriousness, stability, independence, and even given the impression of being responsible.
2.	Black	a. Picture of bottles and containers b. Background c. Human face d. Prohibited sign	For the used of black only as a particular object usually for objects that have already caused damage or prohibition indicates that it is dangerous.
3.	Orange	a. Hair b. Cigarette Lungs	The used of orange color as an object material in the poster. But there were some orange colors that characterize a change such as orange lungs indicate that decreased function of the lungs as a result of smoking. Even though the original color of healthy lungs a red.
4.	Green	a. Green clothes Pay cash or debit	The used of green color in it mean that the smoke should realize that should save his life by stop smoking and to save the money for benefit things not for smoking.
5.	Red	a. Skull-shaped chemicals b. Brains, eye, and mouth	The used of red color characterizes a certain special sign. It can be seen that the red color in a drum with a skull

		Live coals	symbol indicates a really dangerous substance. Then organs such as the brain, eyes and mouth show that these organs were healthy.
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In the color of poster there was the background of the poster, namely the entire color in the existing poster. Explanation of existing colors using gray. The selection of the basic color characteristic the trace of cigarette ash. Because every cigarette that was burned produce trace of cigarette ash. The choice of color was not without reason, so that people understood what characterizes cigarettes. The used of colors in symbols were an important element in poster. The used of the right color in the poster to explained the meaning of the message conveyed more clearly. In a design and color was the main function, which is to attract people's attention.

This was because color was the aspect that is easiest for people to remember when they saw something new. Without being able to choose the right color, it will be difficult to attract people let alone to convey the value of the message.

b. Shape

From the identification and classification of the types of signs in the form of shapes, some shapes and their meanings were described in the table below:

Table 3 Table of types of sign forms

No	Shape	Object	Meaning
1.	Circle	a. Image of a chemical bottle b. Smoking prohibition sign	A circle with a cross in the middle was usually a awareness. The meaning of this symbol mean that smoking was prohibited for a better life.
2.	Square	a. Chemical containers	The square indicated the container of the hazardous substance.
3.	Rectangular	a. Money payment b. Chemical containers Cigarette	The rectangular symbol has many meanings. First, the rectangle that has a green color has the meaning of payment using currency. Then another rectangular symbol has a meaning, namely a container of hazardous chemicals
4.	Ovals	a. Lungs	The shape of the human body anatomy is a lung.

In the shape on the poster there was circle used followed by a slash mean that it was a prohibition. From the symbol already explain everything.

And the used of squares to match the message conveyed. The used of rectangles was widely used to characterize a particular object usually easily identifiable items such as money and the last the use of ovals to describe the shape of the anatomy of the human body.

c. Line

From the identification and classification of the types of signs in the form of line, some line and their meanings were described in the table below:

No.	Line	Object	Meaning
1.	Wave line	Bad breath	It indicated the effects caused by smoking, namely bad breath and very disturbing to other people.
2.	Cross line	Signs in the lungs and eyes	It indicated that the function of the lungs and eyes were damaged and at worst can cause death.
3.	Crooked line	Smoking prohibition	It lies on cigarettes on the smoking poster, serves to signify a smoking prohibition for a better life.
4.	Curved line	Signs on the lungs	On the curved line contained in the poster shows objects resembling lungs in humans.

Table 4 Table of types of line

In the line on the poster, the used of wavy lines explains that it was smokegenerated from cigarette and the crossed line in question indicate that organ function can be completely disabled as a result of smoking. The line was used to clarify the message of smoking prohibition. And the curved lines on the poster,you can see objects that resemble human lungs.

2. Verbal Sign

As stated in Agus M. Hardjana's theory (2003), the verbal signs can befound include:

a. Written Text

From the identification and classification of the written text which use theword contained in the poster. Below is an explanation through a table

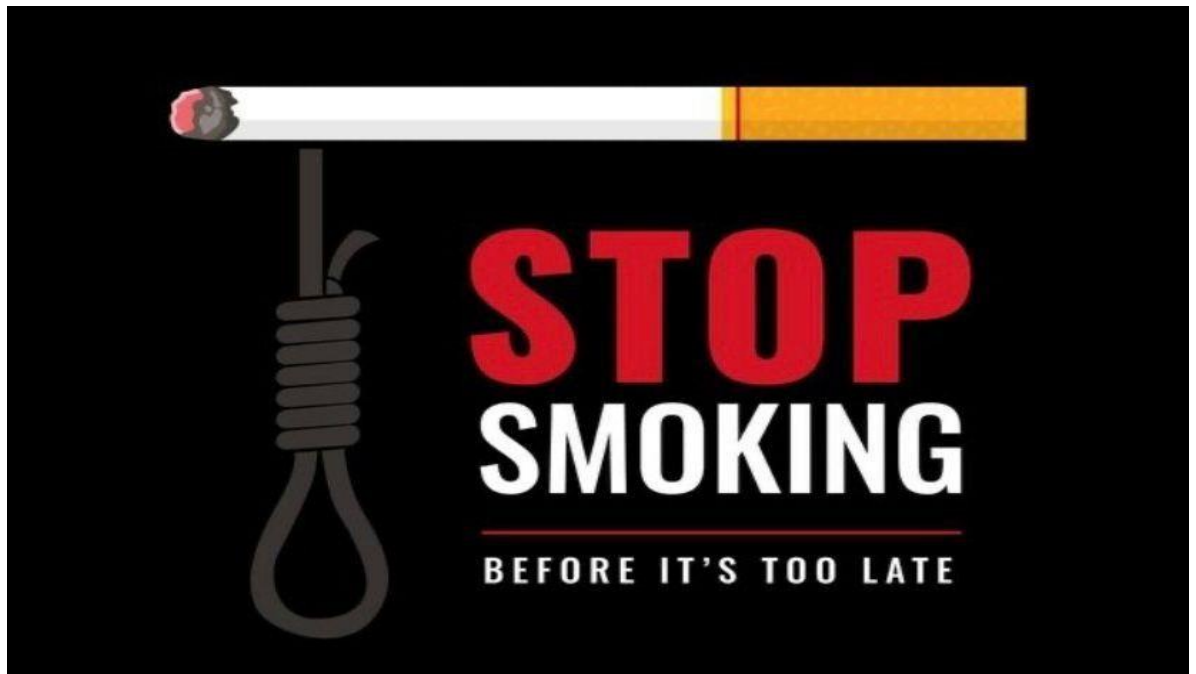
No.	Written	Object	Meaning
1.	Dangers of smoking	Poster title	It mean the began of the poster which contains the title. This word means if someone smokes it will cause the danger for someone's health such as the death and pneumonia etc.
2.	Health of infographic	Poster subtitle	It provided an explanation of infographic subtitles about the impact that occurs as a result of smoking. It given us the short and clear information about the effect of smoking.
3	100% Smoking make lung damage	Pictures of people smoking and lung damage	It explained that from the used of cigarettes 100% makes damage to the lungs.
4	7000 chemicals in cigarette	chemical objects	It explained that the content in cigarettes was a dangerous chemical substance.
5	Foul Mouth	a picture of someone with a rotten mouth	It explained the effects of smoking can make our mouths rot.
6	More people with lung cancer	Image of a damaged lung affected by cancer	Explained that the average smoker can cause cancer.
7	Brains, eye, mouth	Anatomical picture of the body on the head	It explained smoking can damage our body cells on the head such as brain, eyes, mouth, etc.

8	Pay for cigarette \$642,000	A picture of a cigarette inside containing Money	It explained the use of cigarettes can made us wasteful with our own money.
9	Stop smoking for the best	Smoking warning image	It explained to invite everyone to stop smoking in order to maintain a healthy lifestyle.

The used of the right title can influence society. With the mention of the word "dangers of smoking" it all made it clear that was poster explain the dangers of smoking. Next, the subtitle explained to the public the impact of health problem that arise when smoking. From these words we can knew the consequences of smoking can damage the lungs.

The cigarettes contained harmful chemicals the impact of smoking cause many health problems, one of which was the mouth. The picture in the poster explained the effect on our mouth when smoking. Smoking has a lot of effects one of which can be cancer and the directed effect of smoking can cause severe damage to our bodies, especially in the head. Financially, smoking can make us wasteful in using money found from the last word was a message to all of us. By stopping smoking, the bad effects on us such as health and financial problems can all be overcome.

4.2 Second Poster



a. Color

From the identification and classification of the types of signs in the form of colors, several the colors and their meanings were described in the table below:

Table 6 table the types of colors on the poster

No.	Color	Object	Meaning
1.	Red	STOP word.	For the used of red mean warning and prohibition, the color red was often associated with warning and attention grabbing. When the word "STOP" was displayed in red on a poster, it delivers a strong and

			definitive message of prohibition.
2.	Orange	Cigarette butt	For the used of orange mean to create sense of warning and caution.
3.	White	a. Cigarette butt b. Smoking before it's too late	For the used of white mean to awareness. As a contrast to highlight the difference between something harmful (the cigarette butt). And to raise awareness that smoking was harmful.
4.	Grey	Cigarette ash	For the used of grey mean to negative impact and pollution, the gray color in the cigarette smoke emphasizes the harmful pollutants and toxins that were released into the environment through smoking.
5.	Black	Background	For the used of black mean to danger and death. The black background reinforces the message about the serious risks and potential dangers associated with smoking.

In the color on the poster, the combination of red, orange, white, gray, and black colors in a “STOP SMOKING” posters forms a powerful and serious visual

narrative. Warning messages, urgency, danger, cleanliness, and health were conveyed through these colors. The aim to raise awareness about the impact of smoking and encourage individuals to avoid or quit the habit for their well-being and safety.

b. Shape

From the identification and classification of the type of sign in the form of shape, there was 1 shape and meaning was described in the table below:

No.	Shape	Object	Meaning
1.	Rectangular	Cigarette	For the used rectangular mean symbols of unhealthy habit, can reinforce a negative image and serve as a reminder of the detrimental effects of the habit.

Table 7 table of the shape on the poster

In the shape on the poster, the meaning associated with a rectangular shaped cigarette in a poster depend on the vixual context and the overall message of the poster. The aim was to visually depict the unhealthy smoking habit to reflect on the negative consequences and actively resist the addiction.

c. Line

From the identification and classification of the type of sign in the form of line, there was 1 line and meaning was described in the table below:

Table 8 table of the line on the poster

No.	Line	Object	Meaning
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1.	Straight red line	Straight line between text.	For the used straight line mean symbol of danger and warning, the red line serves as a symbol of danger and warning. The color red was often associated with alerts and emergencies. In the context of the poster, the red line reinforces the message about the dangers of smoking and to take action before it's too late.
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In the line on the poster, the red line can indicate a separation between the main message of “STOP SMOKING” and the potential negative consequences. It visually separates the main messages from the text “Before it's too late”, emphasizing the urgency and the need for immediate action. The red line can represent a time limit too. It reminds viewers that time for taking action was limited and there were serious consequences if they don't change their smoking habit. The red line creates a visual effect that emphasizes the importance of acting now.

d. Written text

From the identification and classification of the written text which use the word contained in the poster. Below is an explanation through a table:

Table 9 table the types of written text on the poster

No.	Written text	Object	Meaning
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1.	Stop smoking	Text in the poster	For the used text of “stop smoking” mean command and invitation, to cease their smoking habit. This message emphasizes the importance of taking action and changing the dangerous behaviour of smoking. And then the text “stop smoking” can also serve as a symbol of solidarity and support for those struggling to quit smoking. In the context of the poster, the text can inspire and motivate others to join the effort to quit smoking.
2.	Before it’s too late	Text in the poster	For the used text of “before it’s too late” mean warning of consequences serves a warning of the consequences that will occur if one does not take immediate action. It portrays the urgency and the importance of quitting the smoking habit before more severe impacts on one’s health and life occur. And focus on limited time, the text highlights that time for taking action was limited and should not be ignored. It reminds individuals that the decision to quit smoking must be made as soon as possible to avoid greater risks and losses in the future.

In the written text on the poster, the text “before it’s too late” in the poster strongly encourages individuals to take prompt action in quitting the smoking habit, reminding them of the limited time available, and providing motivation to seize the present moment. The goal was to trigger awareness and drive individuals to take appropriate action for their health and a better future.

4.3 Third Poster



a. Color

From the identification and classification of the types of signs in the form of colors, several the colors and their meanings were described in the table below:

Table 10 table the types of colors on the poster

No.	Color	Object	Meaning
1.	Red	Lips	For the used of red in the lips mean symbol of emotion and danger, the color red was often associated with strong emotions such as anger or warning. In this case, the red color on the lips can reflect the danger and harm associated with smoking. It aims to evoke an emotional and communicate the seriousness of the consequences of smoking on oral health. The red color on the lips can also depict irritation or inflammation caused by smoking. The smoke and harmful substances in cigarettes can cause the lips to become red and irritate the lip skin.
2.	Orange	Cigarette butt	For the used of orange mean to create sense of warning and caution.
3.	White	a. Teeth b. Cigarette butt c. Background	For the used of white color mean on the teeth beauty and cleanliness, it reflects the desired standard of dental beauty. In the poster, the white color on the teeth can contrast with the smoky cigarette debris inside the mouth

			<p>and emphasize the importance of keeping teeth white and healthy by avoiding smoking. And cigarette can highlight the contrast between a harmful object like a cigarette that produces hazardous smoke and the image of clean and white teeth. And for the used of white color on the background emphasizing the message, can help emphasizing other elements in the poster. With a contrasting white background, these elements become more visible and catch attention, allowing the message about the dangers of smoking and the importance of oral health to be conveyed more clearly and strongly.</p>
4.	Gray	Smoke	<p>For the used gray mean the smoke negative effects on oral health, can depict the direct exposure to harmful substances that damage oral health. Cigarette smoke can cause irritation, inflammation, and the accumulation of gray-colored cigarette residues in the oral cavity. The gray color serves as a reminder of the negative impact that smoking has on oral health.</p>

5.	Black	In the mouth	Disgust and filth, black color was often associated of cigarette debris inside the mouth visualized the presence of harmful substances.
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In the color on the poster from the combination of these colors were that the poster aims to depict the dangers of smoking on oral health, cleanliness, and the environment. The poster conveyed an important message about the importance of oral health, avoiding smoking, and serves as a reminder of the hazards and negative impacts caused by smoking.

b. Shape

From the identification and classification of the type of sign in the form of shape, there was 1 shape and meaning was described in the table below:

No.	Shape	Object	Meaning
1.	Rectangular	Cigarette	For the used rectangular mean symbols of unhealthy habit, can reinforce a negative image and serve as a reminder of the detrimental effects of the habit.

Table 11 table of the shape on the poster

In the shape on the poster, the rectangular shape of the cigarette inside the mouth in the poster to highlight order, danger and the mismatch between the smoking habit

and oral health and well-being. The shape serves as a visual warning of the power and influence of smoking that needs to be avoided, while emphasizing the importance of severing ties with cigarettes to maintain optimal oral health.

C. Research Findings

According to Michael Kroeger's theory (2008), there were 3 visual signs that include color, shape and line. Based on the provided comparison and information about the 3 posters on the topic of smoking prohibition, here is an analysis and summary of the points:

1. **Variety of Color, Shape, and Line:** The posters exhibit a wide range of colors, shapes, and lines to convey their message effectively. The diverse use of these visual elements enhances the visual appeal and grabs the attention of the viewers.
2. **Classification based on Michael Kroeger's Theory:** The researcher categorizes the signs in the posters according to Michael Kroeger's theory, which includes color, shape, and line. This classification helps in analyzing and understanding the semiotic meaning of the signs and their relationship to the objects represented.
3. **Interpretation of Signs:** The interpretation of signs can be drawn from the relationship between the sign and its object. By examining the color, shape, and line in the posters, one can derive deeper meanings and understand the intended messages.
4. **Quantity of Colors, Shapes, and Lines:** The three posters collectively feature 15 colors, 6 shapes, and 5 lines. This diversity

of visual elements adds visual interest and complexity to the posters, contributing to the overall impact of the messages conveyed.

In summary, the analysis of the provided posters reveals a deliberate and thoughtful use of color, shape, and line to communicate the anti-smoking message effectively. The variety of visual elements enhances the visual appeal and assists in conveying the intended meanings.

According to Agus M.Hardjana's theory (2003) , there were some verbal signs that include written texts. In the written text, we can saw 11 data, based on the provided comparison and information about the 2 posters on the topic of smoking prohibition, here is an analysis and summary of the points:

Poster 1:

Written Text: The written text in the first poster provides detailed information and explains the educational text about the dangers of smoking. The presence of detailed information in the written text indicates a focus on educating viewers about the harmful effects of smoking. It suggests that the poster aims to raise awareness and provide specific knowledge about the risks associated with smoking. The emphasis on informative text suggests a more direct approach in conveying the message.

Poster 2:

Written Text: The written text in the second poster conveys the message of the dangers of smoking and emphasizes the need to "stop smoking before it's too late" to prevent harm and self-destruction. The presence of the phrase "stop smoking before it's too late" in the written text highlights the urgency and importance of quitting smoking to avoid serious consequences. The text implies a sense of urgency and serves as a motivational message to encourage viewers to take immediate action. It conveys a warning about the potential harm caused by smoking and the need for timely intervention.

In summary, the analysis of the provided posters reveals that both posters employ written text to convey the message of smoking prohibition. The first poster focuses on providing detailed information about the dangers of smoking, while the second poster emphasizes the need to quit smoking promptly to prevent harm. The written text in both posters plays a crucial role in delivering the intended message and raising awareness about the risks associated with smoking.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

There were several points related to the research, to be the suggestions are stated as follow:

- 1.) There are 4 types of semiotic signs such as color, shape, line and written texts. Each type of sign consists of objects and their meaning.
- 2.) The meaning of a sign is drawn from the relationship between the sign and the object based on the classification of the sign.

B. Suggestion

There were several points related to the research, to be the suggestions are stated as follow:

- 1.) The future researcher

It is suggested to conduct research by expanding the study of semiotics, especially the types of semiotics. In addition, as a guide to describe the meaning of semiotic signs.

- 2.) The students in English department

It is encouraged for the students especially in English department to find out the kinds of signs contained in the communication media through the mass media.

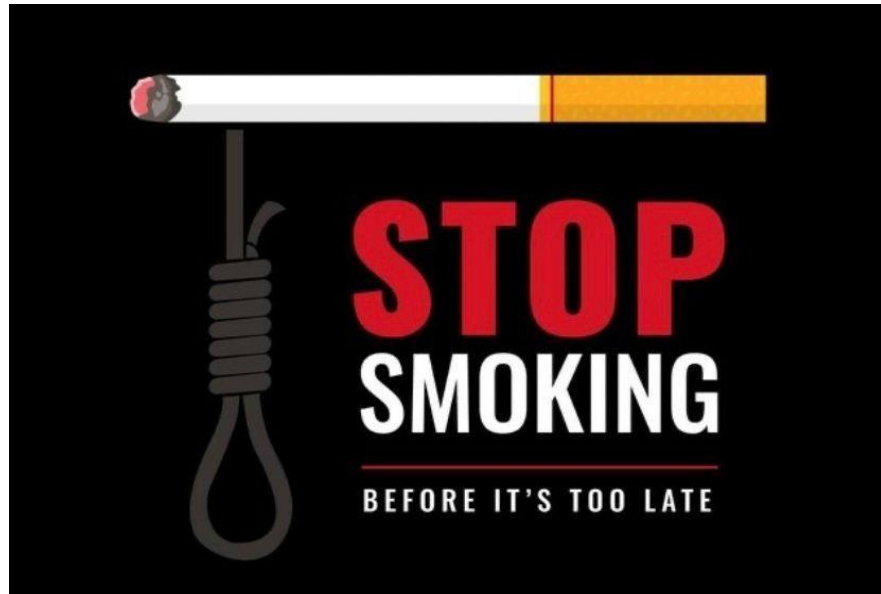
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<https://www.dreamstime.com/stock-illustration-dangers-smoking-vector-infographic-elements-image43930828>

APPENDIX 1 : The Posters of Smoking Prohibition







FORM K 1



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris
IPK Kumulatif : 3,52

IPK = 3,52

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
26/04/2022 	Semiotic analysis of smoking prohibition posters	18/04/22
	Politeness Strategies Used By The Main Characters in The Movie "KARTINI"	
	Constrative Analysis of Emotional Expression Between Javanese and Padangnese	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, April 2022

Hormat Pemohon,

Livia Varizka

- Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



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Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
Semiotic analysis of smoking prohibition posters	Acc. -

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Medan, April 2022

Disetujui oleh
Dosen Pembimbing

(Ratna Sari Dewi. S.S., M.A)

Hormat Pemohon

(Livia Varizka)

FORM K 1



MAJELIS PENDIDIKAN TINGGI
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Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Kepada Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

“ Semiotic analysis of smoking prohibition posters”

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Ratna Sari Dewi. S.S., M.A

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, April 2022
Hormat Pemohon,

Livia Varizka

Dibuat Rangkap 3 :

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 935/II.3.AU//UMSU-02/F/2022

Lamp : ---

H a l : **Pengesahan Proyek Proposal
Dan Dosen Pembimbing**

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini .:

Nama : Livia Varizka
N P M : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster.


Pembimbing : Ratna Sari Dewi, SS, MA

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak sesuai dengan jangka waktu yang telah ditentukan
3. Masa daluwarsa tanggal : **17 Mei 2023**

Medan, 16 Syawal 1443 H
17 Mei 2022 M



Wassalam
Dekan

Dina H. Syamsuryrita, M.Pd. A
NIP. 196706041993003 2 002

Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
WAJIB MENGIKUTI SEMINAR



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris
Nama Mahasiswa : Livia Varizka
NPM : 1802050071
Judul Proposal : Semiotic Analysis of Smoking Prohibition Poster

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
5-8-2022	Revise table of contents & chupte 1	Phy
15-8-2022	Acc, Chapter 1.	Phy
20-8-2022	Revise chapter 2 & 3	Phy
25-8-2022	Acc chapter 2 & 3	Phy
30-8-2022	Acc, All chapters	Phy

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.

Medan, Agustus 2022
Dosen Pembimbing

Ratna Sari Dewi, S.S., M.A



MAJELIS PENDIDIKAN TINGGI
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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

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Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata-1 bagi :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melaksanakan riset dilapangan.

Medan, 05 Oktober 2022

Disetujui oleh :

Dosen Pembahas

Dosen Pembimbing

Erlindawaty, S.Pd., M.Pd.

Ratna Sari Dewi, S.S., M.A.

Diketahui Oleh
Ketua Program Studi

Pirman Ginting, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

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Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melakukan Seminar Proposal Skripsi pada :

Hari : Kamis
Tanggal : 8 September 2022
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster

Demikianlah surat keterangan ini kami keluarkan diberikan kepada mahasiswa yang bersangkutan. Semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terima kasih. Akhirnya selamat sejahterahlah kita semuanya. Amin.

Unggul | Cerdas | Terpercaya

Dikeluarkan di : Medan
Pada Tanggal : 05 Oktober 2022

Wassalam
Ketua Program Studi
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd, M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

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SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Saya yang bertandatangan dibawah ini :

Nama : Livia Varizka
NPM : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong plagiat
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.


Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 05 Oktober 2022

Hormat Saya
Yang membuat pernyataan


Livia Varizka

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris


Pirman Ginting, S.Pd, M.Hum.



UMSU

Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi A Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 89/SK/BAN-PT/Akred/PT/III/2019

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Nomor : 2224/II.3/UMSU-02/F/2022
Lamp : ---
Hal : Izin Riset

Medan, 11 Rabiul Awwal 1444 H
07 Oktober 2022 M

Kepada : Yth. Bapak/Ibu Kepala
Perpustakaan UMSU
Di
Tempat.

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Livia Varizka
N P M : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Wassalam
Dekan



Dra. Hj. Syamsuyurnita, MPd.
NIDN : 0004066701

****Pentinggal**



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
PERPUSTAKAAN

Terakreditasi A Berdasarkan Ketetapan Perpustakaan Nasional Republik Indonesia No. 00059/LAP.PT/IX.2018
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567
NPP. 1271202D1000003 @ <http://perpustakaan.umsu.ac.id> M perpustakaan@umsu.ac.id # perpustakaan_umsu

SURAT KETERANGAN

Nomor : 364 /KET/II.3-AU/UMSU-P/M/2023

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara
dengan ini menerangkan :

Nama : Livia Varizka
NIM : 1802050071
Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pend. Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi
dengan judul :

“Semiotic Analysis of Smoking Prohibition Poster”

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

UMSU

Medan, 15 Ramadhan 1444 H
06 April 2023 M

Unggul | Cerdas | Te



Kepala UPT Perpustakaan

Muhammad Arifin, S.Pd, M.Pd



MAJELIS PENDIDIKAN TINGGI
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Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama : Livia Varizka
N P M : 1802050071
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Analysis of Smoking Prohibition Poster

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
07-07-2023	Chapter 3, abstract Revision	Ry	
06-03-2023	Acc Chapter 1, Revise chapter 2 & 3	Ry	
21-03-2023	Acc Chapter 2 & 3, Revise Chapter 4	Ry	
29-03-2023	Acc chapter 4, Revise chapter 5 & References	Ry	
03-04-2023	Acc Chapter 5	Ry	
10-04-2023	Acc All chapters	Ry	

Medan, 15 Mei 2023

Diketahui oleh :
Ketua Program Studi *RNV*

dto

Pirman Ginting, S.Pd, M.Hum

Dosen Pembimbing

Ry

Ratna Sari Dewi, S.S., MA

Curriculum Vitae

1. Personal Information

Name : Livia Varizka
Place/Date of Birth : Medan / 1 November 2000
Sex : Female
Religion : Islam
Address : Jln. Sidomulyo Psr VIII No.95
Phone Number : 08973766101
Email : liviavarizzka@gmail.com
Department of : English Education

2. Parent's Information

Father : Trianto
Mother : Susilawati
Address : Jln. Sidomulyo Psr VIII No.95

3. Education

2006-2012 : SD PAB 27
2012-2015 : SMPN43 Medan
2015-2018 : SMA Laksamana Martadinata
2018-2023 : Student of English Department,
Faculty of Teacher Training and
Education
Universitas Muhammadiyah
Sumatera Utara