

**SHOP WINDOW ADVERTISEMENT SEMIOTIC SIGN: ANALYZING
CUSTOMERS' ATTRACTIVENESS AND COMPREHENSION**

SKRIPSI

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

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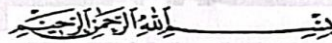
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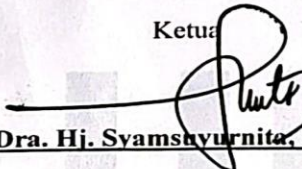
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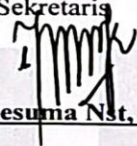
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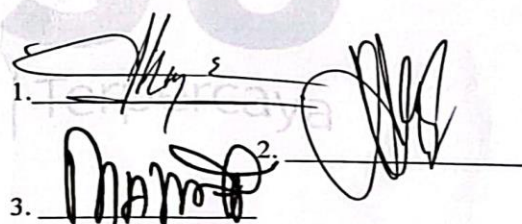

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Shop Window Advertisement Semiotic Sign Analyzing Customers' Attractiveness and Comprehension" adalah bersifat asli (original) bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenarnya.

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ABSTRACT

Nevy Erviyanti. NPM.1802050017, “Shop Window Advertisement Semiotic Sign: Analyzing Customers’ Attractiveness and Comprehension”. Skripsi: English Education Program. Faculty of Teacher Training and Education. Universitas Muhammadiyah Sumatera Utara. Medan. 2023.

This research discusses the Semiotic Signs of Shop Window Advertisements: Analyzing Customers’ Attractiveness and Comprehension. This research was conducted with the aim of finding out how consumers understand and are interested in shop window advertisements based on symbol and sign analysis. Data was taken from pictures of fashion and electronic shop window displays in Medan Kota, Medan Helvetia and Medan Marelan Districts. And supported by the use of a questionnaire to find out opinions about how attractive the shop window is for buyers. This research uses qualitative research methods with the theory of Charles Sanders Pierce. There are 3 types of signs that will be analyzed, namely Icons, Symbols and Indexes. The research results explain that the majority of consumers agree and are interested in having a shop window in every shop. Consumers agree because they think it can add to the attraction of entering the store. Additionally, researchers found many different meanings in store window advertisements. And finally, shop window advertising can influence consumer attraction.

Keywords: Semiotic Signs, Qualitative Descriptive, Charles Sanders Pierce Theory, Shop Window Advertisements

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Finally, with humility, the researcher hopes this thesis will be useful for all of us and get blessings from Allah SWT. Aamiin Ya Robbal Alamin.

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Medan, 20 September 2023

The Researcher

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CHAPTER I

INTRODUCTION

A. The Background of the Problem

Semiotics is a theory that studies signs. It studies signs in the context of screenplays, images, texts, and movie scenes into something that can be interpreted. Semiotics according to Barthes (Kurniawan, 2001) is semiology which basically studies how humanity (humanity) interprets things (things). Meaning (to signify) in this case can be confused with communicating (to communicate). Meaning means that objects not only carry information but also want to communicate through signs. The sign is not limited to language, but there are also things that are not language, for example, how interested buyers are when they shop at the store.

According to Tinarbuko (2013), semiotics is the study of signs, which aims to convey communicative information. Meanwhile, Yohana (2015) assumed that semiotics is a branch of theory that focuses specifically on signs, symbols, and everything related to them. Due to the fact that they are all connected to signification but not structured, different, or distinct, semiotics incorporates structuralism and other concepts in common.

Store window displays are regarded as a key instrument of a retailer's communication and visual merchandising strategy. They have an effect on customer behavior in retail environments since they are a crucial component of a consumer's environment throughout his or her shopping experience. Window displays have two main functions: they advertise the store and its goods (such as

sales, items, and fashion) and they encourage people to shop. “More specifically, window displays can act as a more direct point-of-purchase promotional device by simulating the purchase probability of the displayed merchandise” (Kemal Yildirima, 2007). These facts highlight the necessity to develop fresh ideas for display zone design and, among other things, to think more carefully about new avenues for fostering interactions between store windows and the public, who serve as the primary audience for the information provided.

In a clothing retail business, a variety of window displays are employed to draw in more customers. These include shadowbox displays, closed window displays, open back window displays, semi-closed window displays, open windows, corner windows, elevated windows, and island windows. One-time displays, lines of goods displays, linked merchandise displays, variety or selection displays, and build-up displays are the different types of interior displays.

Furthermore, the window displays are themed and based on the season. The window display is set up based on a theme that is appropriate for the location, time, situation, and context in theme-based displays. Examples of the themes include significant holidays like Mother's Day, Women's Day, and Valentine's Day. It may also be based on current or upcoming sporting events, such as the cricket or football world cups. Other themes can include holidays like Diwali or Christmas. As clients seek out more diversity and choice, the theme-based displays pique their attention by offering them something novel and exciting to break up the monotony. The theme must, however, be carefully chosen in order to avoid offending any individuals, groups, races, castes, or religions. The subject matter must be pertinent

to both the establishment and its patrons. It should also be pertinent to window shoppers as there is a probability that they will convert to actual shoppers if they like the exhibit.

Another important point to consider is that a theme-based display should not be overwhelming as it can make customers uncomfortable and unable to visit the store. A theme-based display should be planned with caution. Before choosing to employ a theme-based display, it is important to carefully consider its relevance, duration, prices, effort, and anticipated foot traffic. However, the theme-based display has several benefits because it brings in a lot of customers, sparks their curiosity, turns window shoppers into paying customers, and boosts the store's reputation by respectfully honoring different occasions.



Picture 1.1 Example of Shop Window

The picture above is an example of a shop window. According to the picture, there is a half price discount for several pairs of clothing collections that are usually worn during winter. The shop window arrangement also looks luxurious and elegant because the mannequins are neatly arranged with clothes that have neutral colors, besides that the mannequins are also highlighted by warm orange lights so that they seem luxurious too. The picture becomes the representamen [R], whereas the represent of luxurious and elegant become the object [O]. Meanwhile the relationship between representamen and object will produce the interpretant [I], such this diagram below;

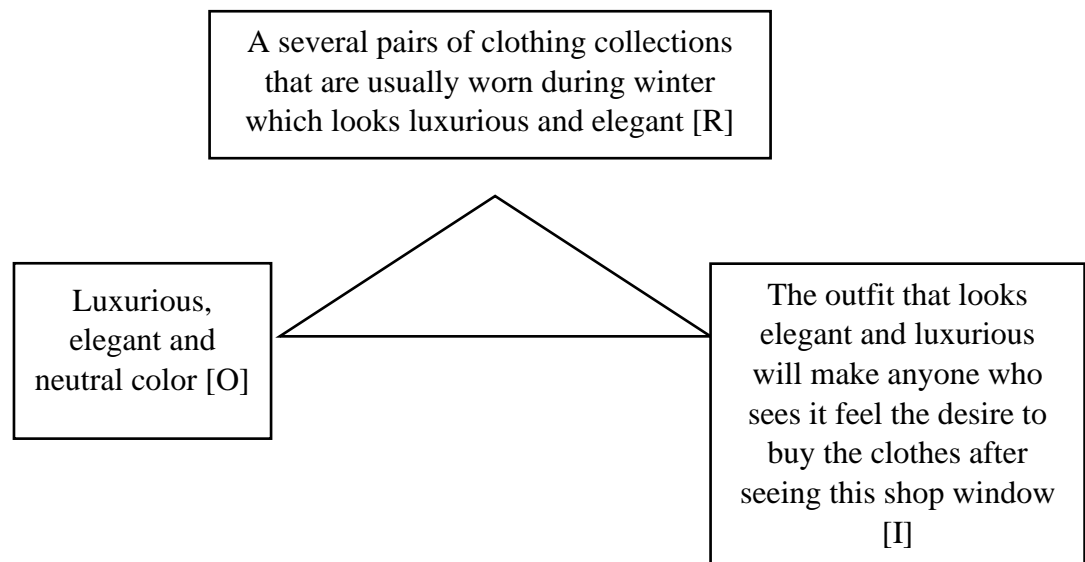


Diagram 1.1 Semiosis process of the Icon

After that, the analysis of the symbol from this datum is the word or sentence written on the ad, such as "Half Term Offers 50%." Then, the semiosis process is the ad tagline "Half Term Offers 50%." who acts as [R] and shows that the clothes

have a 50% discount which means they can be obtained for half the price but good quality [O]. Furthermore, the relationship between the representamen and the object shows that the interpretant [I] is as shown in the diagram below;

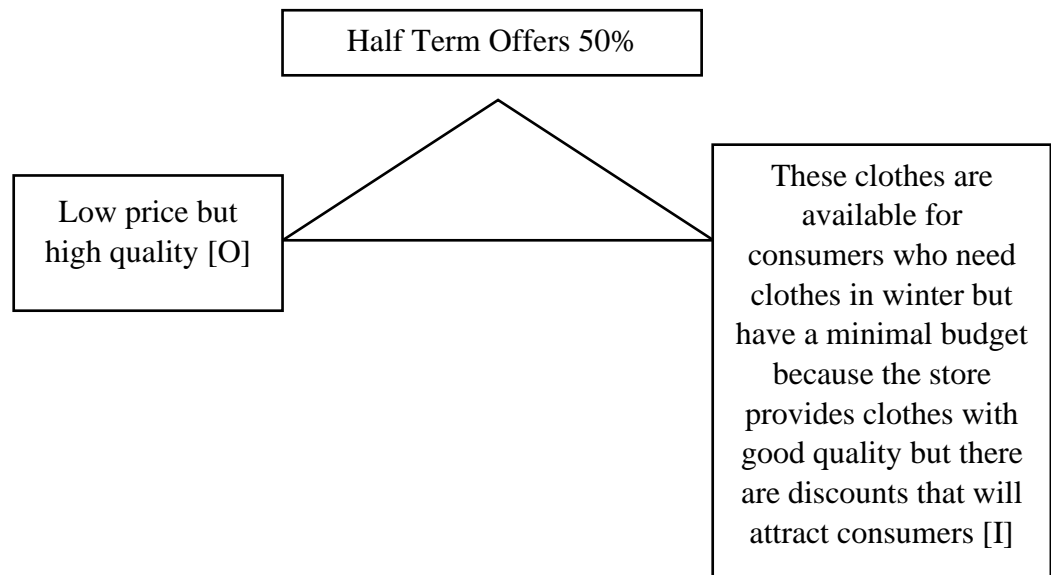


Diagram 1.2 Semiosis process of the Symbol

The last session is the conclusion of these two semiotic processes to get the meaning of this poster advertisement. Based on the results of the analysis, this advertising poster gives a message or meaning that one of the clothing stores is holding a discount during winter which is provided for consumers who may need it but with a limited budget.

Another conclusion drawn from the previous illustration is that when a customer enters a store, they are likely to notice the shop window first. Customers may be enticed to enter the store by the enticing promotions offered. When customers view the shop window and interpret that information to visit a clothes

store, they also acquire information about the goods and gather details about the store's image. Consumers can then enter the store where the promotion is being offered using the information they have provided.

Meanwhile, clothes change models very quickly and today's consumers tend to always follow the latest fashion trends so that they always look attractive and up to date. So that information from new fashion that has window displays influences female consumers to make purchases. Likewise, the use of mannequins or statues on window displays wearing the latest clothes makes it easier and helps consumers to visualize how the clothes look when worn on the body so as to stimulate consumers to buy these clothes.

To find out more about the influence of shop windows on customers attractiveness and comprehension who are studied based on symbols and signs, the researcher decided to make them the object of research with the title "Semiotics of Shop Window Advertising Signs: Analyzing Customer Attractiveness and Understanding" which focuses on symbols and signs in the city of Medan. This study aims to determine how effective and customer understanding of the content of advertisements displayed in store windows are. Does everyone know for sure what the ad means or are they just interested?

B. The Identification of the Problem

The identification of the study is as follows:

1. Many people have difficulty in understanding the semiotic signs found in shop windows advertisements.

2. Some people may just be interested to see it, but they do not know the meaning of the shop window advertisement.
3. Customers will judge for themselves how effective the shop window advertising is.

C. The Scope and Limitation

The scope of this research is focused on the semiotic analysis of signs and symbols on storefront advertisements of clothing and electronic stores in Medan Kota, Medan Helvetia, and Medan Marelan to find the meaning of the use of signs and symbols. The limitation of this research is based on the theory of Charles Sanders Peirce as a semiotician, which is classified into three; symbol, icon and index.

D. The Formulation of the Problem

The formulation of the problem is as follows:

1. What types of semiotic sign are found in the shop windows?
2. What is the meaning of semiotic sign that found in shop window advertisement?
3. How is the influence of semiotics sign on costumer attractiveness and comprehension?

E. The Objective of the Study

The objective of the study is as follows:

1. To analyze the types of semiotic sign found in the shop windows.
2. To describe the meaning of semiotic sign found in shop window advertisement.

3. To analyze the influence of semiotic sign on customer attractiveness and comprehension.

F. The Significance of the Study

The significance of the study is expected to be useful as the following aspects:

1. Theoretically

The research findings are anticipated to advance understanding of the meaning and significance of commonly encountered signs and symbols. The purpose of this study is to increase the reader's understanding of the meaning of semiotics for English Department students by broadening their understanding of interpreting signs and symbols that exist everywhere.

2. Practically

- a. Lecture/Teacher : as evidence and a different approach when teaching English to students who are learning to understand semiotic analysis. Especially in analyzing the meaning of an object.

- b. Students : as a source of data and a source of information to gain knowledge about semiotic analysis of meaning and symbols.

- c. Reader/Other Researcher : as a source for students who want to carry out studies comparable to it on the signs and symbols used in the shop window advertisement.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

The theoretical framework is an overview of the existing theory from the ground up that serves as a guide for creating the rationale for a study. Researchers create theories to explain phenomena, find connections, and predict the future. The researcher explains the current theory that supports the research within a theoretical framework, showing that the researcher's work is based on accepted principles.

1. Semiotics

Semiotics as a model of social science understands the world as a system of relationships that have a basic unit with 'signs'. Therefore, semiotics studies the nature of the existence of a sign. The semiotic expert, Eco (1984) calls the sign a 'lie' and in the Sign there is something hidden behind it and is not a lie the sign itself. For example, there is a no-return sign with an arrow symbol crossed out with a red slash. The red color is used because the sign is a prohibition in traffic. Semiotics, in Peirce's opinion, is the philosophical study of signals. Peirce believes that meaning comes before symbol. If there is no sign pointing to another sign, there is no meaning. Long teleological chains spaced out over time and distributed in a certain way produce meaning by deriving signs from signs (semiosis) (Oseni Afisi, 2020).

Semiotics is a combination of the Greek terms *semeio* (sign interpreter) and *tikos* (pertaining to). The main proponents of this theory were Charles Sanders Peirce (1839–1914), an American philosopher and logician who investigated how

signs influence our individual understanding of physical reality, and Ferdinand de Saussure (1857–1913), a Swiss linguist who investigated the meaning of signs within a particular group or society.

A semiotician is a semiotics specialist or student. The use of signals to convey meaning and to reshape how we view the world and ourselves is the subject of semiotics. They carefully observe how signs are utilized to convey meaning to their intended audience and search for strategies to make sure that their message is clearly understood. Their work can be used in real-world situations by creating more understandable road signs and simpler marketing surveys, for example. Semioticians also research how signals are utilized to shape people's behavior, such as while teaching in the classroom and controlling people's emotions in emergency situations.

The semiotic theory of Peirce refers to a particular type of representation, reference, and meaning. A sign, an object, and an interpretant are the three components of communication that make up Peirce's semiotic system. According to Peirce, the semiotic triangle depicts the interaction between the sign or representamen (that which stands for or represents something else), the object, and the interpretant (the potential meaning or sense ascribed to the representamen) (Chandler, 2002).

Semiotics is the study of signs and symbols through an examination of their denotative and connotative meanings. Signs and signals are the subjects of semiotics. Additionally, the expansion of viewpoint has a beneficial effect on semiotics research. Balci (2017) suggested that, the field of semiotics is a branch

of linguistics that studies signs, the process of creating signs or producing signs, and how to communicate the meaning of those signs to other people. Additionally, semiotics enters the communication process. It implies that any kind of communication may be seen of as a message that is given and received through a variety of different indicators and social codes. As a result, every form of expression—including those in music, fashion, art, literature, and even advertising—can be examined as a system of signs.

1.1 Meaning of Symbol and Icon

A symbol is a sign that has a connection to its subject based on agreements, customs, or laws. An arbitrary label or depiction of a phenomenon is called a symbol. Words serve as symbols for ideas and objects. Labels can be ambiguous, verbal or nonverbal, and used in both face-to-face and media-based communication. Symbols are movements, images, or things that represent a certain culture.

In a group, symbols have generally been accepted, but it is typical for a symbol to be misunderstood outside of that group. As a result, the sign is referred to as an arbitrator. Words are typically symbols because they have a relationship with their objects based on conventions, agreements, and norms. Symbols are also given significance by people and are used by them to convey ideas. The sign represents human regulations, gestures, language, standards, and ideals. While the meaning of a sign is anything that shows a meaning, a sign that is used as an abbreviation or abbreviation of something, or a board that is displayed in public. Signs can be divided into three categories, namely icons, symbols, and symbols. Language index can also be in the form of signs, symbols and others that

aim to represent language. Language is not only in the form of speech that is poured from the words of envious humans, but language can also be a colorful symbol and so on. In this proposal, the researcher raises sign and symbols as objects of research because symbols are a form of language itself.

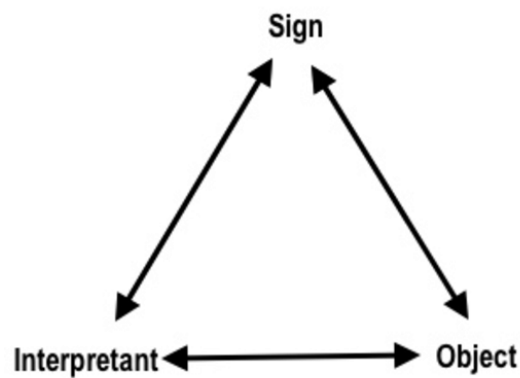
The definition of an icon given by Mark Boulton in 2005 is: "a sign that resembles something, such as pictures of people. An icon can also be diagrammatic or pictorial, like a "no smoking" sign (Boulton, 2005). The non-smoking sign can in fact be seen as an emblem because it delivers a crucial message that must be heeded or there would be repercussions. The relationship between the signifier and the signified can be used to interpret an icon's meaning in terms of semiotics.

2. Peirce's Semiotics Theory

Charles Sanders Peirce was born in Cambridge, Massachusetts in 1839. Charles received a solid education in experimental sciences, mathematics, logic and philosophy. In 1887, at the age of 48, he withdrew to Milford, Pennsylvania, where he lived in poverty, writing reviews of scientific and philosophical works, and collaborating on Baldwin's *Dictionary of Philosophy and Psychology* (1901-1902). From 1903 to 1911, he kept a regular correspondence with Lady Welby that was significant in the development of his semiotic theory. He died in 1914, in obscurity, still working on his theory of logic, with no publisher and only a few occasional disciples, unknown to the public at large (Hébert, n.d.).

Charles Sanders Peirce formulated his own model of the sign, of 'semiotic' and of the taxonomies of signs. There are three important components in the

definition of Charles Sander Peirce are representamen, interpretants, and objects. Because of this, the definition of Peirce marks is often called triadic. The three components or elements of this Peirce sign are representament (R), object (O) and interpretant (I) commonly described in the following triangular form:



Picture 2.1 Relationship of Sign, Object and Interpretant

There are three Peirce-based trichotomy ideas to consider when investigating objects, namely:

2.1 Sign (Representamen)

A sign, or representamen, is a first that is in a true triadic relationship with a second object so that it can be determined that a third individual, the interpretant, is also in a true triadic relationship with the same item (West, 1977). The first trichotomy is divided into three, namely:

- a. Qualisign is the quality that is in the sign. For example, Yellow is a qualisign, because yellow can symbolize joy. But if the yellow color is on a traffic sign, it means to be careful.

The other examples are:

White = holy, clean

Red = show love, danger

Doll = cute, tender

b. Sinsign is a type of representation relating to something that exists (exist) in real terms and is a single sign. Of course it will involve something or some qualisign to be said to be a sign. The examples are:

Baby crying sound' = means hungry, etc

Laugh' = happy

The sound of a rooster crowing means it's morning.

Because it can only be said to be a sign if it goes through its qualities.

c. Legisign is a sign based on a generally accepted rule, a convention, a code. All signs of language are legisigns, for language is code, each legisign contains in it is a sinsign.

Red Light = must stop

Zebra Cross = a pedestrian

The Yellow Flag = Mourning or death

2.2 Objects

The objects are classified into icons, index and symbol.

a. Icon is the relationship between the signifier and the signified that are the same or have similarities. For example: Picture, map, and miniature.

b. Index shows the existence of a natural relationship between signs and signs that are causal (cause-effect relationship). For example: The presence of smoke indicates the presence of fire.

c. Symbol is the relationship between the representamen and the object that is formed due to a convention or general agreement without a direct link between the representamen and the object or is called an actual sign.

For example: The red and white flag symbolizes the state of Indonesia.

2.3 Interpretant

The interpretant is divided into rheme, dicisign, and argument.

a. Rheme, is a sign of qualitative possibility. That what is meant is all that can be said as a sign, whether it is not wrong or not. For example: Someone whose eyes are red indicates that they have just cried, have been exposed to ashes, woke up from sleep, or are suffering from eye pain.

b. Disen Sign/Dicisign, is a sign with an actual existence, as well as a factual sign which is usually a proposition. It is called a proposition because disen is a sign that is informational or provides information.

For Example: If there is one area where accidents often occur, there will be a warning message "Be careful! Accident Prone". That indicates that it is true that accidents often occur in the area.

c. Argument, a sign that immediately gives a reason about something. Contains judgments or reasons, why someone said so.

For example: Sign "No smoking at gas stations" Why is smoking prohibited? because it can cause an explosion or even a fire.

3. Shop Window Advertisement

For many store-based companies, window displays have historically been a key component of their marketing strategies. Window displays should have good

aesthetic appeal, relevancy, and interest value. The capacity of a display to attract customers' attention is directly influenced by its visual appeal. The consumer can be relevance. Customers are more likely to pay attention to highly relevant displays because they are more likely to notice (perceive) stimuli that are related to a pressing demand. Although it would be more correct to refer to interest value as a tool for persuasion, relevance and interest value are related.

Effective displays inform the consumer about the new item's uses, styles, and accessorizing possibilities. A display's main objective is to promote a certain product for sale. It should draw interest and pique the customer's interest enough to persuade them to make a buy. Displays, according to Virginia Meyer, "attract, entice, and convince subtly. A successful presentation should be able to stop you, capture your interest, and possibly even make you grin. Visual presentation, in a wide sense, aids in both the sale of the store and the product itself. Simply said, display refers to how a retailer presents its selection to customers. A display's main objectives are to exhibit the assortment in a way that will optimize sales. Additional objectives include attracting customers' attention, meeting their needs, promoting and reinforcing the store's image, and assisting in traffic flow control.

Additionally, advertising "may also contain the idea of writings whose aim is to enhance the image of an individual, group, or organization" in addition to the marketing of specific branded goods or services (Dzanic, 2013). However, different expectations must be met in order for an advertisement to succeed, keeping in mind that advertisers must deal with a variety of cultural preferences and presumptions.

Barthes attempted to demonstrate how the manufacture of signs conceals the cultural construction of advertisements' meaning and how signification of any type is employed to transform culture into nature. A successful advertising strategy may need to have more than one component; for example, plain text is no longer commonly employed. As was already noted, advertisements commonly use graphics that accompany the text as a successful attention-getting tactic. One explanation for this is that readers are not likely to read the verbal content without making reference to the accompanying image or to the accompanying image in isolation from the verbal text. Even though they are page-bound, written advertisements frequently incorporate elements of spoken language to achieve their effects, and accompanying graphics do a good job of illuminating these elements.

4. Relevant Studies

a. A study by Fredrik Lange, Sara Rosengren, Angelica Bloom (2014) entitled "Store-Window creativity's Impact on Shopper Behavior". The research is aimed to have store window creativity and its effects on store entry. The present study hypothesizes that window displays that are more creative will be more successful in attracting store visits and that this effect is mediated by store window attitude, product beliefs, and perceptions of retailer effort. The results, which support all the hypotheses, contribute to a better understanding of the impact of (creative) store window display.

b. A study by Kemal Yildirim, Aysu Akalin-Baskayab, M. Lütfi Hidayetoglu (2007) entitled "The Effects of the Store Window Type on Consumers' Perception and Shopping Attitudes Through the Use of Digital

Pictures”. The research is aimed have shown that consumers’ perceptions of two different types of store windows regarding store image attributes such as promotion merchandise and fashion are different and the difference among them is statistically significant ($p < 0.001$ level). According to the results of the study, consumers have a more positive perception of flat windows than arcade windows with respect to promotion, merchandise and fashion.

c. A studied by Yolandé Hefer, Michael. C. Cant (2013) entitled “Visual Merchandising Displays’ Effect On Consumers: A Valuable Asset Or An Unnecessary Burden For Apparel Retailers”. This study aims in the focus groups that the consumers’ attention is drawn to certain aspects (such as color and breathing space in the store) of visual merchandising displays which creates a space where their shopping experience can be positive. The participants tended to be attracted to visual merchandising displays that are well designed and logical. This illustrates that visual merchandising displays influence buying behavior. The research study suggests that women are more attentive to the complete retail experience which includes visual merchandising displays. In comparison, men search for signs in a store as to where to find what they are looking for.

d. A studied by Varsha Jain, Mika Takayanagi, Edward Carl Malthouse (2014) entitled “Effects of show windows on female consumers' shopping behavior”. The aim is by making consumers “feel good”, show windows can positively affect consumers’ purchase intentions. In particular, even though females tend to find shopping pleasing and relaxing in any case, their shopping behaviour can be further enhanced by environmental cues such as show windows. These windows should

provide consumers with social, functional, hedonic and image-related benefits, offering information on trends and core product attributes while simultaneously helping consumers to create positive fantasies about their lives. Show windows that achieve these goals elicit positive feelings among consumers, and this enhances their purchase intentions.

e. A studied by Ms. Gauri Bhatia, Dr. Ruchi Kholiya (2016) entitled “Window Display—The New Retail Mantra”. In this article “Window display—The new retail mantra’ had emphasized about the importance of window display which is emerging as a new mantra in retail and it is fast changing from a dull uninteresting exhibition of wares in the store window to a dynamic form of advertising. Display can be done according to the space available, coming festival, for any social cause, promotional activities or any theme, the main objective of display doing is to convert passive customer to active customer.

f. A studied by Audia Eriana (2015) entitled Peirces’s Semiotics Analysis of Icon and Symbol on Perfume Advertisement. The important thing to explain and to describe the meaning is from the interpretant of icon and symbol, and also the exegesis capability of the researcher. It could be concluded that from the 29 icons and 23 symbols, the researcher got the 29 meaning of the advertisement, and each advertisement had different sign and also different meaning. These differences had given different interpretations. From the semiotics analysis of 29 advertisements, the advertiser’s message can be understood clearly by the consumer.

5. Conceptual Framework

Semiotic analysis is being used in this study. The Charles Sanders Peirce theory of semiotic analysis was employed in this study to address both issues. The initial challenge is to analyze the semiotic sign in shop window advertisement to identify the attractiveness and comprehension the customers' using Charles Sanders Peirce's theory and to explain the semiotic significance of the Linguistic Landscape of Medan City. The sign or representamen, the object, and the interpreters are the three main components of Peirce's triadic theory. In a trichotomy, each element is split into three components.

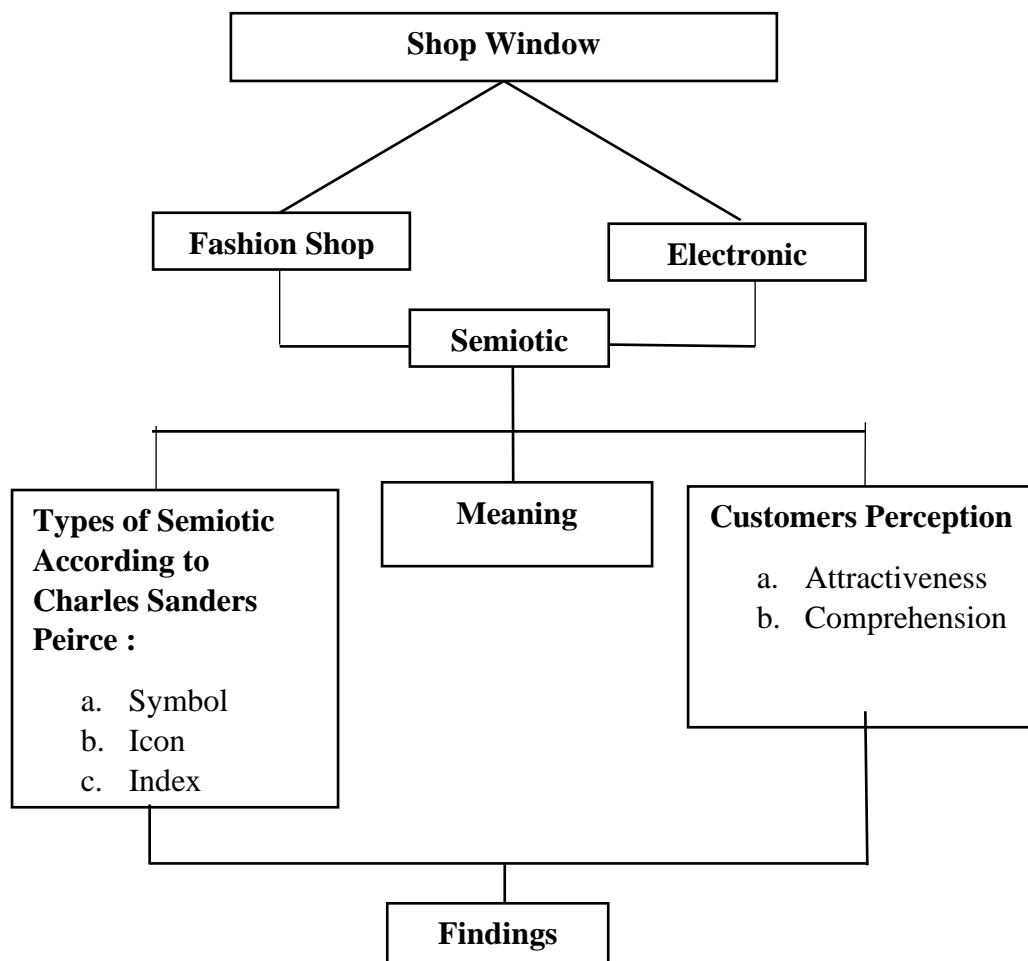


Diagram 2.1 Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

Based on the research data available from the material in the form of semiotic analysis of shop windows, the research method to be used is qualitative research. Qualitative research is a method for investigating and comprehending the meaning that individuals or groups assign to a social or human situation (Creswell, 2014). In qualitative research, the instrument is a person or can be said to be a human instrument, namely the researcher himself (Sugiyono, 2016). As a result, researcher need to know more about the numerous hypotheses that are related. in order to make the social condition under investigation more understandable and significant.

The data analysis is done inductively based on the facts found in the field and then constructed into a hypothesis or theory. The results of qualitative research emphasize meaning rather than generalizations (Sugiyono, 2016). The goal of outcomes that place an emphasis on meaning rather than generality is to ensure that the results are based on real, concrete information that has a purpose beyond what is immediately apparent. This study is descriptive qualitative since the information gained cannot be stated statistically. Research offers a summary of the situation under examination through narrative descriptions. The researcher would focus on a sign and symbol. The study's subjects and object would be the researcher as they analyze the shop window advertisement using semiotics.

B. Source of Data

The data source in this research is photography of storefronts consisting of fashion and electronic stores. The shop window was analyzed based on semiotic symbols and meanings. The subjects as respondents of this research are 30 in 8th semester students of English Study Program at Universitas Muhammadiyah Sumatera Utara, where the questionnaires were distributed in the form of google form as many as 25 questionnaires. In this study, the researcher used a theory based on Charles' perspective that classifies three types of symbols: icon, symbol, and index, to analyze Charles' perspective.

C. Technique of Data Collection

1. Documentation

Data collection techniques with documentation are data collection techniques taken from documents or records of events that have passed. Documents can take the form of writings, photographs, or monumental works of a person. In this research, the documentation used is photography. Where researcher was collect various photos related to shop windows to make it easier to analyze icons and symbols.

2. Questionnaire

Questionnaire is a data collection technique that is carried out by giving a set of questions or statements to other people who are used as respondents to answer. Researcher was provide a questionnaire in the form of questions related to their knowledge of shop window semiotic analysis, especially about symbols and

meanings to students of English department at University of Muhammadiyah Sumatera Utara. The questionnaire given was be in the form of a google form link.

D. Technique of Analyzing Data

The Miles and Huberman Interactive Analysis Model, which divides the steps in data analysis activities into several parts, was used in this study's data analysis to present the data in a way that makes it simple to understand. These parts are data collection, data reduction, data display, and conclusions or verification.

1. Data Collection

Researcher gather all the information from the documents and surveys they've gathered during the research procedure at this point. The information gathered from the field was immediately put down in detail and in a methodical manner.

2. Data Reduction

After collecting all the existing data, the data must be reduced. that is, choosing the main things that are in accordance with the focus of the research. so that it is easy to conclude. Another purpose of data reduction is to make it simpler for researcher to retrieve previously acquired data when needed.

3. Data Display

Data display is a process of organizing information systematically in order to obtain conclusions as research findings and take action. Data presentation is carried out in order to compile narrative text from a set of information derived from the results of data reduction, so that it can allow conclusions to be drawn. In

presenting this data, it is complemented by data analysis which includes analyzing the results of documentation and questionnaire results.

4. Verification and Conclusion

The final step in a study is to draw conclusions in order to get findings. Verifying the data that has been consistently collected during the research is required for these conclusions to genuinely be in agreement with the research objectives. Drawing preliminary conclusions that still require refinement can be a good place to start. A final conclusion that is more significant and understandable can be reached after the incoming data has undergone continual analysis and verification of its accuracy. Thus, the job of writing, editing, classifying, reducing, and presenting data and deriving conclusions as qualitative analysis must immediately follow the task of gathering data for qualitative research.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

This chapter presents the research findings and analyses. This chapter covers a lot semiotic signs through symbol, object, and index. This research centers on semiotic objects as symbols and signs in shop window advertisement. Photographs were used to obtain data. A total of 15 images were used as the object of analysis in this study. And also as many as 30 students were used as respondents in supporting the results of the analysis of this research.

The table below contains the results of the questionnaire that has been answered by respondents to express their first impression when looking at the shop window image.

Picture 4.1 (Data 1)



OPTIK NUSANTARA
HARGA SPESIAL
DISC. SAMPAI 50%

Picture 4.2 (Data 2)



DASH STATION
SUPER DISKON 70% + 30%

Picture 4.3 (Data 3)



BUCCHERI
SALE UP TO 70%

Picture 4 (Data 4)



JeeA HOMEWARE

Picture 5 (Data 5)



**RIA BUSANA
27TH RIA BUSANA
ANNIVERSARY**

Picture 6 (Data 6)



**BATA
HARGA SPESIAL
2 PASANG CUMA 199.900**

Picture 7 (Data 7)



**CROWN
TEXTILE & TAILOR
BIG SALE! HARI RAYA
IDUL FITRI**

Picture 8 (Data 8)



HARITSA BABY SHOP
BELANJA
PERLENGKAPAN BAYI
GRATIS HONDA SCOOPY
&
15 GRAM LOGAM MULIA

Picture 9 (Data 9)



SPORT STATION
UP TO 70% OFF

Picture 10 (Data 10)



**AUFAR KIDS
FACTORY OUTLET
MERDEKA BERSAMA
AUFAR KIDS
DISKON 30% ALL
ITEM
BELI 2 GRATIS 1**

Picture 11 (Data 11)



**PERLENGKAPAN
BAYI, BONEKA,
DOMPET TAS
SALE MULAI DARI RP
10.000**

Picture 12 (Data 12)



CENTRAL COM
SPECIALIS ACCESSORIES
HANDPHONE
BELANJA HEMAT JOIN
MEMBER CARD VIP
DAPATKAN DISCOUNT
10% s/d 15%

Picture 13 (Data 13)



ASIA BEST
BABY SHOP

Picture 14 (Data 14)



ERAFONE

Picture 15 (Data 15)



**ISTANA SEPATU
PROMO LEBARAN SEPATU
& SANDAL IMPORT
DISKON 50% s/d 70%
HARGA RATA-RATA
RP 50.000,-
STOCK TERBATAS**

B. Data Analysis

4.1 Types of Semiotic Sign

In this section, the researcher discusses the results of the data analysis. Where the contents are in the form of tables and analysis of the photos that have been exposed in the previous discussion.

No	Picture (Data)	Symbol	Icon	Index
1	Picture 1	There is a picture of a woman wearing glasses	Harga Special, Discount sampai 50%	The relationship between the two is that customers will be interested if the eyewear store holds a discount and it makes them want to buy.
2	Picture 2	There are various types of clothes displayed in front of the shop.	Super Diskon 70%+30%	With a high offering price, customers will decide to buy something if they enter the clothing store.
3	Picture 3	Various types of shoe models displayed in the store	Sale up to 70% Off	The relationship between the two means that the shoes will be noticed by customers

				because the store offers discounts
4	Picture 4	The symbol of the roof of the house above the shop name	JeeA Homeware	The connection between the two is that it is certain that the store sells home decorating items.
5	Picture 5	A clothing store that arranges clothing displays in front of the store	RIA BUSANA 27 th ANNIVERSARY	Due to the anniversary celebrations, the clothing store offers benefits to shoppers. So that they are willing to buy products at the store
6	Picture 6	There are shoes and sandals on display	Harga Spesial 2 Pasang Cuma Rp 199.900,-	The two are related because with the discount, the customer will buy more than

				one pair of products.
7	Picture 7	The symbol of the crown above the store name	BIG SALE! Hari Raya Idul Fitri	The combination of the two is that the store sells clothes that seem formal and elegant. It fits perfectly with the symbol they provide. But in order to keep attracting customers, the store installs discount signs
8	Picture 8	Baby and paper bag picture	Belanja Perlengkapan Bayi Gratis Honda Scoopy dan Emas 15 Gram	The store sells specialty baby and child supplies. With a very large offer, this shop will always be crowded with customers.
9	Picture 9	Sportswear equipment on display.	Up to 70%	The store is identical to the original goods

				that have high prices. But if the store has a discount sign, then customers will not hesitate to enter the store.
10	Picture 10	A variety of types and styles of clothing are neatly organized in the store.	Diskon All Item 30%	The relationship between the two is that the store displays many models of children's clothing on Independence Day with a big discount.

11	Picture 11	The arrangement of goods is a little messy and full	Sale mulai dari Rp 10.000,-	For the lower middle class, this kind of clothing store is highly sought after. Because with the sale price offered, they can freely choose the model according to their wishes.
12	Picture 12	There are pictures of cell phone accessories	Dapatkan Discount 10% s/d 15%	The relationship between the two is that, because of the multiple discounts, the store will be crowded with shoppers. Especially if this shop is complete with goods.
13	Picture 13	There is a baby symbol	Asia Best Baby Shop	With an attractive

		displayed in front of the store. And the themes of the display is cute.		display, it can make the customer come to buy.
14	Picture 14	There is a mobile phone display in front of the store. There is also a symbol of light.	Erafone	The connection between the two is that the shop sells various brands of mobile phones and accessories.
15	Picture 15	Display of shoes and sandals	Promo Lebaran Diskon 50% s/d 70% Harga Rata-rata Rp. 50.000	The connection between the two is that the store offers a big discount for Eid promo, which is usually identified with the latest fashion.

Table 4.1. Types of Semiotic Sign

4.2 Describe the Meaning of Semiotic Sign

Based on Picture 1, there is a discount sign for the purchase of glasses with additional benefits. There are no visible store displays as the store is closed. But there is a picture of people wearing glasses which indicates that the store sells glasses. Furthermore, the icon analysis of the image is the tag "Discount up to 50%" illustrating that this shop will provide a discount of half the price that has been spent by the buyer. So, the conclusion of the two is that this shop offers eyewear products with good quality. With the discounted price listed in front of the store, the buyer will be interested in buying the product. Buyers will get good goods with good quality goods.

Based on Picture 2, with the extra discount, buyers will be attracted to this shop. The clothes on display are also attractive, but may not match the season. You could say that the clothing model is monotonous. For icon analysis, there is a discount tag "Super Discount 70% + 30%" which means that this store provides an initial discount of 70%, then adds another 30% of the total shopping. Therefore, the conclusion is that this clothing store provides a large enough discount to attract the attention of buyers who might see the store.

Based on Picture 3, the store is offering a discount on shoes. The display of shoes is not very visible from outside the store, but there are still piles of shoes inside the store. The store is spacious, but the product display is still not good. Therefore, the store actually looks ordinary. But for a icon, this store offers a discount with the tag "Sale 70%" which can be said that this is a big discount. This discount also serves as an attraction for product sales.

Based on Picture 4, the store does not have any offers. The store looks clean and tidy when viewed from the outside. Furthermore, there is an interesting icon above the letters of their store name. That is the roof, which indicates that the store sells decoration products for the house. So that your home becomes nicer and more comfortable.

Based on Picture 5, this store sells clothes for people of all ages. Suitable for both adults and children. This assessment is based on what is visible in the retail display. The store offers many examples of clothing displays that can be used to showcase business inventory. As a result, customers don't have to worry about walking straight into the store. During their anniversary season, the store also offers a discounts.

Based on Picture 6, this store has a special offer for every purchase of two pairs of sandals or shoes found in this store. This shop has a simple design, but people already understand the quality provided by this shop. Next for the icon, there is a tag "Buy 2 pairs for only 199,000" which means that every purchase of two pairs, the buyer will be charged only 199,000. The conclusion from the analysis of this shop is that, although it provides promos, the quality of its products cannot be guaranteed.

Based on Picture 7, this is one of the more visually appealing businesses. Buyers may quickly identify this shop because the design is extremely exquisite. This shop's façade exhibits brown and gold colors, giving the impression that it sells

classic things. The mirror display can also be quite useful for shoppers to see what clothes models will be shown. Typically, merchandise is displayed in accordance with the current season. This store has a sophisticated typeface design and a crown index. This indicates that anyone who purchases handicrafts from this shop will look like a sparkling king or queen.

Based on Picture 8, Haritsa baby store is a store that sells baby accessories, ranging from newborns to big babies. This store is always crowded with buyers, because it always offers very interesting promos. The selection of fonts and colors is also suitable when combined. As if describing a paradise for children who want to buy their needs there. The existence of a baby index also convinces buyers that this shop sells special baby accessories.

Based on Picture 9, Based on the image above, this sporting goods store is one of the popular stores among teenagers. This store has appropriate fonts and colors. So it can be read from a distance. The image of a running person indicates that this store sells sports equipment. Some displays visible from outside the store have also helped shoppers see what products are in the store. In addition, this store also provides attractive promos. With the tag "70% Discount", every purchase, shoppers will be given a discount of 70% of the purchases they make.

Based on Picture 10, this shop looks attractive from the outside. The combination of bright colors, and the store displays that are visible from the glass display case make it easy for shoppers to see what products are sold in the store. The displays also vary, ranging from boys' clothes to girls' clothes. In addition, the

discounts offered can make shoppers compete to come there. The selection of the store's font is also good, the AK symbol is an acronym of the store's name.

Based on Picture 11, this clothing store looks a little disorganized from the front, as the displays are too full. But this store is always crowded and a favorite of shoppers. Because the price is affordable. In addition, there are also promos and discounts. So that many buyers will buy again at this shop.

Based on Picture 12, this store is one of the most comprehensive in terms of electronics. This store sells a variety of technology, particularly cellphone accessories. The design of this shop appears stuffed, and the shop has two names. The actual store name may appear tough to read. Many different types of merchandise are on display in front of the business. This may help purchasers in making their first choice.

Based on Picture 13, this is also one of the most popular shops among mothers. Because this store sells baby and children's necessities. This shop's design is quite attractive. The color choice is also perfect. Symbolizes the excitement in the hearts of youngsters who will be able to buy whatever they require in this shop. The inclusion of embellishments in the glass display is also quite effective in increasing the buyers' interest and purchasing interest.

Based on Picture 14, this mobile phone store sells an extensive variety of mobile phone brands. The design of this shop is good, and the fonts and colors appear to be appropriate. The store's name signifies that they sell telephones appropriate for the era. There is also a light index at the end of the font, which can be read as a shop that will always shine in selling telephones in any age.

Based on Picture 15, this store sells shoes for people of all ages. From kids to adults. Unfortunately, the type on the shop's writing is very small and difficult to read from the highway. This may make it difficult for customers to locate this store. The store, however, will remain busy due to the finest price offers and discounts. The displays are also present, but they appear to be unorganized.

4.3 Analyze the Influence of Semiotic Sign

Based on customer data that has been taken from google form, the researcher found 3 aspects of assessment, namely, very interesting, interesting, and less interesting. From these answers it can be concluded:

- a) **Very Attractive**, it is estimated that around 85% of customers state that the shop window is attractive and in accordance with the semiotic sign. In addition, other factors are in terms of design and also the colors of each shop also influence buyers to enter and buy these products. If you want to see more details, then you can see the appendix I.
- b) **Attractive**, it is estimated that around 10% of customers stated that the show window is less attractive and less in accordance with the semiotic sign, another factor is in terms of design and also the order of the store. If you want to see more details, please see appendix I.
- c) **Less attractive**, it is estimated that around 5% of customers stated that they were less interested in the shop window. In addition, another factor is because the design still looks ordinary and there are some that seem old, so their interest in buying is also lacking. If you want to see more details, then you can see appendix I.

C. Discussion

Based on the results of the analysis that has been carried out, researcher found several types of semiotic found in shop window images. Then, each of these types has different meanings and meanings. For example, there is a discount sign which means that the shop is having a discount. There is also a roof-shaped symbol sign, which indicates that the shop sells home furnishings. And there is also a baby symbol sign, which indicates that the store sells baby supplies. Furthermore, the existence of a shop window is very important for a store. Because buyers do not have to bother to go inside just to look. Although maybe for some people it doesn't really matter, but according to researcher it is very influential. Because if the store has a shop window, and then the shop window is neatly arranged, buyers will be happy to enter the store. The more attractive the shop window created by the store, the more satisfied the buyers who will buy your products

CHAPTER V

CONCLUSION AND SUGGESTION

I. Conclusion

After analyzing the data, the researcher found an overview of the results of conclusions based on existing data. The first question focused on the types of signs contained in the shop window. Researcher found several types of signs contained in shop window photo objects. The second question focused on the meaning of the semiotic sign in the shop window. Researcher found that there are many meanings in each sign. The meaning is not the same in every shop, each shop has its own characteristics. And finally, it is focused on how influential the shop window is for buyers. It turns out that the shop window is quite influential in the shopping field. Because buyers will be more interested if the store can present a good display before the buyer has to enter the store. In addition, it can make an attraction for buyers and allow one day they will return to the store.

II. Suggestions

There are several suggestions for further research based on the findings of this study. Researcher who are interested in semiotic sign analysis and who want to investigate the current state of signs and symbols in a particular region can gain additional knowledge. In

addition, the preparation of the object as well as the results during the analysis can influence future research.

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APPENDIX I

A. Customers' Attractiveness and Comprehension

No	Google Form Answers
1	I think this shop is less attractive
2	Not really good, too simple and looks like a street banner rather than shop banner
3	Interested because it said discount.
4	The banner is too small and common. It prefers bigger and more colourful.
5	The shop window is detailed enough to list the products and offer affordable prices.
6	I think this shop is just so so and less attractive
7	A simple look, yet clear in what it conveys.
8	Too common and ordinary for today's competitive shop world
9	This shop sells eye needs such as minur and so on, which can be customized according to our needs, as well as buying these items without customizing them.
10	The brand font is quite appropriate to describe the products they offer. Unfortunately, the color selection is not suitable so it looks a bit gloomy. But the addition of discounts that can be clearly seen can be the attention of buyers
11	Less interesting. The condition of the shop looks ordinary. The font chosen is also still ordinary

12	The design is too old
13	Has several choices of good and eye-catching glasses
14	This shop has discounts that make people tempted
15	This shop is not very interesting but it is still okay to visit
16	Optical shop which contains various types of glasses and lenses
17	The place is not good enough
18	Beautiful glasses shop
19	Normal optical shop
20	This shop is currently closed but still looks simple and attractive
21	This shop looks simple
22	An eyewear shop that has affordable prices
23	This shop is for glasses that suit our wishes
24	This eyewear store is great
25	This shop is very good
26	This shop is simply stunning
27	This shop has its own characteristics
28	Quite a good shop
29	This shop is quite good
30	This shop is for glasses that suit our wishes

Table of Picture 1 (Data 1)

No	Google Form Answers
1	Looks general, I like the brand's font

2	Pretty interested, cuz that have advertising super discount. I will go inside the store and look at the discounted items.
3	It's persuasive and interesting. Attracting me by showing off the discount.
4	The products displayed are quite numerous and include a large discount price so that they can attract the attention of passers-by.
5	I think the shop is enough interested in color and the design of name is unic
6	Good
7	Nice and attractive store
8	In my opinion, this shop sells fashion necessities very cheaply and has lots of discounts, but there is a lack of strategic arrangement of the clothes which are too close together, which makes it difficult for buyers to decide on what items to buy and will result in them not buying them.
9	I like the brand's font and its color. Looks eye cacthing. And also for the discount banner it will guide me to enter the shop. It's so attracting to make me spend money on it.
10	Not very interesting. Because the design is too simple, but maybe because there is a discount banner it can be an attraction for buyers.
11	In my opinion, this shop sells clothes whose prices are affordable for many people
12	I think the shop is just so so, but the name design is unic

13	I think this shop is good enough
14	I think this is very good, the name of the shop is unique and the clothes are all good
15	This shop really attracts attention because of its lively discount prices
16	The appearance is attractive so you want to enter the shop
17	The shop is beautiful and affordable price
18	When I was a kid, I used to shop there, but now I don't because the clothes there don't follow the current trend.
19	This shop looks unique and interesting
20	Interesting shop
21	Super cheap and affordable shop
22	This DASH shop looks attractive to the public
23	This shop is famous for its uniqueness
24	This shop looks very beautiful and simple
25	This shop is very good
26	This shop is very good and varied
27	Simple and nice looking shop
28	This shop looks very beautiful and simple
29	It's very ordinary. The selection of fonts and board colors is quite interesting.

30	This shop really attracts attention because of its lively discount prices
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Tabel of Picture 2(Data 2)

No	Google Form Answers
1	I think this shop is less attractive, the name sign is very dirty
2	Looks general, the name platform is not eye catching
3	Pretty interested, cuz have sale 70% in banner. But little bit looks like old shop window.
4	It needs some services and repairment. It offers a quite big discount, too.
5	Shop window display is not clearly visible, product details back to the window
6	I think the shop needs to be cleaned, it's dirty. It makes the shop not interest and shabby
7	Discounted and in-store displays with the selection of transparent glass and lights on products emphasize the types of products sold
8	Less attractive
9	I think this shop sells fashion necessities such as shoes, bracelets, wallets and others. where this shop is very suitable to be given as a keepsake gift so that it makes the impression that the person receiving it is very happy due to: factors such as beautiful, elegant design, premium looking materials.

10	In my opinion, the look of the brand was too old. The outdated look of the brand's font gives a less attractive impression. But it is helped by the display of discount offers displayed in front of the store to come in.
11	Less interesting. But since it has a large font and sale tag, it might be an attraction
12	This shop looks old so it is not interesting to visit
13	The shoes are very nice and elegant, i really like them
14	Shoe shop with good quality
15	The shop is simple but attracts people's attention
16	The shop looks old but the inside looks elegant
17	I've never shopped there before
18	This Buccheri shop is very popular among the people
19	Beautiful and luxurious shop
20	A shoe shop that is comfortable for buyers to visit
21	This shop has shoes that are comfortable to wear
22	This shop has lots of interesting good stuff
23	Beautiful shoe shop
24	This shoe store looks so attractive
25	This shop looks luxurious
26	This shoe shop is luxurious
27	This store is unique

28	Very nice store
29	This shop is very eye-catching
30	Beautiful shoe store

Table of Picture 3 (Data 3)

No	Google Form Answers
1	Very simple and classic. I like it
2	Looks luxurious, and in my mind that price is very expensive. Not very attractive to me.
3	It looks like more exclusive and tidy. I love the interior.
4	The products are clearly visible and the shop window is spacious.
5	I think this shop looks very aesthetic and has pastel colour
6	Simple, luxurious, definitely girls who pass by will be interested to stop by.
7	Display and store design are also good
8	JeēA Homeware sells all equipment and necessities for your kitchen & home with premium quality. All products that can be ordered are ready stock and ready to be sent. We provide a full guarantee for the goods you buy if damage occurs with the condition that you have to do an unboxing video.
9	Brand fonts that have an elegant impression can attract visitors' attention. But unfortunately, the offer made in front of the store cannot be seen clearly from a distance.

10	Interesting. Because the color selection seems calm and elegant. There is a roof sign above the store name, indicating that the store sells home furnishings.
11	This shop is very suitable for what it sells
12	I think this shop is very aesthetic, the design is unique
13	I think this shop is very nice and it has aesthetic design
14	The best quality home furnishings store I have ever encountered
15	The shop is simple and elegant, looks very good
16	This shop is very refreshing to the eye because of its beautiful building
17	This shop is beautiful with its elegant appearance
18	I've never bought there, so I don't know.
19	This shop is very luxurious
20	Elegant furniture shop
21	This shop is very easy on the wallet
22	This shop sells household furniture
23	This shop looks very clean and beautiful
24	A very elegant and minimalist furniture store
25	This shop is very beautiful with pastel colors
26	This shop is very elegant
27	This shop has a lot of nice furniture
28	A very nice home furnishing store

29	This shop is elegant and beautiful even though it is simple
30	A very elegant and minimalist furniture store

Table of Picture 4 (Data 4)

No	Google Form Answers
1	I think this shop is less attractive
2	It is good but nothing looks special
3	Less interested, as there's no mention of discounts
4	I think the place needs some combination of the colors.
5	Shop window is large enough to be seen by passers-by.
6	I think this shop is just so so, less attractive
7	The display is already crowded plus the wall will greatly enliven the eyes of visitors, but it cannot reduce the interest of passing customers
8	Less attractive and the display is still too monotonous
9	This shop sells fashion needs for adults and adults, with cheap prices and lots of choices, which makes people often interested in going into the shop to buy or just have a look
10	The selection of brand colors and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.
11	Less interesting. Because the placement of goods is still messy. But there is a discount label, which might attract buyers
12	The shop is looking dull

13	A good and cheap shop
14	The shop is very unique and there are lots of nice clothes in it
15	This shop is good and the prices are cheap
16	This shop is ordinary like other shops but has a large selection of clothes
17	The clothes are all old models, so there's not much interest.
18	Nice shop
19	Good and nice shop
20	Shop with beautiful shades of blue
21	This shop looks simple
22	This shop is normal like a normal shop
23	Pretty good. The picture on the promotion board makes people interested in entering.
24	A shop with beautiful shades of blue
25	This shop looks simple
26	This shop is normal like a normal shop
27	This shop is very nice and cheap
28	This shop is normal, many nice clothes
29	Very nice simple shop
30	Simple shop

Table of Picture 5 (Data 5)

No	Google Form Answers
1	I think this shop is good enough
2	Very common
3	Quite interesting, because the brick brand is well known everywhere.
4	Nice offer. 2 pairs only 199k. Perhaps, I'll come to the store someday.
5	Products offered can be seen and tried easily.
6	I think this shop is just so, nothing unique or something
7	The selection of colours in the store building, promotional advertisements and displays will be able to attract customers especially when entering the new school year.
8	It looks shabby
9	In my opinion, this shop sells fashion needs in the field of foot protection for humans, so that the feet don't hurt, this shop sells at prices that are quite in line with the goods it sells, where the goods are good, the design fits the feet, is not flashy, and durable, and has lots of discounts to choose from. where it sells to everyone from parents to small children.
10	This shop has always been the choice of several shoppers. The writing is red, which means it's easy on the eyes. Plus there is a discount banner
11	The red color is quite striking with a combination of brand fonts that are attractive enough to attract buyers to come visit the store. Coupled

	with the display of offers offered in front of the store can be seen clearly and using language that is easy to understand can be an attraction that attracts visitors.
12	This shop has always been the choice of several shoppers. The writing is red, which means it's easy on the eyes. Plus there is a discount banner
13	Many people know about this brand as having strong quality at an easily accessible price
14	I really like buying sandals at the Bata store because they are all durable and long-lasting
15	This shop is very popular because of its quality materials
16	Ashop that is very famous for its good quality
17	This shop is simple with red nuances
18	Never bought there, the quality is good anyway durable but now the brand is less famous
19	The Bata store is famous for its affordable prices and quality goods
20	Famous Shop
21	A shop that many people already know
22	This shop has lots of quality shoes and very affordable prices
23	I really like this shop because it is cheap and the quality is good
24	Popular shoe store
25	Pretty good. The font is suitable for writing and it is not difficult to read the writing.

26	This shop is very good
27	This shoe store looks simple
28	Beautiful and quality shop
29	Beautiful and simple, but the quality is good
30	It's a simple shop, but it's very famous for its durable products.

Table of Picture 6 (Data 6)

No	Google Form Answers
1	Looks old fashioned
2	Looks like a shop that is expensive (not populist)
3	I notice the brand clearly. Unfortunately, I can't see the offers below, it's too crowded and small. But I love the design of the product display.
4	The shop window uses an interesting concept but it is difficult to look up when people pass by the shop.
5	I think this shop looks luxurious and expensive. The design also unique
6	To be honest, the appearance is simple but it is more comfortable to look at because it is not too crowded, but if it is on the 1st floor it will be very easy for people to see it, especially pedestrians.
7	Design too Monotonous
8	This shop sells various types of fabric that clothing designers need, making it easy for them to choose what materials to wear, what

	materials are cheap. where what will be made will influence the results of the fashion maker.
9	Brand fonts that have a luxurious impression can attract the attention of visitors. But unfortunately, the offer made in front of the store cannot be seen clearly from a distance.
10	This shop is interesting. The impression is elegant, the color combination is also interesting. There are some clothes that are used as displays, which is very helpful for buyers to convince themselves to enter the store. Complete information is also listed in front of the shop.
11	Maybe it's too closed so it doesn't attract visitors
12	I think this shop looks luxurious, and the design is good
13	I think this shop is very nice and looks luxurious
14	The boutique is very interesting to visit
15	This shop has an ordinary appearance but the inside is very interesting because it has very beautiful dresses
16	This shop has a nice building with brown and golden yellow colors
17	Shop with nice mannequins
18	I've only ever seen it, but I've never shopped there.
19	This shop has a nice building
20	Shop with hot dresses
21	This boutique looks elegant from the outside
22	This boutique looks really nice

23	This shop looks nice
24	This shop looks very charming
25	This shop caught my eye because it's luxurious
26	This shop is simple but beautiful
27	This shop looks luxurious
28	This shop is very luxurious but looks elegant too
29	This shop is very Fancy
30	The old style impression is very strong. Because this boutique sells luxurious and elegant clothes

Table of Picture 7 (Data 7)

No	Google Form Answers
1	I think this shop is good enough
2	I like the logo and I think it's good to make a big advertisement up there
3	Personally, I'm not too interested because the ad is likely a big lie.
4	I think they offer a good deal, by putting bigger sentence "Gratis" over there. I'm interested with the doorprizes.
5	Shop window is very small and there are no visible products on offer.
6	I think this shop less attractive, but the color is good
7	The display is quite good, but it would be nice if the display is more emphasized and the advertisements or promos are displayed in

	moderation because it can confuse the customer's focus to be able to see the display on the shop window.
8	A Very Attractive and Creative Store
9	This shop sells fashion necessities for babies that make babies so beautiful and cool, so that parents are not embarrassed about fashion for babies who can change their needs.
10	The selection of brand colors and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.
11	This shop is interesting. The design matches what is on offer. There is a baby icon, which means that this shop prepares all supplies for babies. In addition, there are some attractive discounts, and sweepstakes that can attract buyers' attention.
12	The most complete shop for baby supplies
13	This shop has very complete items so I really like it
14	Baby equipment shop with affordable prices
15	It's good that there are many needs for babies and the price is quite affordable
16	Nice shop with blue nuances and free motorbikes
17	Simple and good shop for babies
18	A shop for babies that is very affordable
19	This shop is very simple
20	I like this simple shop

21	This shop is very suitable for buying cheap baby equipment
22	The shop is a bit closed but simple and nice
23	This shop is very good
24	This shop looks simple and nice
25	This shop looks nice and attractive to me
26	This shop is very simple and elegant
27	This shop looks nice
28	This shop looks very simple and nice
29	This shop caught my eye because it's luxurious
30	This baby goods store is very interesting. They dare to offer huge prizes to attract buyers' attention

Table of Picture 8 (Data 8)

No	Google Form Answers
1	I think this shop is just so so
2	Very common, nothing interesting
3	Interesting! This shop is already famous! Even more so after such a banner. Quite a big discount from a famous brand.
4	In line with the product offered. The picture represents the selling products.
5	Shop window is large enough to be seen by passers-by.

6	I think this shop is just so so, you could even say it's bad. The color and the design are not attractive
7	The shop window of this store is cool and supported by the store name and promo at the entrance also does not close the customer's focus in seeing this display. Including me, maybe if I pass by, I will be interested to stop by.
8	Very Attractive Attention to be able to see inside the store
9	This shop sells sports necessities, the materials are good, there are lots of choices on offer and lots of discounts are offered to buyers.
10	The selection of brand colors and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.
11	Good. The design is simple, with pictures of people jogging. Which means this store provides sports equipment
12	Shoe shop with good quality
13	This shop is the best shop for sports shoes that has been trusted by me and my family
14	Shoe shop with well-known brands and good quality
15	This shop is interesting because it has a discount of 70%
16	This shop has various types of good quality shoes
17	This shop is a subscription anyway because the goods are good, original, the price is affordable

18	The shop is beautiful and looks simple
19	The best quality sports shoe shop
20	Durable sports shoe shop
21	This shop has a lot of sports shoes
22	This shop is simple but contains various types of shoes
23	Very good sports shoe shop
24	My favorite sports shoe store because it's so good
25	This shop is very good because the shoes are complete
26	This shop is very nice
27	This shoe shop is amazingly very good
28	Trusted and quality shoe shop
29	This sports shoe shop is very popular
30	this shoe shop is amazingly very good

Data of Picture 9 (Data 9)

No	Google Form Answers
1	The way they design the name in the middle of the windows is not captivating. Also the rest on the top is not good to look
2	Interesting, because there is a discount banner that says buy 2 get 1.
3	The ad is good at designing the display of products. The price fits with low-economic background, like me myself.

4	Many details and types of products are displayed in the shop window so it is possible to attract people's attention.
5	I think this shop is very nice in colour and the design is good to see. It can make the shop looks attractive because the shop shows many products
6	This look is really passable for moms who have children with the age of still anxious - his anxiety
7	Awesome Store Display Design
8	Fashion needs for small children aged 5 years to 14, is so good at the materials it sells that it is easier to decide which items to buy later, and offers quite good discounts.
9	The selection of brand colours and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.
10	The colour selection is attractive and striking. This makes it easy for people to see where the store is located. And there are also discount tags that can attract buyers. The clothing displays are also attractive to look at from outside the store.
11	I think the colors for the shop are too mismatched
12	I think this shop is very nice and attractive, it has colorful design. And the display can make people come to the shop

13	I think this shop is good and it has colorful design. And the display is attractive
14	Children's clothing store that has affordable prices and good quality
15	The appearance of the shop attracts attention
16	The color combination of this shop is very striking but still good because some of the clothes are very good quality
17	This shop has unique mannequins
18	Never been in there or shopped there
19	This shop is very unique
20	Cheap and quality children's clothing shop
21	This shop has a large selection of clothes for children
22	This shop has a lot of great children's clothes
23	This shop sells lots of nice clothes
24	Very diverse clothing store
25	A shop with unique colors but has some good clothes models
26	This shop is very complete with clothes
27	This shop is very unique
28	This clothing shop is quite unique
29	Very unique clothing shop
30	This clothing shop is very nice and unique

Data of Picture 10 (Data 10)

No	Google Form Answers
1	I think this shop is less attractive
2	Too wide open no border
3	I prefer shopping here! Because the price seems more affordable
4	Many options offered. The price is quite suitable for folk. Direct trade between consumers and products.
5	Provide a shop window with the attraction of low prices and varied product types
6	The appearance is too crowded, but with crowded displays, plus the attraction of sales and discounts will attract customers to look around. But if the store is close to the street, it will be a consideration for customers
7	A shop with low prices
8	This shop sells accounts for adult fashion needs so it is very popular with many people, and the selling prices are quite good for Indonesia.
9	The selection of colors that are quite striking with a combination of brand fonts is quite attractive to attract the attention of buyers to come to visit the store. Coupled with the display of offers offered in front of the store can be seen clearly and using language that is easy to understand can be an attraction that attracts visitors.
10	Less interesting. Because the placement of goods is still messy. But there is a discount label, which might attract buyers

11	A shop that sells various kinds of
12	I think this store is very good
13	There are many choices of clothing at cheap prices and the quality is not bad either
14	The shop has cheap prices and has a large selection of clothes
15	when I saw the board the price was so cheap that I wanted to buy there
16	This shop looks like it has various types of clothes that are cheap
17	The goods here are cheap" anyway, safe in the wallet
18	This shop has cheap prices
19	Shop with affordable prices
20	This shop has lots of goods and prices are guaranteed to be cheap
21	Shop to sell clothes at low prices
22	This shop really has a lot of clothes that make the shop full
23	This shop has cheap prices and good quality
24	This shop sells a variety of items and the prices are affordable
25	This shop looks like it sells various good items at low prices
26	This shop has very affordable prices
27	This shop is quite good because it sells cheap and quality clothes
28	This shop is very nice
29	This shop has very cheap prices

30	Even though it has an ordinary appearance, this shop still has many buyers because of its low price.
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Table of Picture 11 (Data 11)

No	Google Form Answers
1	Too many banner, no space for breath for the brand name
2	I like it. Because shopping at wholesale shops is cheaper.
3	Too many brands. I'm a little bit confused.
4	Provides a lot of information about products sold and affordable prices
5	I think this shop is just so so
6	For mothers, it is definitely a target to fulfill household needs, but the same as before, for the display of goods placed outdoors without obstructions and the distance of the store from the highway will be a customer consideration in terms of product hygiene.
7	For e-users, this might be a recommendation
8	This shop sells several items for telephone accessories, which can make our phones nice and beautiful.
9	The selection of brand colors and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.

10	It's quite interesting. But the font selection is still quite messy. Although actually it is quite helpful for buyers before entering the store
11	Everything fits
12	I think this shop is less attractive
13	I think this shop is just so good
14	The shop is good, there are several cellphone accessories that caught my attention
15	the goods are of good quality
16	accessories shop with complete contents
17	This shop is a bit closed
18	Usually buy equipment or goods here the place is quite strategic
19	This shop is very complete
20	Shop with the most complete range of cellphone accessories
21	Trusted cellphone accessories shop
22	This shop is very good with complete accessories
23	This cellphone accessories shop is very trusted because of its quality
24	This shop sells various types of good cellphone accessories
25	This shop is a good cellphone shop because the goods are complete
26	This shop sells lots of quality cellphone accessories
27	This shop has complete accessories
28	This shop is very nice

29	The most complete accessories shop
30	This shop has complete cellphone accessories

Table of Picture 12 (Data 12)

No	Google Form Answers
1	Unique and cute shop
2	This shop is very colorful and cute
3	This shop has a very unique design
4	This shop looks very beautiful and is liked by children
5	This shop has a beautiful building and cute accessories
6	A shop that attracts the attention of many people
7	The most complete and high quality baby shop so there are lots of fans
8	I really like the model of the shop which looks very good and makes everyone want to come into it
9	The colour is matching with baby vibes. The design of outers is not too much, it is enough. And it is Captivating
10	The shop is nice and eye-catching. But for myself, I don't think so because it looks like it's overpriced.
11	Cute design. I love the concept of the building and display.
12	The shop window displayed is very unique to match the products aimed at babies.

13	I think this is very attractive, because it has very good design and interior. And it has colorful design, very nice to be seen
14	The display is attractive, with lights and decorations that suit its target market. Not only can it attract mothers but also children to invite their mothers and fathers to come in and shop.
15	This shop sells children's fashion needs, beautiful cool ones, good materials and so on, and makes good discounts
16	Very interesting. The selection of bright colors is very attractive to buyers. The fonts chosen are also cute, in keeping with the theme and child icon. Which means that this store sells children's equipment according to their age.
17	The selection of brand colors and fonts is quite appropriate to describe the products they offer. With the addition of advertisements in front of the store, it is a plus that is expected to attract buyers to come.
18	I think this shop is very nice and very attractive, it has very good design and colorful. And the design is also aesthetic
19	I think this shop is very attractive because it has good design and has colorful design. And there are some unique accesories
20	This shop is very special
21	This shop looks refreshing to the eye
22	The font and color selection is perfect. So that people can see from afar and decide to go inside.

23	The display of goods is very interesting. Fits well with children's themes
24	There is a Baby symbol indicating that this shop contains baby stuff.
25	The shop is very unique and cute
26	The name of the store implies that this store sells the best goods in Asia. That's very interesting
27	The display cases, which look neatly arranged from the outside, arouse curiosity and a desire to see for yourself.
28	It's cool and simple
29	Never bought there either, but often pass that way
30	A display that already looks attractive from the outside, will increase buyer interest

Table of Picture 13 (Data 13)

No	Google Form Answers
1	I think this shop is good enough
2	this shop is very luxurious
3	Simple and the design shows the shop's purpose. The banner advertisement also enough to show product
4	I know this shop but never bought here. However, it seems to be expensive here.

5	The name of the place is familiar with costumers. I see what goods I can buy from this place.
6	The shop window display is wide enough and lists the types of products sold.
7	I think this shop is good enough
8	Everything looks good, it's just that the teratak at the front will make customer interest drop because it will look shabby and close the display in the shop window. If I may suggest that the tratak should only be placed during promotional moments and display some superior products but the promotional displays above support the introduction of superior products from the store.
9	Clean and Attractive
10	This shop sells daily necessities including telephones. This shop offers a variety of interesting, newest telephone choices and discount options.
11	The red color is quite striking with a combination of brand fonts that are attractive enough to attract buyers to come visit the store. Coupled with the display of offers offered in front of the store can be seen clearly and using language that is easy to understand can be an attraction that attracts visitors.
12	Interesting. The choice of red color makes the right dominance. The font is also good, there is a light icon. Which can be interpreted as advanced technology.

13	According to the portion
14	one of the most trusted cellphone shops and has very good quality
15	the best cell phone shop I have come across
16	This shop has a luxurious building
17	Elegant favorite cell phone shop
18	Many sell good cellphone brands
19	Shop with the best quality
20	A shop that captivates buyers
21	Shop with a luxurious appearance
22	This shop has good quality cellphones
23	This shop has a lot of quality hardware
24	This shop looks luxurious
25	This store is very luxurious and elegant
26	This shop looks magnificent
27	This shop is famous for being luxurious
28	Luxury store
29	I think this shop is good enough
30	This shop is very luxurious

Table of Picture 14 (Data 14)

No	Google Form Answers
1	I think this shop is less attractive

2	Not interesting, lack of design
3	Interesting, because there is a promo banner.
4	Good price and discount. I wonder about the quality of the goods.
5	Product display is not neat
6	For displays so crowded will make customers confused about shopping, but promo displays can help attract customers' interest
7	Less interesting
8	This shop sells sandals, bags and many other things, where this shop is known for its very special discounts. makes so many customers come, then good materials for daily needs are used.
9	The brand font chosen tends to be invisible so it is lacking. Unfortunately, the offer made in front of the store cannot be seen clearly from a distance.
10	Interesting. Some shoes are displayed outside the store to attract customers. The displays are also in accordance with the situation
11	The brochures attached correspond to the characters
12	This shop has a good variety of shoes
13	The shop looks simple and is suitable to visit to buy shoes
14	The building from the outside is very minimalist but looks attractive
15	This shop sells a variety of charming shoes
16	I've never shopped there, so I don't know. But the display arrangement looks messy from the outside of the store
17	This shop has various types of shoes

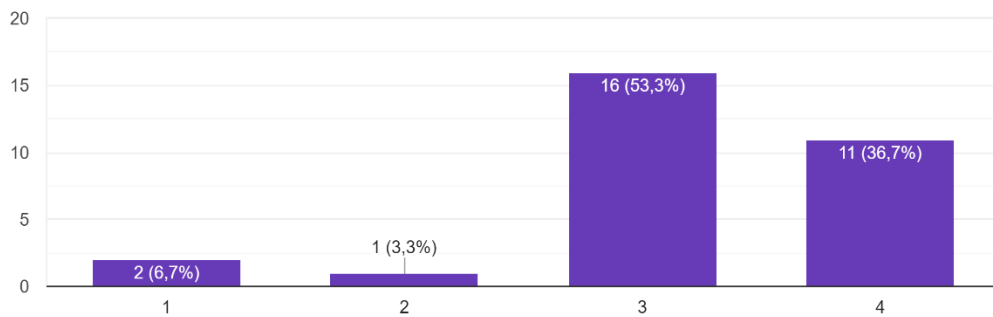
18	popular shoe store
19	Shoe shop with prices according to quality
20	This shoe shop is very complete in sizes
21	This shoe shop looks luxurious and beautiful
22	This shop looks elegant with its many models of shoes
23	This store looks very convincing for any type of model we like.
24	This shoe shop is unique and has lots of items
25	This shop is very magnificent
26	This shop looks beautiful
27	Magnificent shop
28	This shop looks cramped
29	I think this shop is less attractive
30	Not interesting, lack of design

Table of Picture 15 (Data 15)

B. Semiotic meaning of shop windows

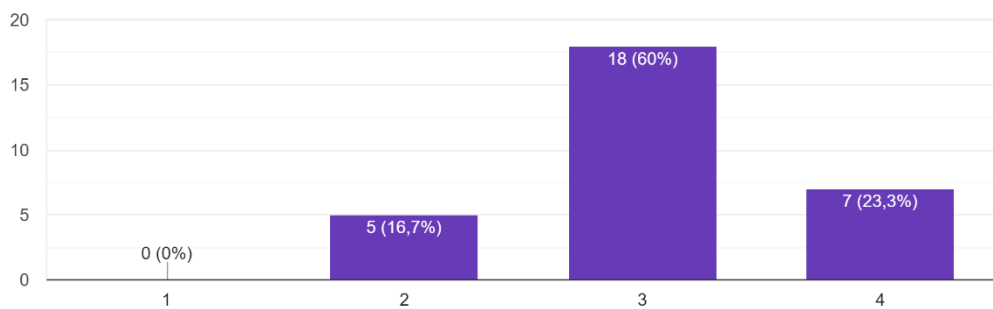
1. I will be more likely to enter the store when attracted to unique and eye-catching window displays. (Saya akan memiliki keinginan besar me...ada window display yang unik dan menarik mata.)

30 jawaban



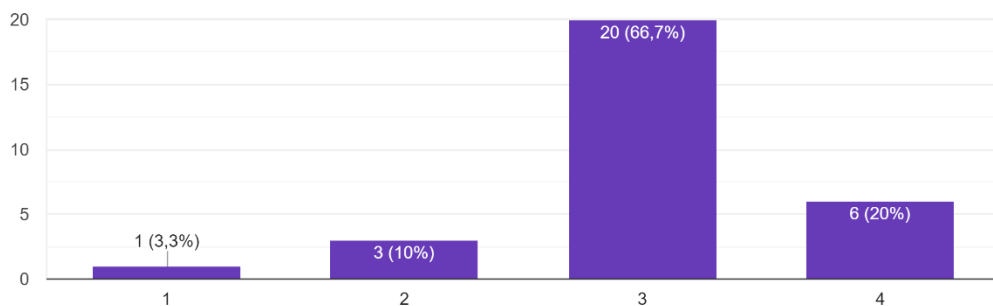
2. I am strongly encouraged to enter the store when I see attractive window displays. (Saya terdorong untuk memasuki toko ketika melihat window display yang menarik.)

30 jawaban



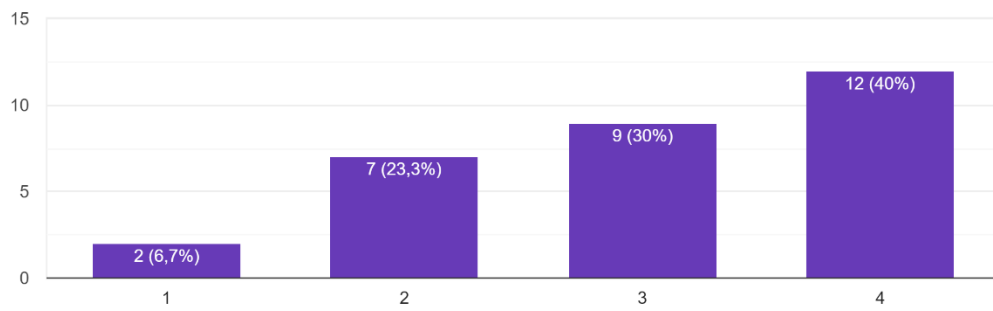
3. I have more interest in choosing the store where I will shop based on unique and attractive window displays. (Saya lebih tertarik memilih tok...erdasarkan window display yang unik dan menarik.)

30 jawaban



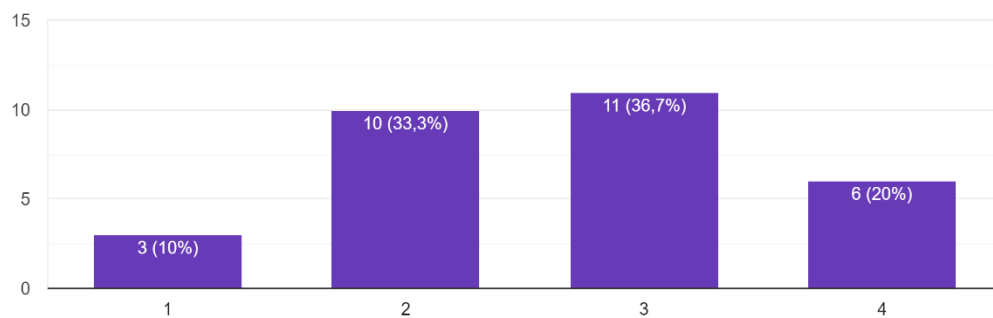
4. I am more interested in buying clothes that feature new styles and designs on mannequin displays. (Saya lebih tertarik membeli pakaian ya...lkan gaya dan desain baru pada mannequin display.)

30 jawaban



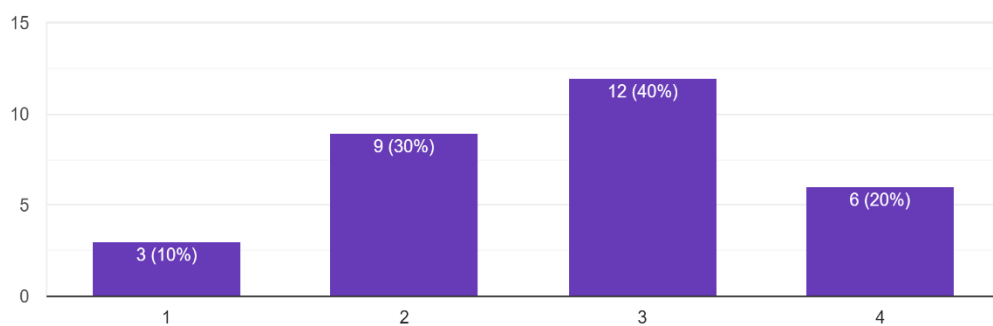
5. I prefer to rely on mannequin displays in making purchasing decisions. (Saya lebih memilih untuk mengandalkan mannequin display dalam membuat keputusan pembelian.)

30 jawaban



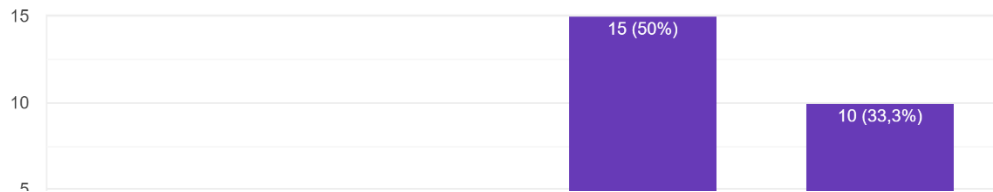
6. I will choose to look at clothes that are close to me when passing through the aisle between displays. (Saya akan memilih untuk melihat pakaian ...an saya ketika melewati lorong di antara display.)

30 jawaban



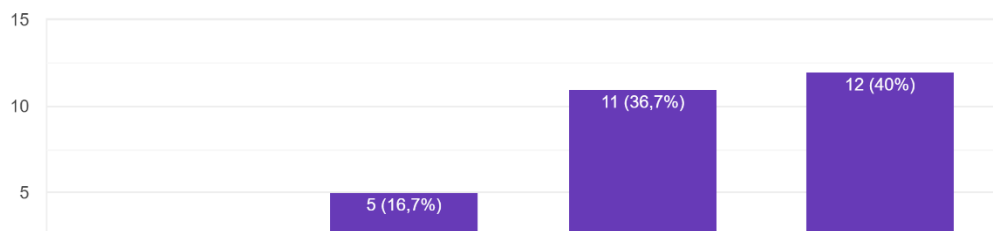
7. I will be encouraged to buy when I see promotional offers on in-store signs. (Saya akan terdorong untuk membeli ketika melihat penawaran promosional pada tanda-tanda dalam toko)

30 jawaban



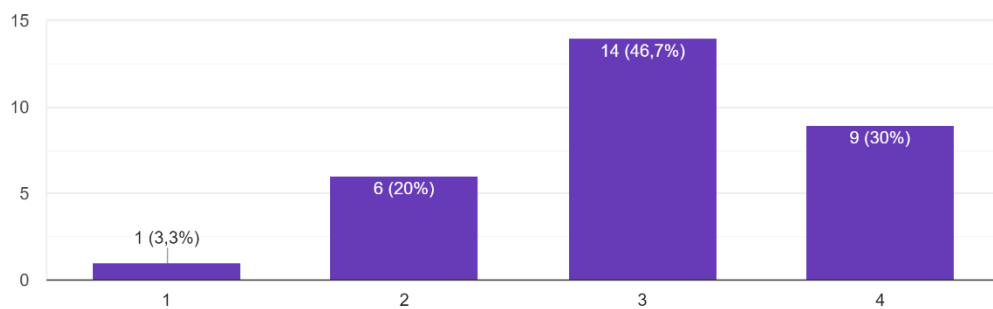
8. I will look through the clothes because of the sale sign. (Saya akan melihat-lihat pakaian karena dorongan tanda sale.)

30 jawaban



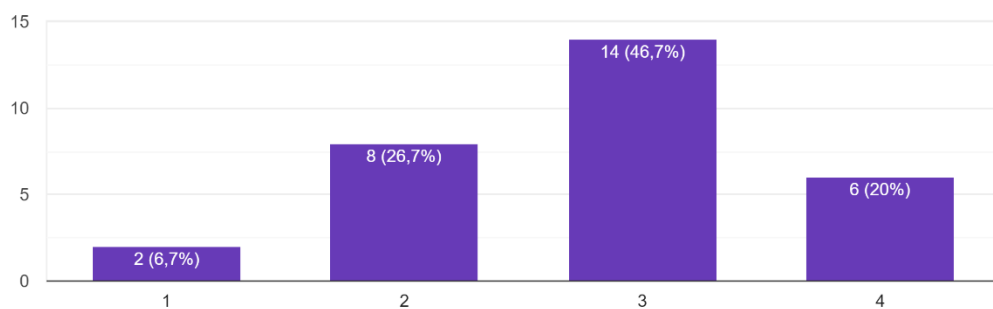
9. I will choose to look for clothes that are on special promotion signs. (Saya akan memilih mencari pakaian yang terdapat pada tanda promosi khusus.)

30 jawaban



10. I am encouraged to make unplanned purchases if the clothes have a sale sign. (Saya terdorong untuk melakukan pembelian tidak terencana jika pakaian tersebut memiliki tanda sale.)

30 jawaban





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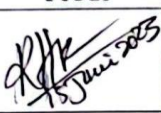
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Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris
IPK Kumulatif : 3,59

IPK = 3,59

Persetujuan Ketua/Sek Prodi	Judul yang diajukan
	Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness and Comprehension
	A Study of Euphemism in BBC (British Broadcasting Corporation).
	Linguistics Landscape as a View of Multilingualism at Medan City.



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

Medan, 15 Juni 2023

Hormat Pemohon,



Nevy Erviyanti

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



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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 : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut : Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness and Comprehension

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Mandra Saragih, S.Pd., M.Hum.


15 Juni 2023.

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, 15 Juni 2023
Hormat Pemohon,



Nevy Erviyanti

Dibuat Rangkap 3 :

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



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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Nama : Nevy Ervianti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness and Comprehension	

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

Medan, 15 Juni 2023

Disetujui oleh
Dosen Pembimbing


(Dr. Mandra Saragih, S.Pd., M.Hum.)

Hormat Pemohon


(Nevy Ervianti)

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

Nama : Nevy Erviyanti
N P M : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness and Comprehension.

Pembimbing : Dr. Mandra Saragih, M.Hum.

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 selesai pada waktu yang telah ditentukan.
3. Masa kadaluwarsa tanggal : **22 Juni 2024**

Medan 3 Dzulhijjah 1444 H
22 Juni 2023 M




Dra. H. Yachita, MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

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2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :

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Bismillahirrahmanirrahim

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara, dengan ini memberikan Izin pelaksanaan Riset Penelitian di Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara, tertanggal 24 Juli s.d 2 Agustus 2023 kepada :

Nama : Nevy Erviyanti
NIDN : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul : **Shop Window Advertisement Semiotic Sign: Analyzing Custpmers' Attractiveness and Comprehensions.**

Demikian surat izin riset ini diperbuat untuk dapat dilaksanakan dengan sebaik-baiknya. Atas perhatiannya diucapkan terima kasih.

Medan, 22 Juli 2023

Dekan,

Dra. Hj. Syamsuyurnita, M.Pd



Cc. Peringgal.





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LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Shop Window Advertisement Semiotic Sign: Analyzing customers' Attractiveness and Comprehension.

Sudah layak diseminarkan.

Medan, Juni 2023

Disetujui oleh
Pembimbing

Dr. Mandra Saragih, S.Pd, M.Hum.



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LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness And Comprehensions

Pada hari Selasa tanggal 27, bulan Juni tahun 2023 sudah layak menjadi proposal skripsi.

Medan, Juni 2023

Disetujui oleh:

Dosen Pembahas

(Halimah Tussadiah, S.S., M.A.)

Dosen Pembimbing

(Dr. Mandra Saragih, M.Hum.)

Diketahui oleh
Ketua Program Studi,

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



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BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Selasa Tanggal 27 Bulan Juni Tahun 2023 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness And Comprehensions

No	Masukan dan Saran
Judul	Table of content (Charles Sanders Peirce (1839-1914) Type of sign by Charles Sanders Peirce theory)
Bab I	- identification of the study (semiotic signs - the scope and limitation the theory of Charles Sanders Peirce) - the objective of the study (to investigate . . .)
Bab II	- Semiotics (semiotic expert) - Charles Sanders Peirce (1839-1914) & Peirce Semiotics Theory) - Conceptual Framework
Bab III	- source of data : low many students, low many questions, complete data.
Lainnya	questions
Kesimpulan	[] Disetujui [] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Halimah Tussa'diah, S.S., M.A.)

Dosen Pembimbing

(Dr. Mandra Saragih, M.Hum.)

Panitia Pelaksana

Ketua

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

Sekretaris

(Rita Harisma, S.Pd., M.Hum.)



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BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama : Nevy Erviyanti
NPM : 1802050017
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Shop Window Advertisement Semiotic Sign: Analyzing Customers' Attractiveness and Comprehension.

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
12-9-2022	Chapter I, Chapter II, and Chapter III	
7-10-2022	The Background of the Problem Conceptual Framework	
25-10-2022	The Background of the Problem The Scope and Limitation	
14-4-2023	Conceptual Framework Source of Data	
21-6-2023	Chapter I, Conceptual Framework, Chapter III	
23-6-2023	ACC For Seminar Proposal	

Diketahui oleh:
Ketua Prodi

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

Medan, Juni 2023

Dosen Pembimbing

(Dr. Mandra Saragih, S.Pd., M.Hum.)

SHOP WINDOW ADVERTISEMENT SEMIOTIC SIGN: ANALYZING COSTUMERS' ATTRACTIVENESS AND COMPREHENSION.

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