

**REPRESENTATION OF THE MULTICULTURAL MEANING OF  
THE SIGNS CONTAINED IN THE GO-JEK ADVERTISEMENT  
“CARI KEBAIKAN” ON YOUTUBE USING ROLAND BARTHES  
SEMIOTICS ANALYSIS METHOD**

**THESIS**

Suggested as One of The Requirements to  
Obtaining a Bachelor of Communication Degree  
Communication Science Study Program



**COMMUNICATION SCIENCE STUDY PROGRAM  
COMMUNICATION AND BUSINESS FACULTY  
TELKOM UNIVERSITY  
BANDUNG  
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