

FOREWORD

Praise the writer for the presence of Allah SWT, thanks to the grace and gift given to the writer, the writer able to complete this thesis proposal well. This Thesis proposal titled **“REPRESENTATION OF THE MULTICULTURAL MEANING OF THE SIGNS CONTAINED IN THE GO-JEK ADVERTISEMENT “CARI KEBAIKAN“ON YOUTUBE USING ROLAND BARTHES SEMIOTICS ANALYSIS METHOD”** can be completed well.

A long ride it has been, the writer realizes that in the process of writing this thesis there are many obstacles, but thanks to the help, guidance, cooperation of various parties and blessing from Allah SWT so the obstacles faced can be overcome. For this reason, the author would like to express his deepest gratitude to all those who helped the author. Namely:

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The author realizes that this final project is far from perfect, both in writing techniques, language structure, or scientific perception. For this reason, the researcher really expected suggestions and constructive criticism for improvement in the future. The author also hopes that this final project can be useful especially for the researcher herself, and generally for Telkom University students.

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