

TABLE OF CONTENTS

The Approval Sheet	ii
Intellectual Property Statement Form	iii
The Improvement Sheet	iv
Motto and Dedication	v
Abstrak	vi
Abstract	vii
Acknowledgement	viii
Table of Contents	x
List of Picture	xiii
List of Table	xv
List of Diagram	xvi

CHAPTER I INTRODUCTION

A. Background of Research	1
B. Questions of the Research	6
C. Scope and Objectives of the Research	7
D. Significances and Operational Definition of the Research	8
E. Systematization of the Research	10

CHAPTER II THEORITICAL DESCRIPTION

A. Semiotic	12
B. Saussure Theory	16

C. Peirce Theory	18
D. The Differentness of Saussure and Peirce Theory	20
E. Sign	22
F. Non-verbal Communication	25
G. Gesture	29
H. Culture	45
I. Speech	49
J. Research of the Relevance	52

CHAPTER III METHODOLOGY OF THE RESEARCH

A. Method of the research	55
1. Time and Place of the Research	55
2. Kind of the Research	55
B. Procedure of the Research	56
C. Technique of the Data Collection	58
D. Technique of the Data Analysis	59
E. Sources of the Primary and Secondary Data	60

CHAPTER IV ANALYSIS DATA

A. Data Description.....	62
B. Data Analysis	67
C. Interpretation of the Data Findings	131

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion.....	134
B. Suggestion.....	136

BIBLIOGRAPHY

APPENDICES
BIOGRAPHY

