

THESIS

**PORTRAYAL OF SPORNOSEXUAL IN ADVERTISEMENT
(SEMIOTICS ANALYSIS OF NIVEA MEN: REAL MADRID
COMMERCIAL VIDEO EDITION)**

Written as a part to fulfill the academic requirements
in order to acquire the degree as *Sarjana Ilmu Komunikasi Strata Satu*

BY:

NAME : ERVELYN
STUDENT ID : 00000005637



**DEPARTMENT OF COMMUNICATION
FACULTY OF SOCIAL & POLITICAL SCIENCES
UNIVERSITAS PELITA HARAPAN
KARAWACI
2018**