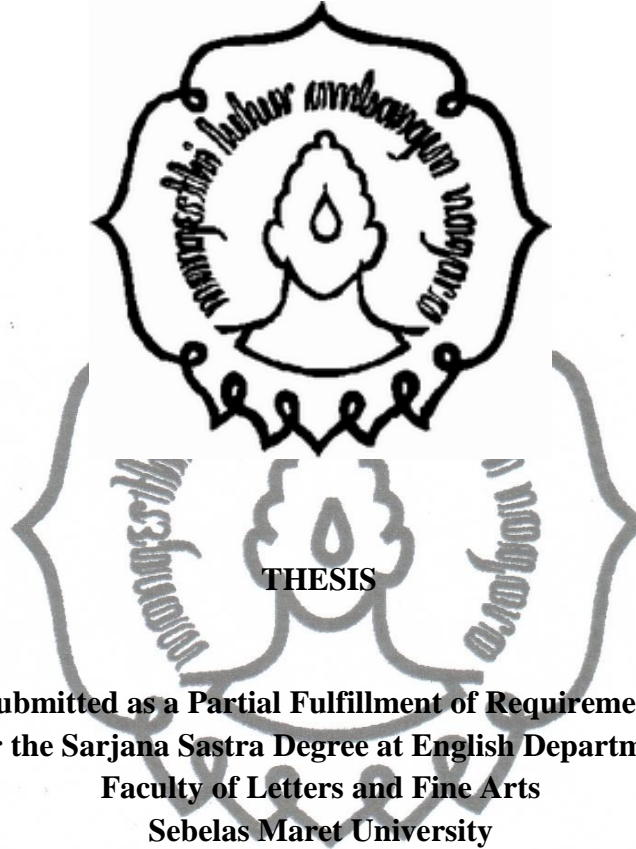


**THE CONCEPT OF AMERICAN IDEAL FAMILY CONSTRUCTED BY
ETERNITY PERFUME ADVERTISEMENT SERIES FROM 1980s-2000s**



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INDANG JANURI

C1307008

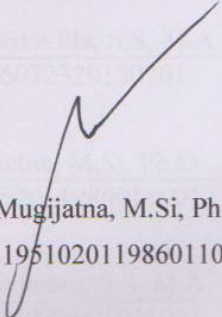
**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
2014**

**THE CONCEPT OF AMERICAN IDEAL FAMILY CONSTRUCTED
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**By
INDANG JANURI
C1307008**

Approved to be Examined before the Board of Examiner
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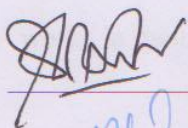
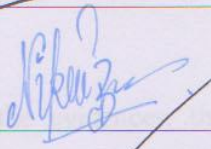
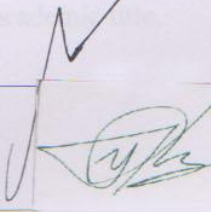


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**THE CONCEPT OF AMERICAN IDEAL FAMILY CONSTRUCTED BY
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Accepted and approved by the Board of Examiners
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The researcher certifies the thesis “The Concept of American Ideal Family Constructed by *Eternity* Perfume Advertisement Series from 1980s-2000s” originally made by the researcher. The researcher writes any other people’ works in quotation and included within the references.

If the researcher is accused for doing plagiarism within the evidences, the researcher will responsible for consequences of the withdrawal of the academic title.

The Researcher


Indang Januri

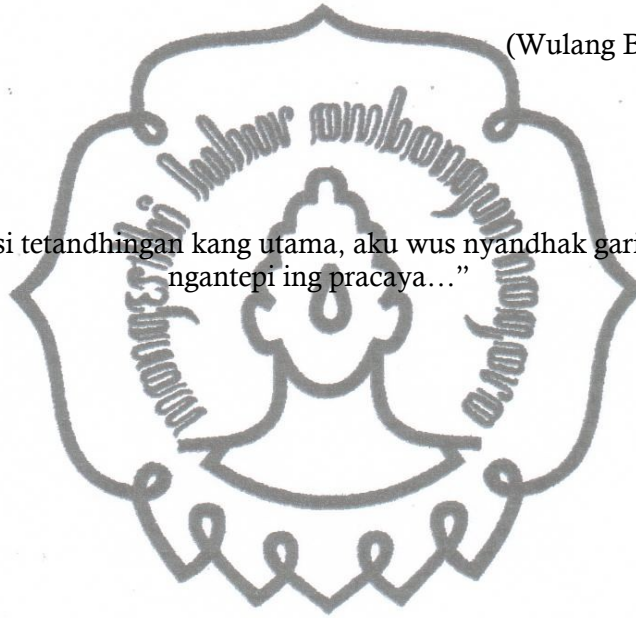
MOTTO

“Begja wong sing wicaksana lan duwé pangertèn. Wong sing wicaksana uripé bungah, sebab kawicaksanan kuwi dalaning urip. Kuwi sing nguripi kowé lan gawé uripmu seneng lan tentrem. Lakumu bakal slamet, lan sikilmu ora kesandhung“

(Wulang Bebasan 3: 13, 18, 23)

“ Aku wus mungkasi tetandhingan kang utama, aku wus nyandhak garis wekasan, aku wus ngantepi ing pracaya...”

(II Timotius 4:7)

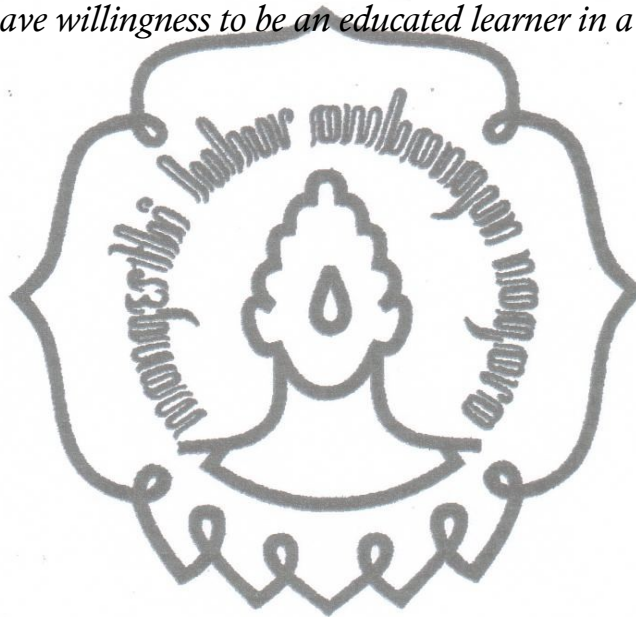


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DEDICATION

I dedicate this thesis to

Those who have willingness to be an educated learner in a humble heart



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ACKNOWLEDGMENT

My biggest praises to the Almighty Lord Jesus Christ for i can complete this thesis as the requirements to accomplish the Undergraduate Degree of Sarjana Sastra. I wish to give my gratitude for:

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Surakarta, July 24, 2014

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Indang Januri

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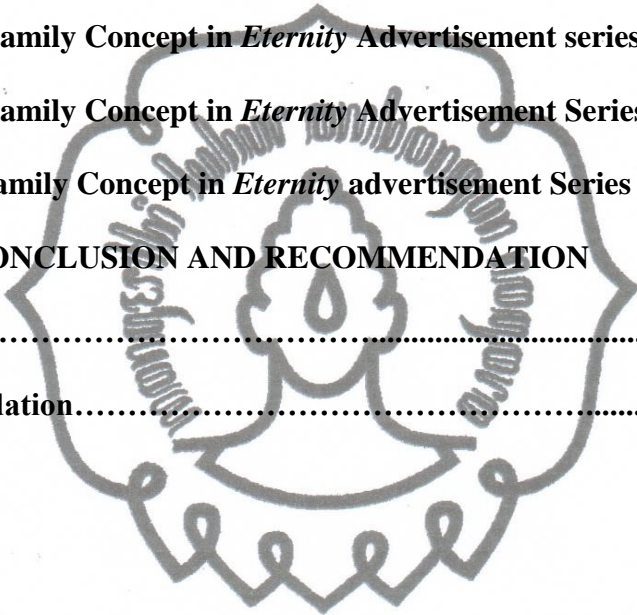
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Abstract

Indang Januri. C1307008. 2014. The Concept of Ideal American Family Constructed by *Eternity* Perfume Advertisement Series from 1980s-2000s
Thesis: English Department, Faculty of Letters and Fine Arts, Sebelas Maret University, Surakarta.

The ideal family concept started from 1980s are changed since there are the family diversities in America. Americans have their own perspectives on defining the ideal family concept. Media also take parts to construct the ideal concept based on their concept. Therefore, i attempt to conduct this research to investigate the construction of ideal family concept in America conducted by advertisement. I analyzes *Eternity* advertisement series to figure out the way *Eternity* advertisement series construct the ideal family concept in America from 1980s-2000s.

The research is a descriptive-qualitative research. The objective of the research is to describe how the images of *Eternity* advertisement series construct ideal family concept. I apply Semiotic Theory and Socio-Cultural Approach. The source of data is 23 images of *Eternity* advertisements series obtained from the internet.

The researcher finds three concept of ideal family by particularly defining mother's role in 1980s. The second is construction of ideal family concept by defining father's role in 1990s. The third is construction of ideal family concept through depiction of gathering and activity done by family of all members in 2000s. *Eternity* advertisement series shows the concept of traditional family that is nuclear family as the result of constructing the ideal family concept in America from 1980s-2000s.

Keywords: Eternity Advertisements, American Family, Family in 1980s-2000s