

FOREWORD

Praise and gratitude to the almighty Allah SWT, because of the blessing and guidance, researcher able to finish this final project with title, Ferdinand De Saussure Semiotics Analysis in Delivering Message How to Prevent Covid-19 in Grab Advertisement “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!” well. This thesis was made as one of the requirements to obtain a Bachelor Of Communication Science in Communication Studies Program, Telkom University.

Researcher also wants to thank Telkom University, especially the Communication Science Study Program, Faculty of Communication and Business for the knowledge and experience provided so far. Beside that, in completing this final project, researcher also wan to thank various parties who have provided lot of support in the form of material and prayer and encouragement

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13. All the parties that can not be mentioned one by one

Researcher realize that this final project is not perfect and there are still many errors in writing and technique. Therefore, researcher is looking forward to input and suggestion so that this final project will be better and useful for anyone who will later use this final project as a reference. It hoped that this final project can be useful all parties, especially for researcher and students of Telkom University.

Bandung, 15th December 2020

Alika Sandra P. S.