**WESTERN IDEAL BEAUTY CONSTRUCTION**

**(SEMIOTICS ANALYSIS IN PERFUME ADVERTISEMENT OF PT PRISKILA PRIMA MAKMUR)**

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**SCIENTIFIC PUBLICATION**

**Compiled as one of the requirements of completing the Study of Bachelor Degree on Communication Science Program Communication and Informatics Faculty**

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**L 100 144 010**

**COMMUNICATION SCIENCE PROGRAMS**

**COMMUNICATION AND INFORMATICS FACULTY**

**UNIVERSITY OF MUHAMMADIYAH SURAKARTA**

**2018**