

Representation of Consumptive Lifestyle in Tokopedia Ads “Tampil Cantik Sekali Klik”

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor’s Degree of
Strata I Communication Studies Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



Arranged By:
Triana Qotrun Nada

20170530109

**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

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TITLEPAGE

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RESEARCH AUTHENTICITY STATEMENT PAGE

I made the statement below:

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Faculty : Faculty of Social and Political Science
Research Paper Title : Representation of Consumptive Lifestyle in Tokopedia Ads “Tampil Cantik Sekali Klik”

Stating that the article with the title Representation of Consumptive Lifestyle in Tokopedia Ads “Tampil Cantik Sekali Klik” contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions that have been written or published by other people, I am willing this journal manuscript is take downed.

Yogyakarta, 16th March 2023



Triana Qotrun Nada

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Representation of Consumptive Lifestyle in Tokopedia Ads “Tampil Cantik Sekali Klik” can be completed.

This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public to choose a good news by knowing the aspect and also news not only give you information they rather causing an effect like action-reaction.

In addition, the author also wants to convey that we as citizens should discreet while choosing information that we'll received. So that we're not tricked with hoax news. I hope that can start with you who read this. Because if it not began from you, then who else? Indonesian had a lot of hoaxes news. So that we can stop the spreading from misleading news by knowing a good aspect of news. It because news can give the audiens effet like, decision change, view point onto some phenomenon.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. Jogjakarta Communication Conference 2023 who held the conference.
3. Mr. Filosa Gita Sukmono S.I.Kom. M.A., as a supervisor who guides, provides input and directs the author during the writing process, so that this article can be completed.
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5. My greatest parents in the whole world, Mama Maria Ulfa and Ibu Afifah that raised and educated me patiently and the infinity love.
6. To my brothers and sister, Aa', Mbak Riri, and Amal who always cheering me and supported me with so much love.

7. To all my closest friends, who cannot be mentioned one by one. Thank you for for all the support and thank you for helping me completed this paper. It means a lot for me.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, criticism, suggestions, and further research development.

MOTTO

139. Dan janganlah kamu (merasa) lemah, dan jangan (pula) bersedih hati, sebab kamu paling tinggi (derajatnya), jika kamu orang beriman.

(Q.S Al-Imron ayat 139)

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