ABSTRACT

Rengganis, Ika Wuri. 2017. *AN ANALYSIS THE LEXICAL AMBIGUITY IN THE COSMETIC ADVERTISEMENT*. English Department, Faculty of Humanities, The State Islamic University Sunan Ampel Surabaya.

The Advisor : Dr. Mohammad Kurjum, M.Ag.

Key Terms : Meaning, Ambiguity, Lexical Ambiguity, Advertisement

---

Language is the most important part in human life. Language is a tool that can help people communicate with others. It is also used in many kinds of media with various purposes, among others, advertising a certainly product. Advertisement a something widely known by people nowadays, likewise cosmetic advertisements. The writer of this study views that semantic analysis is the theory which is used to finish his study. She uses that theory to reveal the words that included lexical ambiguity in the cosmetic advertisements.

Based on those reasons, this study concerns of presenting a brief account for the readers about the problems stated previously. Through this study, the writer tries to reveal the lexical ambiguity from the cosmetic advertisements.

The writer uses descriptive qualitative because she does not put any numeric data. But, the writer thinks that it is impossible to put numeric data in the qualitative research method only in general terms. It means that numeric data can be used to give an example of a case. Then, the writer will explain the data through a descriptive explanation. The writer chooses this approach because all of his data is formed in the words, then he will explain it through words without put any statistic or numeric data. The writer of this study makes herself as the key instrument that collected the data from the cosmetic advertisements.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

In this research, the writer formulates two objectives. The first objective is intended to identify the words in cosmetic advertisements that cause the lexical ambiguity. Examples of words that include the lexical ambiguity in this study are the word *lightweight.* In the Oxford Dictionary one of the meanings of the word *lightweight* is boxer weighing between 57 and 61 kilograms. But, in the cosmetic advertisement on the Revlon brand the word has the meaning of *light*. The second objective aims to explain factors do influence the lexical ambiguity in the cosmetic advertisements.

In this research, the writer analyzed 20 advertisements that include lexical ambiguity. In gathering the data of the cosmetic advertisements, the writer takes the advertisements from the official websites or from their official social media account. Then, in the data analysis the writer makes a list of all the words in the advertisements. Then, the writer examines each words to find out the lexical ambiguity. After finding the lexical ambiguity, the writer analyze the factors do influence the lexical ambiguity in this advertisements.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

ABSTRACT

Rengganis, Ika Wuri. 2017. *AN ANALYSIS THE LEXICAL AMBIGUITY IN THE COSMETIC ADVERTISEMENT*. English Department, Faculty of Humanities, The State Islamic University Sunan Ampel Surabaya.

The Advisor : Dr. Mohammad Kurjum, M.Ag.

Key Terms : Arti, Ambigu, Leksikal Ambigu, Iklan

Bahasa adalah bagian penting dalam kehidupan manusia. Bahasa adalah alat yang dapat membantu manusia berkomunikasi dengan orang lain. Bahasa juga digunakan dalam berbagai jenis media dengan berbagai tujuan antara lain mengiklankan produk. Iklan adalah sesuatu yang banyak dikenal orang saat ini, seperti iklan kosmetik. Pada penelitin ini penulis menganilin teori semantik untuk menyelesaikan penelitiannya. Dia menggunakan teori itu untuk mengungkap kata-kata yang termasuk leksikal ambigu pada iklan kosmetik.

Penulis menggunakan deskripstif kualitatif karena dia tidak memasukkan data numeric apapun. Namun, penulis berpikir bahwa secara umum tidak mungkin umtuk memasukkan data numeric dalam penelitian metide kualitatif. Ini berarti data numeric tidak dapat memberikan memberikan contoh sebuah kasus. Kemudian, penulis akan menjelaskan data melalui penjelasan deskriptif. Penulis memilih pendekatan ini karena semua datanya berbentuk kata, kemudian dia akan menjelaskan kata itu tanpa meletakkan data statistic atau numeric. Penulis pada penelitian ini akan membuat dirinya sebai alat yang mengumpulkan data dari iklan kosmetik.

Pada penelitian ini, penulis merumuskan dua objek. Objek pertama adalah mengidentifikasi kata pada iklan kosmetik yang termasuk leksikal ambigu. Contoh

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

kata yang termasuk yang leksikal ambigu adalah kata *lightweight*. Dalam kamus *Oxford* kata *lightweight* memiliki makna lebih dari satu yaitu *petinju yang memiliki berat badan antara 57 dan 61 kilogram*. Tetapi, dalam iklan kosmetik merk Revlon kata tersebut memiliki arti yaitu *cerah*. Objek yang kedua bertujuan untuk menjelaskan faktor yang mempengaruhi leksikal ambigu pada iklan kosmetik.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id