CHAPTER I

INTRODUCTION

In this chapter, the writer presents background of the study that describes the reason why the writer intends to conduct the research. On the basis of the reasons, problems of the study, objectives of the study, significance of the study, and scope and limitations of the study are formulated. The definition of key terms is also given with an expectation that the readers would have the same interpretation in understanding the present study.

1.1 Background of the Study

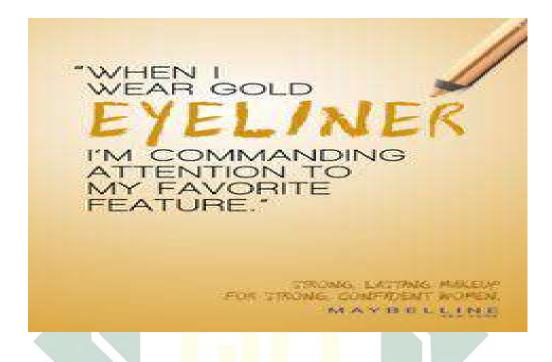
Language is the most important part in human life. According to *Wierzbick* (1996:3), "People as social-creatures interact with each other to express their thought, ideas, feeling and emotions by using language". So, language is a tool that can help people communicate with others. According to *Rayhan* (2012:1), that human as a social creature uses language to build relationship with other through communication. Therefore, the communication itself, both written and spoken is very important in human's life. So that, communication can be well established, and as a consequence, human being should be able to learn a language. All of languages have a meaning. Therefore, to understand a language, we must learn the meaning of human language.

In language, there is a science that studies the rules of language. This science is linguistics. Linguistic has many branches, but there is a branch of linguistics that studies meaning that is known as semantic and pragmatic. Semantic is the technical term used to refer to the study of meaning (Palmer 1976:1). So, in semantic, there are some techniques that can be used to know the meaning of a language. In semantic, we can learn about the meaning in a word, sentence and speech. Meanwhile, pragmatic can be defined as (1) a study of speaker meaning, (2) a study of contextual meaning, (3) a study of how communication can be deeply interpreted than is said, (4) a study of the expression to relative distance, (5) a study of relationship between linguistic form and the users of those forms (Yule, 1997:3). So, it can be simplified that pragmatic is the study of meaning based on the context of the utterance.

In our daily life, sometimes, communication cannot be run well as long as we do not state our utterance in a clear meaning. It makes the listener or the reader interpret our utterance in different meaning. As compared, to understand a written language is rather difficult than a spoken language, because if the listener does not understand what we say, they can ask us directly what we mean. On the other hand, if the reader does not understand what we have written in a book, a novel, and the other text in media, the reader cannot ask us directly. As the stepping stone, the reader come to misinterpreting or misunderstanding the message in the text. This misunderstanding is known as ambiguity.

Ambiguity is a linguistic evidence where a proposition is ambiguous when there are two interpretations of meaning. According to *Leech* (1981:30), "An expression is said to be ambiguous when more than one interpretation can be assigned to it". This ambiguous expression can happen in one word or on phrase/sentence. So, an ambiguity occurs when a word, a phrase, or a sentence can be understood or interpreted in more than one meaning (Andoline, 2002: 132). It means that an ambiguity occurs, because a word, a phrase, or a sentence has an unclear meaning. In addition, Djajasudarma (1999:56) states that a meaning may be unclear because of some reasons, namely: (a) the word or sentence is common (general); for example, the word 'book' has multiple meaning. (b) The word or sentence which is interpreted is not the same as the speaker's and the writer's intention; the interpretation should depend on the context as though the context is unclear. (c) The meaning limit which is connected to language and non-language is not clear; for example, there is no limit to say that someone is clever at something. (d) The use of the word or sentence is not familiar to us. (Bustam, *The Analysis of Ambiguous Structures Through The Structural Ambiguity Concept*).

According to *Ullmann* (1972:156) divides ambiguity into three kinds; Phonetic, grammatical and lexical ambiguity. However, this study focuses on lexical ambiguity which that refers to the word's ambiguous meaning. Lexical ambiguity is resulted from the ambiguity of a word. Lexical ambiguity is caused by homonymy and polysemy. The writer will give an evidence of lexical ambiguity on printed advertisement of cosmetics from one of cosmetic brand.



The lexical ambiguity comes from the word *Gold*, because it has several meaning. According to *Oxford Learner's Pocket Dictionary (Fourth Edition)*, the meaning of *Gold* is mentioned as 1) yellow precious metal, 2) jewelry, money, etc made of gold, 3) bright yellow color of gold, 4) gold medal (2008:191). But, the meaning of *Gold* in cosmetic advertisement refers to the *gold-colored of eyeliner* that can give a beautiful impression on the eyes to attract attention.

In this study, the writer pleasantly would like to investigate some cosmetic advertisements. The definition of cosmetic based on *Oxford Learner's Pocket Dictionary (Fourth Edition)* is "medical treatment that is intended to improve a person's appearance" (2008:98). This study refers to the cosmetic as a substance that is put on the face, such as *Lipstick, Facial Foam, Eyeliner, Mascara, Face Powder,* etc. The writer chooses cosmetic advertisement to be the researched object, because

she can assume that many people in this world are familiar with cosmetic advertisement. Besides, according to the writer, there are many ambiguous words on cosmetics advertisement. The ambiguous words used in cosmetics advertisement aim to attract the attention of the reader. Besides, it can make publics misunderstand about the message in the text of the advertisement. Therefore, to identify this problem, the writer would like to simply propose a research entitled "An Analysis of Lexical Ambiguity on Cosmetic Advertisement". This present study aims to investigate the use of lexical ambiguity and explain the factors that influence the lexical ambiguity in the cosmetic advertisements.

1.2 Statement of the Problem

In this research, there are two problems that are going to be mainly discussed in this research. The two problems are:

- 1.2.1 What kinds of words are classified as lexical ambiguity in the cosmetic advertisement?
- 1.2.2 What factors do influence the lexical ambiguity in the cosmetic advertisement?

1.3 Objective of the Study

Based on the statement of problem, this research purposes to:

1.3.1 To identify the kinds of words that are classified as lexical ambiguity in the cosmetic advertisement.

1.3.2 To describe the factors that influence the lexical ambiguity in the cosmetic advertisement.

1.4 Significant of the Study

The study entitled "An Analysis of Lexical Ambiguity in The Cosmetic Advertisement" is expected to provide a contribution to the study of Linguistics as well. For the linguistic, this study purposes to increase the discussion of lexical ambiguity in semantic. Then, semantic competence can be taught in learning activity. Moreover, in this study, the writer wants to classify words that are included in lexical ambiguity in the cosmetic advertisement. After reading this thesis, can be expected to increase the reader's understanding of the difference in meaning in a word or lexical ambiguity and can understand the factors that affect the existence of this lexical ambiguity.

1.5 Scope and Limitation of the Study

The research focuses on the cases of lexical ambiguity in the cosmetic advertisement. Besides, it also analyzes to describe the interpretations of the words that classified as lexical ambiguity. Because the data are taken from the sentence of the cosmetic advertisement, the writer limits the data by simply analyzing sentence (s) which includes in the cosmetic advertisement. The writer collects the data with a result of twenty cosmetic advertisements factually contain the lexically ambiguous words

1.6 Research Method

In order to answer the problems stated above, the writer conducts a library research. The writer uses the descriptive qualitative method. The method is used, because it is appropriate with the study that consists of the description of the cosmetic advertisement.

This study uses two kinds of data; main data and supporting data. The main data is cosmetic advertisement script. Then, the supporting data are the references related to the main data such as the books of semantic, ambiguity, etc.

1.7 Definition of Key Term

Meaning	: "The sense or thought content with which a word or
	expression is intended to convoy; the metal image
	formed in the consciousness of the hearer of an
	utterance, or of the reader of a written word or phrase"
	(Pei and Gaynor, 1954:133).
Ambiguity	: "The property of having more than one linguistic
	meaning and the characteristic of something that can be
	in the interpreted in more than one interpretation".
	(Fromklin 2003:180)

Lexical Ambiguity : "Lexical ambiguity arises when a single word has more than one meaning, for a word, and there are factors which can be lexical ambiguity is a polysemy and homonymy" (Ullman, 1977:158).

Advertisement : "The non-personal communication information usually paid for and usually in nature about product, service and ideas by identified sponsors through the various media". (Bovee 1986:5)