

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 convey; the mental 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 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

