





#### 4.2.2 Sephora (Hair Vitamin Product)



In the advertisement above, the writer found the word as lexical ambiguity is *weight*. In the *Oxford Learner's Pocket Dictionary* described *weight* is 1) which can be measured in kilograms, 2) fact of being heavy, 3) heavy object, 4) great responsibility or worry, 5) importance, influence or strength, 6) unit or system of units by which weight is measured, 7) piece of metal known to weight a particular (2008:503).

The advertisement shows a picture of a woman and a cosmetic product. In the phrase, the ambiguous word is *weight*. *Weight* is used to express a person weight or a word that refers to a measure of the weight of an object. In this advertisement is not described in the product. But, if analyzed on the advertisement the woman has long loose hair. So, it can be concluded the advertisement is a product of shampoo or vitamins for hair that can make the volume or weight of hair seen increases.

Secondly, the other ambiguity found in the word is *over*. According to *Oxford Learner's Pocket Dictionary* is 1) *prep.* In or to a position higher than but not touching, 2) *adv.* Outwards and downwards from an upright position, above; more, remaining; not used or needed, again, ended, 3) *noun.* (in cricket) series of six balls bowled in succession by the same bowler, 4) *prefix.* More than usual; too much, across; above (2008:331). So, the word *over* in this advertisement includes a *prefix*. So, the meaning of the phrase “The weight is over” is the weight or volume of the hair will increase more if using the product.

#### 4.2.3 L'Oreal (Mascara Product)



In the advertisement, there are two words that include ambiguous. The first is the word *lash* or *lashes*. The meaning of the word *lash* according to *Oxford Learner's Pocket Dictionary* is 1) *verb.* Hit a person or an animal with a whip, rope, stick, etc, 2) *noun.*



willing to take risks; *adj* (2008:112). In this advertisement looks a woman with eye makeup, mascara and eye shadows product.

So, it can be conclude the word *daring* is aimed at someone who will look more daring if using eye shadows products and mascara of NYX products. The use of colors on dark eye shadows can give a firm and bold impression on the face.

In the sentence *Be You, Be Daring* means someone will be herself or more confident and look brave if using mascara product and eye shadows from NYX products.

#### 4.2.5 Revlon (Lipstick Product)



In this advertisement, the writer finds three ambiguous words. They are *shiny*, *buttery*, and *balm*. Firstly, the writer analyzes the word *shiny*. *Shiny* is included in the adjective. According to *Oxford Learners Pocket Dictionary* is smooth and bright (2008:409). In this





#### 4.2.6 Revlon (Lipstick Product)



In the first sentence *the perfect kiss*, the word that includes ambiguity is the *perfect* word. According to *Oxford Learners Pocket Dictionary* is 1) having everything necessary; complete and without faults, 2) completely correct; exact, 3) the best of its kind, 4) excellent; very good, 5) total, 6) of a tense formed with have and a past participle (2008:325). The writer analyzes on the advertisement word describes someone lips will look beautiful and perfect if using this product.

The second sentence *pampering balm with lightweight stain*, the word that includes ambiguity is the *lightweight*. In the *Oxford Learners Pocket Dictionary* means 1) boxer weighing between 57 and 61 kilograms, 2) person of little importance of influence, 3) light in weight (2008:255). In the sentence the word *lightweight* means light. So, the meaning of the phrase describes this product is a cream



(lipstick) that can make the wearer comfortable because it leaves a light color marks on the lips but the result are beautiful color.

#### 4.2.7 Nivea (Hand Body Lotion Product)



The ambiguity in this sentence comes from the word *fair*. *Fair* described in *Oxford Learners Pocket Dictionary* means 1) *adj.* acceptable and appropriate, 2) quite good, 3) (of the weather) dry and fine, 4) (of the skin or hair) light in colour, 5) outdoor entertainment with machines to ride on, games, shows, etc, 6) large exhibition of goods (2008:158). Therefore, the interpretation obtained from meaning above is that *light in colour of the skin*. So, the meaning of the phrase is *get back your fair skin* is if we use skincare products from Nivea, we will get back the beautiful and bright skin.

#### 4.2.8 L'Oreal (Hair Shampoo Product)



Words that contain lexical ambiguity on the advertisement is *oils*. Based on the *Oxford Learner Pocket Dictionary* the word *oils* means 1) any of several thick slippery liquids the burn easily, used for fuel, food, etc. 2) coloured paint containing oil used by artist (2008:303). But, the meaning of *oils* on the advertisement is there are 6 ingredients or vitamins in the product content in the shampoo that can provide more benefits for the hair.

The second word is *extraordinary*. In the *Oxford Learner Pocket Dictionary* means 1) beyond what is usual or ordinary remarkable, 2) beauty, very strange (2008:156). So, the meaning of phrase *the secret to extraordinary hair* is the secret to getting hair that looks amazing we have to use this product because it contains many vitamins that can provide more benefits on the hair.

#### 4.2.9 NYX (Eyeshadow Product)



In this advertisement, the writer finds two ambiguous words. There are *smokey* and *bold*. Firstly, the writer analyzed about *smokey*. *Smokey* comes from the word *smoke*. Based on the *Oxford Learners Pocket Dictionary* means 1) white, grey or black vapour produced by burning, 2) act of smoking cigarette, 3) preserve meat or fish with smoke (2008:418). In this advertisement, describe a woman and eyeshadow product from NYX. On the advertisement depicted eyeshadow products are dark colour like white, grey, and black. So, according to the writer of the phrase *the smokey palette* means the eyeshadow product has a color like smoke that is white, grey and black.

The second word is *bold*. In the *Oxford Learners Pocket Dictionary* means 1) (of a person) brave and confident, 2) (of shape, colour, line, etc.) that can be clearly seen: design (2008:44). So, the

meaning of the phrase *be bold, be glamorous* is when someone uses the product the smokey color on the eyeshadow will be seen clearly. So, it will give a firm and bold impression. Otherwise, it can make the wearer more confident.

#### 4.2.10 Revlon (Eyeliner Product)



In the advertisement, there are many words that include ambiguous. The first is the word *bedroom*. Based on the *Oxford Learners Pocket Dictionary* the word *bedroom* means room for sleeping (2008:34). The writer analyze that using this eyeliner can give a comfortable impression on the eyes because the space under the eyes is filled by eyeliner. The meaning of *bedroom* in this advertisement is not room for sleeping but space at the bottom part of the eyes.



giving out or reflecting a lot of light; shining, 2) (of colour) strong, 3) cheerful; happy, 4) clever, 5) likely to be successful: *the future looks* (2008:50). While, the word *form* in the *Oxford Learners Pocket Dictionary* means 1) kind or type: different, 2) shape: appearance, 3) printed paper with space to be filled in: application, 4) general way in which made is put together and content, 5) produce or give shape(2008:174).

So, the writer conclude in the phrase “*wearing bright eyeshadow is just another form of individual expression*” means if using eyeshadow product of Maybelline with bright colors can form an expression different from someone.

#### 4.2.12 SK II (Facial Treatment Product)



In the advertising facial treatment of SK II products there are two words that include ambiguous. The first word is *miracle*. Based on



the *Oxford Learners Pocket Dictionary* means 1) act or event that does not follow the laws of nature and is believed to be caused by God, 2) lucky thing that happens that you did not expect or think possible, 3) of wonderful example (2008:281). The word *miracle* usually corresponds to something that has magic. But, in this advertisement the word *miracle* means by using SK II products can give a good impact to the face.

The second word is *crystal*. According to *Oxford Learner Pocket Dictionary* means 1) regular shape taken naturally by certain substance: *salt*, 2) transparent colourless mineral, 3) high quality glass, 4) glass or plastic cover on the face of a watch. In this advertisement the word *crystal* means *clear*. So, the phrase *discover the miracle of crystal clear skin* means that by using this facial care product can make a miracle by giving a good impact for the skin that is making the skin brighter.

#### 4.2.13 Maybelline (Lipstick Product)







On the advertisement shows a picture of a woman with a dark-colored lipstick. The writer concluded the product is a lipstick from M.A.C. In the sentence contained in the advertisement *dare to go dark* which includes the word ambiguous is *dare*. This is because the word *dare* including the word vagueness, so that the sentence becomes ambiguous. According to *Oxford Learners Pocket Dictionary* the word *dare* means 1) (usually in negative sentence) have enough courage to do, 2) challenge to do dangerous do difficult, 3) something dangerous, difficult etc. So, the meaning of the phrase *dare to go dark* is to use a dark colored lipstick product that will give the impression on the face look more daring.

The sentence in the above advertisement is included in the ambiguous sentence, because the sentence is not clear and in the advertisement the product on the cosmetics brand is not explained.

Therefore, it can make the reader confused with the intent of advertisement.

#### 4.2.15 Shisedo (Compact Powder Product)



*Light as a feather, endlessly smooth*

In this sentence, the ambiguous word is *light*. *Light* in *Oxford Learner Pocket Dictionary* is describe as 1) energy from the sun, a lamp, 2) something that produces light, 3) pale in colour, 4) easy to lift or move; not heavy, 4) of less than the usual weight, amount, 5) not serious or severe, 6) start to burn, 7) (of drinks) low in alcohol, 8) (of sleep) not deep, 9) (of a meal) small in quantity and easy to digest, 10) begin to smoke a cigarette (2008:255).

The above advertisement describes a woman and compact powder product. Usually, on cosmetic advertisement describes a skin that looks radiant. But, the writer analyzes the word *light* means minor in importance. This is because according to the writer in the advertisement the word *feather* is related or has a characteristic that is



phrase *join me in the battle against ageing* is to invite someone to participate in overcoming the ageing.

#### 4.2.17 L'Oreal (Lipstick Product)



*Colours so rich. Everyday is a celebration.*

The above sentence is an ambiguous sentence because the selection of words in the sentence is hard to understand. The writer analyze from the above advertisement, words that include lexical ambiguity is *rich*. In the *Oxford Learner's Pocket Dictionary* the word *rich* means 1) having a lot of money or property, 2) in containing or providing a large supply, 3) (of food) containing a lot of fat, oil, eggs, etc 4) (of colours, sounds, smells and tastes) strong or deep; very beautiful or pleasing, 5) expensive and beautiful, 6) (the rich) rich people (2008:379). So, the writer conclude the word *rich* in the phrase *colours of rich* is meaningful in lipstick products from brand L'Oreal has many kind colors.



The next sentence is *everyday is a celebration*, the writer conclude the sentence is meaningful when use lipstick products from L'Oreal can make our appearance more attractive because it has an elegant color can make us feel like following the celebration every day.

#### 4.2.18 Pond's (Facial Foam Product)



In the advertisement, there are two words that include ambiguous. The first word is *oil*. Based on the *Oxford Learner's Pocket Dictionary* the word *oil* means 1) any of several thick slippery liquids that burn easily, used for fuel, food, etc (2008:303). Which is meant *oil* on this advertisement is the oil content in the face. So, this product is able to overcome skin problems because of oil on the face and acne.

The second word is the word *fairer*. In the *Oxford Learner's Pocket Dictionary* explaining *fairer* it mean *very honesty* (2008:159). But, if only the word *fair* it can means 1) acceptable and appropriate, 2) quite good, 3) dry and fine, 4 (of the skin or hair) light in colour (*Oxford*, 2008:158). Therefore, when viewed from the sentence *makes skin fairer* the writer conclude that the meaning of the word *fairer* is *brighter*. The suffix (-er) in the word *fairer* means *very* or *more*. The word *fair* has only one syllable, therefore to state *more* should use the suffix (-er). So, the meaning of the sentence *makes skin fairer* is this product can make the face brighter.

#### 4.2.19 L'Oreal (Compact Powder Product)



On the advertisement there are two sentences that contain the word ambiguous. The first sentence is *the perfect complexion is born*. In that sentence which includes the ambiguous word is *complexion*. According to *Oxford Learner's Pocket Dictionary* the word





In the last advertisement, the word that included ambiguous word is *foundation*. According to *Oxford Learner's Pocket Dictionary* means 1) that form the strong base of a building, 2) an idea, 3) organization that provides money for a charity, 4) act of starting a new institution or organization, 5) basic powder (2008:175). In the sentence *weightless foam foundation*, the word *foundation* means *the base of the powder*. So, in this advertisement the product is shaped like a foundation (base powder) that has a texture like a lightweight foam when in use on the face.

#### 4.3 The Factors that Influence Lexical Ambiguity

From the results of the writer analysis of the twenty cosmetic advertisements that have been discussed. The writer concluded that there are two factors that can influence the occurrence of ambiguous meaning in a word.



