# CHAPTER V

# CONCLUSION

This chapter aims to conclude the result of the analysis from the previous chapter. Based on the analysis of the first problem, the writer concluded on the twenty advertisements that in the analysis found many words that included lexical ambiguity. For the example the word that included lexical ambiguity is *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*.

For the second problem, the factors that influence lexical ambiguity which refer to the first problems analysis, it can be concluded that factors affecting the word to be ambiguous on the advertisement are *homonym* and *polysemy*. Most of these advertisements are homonym factors that affect the word to be ambiguous. To analyze the correct choice of the word meaning the writer connects every word meaning with the advertisement.

After that, the writer analyzed the second factor that is *polysemy*. In polysemy there are two kinds of meaning difference that is *connotative* and *denotative*. After analyzing the writer concluded there were some advertisements that included *polysemy*. Such as *bedroom*, *crystal*, *millionaire* and so on. The meaning of the word including *connotative* because in the use of the word on the advertisement not true.