ABSTRACK

Title : A semantic study : The case of Adjective of Fashion used in

ELLE Magazine

Key words : *Semantics, semantic relation, adjective.*

This study deals with the analysis of a semantic study: the case of adjective of fashion used in Elle magazine. This analysis focused on analyzing the adjective that relate to the concept of fashion and semantic relation with the concept of fashion. The results were categorized into three semantically concept; hyponymy, synonymy, and antonymy. Firstly, there are thirty data indicated hyponymy relation with the topic "fashion". The writer divides two categories of hyponym, hyponym of cosmetics and dress. These are hyponym of cosmetics: bright, luminous, unique, bigger, smooth, straight, curly, soft, youthful, intact, happy, red. These are hyponym of dress: wearable, floral, supreme, sexy, oversize, bulky, fierce, shiny, wommanly, skinny, tiny, fresh, pastel, chunky, slim, big, gorgeous, feminine, great. The secondly, the adjectives that show synonyms relation with the keyword "fashion" results in twenty four data: stylish, chic, sartorial, ladylike, adora<mark>ble, comfortabl</mark>e, prim, electic, severe, motley, sophisticated, ornate, swinging, decorative, exclusive, smart, fresh, blase, sleek. The third, the adjective that show antonymy relation with the concept of fashion results in five adjectives. They are: tropical, graphic, healthy.

Hopefully, this study will give advantages for students of English Department, especially to help them understand the semantic relation with the concept of fashion in Elle magazine. This analysis used descriptive method because it is to describe semantic relation. The data were taken from Elle magazine edition of March 2015, and selected the adjective that related to the concept of fashion. The researcher used theory by Kreidler to conduct this research, finally researcher can found significant semantic relation with the concept of fashion.