CHAPTER I

INTRODUCTION

This introductory chapter presents the background of the study, statement of the problems, the purpose of the study, limitation of the study, significance of the study, and definition of key terms.

1.1. Background of the Study

Meaning is always exciting to be studied. Sometimes people always wonder about the meaning of a new word. They have to learn about semantic. The study of meaning can be undertaken in various ways. Sometimes, people are not sure and not understand about the sentence or the message which they should get from something that is read and they are concerned about getting their own messages across to others.

Semantics is the study of the meaning of words or the systematic study of meaning. Based on F.R. Palmer, semantic is the technical term used to refer to the study of meaning. From that explanation, semantic can be learned as the study about meaning. Palmer (1983, p.1) said that semantics is the technical term used to refer to the study of meaning and since meaning is a part of language, semantics is a part of linguistics, the scientific study of language. Semantics is the knowledge (from the point of view of the individual who speaks and hears other speaking), or description (from a linguistics point of view) of meaningful units words and meaningful combination of words like sentences (Kreidler, 1998, p.7).

Semantic theory is an attempt to classify lexemes according to shared and differentiating features. For examples: *wasp, hornet, bee*, and other items denote 'flying, stinging insects': *moth* and *housefly*, among others, denote insects that fly but do not sting (Kreidler: 1998, p.86). The origin of the field theory of semantics is the lexical field theory. In semantic there are many topic discussed but this study focus on lexical relation.

Lexical field or semantic field is the organization or related words and expressions in to a system, which shows their relationship with one another (Vinessa: 2014, p.9). For examples: *angry, sad, happy, depressed, afraid.* This set of word is a lexical field, all its word refer to emotional states. The component of lexical semantics, according to Kreidler (1981, p. 92-101) and Finnegan (2004, p.189 – 184), comprise, hyponymy, synonymy, anyonymy. Then according to Finnegan (2004, p.41-46) parts of speech are classified into words types: nouns, adjective, verbs, pronouns and adverb. Lexical semantics examines relationships among word meanings.

According to Kreidler (1998, p.87), "lexical field is an attempt to classify lexemes according to shared and differentianting features. It means that the words that are used in the same sentence are similar to each other or are somewhat recurring. This means that there are just similar things. Some lexical sets involve part-whole relationships. For example, *arm* includes *hand*, which then include *finger* and *thumb*.

In this study the writer identifies the adjectives that related to the concept of fashion used in Elle magazine edition of March 2015 and identifies the lexical relation of adjectives related to the concept of fashion. There are

many topic in semantic but the writer just focus on the topic of lexical relation such as: hyponymy, synonymy, and antonymy. The term lexical field (also semantic field) is defined as patterns of association that exist between lexical items in a language such as hyponymy, synonymy, antonymy, and collocation are used in this field (Kreidler: 1996, p.87). But the writer focus on three patterns there are hyponymy, synonymy, and antonymy. It is the study of systematic structures of words related to meaning. Heasly and Hurford (1983, p.11) stated that a word or a sentence is a ambiguous when it has more than one meaning.

The writer takes adjective because can enrich vocabulary. She chooses Elle magazine edition of March 2015 because this magazine special discuss about fashion and use English language. Adjective is the word that modifies or describes noun as the head of phrase or clause. Each word in phrase and clause in the article has different meaning and to learn about that. For example:

- Phrase: *The beautiful girl*.
 - The word beautiful is an adjective in that phrase which modifies girlas noun.
- Clause : The girl are beautiful.

The word beautiful is same function with phrase, modifies girlas noun.

The writer describes about all of fashion which support the appearance including cosmetics and dress. Fashion is a popular trend, especially in styles of dress, make up or cosmetic, ornament or manners of behavior and a manner of doing something. This topic very interesting to be analyzed because the readers can understand what information about fashion easily and they will know the important function of the information especially about fashion. To

give information and inspiration for readers about how to use cloth or dress and make up or cosmetic be nice and to know about lexical relation from adjective with the concept of fashion. The readers have to know about semantic field so that they can understand what the article and advertisement's mean in magazine.

In fact people need information every day, the information that people get can add their knowledge more than before. Information can be a news, entertainment, quiz, and advertisement. People can get them in several media such as: television, newspaper, radio, internet, and magazine. For some people, magazine can be saved as hard information for everyone. Magazine is appropriate for everyone who wants some information with more explanation because sometimes people have the hobby of reading. So they are more like get the information from magazine or newspaper. Magazine is a periodical publication containing articles, illustrations, and advertisement typically covering a particular subject or area of interest.

Article is a piece of writing about a particular subject that is included in a magazine or newspaper, etc. Referred to as popular press publications because articles are often written by journalists, who gather information from various sources and synthesize it into their stories or reports. Each word in phrase and clause in magazine has different meaning and to learn about that. In each phrase and clause consists of eight word categories, they are noun, pronoun, verb, adverb, preposition, conjunction, interjection and adjective. And advertisement is a paid announcement, as of goods for sale, in newspaper or magazines, o radio or television, etc.

The writer will analyze the research regarding to the semantics field analysis of "Adjective of fashion "used in magazine is to know and understand about lexical relation between the adjectives with the concept of "fashion" used in magazine. By understanding semantics field in magazine, everyone will be easy to choose and inspiring the best fashion or style.

1.2. Statement of the problem

Based on the background of the study above, the writer presents some problems that are going to be answered in this study:

- 1. What are the adjectives used in cosmetics and dress that related to the concept of fashion used in ELLE magazine?
- 2. What are the lexical relation of adjective used in cosmetics and dress that related to the concept of fashion?

1.3. Objective of the Study

Based on the research problem above, there are three objectives of the study, as follows:

- To identify what are the adjectvies used in cosmetics and dress that related to the concept of fashion used in *ELLE* magazine.
- To identify the lexical relation of adjectives used in cosmetics and dress that related to the concept of fashion.

1.4. The Significance of the study

The writer hopes that this study can give valuable contributions. The readers can understand the adjective related to the concept of fashion. She also hopes can enrich the vocabulary from the adjective that found in Elle magazine edition of March 2015 and to understand what are the lexical relation of fashion.

1.5. Scope and Limitation

The writer analyze the adjective in *ELLE* magazine edition of March 2015. Here I will input magazine as my research. Thus, semantics area is describing about meaning and people also must know that all of things which are expressed by person are meaningful but not all of things which are meaningful give information because they just show the kindness to other people with different purpose.

The writer of this study focuses the discussion only on analyzing the adjectives that related to the concept of fashion used in ELLE magazine edition of March 2015 and to know the lexical relation adjectives with the concept of fashion in lexical relation theory. The writer hoped by conducting this research could give contribution in this field study.

1.6. Definition of key term

The researcher provides definition of key word of this study which is avoiding the misunderstanding and misinterpretation. Some of the definition as follows:

Semantic

: According to Kreidler (1998), semantics is the systematic study of meaning, while linguistics semantics is the study of how language organize and express meaning. Semantics is one part of the grammar; whereas phonology, syntax, and morphology are other parts of the grammar (Kreidler: 1998, p.13).

Lexical field

: According Kreidler (1998, p.87), "lexical field is an attempt to classify lexemes according to shared and differentianting features. It means that the words that are used in the same sentence are similar to each other or are somewhat recurring. This means that there are just similar things. In other words, a lexical field is the set of lexemes (vocabulary units, units of meaning) in any one language-system which cover conceptual area and, by means of the relations of sense which hold between them, give structure to it.

Adjectives

: the word that modifies or describes noun as the head of phrase or clause. An adjective modifies a noun by describing it or making more specific.

ELLE Magazine

: is a worldwide lifestyle magazine of French origin that focuses on fashion, beauty, health, and entertainment. Elle is also the world's bestselling fashion magazine.