#### **CHAPTER IV**

#### FINDINGS AND DISCUSSIONS

In this chapter, the writer analyzed the fifty two data concept of fashion including cosmetics and dress which is shown on the table on Appendix. Then, she divided into three chapters. The sub chapter can be states as follow: (4.1) Hyponymy, (4.2) Synonymy (4.3) Antonymy.

# 4.1 Hyponymy

A word that is subordinate to another word is called hyponym. There are thirty data indicated hyponymy relation to the concept of fashion. These adjectives are: bright, luminous, unique, bigger, smooth, straight, curly, soft, youthful, intact, happy, red, wearable, floral, supreme, sexy, oversize, bulky, fierce, shiny, wommanly, skinny, tiny, fresh, pastel, chunky, slim, big, gorgeous, feminine, great.

# Table of Hyponym

Hyponym	Adjective	Example
	Bright	Fanned out lashes and <b>bright</b> , luminous look.
	Luminous	Fanned out lashes and bright, luminous look.
	Unique	Five new shades and liner that give you unlimited possibilities to
		reflect your <b>unique</b> look
	Bigger	With breakthrough Grandiose mascara yor eyes look bigger and
S		brighter With breakthrough Grandiose mascara yor eyes look
ļ.		<b>bigger</b> and brighter
Cosmetics	Smooth	Smooth infusion naturally straight styling creme
SO	Straight	Plant derived fibers help lock your <b>straight</b> , day after day and
$\mathcal{C}$		unlock when you want your curls back, after just a few washes.
	Curly	You now have complete control for your <b>curly</b> hair type and
		texture
<b>Soft</b> My hair is <b>soft</b> , smooth, and s		My hair is <b>soft</b> , smooth, and smells great.
	Youthful	Eyes look <b>youthful</b> , energized and awakened.
	Intact	The next generation cosmetic cream expertly created to release

	1	creases and smooth expression lines, but leave your emotion		
1		intact.		
	Наруу	One <b>happy</b> hair day deserves another, De Ja Vu Do is a primer		
		and style extender that will lock in your style until your next		
		wash.		
	Red	Spring's winning beauty looks including five ways to wear a <b>red</b>		
		lip and the only hair product you'll need.		
	Wearable	The slim brass tubes act as <b>wearable</b> vases, just begging for your		
		bloom of choice.		
	Floral	The brand is bringing back classic silhouttes for day by adding		
		sleek shoppers and totes, available in a range of solids, a python		
	G	print, and an on trend <b>floral</b> .		
	Supreme	Go from work to gym, even loungey days, in <b>supreme</b> comfort		
	Oversize	and style.  She's just a gorgeous girl with perfect skin in simple tees and		
	Oversize	oversize glasses.		
	Bulky	While the dress over pants combo can look <b>bulky</b> if improperly		
	Bulky	executed.		
	Fierce	That white dress and white cape were <b>fierce</b> .		
	Shiny	Her style came as much from her swagger as it did from her		
	J	shiny jacket.		
	Womanly	I want womanly pencil skirts and fitted tops, cigarette pants with		
70		flats, and a personalized jacket that shows I belong.		
ess	Skinny	I throw on cropped skinny jeans, a tiny sweater, and the flats		
ا ا		instead of my usual uniform of sweats and flip flops.		
	Tiny			
		sweats and flip flops.		
	Fresh	•		
	Chunky			
	Clim			
	Siiii			
	Ria			
	Dig			
	Gorgeous			
	3018000	She's just a <b>gorgeous</b> girl with perfect skin in simple tees and oversize glasses.		
1	Feminine			
l				
Dress	Skinny  Tiny  Fresh  Pastel Chunky  Slim  Big  Gorgeous	flats, and a personalized jacket that shows I belong.  I throw on cropped skinny jeans, a tiny sweater, and the flats instead of my usual uniform of sweats and flip flops.  A tiny sweater, and the flats instead of my usual uniform of sweats and flip flops.  She always looks so effortlessly chic but at the same time modern and fresh.  coveted Judy's fancy pastel blouses, her oversize square glasses.  Her feathered hair, red lipstick, and chunky belts violet, who always made sure to put on a blazer before meeting with her boss.  The slim brass tubes act as wearable vases, just begging for your bloom of choice.  Celebrity hairstylist Kristin Ess shares her secrets for a cool girl bob and her pick for the next big hair trend.  She's just a gorgeous girl with perfect skin in simple tees and		

Each data from the table above is analyzed and discussed one by one :

# (1) Fanned out lashes and bright, luminous look.

The writer found the phrase above in the advertisement of mascara. The phrase above has at least three meanings in regards to the definition of *bright*.

Those are: (1) radiating or reflecting light (2) producing a lot of light (3) having a very light and strong color ( *Merriam Webster online dictionary* ). From the present data, meaning number three seems to fit with the concept of fashion that explain about characteristic of fashion. It is show that the adjective *bright* including concept of *fashion* which expected after applying cosmetic product, because cosmetic is the part of fashion concept. So, *bright* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

### (2) Fanned out lashes and bright, luminous look.

The writer found the phrase above in the advertisement of mascara. The phrase above has at least three meanings in regards to the definition of *luminous*. Those are: (1) producing or seeming to produce light (2) filled with light: brightly lit (3) very bright in color (*Merriam Webster online dictionary*). From the explanation above, meaning number three seems to fit with the concept of *fashion*. The adjective number one "bright" has the same meaning with the adjective number two "luminous". It is show that the adjective *luminous* including concept of *fashion* which after applying cosmetic product, because cosmetic is the part of *fashion* concept. So, *luminous* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

(3) Five new shades and liner that give you unlimited possibilities to reflect your unique look.

In this sentence above in the advertisement of mascara. The sentence above has at least two meanings in regards to the definition of *unique*. Those are: (1) belonging to or concerned with only one particular thing, place, or person (2) very special or unusual ( *Merriam Webster online dictionary*). From the data, it is show that the adjective *unique* is the hyponym of *fashion*, because making different look appearance from usually after applying cosmetic product and cosmetic is part of *fashion* concept. So, *unique* is the adjective related to *cosmetic*. In that *fashion* is superordinate and *cosmetic* is the hyponym.

# (4) With breakthrough Grandiose mascara yor eyes look bigger and brighter.

The writer finds the sentence above in the advertisement of mascara. The sentence above has at least two meanings in regards to the definition of *bigger*. Those are: (1) large in size (2) a: Absolete: of great strength b: of great force (2)a: large or great in dimensions, bulk, or extent b: operating on a large scale ( *Merriam Webster online dictionary* ). From the present data, meaning number one "large in size" seems to fit with the *fashion* concept. It is show that the adjectives *bigger* is a part of *fashion* concept which making bold and bigger eye after applying cosmetic product. So, *bigger* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

#### (5) **Smooth** infusion naturally straight styling creme.

In this phrase above in the advertisement of hair creme. The phrase above has at least three meanings in regards to the definition of *smooth*. Those are: (1) having a continuous even surface (2) of a curve: being the representation of a function with a continuous first derivative (3) having or being a short even coat of hair ( *Merriam Webster online dictionary* ). From the explanation above, it is show that the adjective *smooth* is the hyponym of *fashion* because meaning number one seems to fit with the concept of *fashion*. The sentence above explain after applying cosmetic product make hair very smooth, this is about hair style, and hair style is part of *fashion* concept. So, *smooth* is the adjective related to *cosmetic*. In that *fashion* is superordinate and *cosmetic* is the hyponym.

(6) Plant derived fibers help lock your straight, day after day and unlock when you want your curls back, after just a few washes.

The writer found the sentence above in the advertisement of hair creme. Lexically, the adjective *straight* mean "free from curves, bends, angles, or irregularities" ( *Merriam Webster online dictionary* ). From the present data, it seems that when using the product of cosmetic make hair straight, this is about style of hair and including part of *fashion* concept. So, *straight* is the adjective related to *cosmetic*. In that *fashion* is superordinate and *cosmetic* is the hyponym.

### (7) You now have complete control for your **curly** hair type and texture.

The writer found the sentence above in the advertisement of hair creme. Lexically, the adjective *curly* mean "tending to curl; also: having curls" (

Merriam Webster online dictionary). From the present data, it seems that curly is style of hair. Because from the phrase in advertisement above using hair creme make your curl hair became straight. It is show that curly is a characteristic of fashion concept. So, curly is the adjective related to cosmetic. In that fashion is superordinate and cosmetic is the hyponym.

### (8) My hair is **soft**, smooth, and smells great.

In the sentence above in the advertisement of hair creme. Lexically, the adjective *soft* mean "having a smooth surface or texture; not rough or coarse" (Oxford Dictionary of English). From the explanation in sentence above, after applying cosmetic product make a hair becoming is soft. This is about style of hair including part of *fashion*, it is clear that the adjective *soft* is the hyponym of *fashion* concept. So, *soft* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

### (9) Eyes look youthful, energized and awakened.

The writer found the sentence above in the advertisement of gel treatment of eye has at least three meanings in regards to the definition of *youthful*. Those are: (1) relating to, or characteristic of youth (2) being young and not yet mature (3) having or showing the freshness or energy of someone who is young (

\*Merriam Webster online dictionary\*\*). From the explanation above, it is show that

the adjectives *youthful* is a part of fashion which expected after applying cosmetic product, because cosmetic is the part of fashion concept. So, *youthful* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

(10) The next generation cosmetic cream expertly created to release creases and smooth expression lines, but leave your emotions **intact**.

In the sentence above in the advertisement of hand and body. Lexically, the adjective *intact* mean "living body or its parts: having no relevant component removed or destroyed" ( *Merriam Webster online dictionary* ). From the present data, *intact* is a characteristic of *fashion* which expected after applying cosmetic product, because cosmetic is the part of *fashion* concept. So, *intact* is the adjective related to *cosmetic*. In that *fashion* is the superordinate and *cosmetic* is the hyponym.

(11) One **happy** hair day deserves another, De Ja Vu Do is a primer and style extender that will lock in your style until your next wash.

The writer found the sentence above in the advertisement of shampoo. The sentence above has at least three meanings in regards to the definition of *happy*. Those are: (1) feeling pleasure and enjoyment because of your life, situation, etc. (2) showing or causing feelings of pleasure and enjoyment (3) pleased or glad about a particular situation, event, etc ( *Merriam Webster online dictionary* ). From the present data, meaning number two seems to fit with the concept of fashion that explain about characteristic of fashion. It is show that the adjective

happy including concept of fashion which after applying cosmetic product hair, because cosmetic is the part of fashion concept. So, happy is the adjective related to cosmetic. In that fashion is the superordinate and cosmetic is the hyponym.

(12) Spring's winny beauty looks including five ways to wear a **red** lip and the only hair product you'll need.

In this sentence above in the advertisement of lipstick. The sentence above has at least two meanings in regards to the definition of *red*. Those are: (1) of the color red (2) having red as a distinguishing color (*Merriam Webster online dictionary*). From the data present, it is clear that the adjective *red* is the hyponym of *fashion* because the sentence above explain about cosmetic which including part of *fashion* concept. So, *red* is the adjective related to *cosmetic*. In that *fashion* is superordinate and *cosmetic* is the hyponym.

(13) The slim brass tubes act as **wearable** vases, just begging for your bloom of choice.

The writer found the sentence above in the article of dress. The sentence above has a *wearable* adjective. This word mean "capable of being worn: suitable to be worn" (*Merriam Webster online dictionary*). From the data, it is clear that the adjective *wearable* is the hyponym of *fashion* concept, because *wearable* is characteristic of wearing clothes and dress. And dress is part of *fashion* concept. So, *wearable* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(14) The brand is bringing back classic silhouttes for day by adding sleek shoppers and totes, available in a range of solids, a python print, and an on trend floral.

In the sentence above in the article of dress. The sentence above has at least two meanings in regards to the definition of *floral*. Those are: (1) relating to, or depicting flowers (2) or relating to a flora ( *Merriam Webster online dictionary* ). From the explanation above, *floral* is a part of fashion because explain floral is characteristic clothes pattern model about the brand classic. The adjective *floral* used in part of *fashion* because to explain trend of dress with the theme of floral. So, *floral* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(15) Go from work to gym, even loungey days, in supreme comfort and style.

The writer found the phrase above in the article of dress. The phrase has at least two meanings in regards to the definition of *supreme*. Those are: (1) highest in rank or authority (2) highest in degree or quality ( *Merriam Webster online dictionary*). From the present data, it is show that the adjective *supreme* is the hyponym of *fashion* because make a people very comfortable with its style, and style is part of *fashion* concept. So, *supreme* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

(16) She's just a gorgeous girl with perfect skin in simple tees and oversize glasses.

In this phrase above in the article of dress. The phrase above has at least two meanings in regards to the definition of *oversize*. Those are : (1) being of more than standard or ordinary size (2) larger than the normal size : very large ( *Merriam Webster online dictionary* ). From the present data, meaning number one and two seems to fit with the concept of *fashion*, because explain about life style or appearance style with using the glasses is oversize including part of *fashion*. So, *oversize* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

# (17) While the dress over pants combo can look **bulky** if improperly executed.

The writer found the sentence above in the article of dress. Lexically, the adjective *bulky* mean (1) having great volume in proportion to weight (2) large and difficult to carry or store (3) of a person: large and fat or muscular ( *Merriam Webster online dictionary*). From the present data, meaning number one it seems with the concept of *fashion* concept. Because *bulky* in the sentence above explain about dress is very big. Dress is part of *fashion* concept. So, *bulky* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

#### (18) That white dress and white cape were **fierce**.

In the sentence above in the article of dress. Lexically, the adjective fierce mean "having or showing a lot of strong emotion: very strong or intense" (Merriam Webster online dictionary). From the explanation above, the adjective fierce in sentence above means that used the white dress and white cape look like so fierce. It is show that fierce is part of fashion concept because explain about

using dress. So, *fierce* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(19) Her style came as much from her swagger as it did from her shiny jacket.

The writer found the sentence above in the article of dress. The sentence above has at least three meanings in regards to the definition of *shiny*. Those are: (1) having a smooth glossy surface (2) a: bright with the rays of the sun b: filled with the light (3) having a smooth, shining, bright appearance ( *Merriam Webster online dictionary*). From the explanation above, aening number three it seems with the concept of *fashion*. Because the sentence above explain that used jacket very shiny. It is show that *shiny* is part of *fashion* concept because explain about style of jacket which have a bright color. So, *shiny* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(20) I want womanly pencil skirts and fitted tops, cigarette pants with flats, and a personalized jacket that shows I belong.

In this sentence above in the article of dress. The sentence above has at least three meanings in regards to the definition of *womanly*. Those are: (1) having qualities generally associated with a woman (2) appropriate in character to a woman (3) having or showing qualities (such as beauty or gentleness) that are expected in a woman (*Merriam Webster online dictionary*). From the explanation above, meaning number one and two seems with the concept of *fashion*. Because the sentence above explain that used dress look like womanly. It

is clear that *womanly* is part of *fashion* concept because explain about dressy style including of *fashion*. So, *wommanly* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(21) I throw on cropped **skinny** jeans, a tiny sweater, and the flats instead of my usual uniform of sweats and flip flops.

The writer found the sentence above in the article of dress. Lexically, the adjective *skinny* mean "(pair of jeans or trousers) tight-fitting and with very narrow legs (Oxford Dictionary of English). From the explanation above, it is show that *skinny* is part of *fashion* concept because explain about clothes. So, *skinny* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(22) I throw on cropped skinny jeans, a **tiny** sweater, and the flats instead of my usual uniform of sweats and flip flops.

In the sentence above in the article of dress. Lexically, the adjective *tiny* mean "very small or diminutive" (*Merriam Webster online dictionary*). From the explanation above, it is show that *tiny* is part of *fashion* concept because the sentence above explain about clothes which very tiny sweater. So, *tiny* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(23) She always looks so effortlessly chic but at the same time modern and fresh.

The writer found the sentence above in the article of dress. There are at least five meanings in regards to the definition of *fresh*. Those are: (1) having its original qualities unimpaired (2) free from taint (3) experienced, made, or received newly or anew (4) newly produced, made, gathered (5) clean and pure (*Merriam Webster online dictionary*). From the explanation above, it is show that *fresh* is part of *fashion* concept because her appearance as seen modern and fresh, appearance including part of *fashion*. So, *fresh* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

# (24) I coveted Judy's fancy pastel blouses, her oversize square glasses.

In this sentence above in the article of dress. The sentence above has at least three five meanings in regards to the definition of *pastel*. Those are: (1) relating to a pastel (2) made with pastels (3) pale and light color (*Merriam Webster online dictionary*). From the explanation above, meaning number three "pale and light color" it seems with the concept of *fashion*. It is show that *pastel* is part of *fashion* concept because the sentence explain about blouses has the color of pastel. So, *pastel* is the adjective related to *dress*. In that *fashion* is the superordinate and *dress* is the hyponym.

(25) Her feathered hair, red lipstick, and **chunky** belts violet, who always made sure to put on a blazer before meeting with her boss.

The writer found the sentence above in the article of dress. The sentece above has at three meanings in regards to the definition of *chunky*. Those are : (1) heavy, solid, and thick or bulky (2) somewhat fat (3) having a short and strong body

(Merriam Webster online dictionary). From the present data, meaning number one and three it sems with the concept of fashion. It is show that chunky is part of fashion concept because the sentence explain about used clothes having a short and strong body. This is talk about style which including part of fashion. So, chunky is the adjective related to dress. In that fashion is the superordinate and dress is the hyponym.

(26) The **slim** brass tubes act as wearable vases, just begging for your bloom of choice.

In the sentence above in the article of dress. The sentence above has at least two meanings in regards to the definition of *slim*. Those are: (1) thin in an attractive way (2) small in amount, size, or degree ( *Merriam Webster online dictionary*). From the present data, meaning number two it seems with the concept of *fashion*. It is show that the adjective *slim* is the hyponym of *fashion* because small in amount, size, or degree" it is show characteristic of concept *fashion*. So, *slim* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

(27) Celebrity hairstylist Kristin Ess shares her secrets for a cool girl bob and her pick for the next **big** hair trend.

The writer found the sentence above in the article of dress. The sentence above as at least three meanings in regards to the definition of *big*. Those are : (1) large in size (2) large in number or amount (3) involving or including many people, things ( *Merriam Webster online dictionary* ). From the explanation

above, meaning number one is characteristic of *fashion* concept that explain about big hair trend. So, *big* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

(28) She's just a gorgeous girl with perfect skin in simple tees and oversize glasses.

In this sentence above in the article of dress. The sentence above has at least three meanings in regards to the definition of *gorgeous*. Those are: (1) very beautiful or attractive (2) very enjoyable or pleasant (*Merriam Webster online dictionary*). From the explanation above, meaning number one seems to fit with the concept of *fashion*. That show the characteristic of fashion because the sentence above explain about gorgeous girl with perfect skin and use oversize glasses. So, *gorgeous* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

(29) All of this seemed to me the epitome of feminine sophistication.

The writer found the sentence above in the article of dress. The sentence above has at least three meanings in regards to the definition of *feminine*. Those are : (1) relating or suited to women or girls (2) characteristic or unique to women <feminine beauty> (*Merriam Webster online dictionary*). From the explanation above, meaning number two "characteristic or unique to women" seems to fit with the concept of *fashion*. That show the characteristic of *fashion* which appearance

feminine beauty. So, *feminine* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

## (30) So skinny jeans and a **great** sweater and a great jacket.

In the phrase above in the article of dress. The phrase above has at least three meanings in regards to the definition of *great*. Those are : (1) notably large in size (2) large in number or measure (*Merriam Webster online dictionary*). From the explanation above, meaning number one seems to fit with the concept of *fashion*. That show the characteristic of *fashion* which large size which explain about a great sweater. So, *great* is the adjective related to *dress*. In that *fashion* is superordinate and *dress* is the hyponym.

# 4.2 Synonym

Relationship between meaning of one the word includes the meaning of other. There are nineteen data indicated synonym relation to the concept of fashion. These adjectives are: stylish, chic, sartorial, ladylike, adorable, comfortable, prim, electic, severe, motley, sophisticated, ornate, swinging, decorative, exclusive, smart, fresh, blase, sleek.

Table of Synonym

No.	Adjective		Synonym			Senten	ce
1.	Stylish	(1)	having	style;	the	most	stylish
		specif	fically: confor	rming to	bouti	ques in	America

		current fashion (2)	share their coveted
		following the populer style	spring items.
2.	Chic	(1) cleverly stylish (2)	The androgynous
		currently fashionable (3)	looks from the spring
		following the current	collections are equal
		fashion or style :	opportunity <b>chic</b> .
		fashionable and appealing	
3.	Sartorial	(1) relating to a tailor or	Sartorial advice from
		tailored clothes; broadly (2)	fashion legend past
	4	relating to clothes	abd present.
4.	Ladylike	(1) becoming or suitable to	Leather goes ladylike
		a lady (2) resembling a lady	when molded into
		in appearance or manners	swingy dresses and
		(3) feeling or showing too	fitted coats.
		much concern about	
		elegance or propriety	
5.	Adorable	(1) worthy of being adored	Although my own
		(2) extremely charming (3)	working mother
		very appealing or attractive	bought, and tried to
			dress me in, adorable,

			age appropriate outfits.
6.	Comfortable	(1) worthy of being adored	I saw <b>comfortable</b> but
		(2) extremely charming (3)	immensely
		very appealing or attractive	unflattering wide leg
			pants by The Row,
			potato-sack-shaped
			sweaters by Rag and
			Bone, plain leather spa
		ZL A	slippers by Acient
	40		Greek Sandals.
7.	Prim	very neat in appearance	Those <b>prim</b> early-80s
			skirts that landed just
			below the knee.
8.	Electic	selecting what appears to be	I am <b>eclectic</b> -I think I
		best in various doctrines,	inherited that.
		methods, or style	
9.	Severe	sober or restrained in	Everybody is very
		decoration or manner : plain	minimal, severe,

		<a dress="" severe=""></a>	monochrome.
10.	Motley	archaic ( of clothing ) made	And it was this <b>motley</b>
		up of a variety of colours	crew that supported
			him when he went off
			to the Fashion Institute
			of Technology to get a
			proper education in
			fashion design.
		ZL A	
	4		
11.	Sophisticated	(1) attractive to	I really love things that
		fashionable or	are unabashedly
		sophisticated	feminie but still
		people	sophisticated and
		having, revealing, or	clean.
		involving a great deal of	
		worldly experience and	
		knowledge of fashion and	
		culture	
12.	Ornate	(1) marked by elaborate	Ornate brocades
		rhetoric or florid style (2)	reminiscent of the
		elaborately or excessively	nineteenth century

		decorated (3) covered with	Arts and Crafts
		decorations : covered with	movement lend a
		fancy patterns and shapes	touch of romance to
			the season's most
			coveted bags and
			shoes.
13.	Swinging	(2) lively, exciting, and	Swinging to the other
		fashionable	extreme, I began the
			Saturday morning after
		/ / A	with a trip to the
	4	/2/	recently renovated
			Wallace Collection.
14.	Decorative	(1) used to make something	The collection is
		more attractive : used for	comprised of fine and
		decoration (2) serving to	decorative arts dating
		decorate ; especially :	from the fifteenth to
		purely ornamental	nineteenth centuries.
15.	Exclusive	stylish, fashionable	This exclusive
			experience can be
			downloaded for free

			from Google Play.
16.	Smart	(1) stylish or elegant in	I jump at the chance to
		dress or appearance (2)	wear a <b>smart</b> jacket
		appealing to sophisticated	and blouse.
		tastes (3) characteristic of	
		or patronized by	
		fashionable society	
17.	Fresh	(1) having its original	Young women
		qualities unimpaired : not	everywhere even those
		worn or rumpled < a fresh	of us who didn't know
		white> (2) slang :	we were looking found
		fashionable, cool (3) clean	something <b>fresh</b> ,
		and pure	definitive, irressitible.
18.	Pretty	(1) artful, clever (2)	I was a pretty good
		attractive to look at usually	seamstress; I used
		in a simple or delicate way	Butterick patterns,
		(3) large or impressive	among others.

19.	Blase	sophisticated, wordly-wise	I think I've got her
			singular strain of blase
			one liners pretty down
			pat.
20.	Sleek	(1) elegant, stylish (2)	Pair it with a sleek
		straight and smooth in	bodysuit or even a
		design or shape (3) stylish	slouchy sweater on
		and attractive	top, but stick to heels
		VA A	on feet.
	4		

Each data from the table above is analyzed and discussed one by one:

(1) The most stylish boutiques in America share their coveted spring items.

The sentence above has a stylish adjective. This word mean: (1) having style; specifically: conforming to current fashion (2) following the populer style (

Merriam Webster online dictionary). From the data, it is clear that the adjective stylish is the synonym of fashion concept. So, it is clear that adjective stylish is a synonym of fashion concept.

(2) The androgynous looks from the spring collections are equal opportunity chic.

There are at least three meanings in regards to the definition of *chic*. Those are: (1) cleverly stylish (2) currently fashionable (3) following the current fashion or style: fashionable and appealing (*Merriam Webster online dictionary*). From the data, it is clear that the adjective *chic* is the synonym of *fashion* concept. So, it is clear that adjective *chic* is a synonym of *fashion* concept.

- (3) Sartorial advice from fashion legend past and present.
- In dictionary, the adjective *sartorial* means (1) relating to a tailor or tailored clothes; broadly (2) relating to clothes ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with the second number "relating to clothes" that explain about clothes including synonym of *fashion* concept. So, it is clear that adjective *sartorial* is a synonym of *fashion* concept.
- (4) Leather goes ladylike when molded into swingy dresses and fitted coats.

  In dictionary, the adjective ladylike means (1) becoming or suitable to a lady (2) resembling a lady in appearance or manners (3) feeling or showing too much concern about elegance or propriety (Merriam Webster online dictionary). From the explanation in sentence above, the adjective meaning is closer with style of lady about appearance including synonym with the concept of fashion. So, it is clear that adjective ladylike is a synonym of fashion concept.

(5) Although my own working mother bought, and tried to dress me in, adorable, age appropriate outfits.

In dictionary, the adjective *adorable* means (1) worthy of being adored (2) extremely charming (3) very appealing or attractive ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with the second number and the third number that explain about dress which very charming and interesting including synonym with the concept of *fashion*. So, it is clear that adjective *adorable* is a synonym of *fashion* concept.

(6) I saw comfortable but immensely unflattering wide leg pants by The Row, potato-sack-shaped sweaters by Rag and Bone, plain leather spa slippers by Acient Greek Sandals.

From the sentence, the adjective *comfortable* means (1) especially of clothes (2) providing physical ease and relaxation (Oxford Dictionary of English). From the present data, the adjective meaning is closer with the concept of *fashion* that explain about comfortable wearing clothes because comfortable is characteristic wearing clothes very comfortable or considerably. So, it is clear that adjective *comfortable* is a synonym of *fashion* concept.

(7) Those **prim** early-80s skirts that landed just below the knee.

From the sentence, the adjective prim means "very neat in appearance" ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with the concept of *fashion* that explain about appearance including synonym of fashion. Here, it is clear that adjective *prim* is a synonym of *fashion* concept.

### (8) I am eclectic-I think I inherited that.

From the sentence, the adjective prim means "selecting what appears to be best in various doctrines, methods, or style" ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with the "style" that synonym with the concept of *fashion*. Here, it is clear that adjective *eclectic* is a synonym of *fashion* concept.

# (9) Everybody is very minimal, severe, monochrome.

From the sentence, the adjective severe means "sober or restrained in decoration or manner: plain <a severe dress>( Merriam Webster online dictionary ). From the present data, the adjective meaning is closer with the "decoration of dress" that synonym with the concept of fashion. Here, it is clear that adjective eclectic is a synonym of fashion concept.

(10) And it was this **motley** crew that supported him when he went off to the Fashion Institute of Technology to get a proper education in fashion design.

From the sentence, the adjective *motley*means "archaic (of clothing) made up of a variety of colours (Oxford Dictionary of English). From the present data, the adjective meaning is closer with clothe of variety colours, this is characteristic the concept of *fashion*. So, it is clear that adjective *motley* is a synonym of *fashion* concept.

(11) I really love things that are unabashedly feminie but still sophisticated and clean.

From the sentence, the adjective sophisticated means (1) attractive to fashionable or sophisticated people ( *Merriam Webster online dictionary* ) (2) having, revealing, or involving a great deal of worldly experience and knowledge of fashion and culture( Oxford Dictionary of English ). From the present data, the adjective meaning is closer with the "fashionable" that synonym with the concept of *fashion*. Here, it is clear that adjective *sophisticated* is a synonym of *fashion* concept

(12) Ornate brocades reminiscent of the nineteenth century Arts and Crafts movement lend a touch of romance to the season's most coveted bags and shoes.

There are at least three meanings in regards to the definition of *ornate*. Those are:

(1) marked by elaborate rhetoric or florid style (2) elaborately or excessively decorated (3) covered with decorations: covered with fancy patterns and shapes (

Merriam Webster online dictionary). From the present data, the adjective meaning is closer with the first number "florid style" that is characteristic the concept of fashion. So, it is clear that adjective ornate is a synonym of fashion concept.

(13) **Swinging** to the other extreme, I began the Saturday morning after with a trip to the recently renovated Wallace Collection.

From the sentence, the adjective *swingy*means "lively, exciting, and fashionable" (Oxford Dictionary of English). From the present data, the adjective meaning is closer with "fashionable" that is synonym to the concept of *fashion*. So, it is clear that adjective *swinging* is a synonym of *fashion* concept.

(14) The collection is comprised of fine and **decorative** arts dating from the fifteenth to nineteenth centuries.

From the sentence, the adjective *decorative* means (1) used to make something more attractive: used for decoration (2) serving to decorate; especially: purely ornamental ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with the second number "purely ornamental" which including part of fashion that is synonym to the concept of *fashion*. So, it is clear that adjective *decorative* is a synonym of *fashion* concept.

(15) This exclusive experience can be downloaded for free from Google Play.

From the sentence, the adjective *exclusive* means "stylish, fashionable" ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is synonym of fashion concept.So, it is clear that adjective *exclusive* is a synonym of *fashion* concept.

(16) I jump at the chance to wear a **smart** jacket and blouse.

From the sentence, the adjective *smart* means (1) stylish or elegant in dress or appearance (2) appealing to sophisticated tastes (3) characteristic of or patronized

by fashionable society ( *Merriam Webster online dictionary* ). From the present data, the adjective meaning is closer with number one "stylish or elegant in dress or appearance". So, it is clear that adjective *smart* is a synonym of *fashion* concept.

(17) Young women everywhere even those of us who didn't know we were looking found something **fresh**, definitive, irressitible.

From the sentence, the adjective *fresh*means (1) having its original qualities unimpaired: not worn or rumpled < a fresh white > (2) slang: fashionable, cool (3) clean and pure (*Merriam Webster online dictionary*). From the present data, the adjective meaning is closer with number two "fashionable, cool" that the meaning in sentence above is synonym the concept of fashion. So, it is clear that adjective *fresh* is a synonym of *fashion* concept.

(18) I think I've got her singular strain of **blase** one liners pretty down pat.

From the sentence, the adjective blase means "sophisticated, wordly-wise" (

Merriam Webster online dictionary) and sophisticated means "attractive to fashionable or sophisticated people". From the present data, the adjective meaning is closer with the concept of fashion. So, it is clear that adjective blase is a synonym of fashion concept.

(19) Pair it with a **sleek** bodysuit or even a slouchy sweater on top, but stick to heels on feet.

From the phrase above has at least three meanings in regards to the definition of *sleek*. Those are: (1) elegant, stylish (2) straight and smooth in design or shape (3) stylish and attractive ( *Merriam Webster online dictionary* ). From the explanation above, it is clear that the adjective *sleek* is the hyponym of *fashion* because the sentence above explain about derssy style which very interesting and natty or sleek. So, it is clear that adjective *sleek* is synonym of *fashion* concept.

## 4.3 Antonymy

A word that means the opposite of another word are known as antonym. The writer analyse of the adjective that show antonym relation with the concept of fashion. There are three data indicated antonymy relation to the concept of fashion. These adjectives are: *tropical*, *graphic*, *healthy*.

No.	Adjective	Antonym	Sentence
1.	Tropical	relating to, occuring in,	Superchange your spring
		or suitable for use in the	outfits with statement
		tropics	microskirts, museum worthy
			brocade heels, and tropical
			flower print dresses.
2.	Graphic	(1) relating to the	Sportwear paired with
		pictorial arts (2) relating	eveningwear; cheeky
		to the artistic use of	graphic prints; curtain of jet

		pictures, shapes, and	black hair.
		words especially in	
		books and magazines	
3.	Healthy	(1) enjoying health and	Now Shiseido makes the
		vigor of body, mind, or	world's first approach to
		spirit (2) having good	skin's langerhans cells the
		health : not sick or	immune power source
		injured	behind <b>healty</b> , damageless
			skin.
		MA	

Each data is analyzed and discussed one by one.

(1) Superchange your spring outfits with statement microskirts, museum worthy brocade heels, and **tropical** flower print dresses.

Lexically, the adjective *tropical* means "relating to, occuring in, or suitable for use in the tropics" (*Merriam Webster online dictionary*). From the present data, it explain that the adjective *tropical* is the opposite from the concept of *fashion*, because the adjective *tropical* explaining about weather. So it is show that *tropical* it the antonymy of *fashion* concept.

(2) Sportwear paired with eveningwear; cheeky **graphic** prints; curtain of jet black hair.

Lexically, the adjective *graphic* means (1) relating to the pictorial arts (2) relating to the artistic use of pictures, shapes, and words especially in books and magazines ( *Merriam Webster online dictionary* ). From the present data, it explain that the adjective *graphic* is the opposite from the concept of *fashion*, because the adjective *graphic* explain about arts. So it is show that *graphic* is the antonymy of *fashion* concept.

(3) Now Shiseido makes the world's first approach to skin's langerhans cells the immune power source behind healty, damageless skin.

Lexically, the adjective *healthy* means (1) enjoying health and vigor of body, mind, or spirit (2) having good health: not sick or injured ( *Merriam Webster online dictionary*). From the present data, it explain that the adjective *healthy* is the opposite from the concept of *fashion*, because the adjective *health* explain about. So it is show that *heathy* it the antonymy of *fashion* concept.