CHAPTER V

CONCLUSIONS

This last chapter is aimed at presenting the conclusion of the study from the researcher in relation to findings and discussions. Based on the findings and discussion, it could be show some conclusions that all types of lexical relation in advirtesement and article, in which it includes hyponymy, synonymy, and antonymy.

The writer found the adjectives that related to the concept of fashion used in advertisement and article. She finds the adjectives in several sources in all from advertisement and article in ELLE magazine from the edition of March, 2015. 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 the adjectives related to cosmetics : *bright, luminous, unique, bigger, smooth, straight, curly, soft, youthful, intact, happy, red*. These are hyponym the adjectives related to 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, adorable, comfortable, 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.*

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This study is limited in word category being analyzed and in the data source of the study. Future studies may be conducted on other advertisements and article by including more word categories and data sources.