

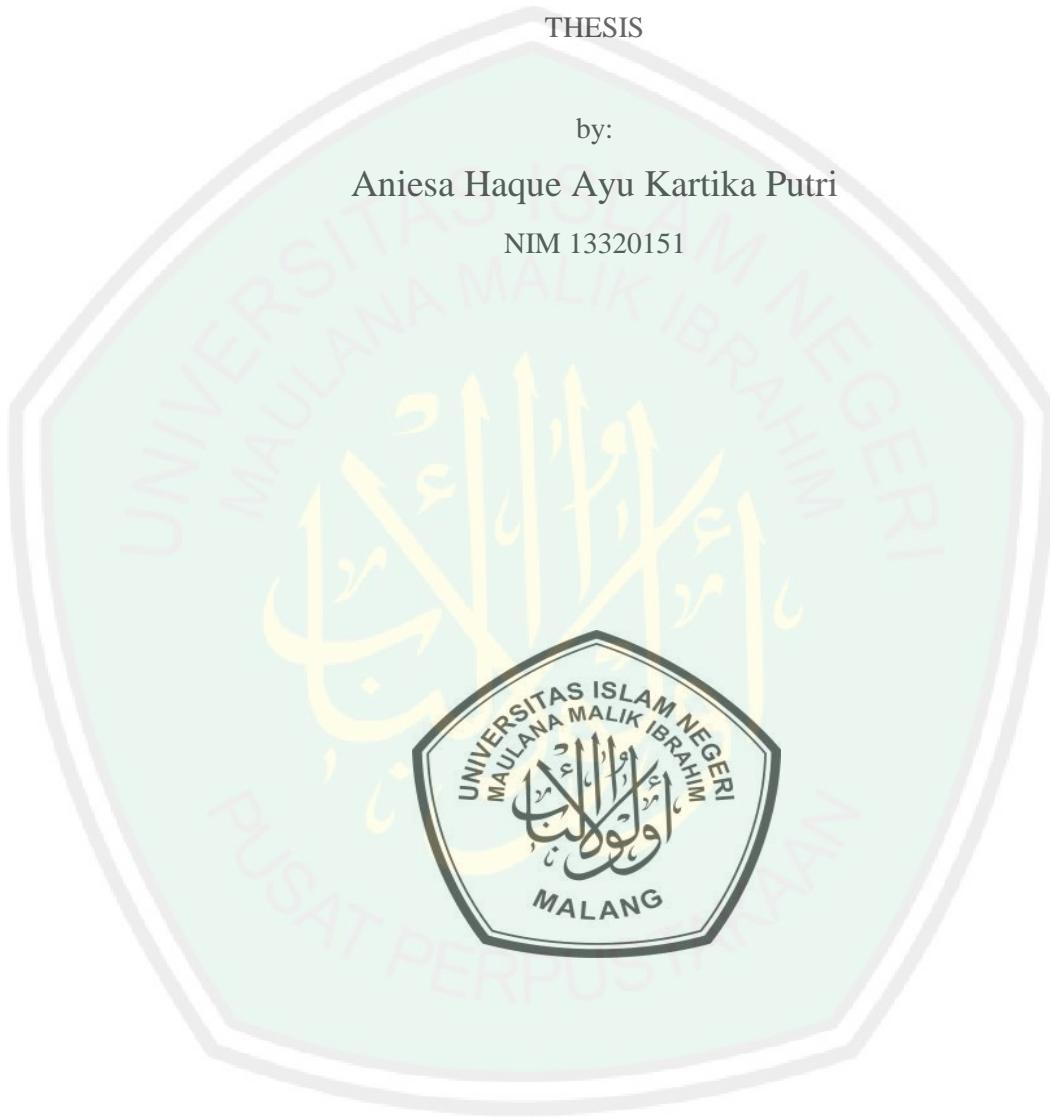
**REPRESENTATION OF THE MEANING OF “BEAUTY” IN  
COSMETICS ADVERTISEMENT: A SEMANTIC ANALYSIS**

THESIS

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FACULTY OF HUMANITIES  
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY**

**2017**

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COSMETICS ADVERTISEMENT: A SEMANTIC ANALYSIS**

THESIS

Presented to  
Maulana Malik Ibrahim State Islamic University, Malang  
in partial fulfilment of the requirements  
for the degree of Sarjana Sastra

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## APPROVAL SHEET

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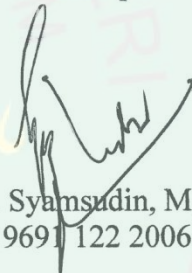
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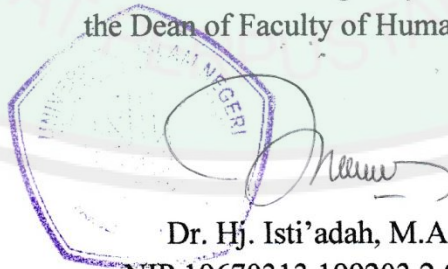
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Malang, July 6, 2017

The Researcher,



Aniesa Haque Ayu K. P.

## MOTTO

*Never get back to the past, if you need it, back for catching the lesson not to stay behind  
and carry your way to the bright future you have.*

*~~ Aniesa Haq Ayu ~~*



## DEDICATION

This thesis is especially dedicated to:

My beloved mother, Hairiyah and my beloved father, Bambang Hermanto



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*Alhamdulillah Rabbil Alamiin...*

My deepest grateful for the only God who created this universe Allah swt who gives me ability and strength to finish the study well, and our Prophet Muhammad SAW who always guides me in the right way. This thesis entitled *Representation Meaning of "Beauty" in Cosmetics Advertisement: A Semantic Analysis* is intended to fulfill the requirement for achieving the degree of Sarjana Sastra (S.S) in English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang.

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Wahyu, and all who cannot mention here. Thanks a lot for being my friend and always make me happy in every situation.

Malang, 6 July 2017

The Researcher,

Aniesa Haque Ayu K. P



## ABSTRACT

**Kartika Putri, Aniesa.** 2017. *Representation of the Meaning of “Beauty” in Cosmetics Advertisement: A Semantic Analysis. Thesis.* English Language and Letters Department. Faculty of Humanities Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Zainur Rofiq, M.A

Key words : *semantic, advertisement, beauty.*

In communication, people communicate each other in many ways such as by using sense, language and sign. In this research, the researcher does the research around semantics field in the utterance of language. This research discusses about presenting meaning of utterances in language advertisements with aimed to find the authentically presenting beauty concept which is hidden by the structure of utterance. The objective from this research for knowing the types of dimension meaning are appeared from the concept of beauty.

This research uses qualitative design because this research needs describe for each objects. In this research the researcher uses the theory of Geoffrey Leach, who mentioned the type of meaning and also the type of lexical relation in semantics for analyzing the object. The object of this research is the text of utterance uses for the advertisements. The objects of the research are three of commercial advertisement in cosmetics product, namely REVLON, MAYBELLINE, and L’Oreal Paris.

The finding of this research is that beauty can be presented in many ways. The researcher proves that beauty appear from the structure of utterances in advertisements. Furthermore, the researcher finds that those three objects have different presentations about the concept beauty. It also found that L’Oreal Paris advertisement presents the conceptual beauty which meant the true definition of beauty which appears in the whole of advertisement, the other advertisement is REVLON which presented the beauty concept by presenting the utterance *Love* and the last advertisement is MAYBELLINE presents the beauty concept by presenting the utterance *Make it Happen*.

For this research the researcher concludes that the language of advertisement cannot be always presented in the real concept of the message but also language of advertisement can be presented by hidden concept which send the message in other aspect.

### Abstrak

**Kartika Putri, Aniesa.** 2017. *Representasi makna "Beauty" pada iklan kosmetik: Analisis Semantik*. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Zainur Rofiq, M.A

*Kata Kunci* : Semantik, Iklan, Beauty

Pada komunikasi, manusia berkomunikasi antara satu dan lainnya dengan banyak perantara seperti menggunakan perasa, bahasa, dan tanda. Pada penelitian kali ini peneliti melakukan penelitian terhadap ranah semantik pada kata-kata yang terdapat pada bahasa. Penelitian ini mendiskusikan tentang penjabaran arti kata pada sebuah bahasa iklan dengan tujuan untuk menemukan kecocokan penjabaran konsep dari kata "Beauty" yg tersembunyi pada susunan kata-kata. Objektif pada penelitian ini adalah untuk mengetahui tipe-tipe dari dimensi arti yang muncul dari konsep makna "Beauty" tersebut.

Penelitian ini menggunakan penelitian kualitatif karena penelitian ini membutuhkan pendeskripsian pada setiap objek. Pada penelitian ini peneliti menggunakan teori dari Geoffrey Leach yang menyebutkan beberapa tipe dari jenis arti dan juga beberapa tipe pada hubungan leksikal pada semantik untuk analisis objek. Sementara itu objek pada penelitian ini adalah teks kata-kata yang digunakan untuk bahasa periklanan. Objek dari penelitian ini ada tiga macam iklan produk kosmetik yaitu REVLON, MAYBELLINE, dan LOREAL PARIS.

Hasil dari penelitian ini mengungkapkan bahwa kata "Beauty" dapat dipresentasikan pada banyak arti. Peneliti membuktikan bahwa konsep dari "Beauty" muncul pada susunan kata-kata yg digunakan untuk bahasa-bahasa iklan. selain itu peneliti menemukan pada tiga objek tersebut memiliki perbedaan presentasi makna dari konsep tersebut, yang mana pada iklan LOREAL PARIS konsep *Beauty* muncul dengan makna jelas, seperti pada kata-kata yang tersusun dan memiliki makna yang sebenarnya. Iklan selanjutnya adalah REVLON yang mempresentasikan konsep beauty dengan kata *Love* dan yang terakhir adalah MAYBELLINE yang mempresentasikan konsep beauty dengan kata "*make it happened*".

Pada penelitian ini peneliti menyimpulkan bahwa bahasa iklan tidak selalu dapat dipresentasikan pada makna yang sebenarnya, tetapi bahasa iklan dapat pula dipresentasikan dengan menyembunyikan konsep yang berbeda pada aspek susunan kata.

## الملخص

كرتيكا فوتري، النساء. 2017. شرح معنى "جميل" في دعاوة مساحيق التجميل: تحليلا دلاليا. البحث الجامعي. اللغة الإنجليزية وأدبها. كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف: زين الرفاق، الماجستير

الكلمات الأساسية: علم الدلالة، دعاوة، جميل

في مجال الاتصال، يتواصل الناس فيما بينهم بطرق عديدة كاستخدام الشعور واللغة والعلامة. تبحث الباحثة هذا البحث في مجال علم الدلالة في الكلمات الموجودة في اللغة. وتبحث هذا البحث عن وصف معنى الكلمة في لغة الدعاوة بغرض لإيجاد انسجام وصف التصور من كلمة "جميل" المستتر في ترتيب الكلمات. وغرض هذا البحث لمعرفة أشكال المعنى الذي خرج من تصور كلمة "جميل". استخدم هذا البحث بحثا كيفيا لأنه يحتاج إلى وصف كل الموضوع أو الأسئلة. استخدمت الباحثة في هذا البحث نظرية كؤوفري ليج (Geoffrey Leach) الذي ذكر عدة شكل من نوع المعنى وعدة شكل في علاقة الحرفية في علم الدلالة لتحليل أسئلة هذا البحث. بجانب ذلك موضع أو أسئلة هذا البحث هو نص الكلمات المستخدمة في لغة الدعاوة. وموضع هذا البحث هو ثلاثة أنواع من نتاج دعاوة مساحيق التجميل وهي رفلون (REVLON)، و ميبلين (MAYBELLINE) و لوريال باريس (LOREAL PARIS).

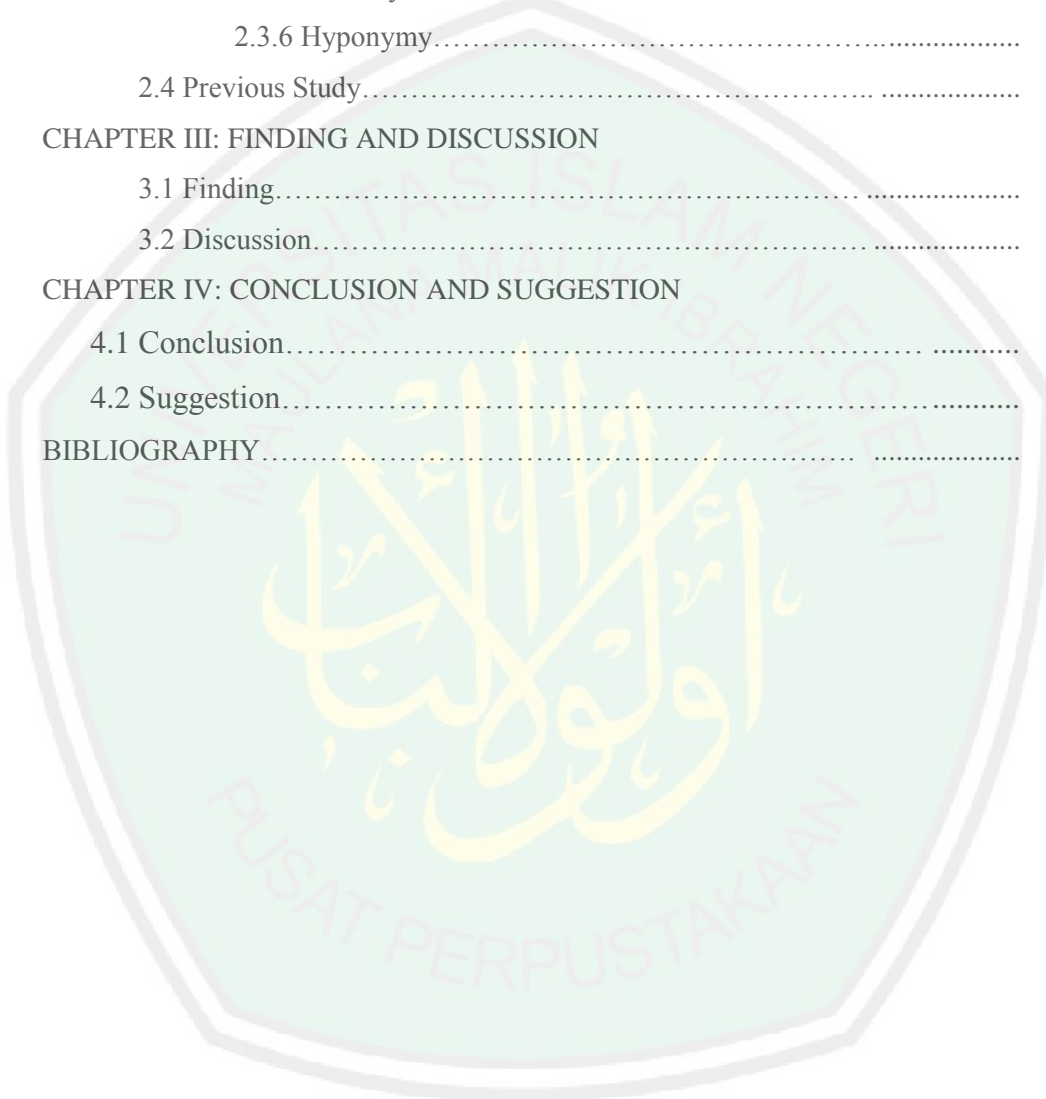
ونتائج هذا البحث هي كلمة "جميل" يمكن استخدامه في العديد المعنى. أثبتت الباحثة أن التصور من كلمة "جميل" الذي أخرج في ترتيب الكلمات المستخدمة في لغة الدعاوة. بجانب ذلك وجدت الباحثة في تلك المواضيع الثلاثة لها اختلاف شرح المعنى من ذلك التصور. أينما كانت دعاوة LOREAL ظهرت تصور "جميل" واضحا، كما في الكلمات المرتبة ولها المعنى الحقيقي. ويليه الدعاوة REVLON التي تشرح وتبين تصور "جميل" بكلمة الحب، والآخر هو MAYBELLINE التي تشرح تصور "جميل" بكلمة "Make it Happened".

استنتجت الباحثة من هذا البحث أن لغة الدعاوة لا تشرح على معنى الحقيقي أبدا، ولكن تشرح لغة الدعاوة بكتمان التصور المختلف في ناحية ترتيب الكلمات.

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## CHAPTER I

### INTRODUCTION

This chapter aims to introduce the components of study which consist of background of study, research question, and objectives of the study, significances of the study, scope and limitation, and definition of the key term. Moreover, this chapter presents the purpose of doing this research and explains the research method.

#### 1.1 Background of the Study

Language is a tool for communication. All creatures have their own language to communicate each other. Human being produces their communication by speaking, writing or gesturing. Meanwhile, another aspect of communication, animals also communicate by using their feeling called animal instinct. They cannot communicate by oral language, but they have some signs to communicate with human.

Language is used in the aspects of utterance and sign. Sign is one of the language types included in communication styles. Many signs around us exist to inform hidden message. In addition, the European linguist, Saussure (1857-1913) conducted a study in semiotic in first half of twentieth century. He proposed that something such as sound, letters, images and gestures are defined by signifier, it refers to hidden meaning which exists implicitly. Moreover, Saussure said that the concept of the object itself is called by signified. Then, the relation between signifier and signified are called as signification.



Frequently, the researcher tries to find out the sign of utterances from advertisement either written, spoken or commercial advertisement. The utterance which used in commercial advertisement aims to inform all the advantages of products significantly and compete each other by their creativity for combining the utterance and act. Furthermore, advertisement is the object of the product to deliver the message from producers or advertisers to consumers or the readers and the listeners. Advertisement also persuades the readers or listeners to buy the product by any reason. According to Durant and Lambrou (2009:93), at the same time, advertisement conveys information. Then, consumers are persuaded to believe the contain message in advertisement. Williamson (1983:19) believes that “an advertisement does not create meaning initially but it invites us to make a transaction where it is passed from one thing to another”.

As the researcher knows “beauty” has close relation with women but, how the people present it would be different. Beauty is always described in physical aspects such as white skin, glowing, and gentle skin. According to Bissell and Chung (2009), beauty is an important concept used in advertisement to sell a product. It is because beautiful people are also judged as more persuasive and credible (Goodman, Morris, and Sutherland, 2008). Since cosmetic products are commonly proposed to women, it could be interested when the advertiser can modify the sentence to make beauty concept and make people interested in consuming that product.

Nowadays every woman has a dream to be beautiful, for that case cosmetic product appears to help them in that way. Related with this study, the reason why the researcher choose this topic to be a discussion of this study because every product has the power in their product through its language of advertisement. Differently, the researcher found from those three advertisements have different way in sending the idea of advertising their products. Most of producers compete each other in selling their product to be trusted product for every woman who consumes it. So then, not only the component of the product which make the essence of product sale, but also the way producer advertises the product will be the first approach to consumers.

Bittner as cited in Najihah (2016) classifies advertisement into two types. They are standard advertisement and public service advertisement. A standard advertisement is the advertisement which is created specifically for introducing purpose of the good service to consumer (Najihah, 2016). Moreover, from the type of advertisement, the researcher chose three commercial advertisements of cosmetic products, they are L'oreal Paris, REVLON and MAYBELLINE. The reason why the researcher chooses those three of commercial advertisements is because those products are international cosmetic product which accepted in the local market by good quality component to enrich the skin of body, although the price is not as cheap as other local cosmetic. Besides, MAYBELLINE product is the world's leading cosmetic brand and it is available in over one hundred countries (L'oreal Group, 2017). While, the brand "L'Oreal Paris is richly endowed with a portfolio of

international brand that is unique in the world and that covers all the lines of cosmetics and responds to the diverse need of consumer the world over” (L'OREAL BRANDS, 2017). Another reason why the researcher choose those three advertisement is they use implicitly concept of utterance which used for advertising. From those cosmetic products the researcher wants to find out the true relation meaning in those advertisements. Another way, the researcher also wants to find the representation of beauty in each advertisement of product.

This research is conducted to examine the utterance by the aspect of dimension meaning in semantics. The researcher knows that semantics is a part of linguistics and this part has close relation in presenting meaning. We cannot interpret the meaning of the context while directly reading, as it has a deep meaning by its context of the advertisement. To know the researcher’s interpretation of the text, we have to analyze them using the lexical meaning analysis. The dimension meaning analysis is always related to lexical meaning, ambiguity, denotation, connotation, synonym, antonym, homonym, homophone, hyponymy and polysemy (Zulaiha, 2008). In this research the researcher will investigate lexical meaning using those three of commercial cosmetic advertisement as mentioned before. In this research, the researcher also investigates the components of utterance during the video show which is composed as “beauty”.

In this research, the researcher discusses about slogan and prolog during advertisements show and analyze it by semantics on how those utterances are meant to beauty. The previous study by (Najihah, 2016), also represented the meaning of beauty by using Fairclough's model of CDA theory, she used Fairclough's model which has three dimensional frameworks. In her research, Najihah also examined the advertisement of cosmetic product and found the representing of adjective word for purchasing the product in advertisement. Other previous study is (Illah, 2008) who used the study of semantic in her research. She analyzed of semantic by using muse for the object. In Irfak Illah's study she analyzed by examining denotative, connotative, polysemy, hyponymy, antonym, and synonym to analyze the message of Eminem's song.

Other previous researchers who conducted study in Semantics is Munawwaroh, (2008). In her thesis, she conducted study about functional semantic by the object language advertisement of well-known electronic product. While, Mujibatin Munawwaroh discussed her thesis which concerned on the functional of semantic including connotative and denotative, type of meaning, and language of advertisement. Another previous research which discussed semantic is (Arifah, 2016). She applied the study of semantic by muse for the object. She used the songs of John Legend who is famous singer around 2016. She discussed semantic in figurative language.

Moreover, the study has different model of the object. The researcher focus on the utterance and slogan for the object. Najiha's (2016) in her study, discusses the semantics by using CDA approach while the purpose of her study is finding the meaning of utterances by using Fairclough's model. In this study, the researcher wants to provide the composition of utterances in prologue and slogan of advertisements in concept of "beauty". The researcher conducted the study in semantic and focus on lexical dimension of utterance in prologue and slogan as the object of the study. What the researcher should do in this study is finding the true meaning and the real message of advertisement in different cosmetic products. While, the advertisements shows the power of the product in different ways.

The contribution of this study is presenting the utterances of advertisements which use the theory of George Leech and presenting the conceptual meaning in lexical dimension. Moreover, this study supposed to find the tendency of concept in cosmetic product advertisement through semantic field. This study is also important to find some techniques of advertisers in selling their product through the utterance used as syntactically and pragmatically. Every woman needs to have a perfect appearance. They are going to do everything to have their own beauty.

## 1.2 Research Questions

According to the background of this study, the researcher will formulate the research problem follows:

1. What types of dimension meanings are implied for presenting the “beauty” concept in cosmetic advertisements?
2. How do the advertisements represent the “beauty” concept in semantics meaning of cosmetic product?

## 1.3 Objectives of the Study

The objective of this study aimed to present the contribution between the study and theory which will supposed to full fill the component theory and provide it in doing analysis. There are some objectives of study which related below:

1. To know all types of dimension meaning that appear in the utterance of advertisement and find the presenting meaning from the function of it.
2. To know how the beauty concept exists in the whole selected utterances.

## 1.4 Significances of the Study

This study has a contribution to give more understanding in semantic field which focuses on types of dimension meaning especially in interpreting meaning of advertisement. Hence, this study is expected to be a reference for a further study of semantic field especially who will discuss the types of dimension meaning.

Hopefully, this research would give contribution to student or lecturer who will

conduct a study in this field using advertisement object especially those who are interested in the cosmetic area. This study also will give explanation of how beauty concept is constructed when we look from semantic field.

### **1.5 Scope and Limitation**

This study only focuses on dimension of meaning of semantics. There are type of dimension meaning included connotative, denotative, synonym, antonym, polysemy, lexical meaning and homonym. This study focuses on the object of cosmetic advertisement while the researcher only choose three of international cosmetic product there are L'Oreal Paris, REVLON and MAYBELLINE.

### **1.6 Definition of the Key Terms**

In this chapter the researcher wants to describe about the definition of the key terms which related to this study. There are three of the key terms supposed to be the key word to whole this study.

1. Beauty : beauty is the quality of being pleasing, especially to look at, or someone or something that gives great pleasure, especially when you look at it.
2. Advertisement: the object of this research to know the utterance means implicitly. This object is used for selling the product and purchasing the product depends on the structure of utterance.

3. **Semantic** : the study of language by interpretation meaning and also the center of the study of the human mind - thought processes, cognition, conceptualization - all these are intricately bound up with the way in which we classify and convey our experience of the world through language.

## **1.7 Research Method**

This part contains research design, research instrument, data source, data collection, and data analysis.

### **1.7.1 Research Design**

In this research the researcher used the qualitative method because this research did not need a statistically approach and it will analyze the utterances as the object of the study. This research is descriptive research because during analyzing this study the researcher describes the variable between the theory and also the object which source from the utterances. Then, this research refers to describe the social activity which related with the individual mind or group.

### **1.7.2 Research Instrument**

In this research the researcher use herself as the main instrument of this research study because she as the active participant for doing this research which consist of collecting data, classifying the utterance and presenting the data. Also, the researcher analyzed the data by classifying the utterances in the advertisements.



### **1.7.3 Data Source**

The researcher uses the kind of visual cosmetics advertisements. There are three of advertisements for the object, three of them are REVLON, MAYBELLINE, and L'Oreal Paris. From all of the cosmetics advertisement the researcher choose those three advertisements to watch the video and going to describe the utterances in each advertisement. The criteria of data which will be the object of this study is the advertisement consist of the utterances which shows the other aspect of product and most of them appear in western advertisements. Also the researcher selects the word or the sentence from those product advertisement which related by the theory and use the slogan to strengthen the data. Besides, the first video will be downloaded from the website youtube.com.

### **1.7.4 Data Collection**

The researcher collected the data through the several stages. The data source downloaded from you tube. Firstly, the researcher searched the advertisement by L'Oreal, REVLON and MAYBELLINE. Absolutely, there are many advertisements related. The researcher chose one or two commercial advertisement which contain of utterances and slogan of brand. Second, the researcher transcribed the utterance by writing the text. The last step, the researcher decided the utterance which has the connection with the context of beauty which can be the point of discussion on the finding later. After the researcher found the type of utterance the researcher decided the utterances which are related to the context of beauty and why it is related.

### 1.7.5 Data Analysis

The researcher analyzed the data by doing some stages. Firstly, the researcher watched some advertisements which had been downloaded. While watching, the researcher paid attention to the utterances appeared. Secondly, the researcher described the utterances and identified the utterance which related with Semantics and how the utterances present the concept of meaning. The next step is the researcher examined the utterance by the theory of Semantics which focuses on dimension meaning. This dimension meaning used for this study focuses on the theory of lexical meaning while this theory contained of denotative, connotative, polysemy, and homonym.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter discusses types of meaning by semantic, dimension of meaning, message, lexical meaning, connotative, denotative, polysemy, and homonym.

#### 2.1 Types of Meaning

Every sign in this world has its own meaning. Meaning also can be some tools of how the utterances produce become a message. In linguistics, we come upon many signs appears in every concept, because linguistic field is the area for studying the meaning either the meaning could be implicit or explicit. Other concept of meaning itself, according to Geoffrey Leech (1974-1981) in the study of meaning, he said that there are seven types of meaning there are conceptual, connotative, collocative, social, affective, reflected and thematic. However, the two primary types of meaning are conceptual and associative meaning.

##### 2.1.1 Conceptual Meaning

Conceptual meaning is the logical sense from the utterance known as the basic component of grammar. Conceptual meaning can be called denotative meaning. In other words, it is a primary definition of dictionary. The concept of lexical meaning is the basic method of lexical meaning in semantic. Conceptual meaning is a literal meaning which is indicated by the concept which it refers to. At the lexical lexeme level, conceptual meaning is represented as a set of distinctive features. The relevant

set of distinctive features described as seme or sememe, which can be described as the basic meaning of an utterance, depends on a given semantic field (Alice, 2004). The study of meaning in semantic structured by two linguistic principle are paradigmatic and syntagmatic relation.

In other aspects connotation refers to the wide array of positive and negative associations that most words naturally carry with them, whereas denotation is the precise, literal definition of a word that might be found in a dictionary (Thunderbird, 2015). Understanding the difference between denotation and connotation is important to understand definitions and how concepts are used. Unfortunately, that is complicated by the fact that these terms can be used in two different ways: grammatical and logical. Even worse, both uses are worth keeping in mind and both uses are relevant to project of logical, critical thinking (Thunderbird, 2015).

### **2.1.2 Associative Meaning**

Associative meaning consist of five types: connotative meaning, affective meaning, social meaning, reflected meaning and thematic meaning. Associative meaning also has relation with culture and human cognitive. Hervey and Higgins as cited by Dickins in his *Linguistica ONLINE* define associative meaning as “that part of the overall meaning of an expression which consists of expectations that are – rightly or wrongly – associated with the referent of the expression” (Hervey and Higgins 2002: 149–150). This type of meaning used in communicative between people depends on their culture.

### 1. Connotative meaning

Connotative meaning is two conceptual meaning which is related to the positive or negative one. The other name of connotative is expression meaning which need personal interpretation for the reader. Chaer (1995:65) claims that when a word has both positive and negative sense value, the word is called a connotative word. According to Leech (1974; 40-41) “connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content”.

### 2. Affective Meaning

Affective meaning is an effect of the personal feeling of speaker. While speaker speak an utterance, it would shows some directly feeling for the listener. According to Alice Mwhaki in her journal she said that “affective meaning is more directly a reflection of the speaker’s personal attitude or feelings towards the listener or the target of the utterance (Mwhaki, 2004)”. When we give some example when the speaker says some utterance to express a negative sense, then the speaker use the utterance become a language as insult, flattery or sarcasm.

### 3. Social Meaning

When the speaker begins to have some communication relation with new people, directly the speaker would use the language by the degree of formality. In example when I as a speaker begin to create communication to other I usually think about the topic I should communicate with the other speaker. Not only the topic, but also the

language usage which speaker uses is important to get the new communication. The degree of politeness is important in language. When we took that as the example the word “mama” is an informal language, it is used for the children to call her/his mom or it may call by child’s language. The formal language for communication use “mother” not “mama” or “mommy” or “mom”.

#### 4. Reflected Meaning

Reflected meaning is the expression of utterance which gives some reflections to the listener who listen the utterance or the form sentence. In reflected meaning one sentence appears to have several meaning. It depends on the people interpretation and imagination. Reflected meaning could be a kind of ambiguity, there are some sense of meaning appear from an utterance.

#### 5. Thematic Meaning

Thematic meaning is the source meaning by some reference utterance forms, the message have some conceptual meaning by the different ways of communication. Thematic meaning also can described as the meaning which appears in a message organized by some grammatical constructions. For example, the sentence “Alice eat an apple” with “an apple eaten by Alice” those two sentences have same conceptual meaning, but the different is the first sentence use the active sentence and the last use a passive sentence. It would be the different ways of thematic meaning but still have the same concept of meaning.

## 2.2 Dimension of Meaning

Everything that has a meaning is called linguistic expression. The structure of meaning itself begins with the three components. There are morphemes which be the basic aspect of meaning and it can be less than a word. In the other hand, there is lexeme it embraces the word or may be an idiom. Lexeme can be composed when there are one or more meaningful morpheme. The last kind of meaning is sentence, while the sentence has the complete structure of word in grammar, then it can be easier to examine the meaning. Generally we can recognize three aspects of meaning in lexemes: the relation to phenomena outside language, the relation to people's attitudes and feelings and the relation to other lexemes (W.Kreidler, Introduction English Semantic, 1998). Two lexeme that have same pronunciation and spelling it called homonym and a lexeme which has a wide range meaning or it can be refers to more than one meaning it called polysemy. According to Leech (1981), "Linguistics brought to the subject of semantics a certain degree of analytic rig our combined with a view of the study of meaning as an integrated component of the total theory of how language works" (Iove, 1983). One of the study which related is lexical relation.

## 2.3 Lexical Relation in Semantic Meaning

The field of semantics which related by representing the meaning is called lexical semantic. This area discuss in systematic meaning which related structure of word. Usually, meaning need interpretation and suggestion. Absolutely the message which has meaning contained by many symbols whether a sign or a word. Meaning

is a certain reflection in our mind of objects, phenomena or relations that makes part of the linguistic sign - its so-called inner facet, whereas the sound form functions as its outer facet (лексикологии, 2010). Here what the meaning of lexical by Merriam Webster, 1828 is something which related to a lexicon or to lexicography and according to A. F. Parker-Rhodes lexical methods aim to list relevant forms (Merriam Webster, 2017). The lexical meaning contains of connotative, denotative, polysemy, homonym, ambiguity, and synonym.

### **2.3.1 Ambiguity**

Ambiguity happens when there is one lexeme or one sentence can be interpreted into more than one meaning. Ambiguity can happen because a longer linguistic form has a literal sense and a figurative sense (W.Kreidler, *Introducing English Semantics*, 1998). Other the cause of ambiguity is while the different word has same pronunciation or same spelling; it can be a factor of ambiguity occurs. Oaks (1990:48) give an example of a three-way ambiguous sentence "My business is cleaning equipment," in which the three interpretations can be respectively paraphrased as (Law, 1996):

1. My business is to clean equipment.
2. The kind of equipment that my business deals with is cleaning equipment.
3. Things are being cleaned by my business.



### 2.3.2 Synonym

The phrase of word which has same or nearly meaning in another word in one or in same context of structure word. Another definition of synonym is the sense which is exist between words by close meaning are related. As Crystal (2003:450) defines the meaning of synonym as a sense relation between lexical word which has same meaning. Another definition of synonym is according to Parker and Riley (2005:35) the two words can define as synonym if they have the same sense and same value of semantics feature. For example when you want to say that the girl is beautiful, the word beautiful can represents as pretty or lovely and may be attractive. Synonym represents the same meaning by the other context of structural word. Or in another example, when we want to say happy, the word of happy can be represented as joyful, mirthful, or may be upbeat. It is called synonym.

### 2.3.3 Polysemy

A single word form can be associated with several different meanings. Take the word run it has meaning in the verb phrase run a half marathon is clearly different from the one it has in run some water, or, for that matter, in run on gasoline, run on empty, run a shop, run late, run away from responsibilities, run in the family, run for President, and so on. This phenomenon is described as polysemy (Falkum, the symantic and pragmatic of polysemy: A Relevant Theoretic Account , 2011). From that example, polysemy allows the user of word derive a word in some sense of meaning which be differed in term of lexical feature, morph syntactic feature, sub-

categorization feature, semantic feature, lexical selection feature, idiomatic usage, proverbial usage, and figurative usage (Sinclair, 1991:105). In another example we use the word *walk*. In the sentence “I *walk around the park to see flowers*” from this sentence we see that the meaning of *walk* is only verb walk with the meaning use the feet to get the destination. In another sentence “*she walks the tower*” the word *walk* has the other meaning that make the sentence has the meaning as to haunt the place as a ghost.

#### **2.3.4 Homonym**

Has different aspect, in polysemy, the different senses of a single lexical item are seen as being related in some non-trivial way, whereas in homonymy, the multiple encoding is a matter of historical accident (Falkum, the symantic and pragmatic of polysemy: A Relevant Theoretic Account , 2011). Homonym is a word which has same literally word and also has the same pronunciation but they have different meaning. Homonym expressed in to two terms there are homograph and homophony. Homograph refers to the identically spelling with different meaning and the other one is homophony refers to the different spelling and similar pronunciation.

#### **2.3.5 Antonym**

The word which has the opposite meaning. As Yule (1996:118) suggest that when there are two word have a different meaning in opposite form it called by antonym. As like as the example of two pairs of word which has the rule positive and negative. In example the word “*dead and alive*”, they have same aspect of meaning is

living. However, that pair of word stand in different rule. *Dead* is a word which has the negative content by the meaning after life and the word *alive* is the opposite in positive content. According to Finch (2000:115) there are three types of antonym are gradable, complementary, and relational antonym. Gradable antonym has the definition as the opposite which has the degrees in example wide and narrow, young and old, and tall and short. The next type is complementary antonym is the type which mentioned about the statue in example single and marriage, dead and alive. The last type is relational antonym is the opposite in the pairs of something that has relation in example wife is the antonym of husband.

### **2.3.6 Hyponymy**

The word relation between two words or more which has same subordinate. Yule (1996:119) as cited in Mehdi defines the meaning of hyponymy as a hierarchical sense relation which is appeared in the same sense and included for the other. It means hyponymy contained of the meaning in general word. Another definition of hyponymy according to Crystal (2003:222) and Larson (1984:66) as cited in Mehdi, hyponymy can call by relationship between specific and general lexical item of word. The word cat is the hyponymy of animal, while the animal is the generally word which is contained of every kind of animal. Cat, butterfly, dog, and cow are grouped by the hyponymy animal. In another example Rose, Jasmine, Sun flower, Daisy and Sakura are contained by the meaning of flower, than what called by hyponymy is the word flower.

## 2.4 Previous Studies

These following previous studies are the study which related by study of meaning in semantic. There are some previous study can be my guidance for doing this study.

Related with the study of meaning (Illah, 2008) in her study, entitled “*A Semantic Study on the Lyric of Eminem Song’s*” she did an investigation on semantic study focus on lexical meaning. She tried to do interpreting in meaning of lexeme which depend on the meaning from the sentence occur. She use the theory of George Yule in semantic theory comprehended the interpretation of meaning in lexical meaning by the object of Eminem’s Song which published on 2004. Irfak Illah’s study focuses on lexical meaning including synonym, antonym, polysemy, hyponymy, connotation and denotation. In her study she found that generally lyric of Eminem’s contain of synonym, antonym, polysemy, hyponymy, connotative, denotative and message. Not only that, in her study she said that song of Eminem contain social message.

The second researcher is (Munawwaroh, 2008), she did the study of thesis in semantic study by the title *Functional Semantic Analysis on the Language of Advertisement of Well-Known Electronic Product*. In her study, Mujibatin uses the object of ten advertisements to examine the type of meaning which appeared in the language of it. Her study describes in detail the type of meaning which appeared and described the meaning which is emphasized. In her study, from ten of those

advertisements of well-known electronic product she found several types of associative meaning are connotative and affective meaning, but the dominant in connotative. From her study she claim that most of advertisement use connotative meaning for purchasing the product in meaningful and sensible message.

The third previous study by Arifah, (2016). Her study discusses semantic meaning concern on figurative language. She uses the object of John Legend Music by descriptive approach. In her study she found some type of figurative language which appeared in this song there are simile, metaphor, hyperbole, personification, oxymoron, paradox, symbolic, repetition, allusion, and anumerasio. Her study also tries to provide the description about figurative language in human daily life.

From those three previous studies the researcher got the similarities in doing the study. The researcher find the same aspect of presenting meaning the utterance in semantics field such as figurative language and others examined the utterance from the functional semantics. However, to the present study will solely examine the object which focuses on the utterance from commercial advertisement using the components of dimension meaning in semantics field.

## CHAPTER III

### FINDINGS AND DISCUSSION

In this chapter, the researcher presented the finding of this study on the types of dimension meaning using Leech's theory of in Semantics. This researcher categorized the objects into three kinds of cosmetics advertisement, namely REVLON cosmetic, MAYBELLINE New York, and L'Oreal Paris cosmetic. Three of these cosmetics are the types of cosmetics product which use implicit rule in advertising.

#### 3.1 Finding

This chapter aims to answer the research problems which are mentioned in CHAPTER I. The first problem the researcher wants to analyze how the advertisement represents the concept of beauty by semantics. In this purpose the researcher classified in the whole of utterances and found the reason why the utterance should consist the type of meaning which is mentioned by Leech. In the second problem, the researcher aims to find the type of dimension meaning which applied in the advertisement. Dimension meaning consist of denotative, connotative, homonym, polysemy, and ambiguity. From those all types can help the researcher to find the real message as the concept and it can be supporting reason why the concept of beauty exist.

## **Datum 1 REVLON**

The slogan of product: REVLON *Love is on*

Supporting utterances:

*Love starts here, Flirtation is on, Devotion is on, Romance is on, Sexy is on, Desire is on, Passion is on, and Seduction is on, REVLON is on.*

This product contains of two aspects, the first is visual advertisement and another one is lexical advertisement. The visual advertisement consists of the video by duration along one minute zero two second. The visual advertisement is used for sending the ideological concept of the product from advertiser to consumer. In other way this advertisement uses some utterances to compose the meaning which is created to make deep understanding in innovation of product.

Here the researcher found official advertisement by REVLON cosmetic product. The slogan of this product is “*REVLON Love is on*”. The slogan which is use by advertiser is the word “*Love*” as the subject and the adverb of it is “*On*”. Lexically, “*Love*” related to someone or something adorable. Here the researcher fined conceptual meaning appears, conceptual meaning closely by logical meaning, or the meaning which is composed as the lexically of utterance in real content. The word “*Love*” as subject and it has predicate as Noun, then synonym which is related to *Love* is adoration. The next utterance is “*Is On*”. The word “*On*” itself has the predicate as preposition, but when “*Is*” as verb preceded the word “*ON*” became adjective. The word “*On*” itself means continuing or something already happening.

exactly, the word “*Love*” refers to the product “REVLON”, while the purpose of advertiser to use the word “*Love*” to inform to public that using REVLON can make every woman being adorable person is because REVLON has the power to do.

This advertisement the researcher found that producer compose the concept of beauty meaning in predicate noun. For the beginning, the advertiser shows the sentence “*Love starts here*” we can see the visual advertisement as appendix 1 below,



Figure 1. REVLON by the utterance “*love starts here*”

“*Love*” appears as the subject in predicate Noun, in synonym concept means as something adorable. It included in conceptual meaning. The reason why the word “*Love*” chosen for presenting the product, is because women can be adorable one when they have something interesting. Moreover, woman absolutely has close relation with love, they easy to love everything and they like to be loved. Then, the



reason of advertiser uses the word “Love” because the woman and Love is something that cannot be separated.

Continually, in this section the thing that makes the woman looks wonderful is her eyes. Here the dimension meaning appears in the word “*here*”. The sentence “*Love Start Here*” here is included in types of ambiguity which cannot represent as literally word. The word “*Here*” consist of ambiguity context then, we don’t know well where the position of this word if only listening or reading from literal context. Another ways, when we look at the meaning of word “*Here*” in denotation content, also the researcher only know that “*Here*” is only about somewhere placed. Additionally, when we see the meaning “*Here*” from the connotation area, it refers to something pointed as source of *Love*. From the visual advertisement the researcher is able to point the word “*Here*” by watching the video. In this video the word “*Here*” refers to the eyes which has sharp view and *love* represent looking in the eyes.

Another utterance which supports the concept of beauty meaning in this advertisement is the phrase “*Flirtation is on, Devotion is on, Romance is on, Sexy is on, Desire is on, Passion is on, and Seduction is on*”. From the following sentence, the advertiser wants to demonstrate this cosmetics for all women to have look as sweet as the adorable women. The word “*Flirtation*” denote as play, play means sweet condition of couple of love with intimacy. The next is “*Devotion is on*” according to the literary text for appendix 2 the presenting meaning of “*Devotion*” is loyalty or enthusiasm for a person. It can denote by the word love or admiration. The

woman who becomes an adorable one with the beauty lips pink as the picture in appendix 2. Here the advertiser exposes the component of love is flirtation and devotion.

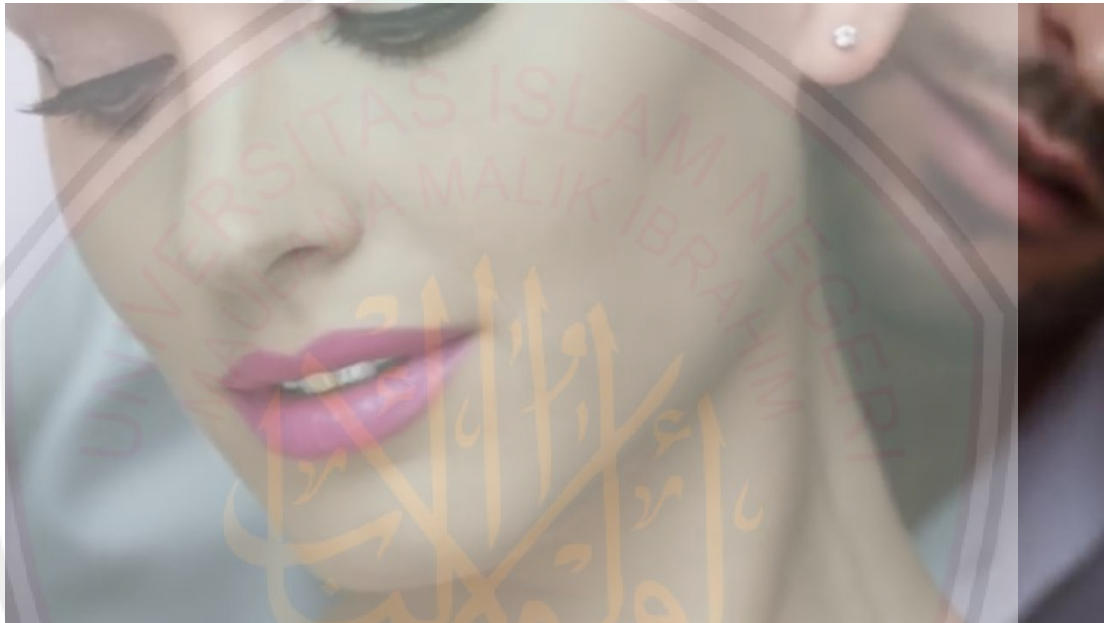


Figure 2. REVLON “romance is on”

The next is the word “*Romance is on*” what happened by romance? *Romance* is the word which cause of the condition that made from the relation between woman and man. In this advertisement the producer chooses the word “*Romance*” because it has relation with the word Revlon. While, REVLON help the women to have their beauty dream and make all women able to create their looking as themselves. While, the looking refers to the beautiful as them. As we see in appendix 3 the condition of room is gloomy and both of women and man they are looking each other with romance expression. This picture can help the statement of *romance*



Figure 3. REVLON “*sexy is on*”

The next word is “*Sexy is on*” which also appears in this advertisement. The word “*Sexy*” is related to physically, that is a body. *Sexy* does not pointed for woman bodies but also men. Here the word “*Sexy*” has the relation with the woman who has a beautiful physical aspect. This advertisement conducted the conceptual meaning while it has meaning as literally utterance or in lexical meaning called as denotative. Conceptually the word “*Sexy*” is described for woman who has slim body and tall. Here, the advertiser only use the picture as the woman’s back with the sharp look, as she wants someone is interesting with her. Here the other ability of this product can help every woman look like sexy girl who can be adorable and make all the people who look at her become interest.



Figure 4. REVLON “*desire is on*”

The next word is “*Desire is On*” in this utterance why should the advertiser use this word “*desire*” as the content of this part advertisement, the reason is the word “*desire*” has denotation meaning as want or strong feeling to have something and the word *On* is becoming a verb as supporting statement. Here the advertisement wants to express the beauty concept by using this product which can be awaken the feeling of desire which appears from woman. As the picture below, the red lips is supporting of the word “*Desire*” because desire begins from women look in her lips. As we know before, the word “*Desire*” it still has close relation with the utterance before “*Sexy*”. *Desire* has the synonym meaning as want. But, it also has the context of polysemy meaning. *Desire* can present in many aspect meaning such as the dream, ambition for reach something, willingness of hope, and other. The word desire refers to the

meaning of strongly wishes to make something happen in the body aspect. Because the previous utterance tell that *Sexy is on* and it has the relation about the body.



Figure 5. REVLON “*passion is on*”

The next utterance is “*Passion is on*” what should we know about this utterance is the word “*passion*” is related to strong feeling and barely controllable emotion in man feeling. Here the word “*Passion*” denoted as the feeling which is tempted man feeling. The word *passion* itself has tight relation about this product. While, this product can make the woman feels confident and bring this passion. The word *passion* has same meaning with *desire*. They have same meaning around feeling, but the advertiser uses the word *passion* because it has the different context. The word *passion* also has the synonym meaning as want, however this word related to the wishes that has many choices. *Passion* is some feeling which make the subject

choose one the choices exist and here the advertiser tries to enwrap the utterance as good as meaningful.

The last utterance of this advertisement is “*seduction is on*” here the meaning of *seduction* has the connotative context meaning. The definition of the word *seduction* is the action of persuade someone. When we see to the context of the sentence the word *seduction* make the people are persuade by this product REVLON is seduced the people by the example of the model who has the beautiful lips and look as the product is able to change the ordinary woman become special person which describe with glossy lips and it is Revlon as the figure 6.

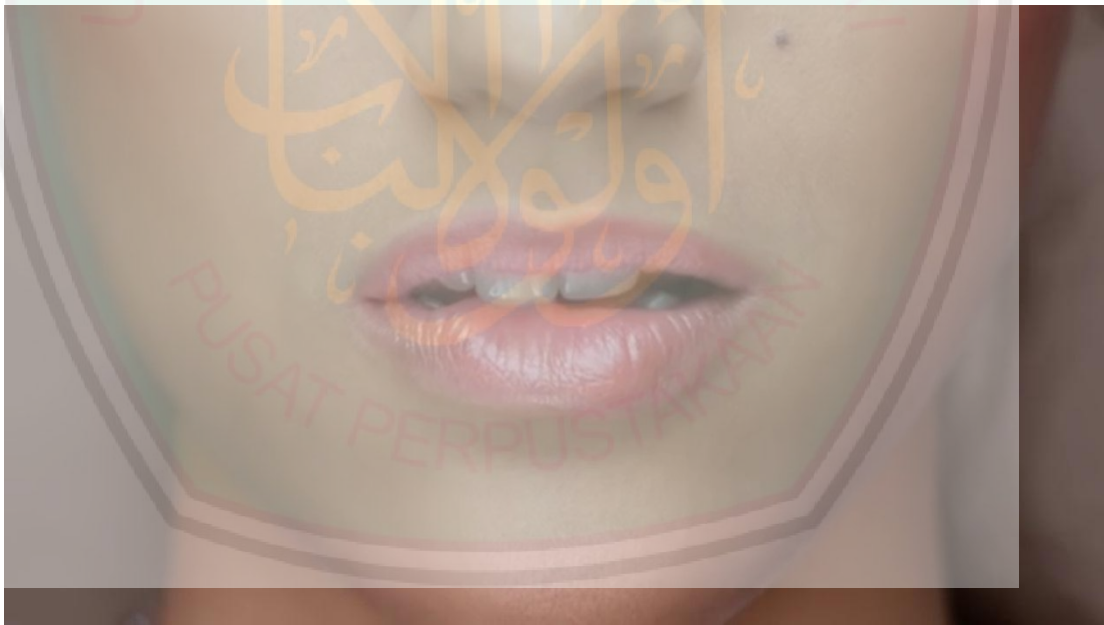


Figure 6. REVLON “*REVLON is on*”

The last is the advertiser concludes all those the utterance by the word “*REVLON is on*”. What the advertiser want is concluding all the previous statements by declaring that all that statement can happen with the Revlon. Revlon makes everybody look beautiful as that way which is used for the strong color lips or the soft one. Revlon makes everybody beauty as they type skin. Here on refers to connotation meaning as something appears and begin for everyone who want to be beauty as their own way.

### **Message**

In this advertisement we can see the literary sentence and utterance appear, the advertiser wants to share the quality of this product by using simple utterances as seduction, devotion, romance, sexy, passion and desire. The advertiser uses those utterance aimed to persuade the consumer of this product. This product helps every woman reach their dream come true. Because every woman likes to be an adorable one and wants to make her own self beautiful as her way. However, we can see all of the utterance use the adverb “*On*” which is followed by verb “*Is*” and they became as adjective. The word “*Is On*” has the purpose as something alive, something begin, something appears, and something happened. As lexical literary meaning it means something which in above. Otherwise, here the advertiser uses the word “*On*” to make the detail purpose in presenting meaning of beauty. It can represent such as when the women use REVLON as their cosmetic it will make them to be an interesting one who attracted all attentions of man. It represents that those woman has belief that they have their own beauty.

Moreover, the word “*On*” is repeatedly because it identically with concept of live, begin, and start. Here, the researcher got the meaning of beauty by using the slogan “*REVLON Love is on*” from the utterance we can see the relation between REVLON and the slogan. The slogan wants to send implicit message. Here, we can know that the effect of using this product can make the consumer got their dream to be beauty because this product can enrich every single part of inner beauty to be appears. However that dream carry on their human passion and desire. It will become the woman’s hope come true.





## **Datum 2 L'Oreal Paris**

**The slogan of this product** “Cause We worth It”

### **Supporting utterance:**

*I have the power, the power to make you beautiful even breath taking*

*I am the science, “a L'Oreal Paris”*

*I inspire dream, when the impossible becomes your reality*

*I am innovation for every one step ahead of the cutting edge*

*I am in the most unexpected places, acting at core of your cell*

*And every fiber of your hair*

*From the top of your head to the tipsof your toes*

*I enrich your skin, your hair, your body, your life*

*I have the power*

*I the clean your eye, I'min everyone's lips*

*You test, you play, and you create your image*

*You love, you love yourself, you love other, you look beautiful*

*You are beautiful, you feel confident, I am here,I'm there, everywhere*

*Exception, for each one of you because your worth it..*

*L'Oreal Paris, the superiority of your science*

*Makes your beauty dreams, come true*

*And you worth it.*

Here, the researcher wants to find the main point of the object as an analysis before. This advertisement is kind of the commercial advertisement which consist of two aspect in visual and context of literal utterance. In the first part the advertiser

says “*I have the power, the power to make you beautiful even breathtaking*” the subject “*I*” refers to the own product. Here the word “*power*” has conceptual meaning as an ability to do something or act in a particular way, especially as a faculty or quality. From this utterance I can see connotative meaning appears. The word *power* has synonym as the ability. The ability of product to help beautiful for every woman. The word *breathtaking* has same meaning with something spectacular, wonderful, and awesome. From this sentence the advertiser wants to share that L’Oreal products can make you beautiful in wonderful ways. As the picture below, we can see the sprinkle of gold can be a sign which related by the sentence. Because gold is the identity of something luxury and wonderful appears.



Figure 1. L’Oreal Paris “*I have the power*”

The next sentence is “*I am the science, “a L’Oreal Paris”* here I can see associative meaning appears in connotative meaning. The word *science* refers to something related by knowledge or an intellectual activity. But, the purpose of advertiser uses the word *science* is to indicate that L’Oreal product can be the science of beauty or the way for everyone to be beauty. However, from this sentence I can see that social meaning appeared. The advertiser uses the proper noun “*I am*” to make dedication of object. “*I am*” refers to the object which has predicate as doer, it is a L’Oreal Paris. As we see in this picture below.

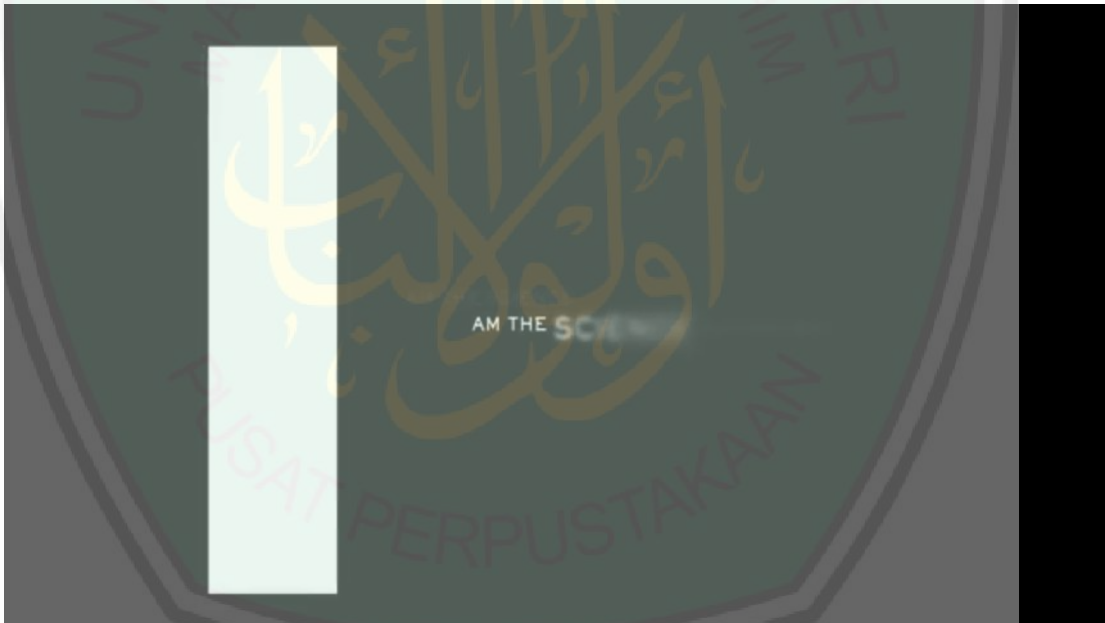


Figure 2. L’Oreal Paris “*I’m the science*”

The next sentence is “*I inspire dream, when the impossible becomes your reality* “. This sentence the word *I* refers to the product of L’Oreal Paris. The verb *inspire* connote as the affect to make a dream come true. Because the synonym which

is appropriate is affect. In addition, the aspect of ambiguity appears in the sentence “*when the impossible becomes your reality*”. Many things becomes impossible, than the advertiser uses the word *impossible* to state that every woman has limitation on everything. Then, L’Oreal comes to help the woman to reach their dream come true. Here the social aspect also appears as the word *yours*. The word *yours*, refers to every woman.

However the next sentence has relation that says *I am innovation for every one step ahead of the cutting edge*. Here the advertiser wants to say that L’Oreal can be an innovation to every women who want to take the risk to fight for their dream. The word *cutting edge* is has the synonym meaning as the new technology which make the new innovation belong to this product and it has more power to enrich the beautify in each person. Continually this statement followed by the sentence “*I am in the most unexpected places, acting at core of your cell and every fiber of your hair from the top of your head to the tips of your toes*” the advertiser says he/she appears in *unexpected places*. The word *unexpected places* is not clear definition, which place that can be expected. It consists of connotation meaning as which will describe as the work repairing overall imperfection in every single cell even the smallest cell.

Another description in the sentence *core of your cell*. This is the kind of ambiguity in polysemy meaning appears in the word *Cell*, the word *cell* can refers to the cell of phone, cell of jail, cell of plant maybe cellular. Here, the word *cell* means to the essential of skin body, it refers to the pores of the skin and this product does the

jobs to make the best stimulation in each person who consume this product as their treatment. Next is the word *fiber*, it seems like *fiber* is material containing such as thread. Here the meaning of polysemy for the word *fiber* use for woman's hair. It has meaning by the material of hair. As the picture below, the advertiser use the picture hair to claim that L'Oreal can repair thoroughly every part of the body, begin from the base of hair to the tips of toes.



Figure 3. L'Oreal Paris "I enrich your hair"

Next is the sentence which says "*I enrich your skin, your hair, your body, your life, I have the power*" this sentence consists of denotative meaning appears. Using this product will give the solution for every woman who want to be beautiful. L'Oreal will enrich every step of the body as skin, hair and body, because this product launches many types of cosmetics product as like hair treatment and cosmetics. The word *power* here, means to the ability of product by using new

technology for helping every woman achieve everything they want for their beauty. We can see the picture below, this picture said that this product is also available for man, it help repairing the imperfection which exist in him. The letter *U* is refers to the subject “you” it means L’Oreal can give everything you want. Begin from the perfection will be appeared from the body as the effect of this product.



Figure 4. L’Oreal Paris “exception, for each one of you because your worth it”

The next supporting sentence which have the power of this study is “*I the clean your eye, I’m in everyone’s lips*”. I suppose that this sentence consist of ambiguity meaning that focuses on the word *everyone’s lips*, it is impossible when the human is exist on human lips itself. However, the word *I am* refers to the one of each products of L’Oreal and absolutely it is lips product such as coloring matte lipstick. Additionally, the word *clean your eyes* it consist of the denotation meaning.

While, how can eyes cleaned as the room, it denote as using the eyeshade of L'Oreal will make the look of this eyes seems brightly and glorious.

The next sentence is "*You are beautiful, you feel confident, I am here, I'm there, everywhere, Exception, for each one of you because you're worth it*" no matter with the word "*you are beautiful*" because L'Oreal product helps everyone to be beautiful with the smooth hair, gentle skin, and shining eyes. Here the advertiser uses denotative meaning for beautiful, that word use as the real meaning. As far as the analysis the researcher supposes that confident is the effect of the beautiful. Everybody would be confident when they look good as them and covered their imperfection of their body.

Moreover, the advertiser uses the sentence "*I am here, I am there, everywhere*" the ambiguity of meaning appears in the word *here, there, and everywhere*. Other, those word include in type of lexical relation that is polysemy, because the word "*here, there and everywhere*" are able to describe every place whether is the real place of location or the place in the human body. What those word refers to? We back to the previous sentence that support. We can see the sentence "*I am in the most unexpected places, acting at core of your cell and every fiber of your hair. From the top of your head to the tips of your toes. I enrich your skin, your hair, your body, your life*" here we can know that *here* from the word "*unexpected place*" which refers to the cell of body which analyzed before, the fiber of hair and every part of the body from the head to the toes.

Other relation meaning which appears from this sentence is synonym meaning. The word *here* is the opposite of the word *everywhere*. The word here it should be mean by “did not go anywhere”, but the utterance after it say “everywhere”. The advertiser want to say that L’Oreal is here for every woman, but it can spread the technology in each part of body. Continually, the word “*you worth it*” refers to the people who make this product as their belief. Absolutely, when we read or listen the word “*we worth it*” it has ambiguity aspect meaning. What that thing which make us being worth? Here the description of *worth* is the woman. They have dream not only being beautiful, but also that dream will be reached if they feel confident. That confident appears from the good looking as they have. Then, this product tries to help everyone to make the beautiful as the have from their inner. The word “Worth”, use for describing as something luxury and woman is the subject of luxurious. Additionally, included for man, they also have thing to change to make them better, because the L’Oreal product not only for woman but they are also available for man.

The next supporting sentence is “*L’Oreal Paris, the superiority of your science, makes your beauty dreams, come true. And you worth it.*”





Figure 5. L'Oreal Paris "L'Oreal Paris the superiority of your science"

As the picture tell the word "*the superiority of our science*" the *superiority* denote as the virtue of something important or can be denoted as the eminency. Then, the advertiser wants to send a message that this product is the eminency of the new innovation of cosmetic product. The other concept which is appears in this utterance is the social meaning, while the proper noun of "*our*" it refers to the product, why should the advertiser uses the word "*Our*" because this product is present in various types of treatment whether for woman or man and absolutely most of them are presented for woman. Afterwards, the word "*our*" is used to tell to the people that L'Oreal is the united which makes every dream become true.

"*And you worth it*" is being the slogan of this product that has meaning as we as woman is worth to be beauty and to catch our dream come true. Because woman is

close with the big dream and it will be precious thing when that dream come true. Here, the type of meaning connote the word “*worth it*” usually this word used for something such diamond, gold, silver, and another thing. However, this for somebody who look worth with their good looking in their body, face, and hair and they are called woman.

### **Message**

In this advertisement I found most of the utterance consist of the type of meaning in denotative and connotative meaning. Denotative meaning used for describing the real meaning or called by conceptual meaning. Moreover, connotative meaning use to describes something which related to the close meaning of some sentence. Here the advertiser describe the beauty concept pointed as the dream. When a woman reach their dream and make it to be real than it will be something worth to be. Mostly, woman does not have any confident to make her own dreams come true because of their appearance. Here the advertiser wants to give the message of the new innovation of this product. This advertisement presents the beauty concept not from the physical appearance, but also how woman can reach her dream is the real beauty. Not only the woman who has white skin, straight hair, and slim body who can reach every dream, but every woman who want to give her struggle to achieve their want is look more interesting directly, this product help to make them beauty in their way.

**Datum 3 Maybelline New York****Slogan of product:** *“Make It happen”***Supporting sentence:***This one is for the girls, who make it happen**The one who look in the mirror, with confident, take on the street, and all needs**Who play passion to everything they do speak her mind and do not take “No” for any answer**This, is for the woman who drives in their eyes, who see obstacles as opportunities**And show the world their courage and creativity every day in a thousand ways**This is for every woman who looks in the mirror and see the power of possibility and the value of her dreams and if sometimes that mirror is clouded by doubt or insecurity**This is for the girls who know what to do**But own your strong face, you are nothing gonna stop me faces, stand tough and proud and go out and make it happen.**MAYBELLINE NEY YORK make it happen..*

In this part the researcher switches for another object. This product say for the slogan

*“Make It Happen”* what will be happened in this purpose of utterance is really

abstract because the advertiser use the word *“It”* as the pronoun of everything.

According to the whole advertisement the word *“It”* can refer to the dream, beautify,

or an opportunity. But the word *“It”* followed by the verb *“Happen”*, than we can

imagine that something happen as someone wish. Here we can say that woman as the

main subject of everything. Woman nowadays would not be an ordinary people. They

have some dreams, some hopes, and the want to do everything in their life become

meaningful. Then, the innovation of this product also help every woman who want make their dream come true.

In the first sentence the advertiser says that *“This one is for the girls, who make it happen”* “so many implicit concept appears in this statement. The word “This” refers to the something implicit but, the following utterance says *“for the girls”* here the researcher can catch the source of the word *“this”* is the product itself. The cosmetic which is made for every girls and only girls use it. In the beginning we can know what will be happened from this thing. Another ways why the advertiser should use the subject *girls* and not woman, exactly it refers to the social aspect meaning. In social aspect the woman and girl have the same context it is a female in gender. But, from the literary context woman is refers to the people who has the edge up to thirty and girl is the female who has the edge twenty one up to thirty. It will be different aspect in social meaning because girl is younger than woman. Then, the purpose of the advertiser use this word to claim that this product mostly for the girl and not for the woman.

However, this statement followed by the sentence *“The one who look in the mirror, with confident, take on the street, and all needs. Who play passion to everything they do speak her mind and do not take “No” for any answer”*. This statement is related with previous that says the *girls* is describe to everyone who want take the action in their life. Here, the statement denote in the utterance *“the one who look in the mirror, with confident, take on the street and all needs”*. Then, this

statement has the meaning as the woman who look in the mirror with their confident to do everything as their want and plan everything they need. This picture below can support the statement.



Figure 1. MAYBELLINE “the one who looking in the mirror”

Another ways, the statement which says “*who play passion*” it consist of the Homonym concept because the word “*play*” usually used for children or something can be played by kid. Moreover, this word including in the type of homograph because the word “*play*” have different meaning as the literary context. *Play* connote as the meaning *use*. Then, the women use the passion for every works they want to do and not as play as like child. Here the picture which can be supporting of the statement. The picture creates women who use red color of lipstick and it is called passion. Passion to make the look face as the condition. *Passion* means that want

followed by any choices, than every woman is able to create their own color lips with this product.

Here the complete sentence says “*who play passion to everything they do*” then, the advertiser connote the meaning passion by applying the color lips as the woman did for every works they suppose.



Figure 2. MAYBELLINE “*who play passion*”

Continuing sentence says “*speak her mind and do not take “no” for any answer*” the word “*speak*” is the included in the concept of connotative meaning because it do not have the real meaning. Mind absolutely cannot speak like mouth does. Here the advertiser wants to give the message that woman can give the instruction to their own mind to do everything. Next is the word which say “*do not take “No” for any answer*” here the connotative also appears in the word take. How

could the answer taken which is it only the word. The synonym of the word take can be hold, pick up, grab, and get hold. Then, this word connoted as the giving some answer or choose between yes or no.

The next statement is *“This, is for the woman who drives in their eyes, who see obstacles as opportunities and show the world their courage and creativity every day in a thousand ways”*. This sentence the connotation meaning appears in word *drives*. *Drive* is the verb used for the vehicle. It has meaning in homograph because it has different meaning in context. *Drives* means the power and doing some movement from their eyes. Here the description of woman is the one who can give the direction for their own self to change something impossible become the best way to begin the step. Here the word opportunities is the antonym of the word obstacles while, the word opportunities is the positive vibe and the obstacle is in the negative vibe. As the picture below the advertiser wants to send a message that has the sharp look from the eyes is able to describe that it can be a place for beginning the power of woman.



Figure 3. MAYBELLINE “the woman who drives in their eyes”

The next utterance “*and show the world their courage*” connoted as the meaning brave to begin the new step. It does not have the meaning as like hero who save the world but, only feeling brave to begin everything in good vibes. The word *show* here conceptually used for the appearance of something, but the advertiser connote this word to prove the world that we can do everything here without any fear. Next following sentence says “*and creativity every day in a thousand ways*”. It only has the denotative context meaning which says creating the activity as making some own create to be an art. The utterance *thousand way* described as the many ways appears when we want to begin everything to make a big change in our life. Here the advertiser is expected to send the message that all this product are able to help and convince consumer to believe in this innovation.



The next sentence of this advertisement is “*This is for every woman who looks in the mirror and see the power of possibility and the value of her dreams and if sometimes that mirror is clouded by doubt or insecurity*”. Once more the advertiser use the word “This” for presenting the product. Why the advertiser only use the woman as the subject it caused of the woman are the main point of cosmetics and MAYBELLINE comes. The sentence *looks in the mirror* is defined as conceptual meaning which means that the women see the mirror and she look their self. Why should the advertiser use the word *mirror* because the stuff which always close by woman is mirror, they look many times on their mirror. However, the next sentence followed say that see *the power of possibility*. It defined as the connotation meaning which appears from the word see. Absolutely, *power* is something that appears from the inside and cannot be seen by the eyes directly. The true concept meaning of this sentence tell that this cosmetics for the girls who want to think that all thing is impossible. Then, there is no doubt for the girls who always think positive and do everything which feel good. We can see this picture below.



Figure 4. MAYBELLINE “for the girl who know what to do”

The next following sentence says “*But own your strong face, you’re nothing gonna stop me faces, stand tough and proud and go out and make it happen. MAYBELLINE New YORK make it happen*”. From the sentence we see that many ambiguity of meaning appears. Here the word *strong face* connoted as the facial expression. The synonym of *strong* is hard or maybe load or maybe tight and other. Here the word *strong* is being an adverb of face, it means that it defined as not as the true meaning of *strong*. It defined as the facial expression.

The next description in the sentence “*you’re nothing gonna stop me faces*”. In the conceptual meaning the word *faces* as the object is something inanimate which cannot do everything, but the advertiser use the *faces* a as the doer. *Faces* refers to everybody who want to stop and give the obstacle for the woman’s way to reach their

dream. The next word is *stand tough* is only consist of the denotative meaning which say that *stand* and never be back and be proud of yourself as your confident to have every wish you want. Continually, the word *go out* denote by the meaning come out from some room. In this context the word *go out* is like the suggestion to come out from the zone which make you cannot do anything and it consist of polysemy meaning because they have some word in different meaning.

The last sentence is *make it happen*. This sentence directly need to describe by the aspect of connotation meaning. *It* possibility refers to everything in this world, but here the advertisement conclude all of the dream in the word *it*. Then, *make it happen* describes as make the dream come true or make all of your wish happen by your way

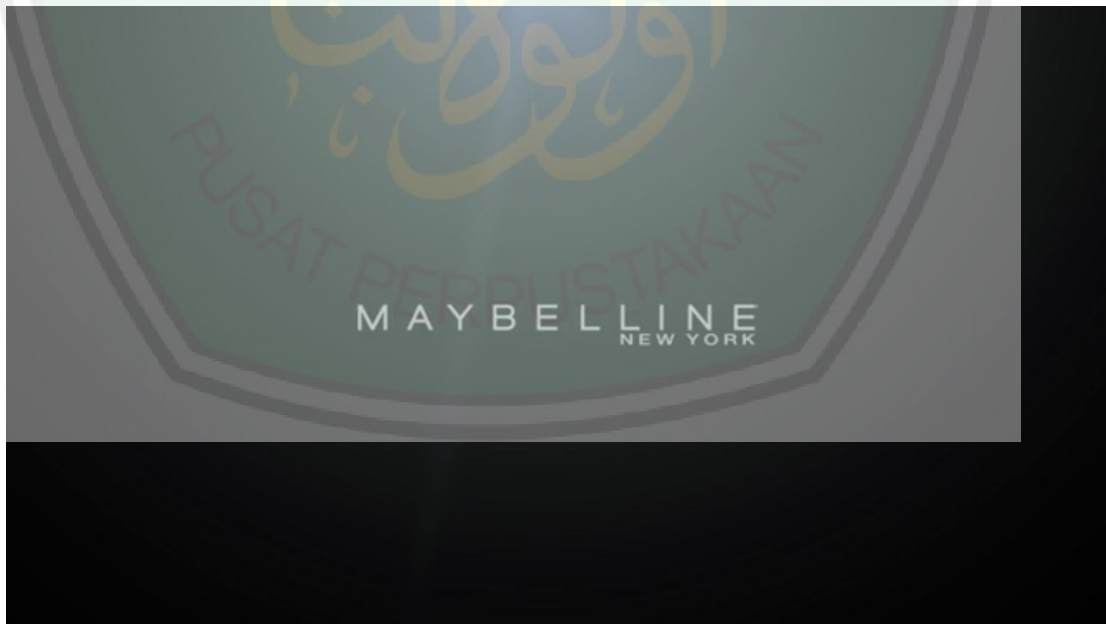


Figure 5. MAYBELLINE “make it happen”

## **Message**

This product is the cosmetics product from New York named as MAYBELLINE. This product try to help all the girls want become happen. Here why the advertiser use the word girl not woman it can be the reason of social meaning appears. Girl is younger than woman. Here the advertiser use the word girls because in the area of teenager they have the dream to reach. Sometimes all those dream disappears with the imperfection that they have. This product compose the literally sentence in its advertisement to make all girls believe in their self and absolutely with the action from this product.

In this advertiser most of the context covered by the ambiguity meaning. Most of word used in this advertisement consist of ambiguity, while the kind of ambiguity including of hyponymy and polysemy. The word which use in this sentence describe implicitly of beauty meaning. By the high innovation from this product can help to cover the imperfection of every girls and help them feeling confident to do everything even if it is impossible. Sometimes, this product shows that perfection which called beauty shows with the strong eyes and red lips. Most of MAYBELLINE product they launch in the eyes treatment and lips.

### 3.2 Discussion

This chapter will discuss about relation between what the researcher found from the object and the research problem which has not been answer yet. The first problem said “what types of dimension meanings are implied for presenting the “beauty” concept in cosmetic advertisements?” And the second research problem is “how do the advertisements represent the “beauty” concept in semantics meaning of cosmetic product?” From both research problems the researcher begin to discuss the answer of problems. In the beginning the main problem is in the type of meaning and what the types of dimension meaning appears from the utterances. After the researcher classified the object by analyzing the advertisements, the researcher found three types of presenting meaning of beauty from the advertisements.

The first object is REVLON cosmetic advertisement product, which advertise by slogan *LOVE is on*. Here, the advertiser present the power of product implicitly. Refers to the first research question the researcher got the deal that REVLON advertisement consist of synonym, ambiguity, denotation, connotation, and polysemy which appears in whole of utterances. Based on claim of George Leech which mentioned types of meaning, REVLON utterances advertisement include in conceptual meaning because the utterances related to the real meaning. Another aspect of presenting meaning of utterances including in type of expression meaning. Beauty concept appears from the expression of word which refers to the source of beauty. In example from the slogan of this product which mention *Love is On* which

is figured as something begin and beauty appears from the woman who want to feel love from their couple.

Woman and love is two things which cannot be separated because woman is always be loved and they love everything's beauty. In this advertisement the advertiser use the concept of connotation meaning. They use connotation meaning to make the utterance shows implicitly. Then, it has meaning such of ambiguity. Moreover, according to dimension meaning another aspect of meaning which appears in this advertisement is in synonym and antonym word. The message of beauty appears from woman as a source of love in every single aspect. While, beauty here describe as the gentle skin, soft look, sharp eyes, sweet smile, red lips. Another aspect of love present as desire, filtration, romance, sexy feeling, and other more.

Let's move to the next following discussion by the object MAYBELLINE New York advertisement. The presenting beauty in this advertisement is about dream. This advertisement use the slogan *Make It Happen*. The description of beauty in this advertisement is beauty comes to the girl who want to make their dream come true. In this advertisement the utterances consisted of synonym, homonym, homograph, connotation, antonym, and ambiguity. While, the utterances try to present the mind idea of product. Refers to the type of meaning by George Leech this advertisement is included in social meaning because there are some idea to be a message in particular aspect. Another aspect of presenting this utterances is connotative meaning which hide the true concept of meaning by implicitly utterances.

Directly, the beauty comes to the physical appearance which shows in the visual advertisement such as beauty which appears from good looking as their own face. The advertiser wants to send the message of beauty in something happening such as dream. Here, the beauty appears to make every girl begin to try their own challenge. From this object the beauty describe as a dream which must be happen with the power of MAYBELLINE. In this advertisement the advertiser want to make the implicitly message to present the beauty.

Another discussion will be in the last object L'Oreal Paris cosmetics. According to the type of meaning by George Leech this advertisement is kind of conceptual meaning. Beauty describe as the real word which use for the advertisement. In this advertisement the advertiser try to present the real concept of beauty. The advertisement also mentioned the type of lexical relation which appears in the whole of utterances, there are synonym, polysemy and denotative. From the object which the researcher found in this advertisement beauty present in the real concept of meaning in promoting the product. However, the slogan say *Cause we worth it* included in associative meaning and describe in denotative meaning. However, the advertiser describe the concept of beauty from enriching the components of body from the head to the toe. From the analyzing the meaning of beauty in L'Oreal product appears conceptually.

After doing the analyzing the researcher got the relation between this study and those previous study which have been my guidance for doing the study. The

relation which the researcher found after doing the analysis is semantic can be the first approach for identifying the meaning. While, type of meaning is able to classified the meaning in each function. According to the previous study CDA approach can be the way to present the meaning also. After doing analyzing, the researcher got the main point of semantics especially in lexical relation. The language advertisements which compose as the utterances are able to be conceptually or implicitly. From this study the researcher got the point that beauty does not describe only from physically but can appear from the other concept and describe another effect from beauty.



## CHAPTER IV

### CONCLUSION AND SUGGESSTION

This chapter consists of two aspects. There are conclusion and suggestion. In conclusion the researcher would incase the problem as the finding which is done by the researcher. Moreover, the finding concisely and provide some suggestion to the next researcher who will do the study which related into semantics field.

#### 4.1 Conclusion

This study discuss about the representation meaning of advertisement in semantics aspect. The meaning which presented in this study is conceptual beauty meaning, why the advertiser present the concept beauty in every product, because each product has the different aspect for showing the message. Furthermore, the advertisement is kind of literary object which enrich the language by sign and symbol. Then, the researcher have the opportunity for analyzing the utterance of advertisement as the object of study. In this study the researcher use three of cosmetics advertisements there are REVLON, MAYBELLINE, and L'Oreal Paris.

For the result of study the researcher concluded language advertisements not only appears in one aspect as presenting the truth concept of product, it also appears in the other aspect by implicit utterances which does not has any relation in presenting product. According to the type of meaning by George Leech those three of advertisements included in type of associative meaning because those three

advertisements has implicit structure of utterance in purchasing the products. Another aspect of presenting the product is in the aspect of lexical relation. Semantics discuss about the meaning, while the utterance has close relation with the utterances. From this study the researcher found some type of lexical relation appears, there are synonym, polysemy, denotative, connotative, homonym, and kind of ambiguity. Those type help to find the true meaning which is hidden from the utterances.

Moreover, the researcher found that advertiser tries to show the other aspects of beauty by showing the utterances and benefit of each product. After doing this study, the researcher revealed that most of language advertisements presented in the real aspect for showing the superiority of the product. Although, what the researcher found advertisement present in other concept to hide the real aspects and it is beauty aspect. This study intentionally discuss about beauty in advertisement cosmetic product because many people only present it from the physical aspect. In this study the researcher found that beauty can describe and presents in other aspect such as dream and luxurious.

#### **4.2 Suggestion**

Hopefully, the result of this study is able to be guidelines for the further researchers in linguistics study who begin to analyze or examine the object by using semantics field in detail. It is also hoped this thesis can be a reference for the further researcher to avoid misunderstanding about the analyzing using semantics.

The following suggestions relate to the same researchers which will be conducted. First, it is recommended to the further researchers who conduct the research in presenting meaning of utterances by using other objects for example poem, novel or other advertisements such as poster advertisements or wireless advertisements which use the audio sense for the object. Second, for the further researcher who has understanding about the meaning can do the research in another aspect of linguistic field, for example in the other aspect of Semantics such as figurative language, speech act, factivity, pragmatic and other. Moreover, for the further researchers who conduct the research in the study of meaning, can try to move the paradigm of semantics to the social linguistic meaning. They can find the meaning as the theory of social aspect and how the utterance are understood as in social aspect.

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