AMBIGUITY IN ADVERTISEMENT SLOGAN OF SAMSUNG PRODUCTS

THESIS

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AMBIGUITY IN ADVERTISEMENT SLOGAN OF SAMSUNG PRODUCTS

THESIS

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2021

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Malang, 24 Juni 2021

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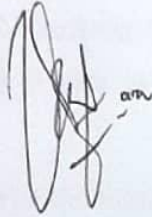F63A3AJX791848378

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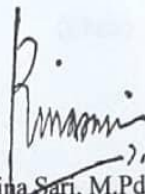Malang, 24 Juni 2021

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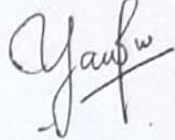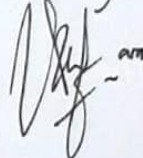
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DEDICATION

This thesis is dedicated for my parents that beloved in my life,

I am so grateful to be your child and young brother,

All my families the biggest motivation and power of my life to finish my thesis.

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Alhamdulillahi robbil' Alamin...

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ABSTRACT

Huda, Fatkhul (2021) *Ambiguity in Advertisement Slogan of Samsung Products. Thesis. English Letters Departement Faculty of Humanitites Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Vita Nur Santi M.Pd.*

Keywords: *Ambiguity, advertisement of Samsung products, Slogan, Meaning.*

Language is a tool used by people to express or to communicate for their ideas and important aspect of life. Language can be through of a system of communication that used symbol or sound to convey deep meaning. Language like symbol can be words, images, and body language. Language consists of words have an abstract meaning and relationship with object. Language of an advertisement in a written form have many benefits to provide understanding to a person or people. Language in advertisement has short word and memorable. This language in advertisement called slogan. This slogan used to attract people to buy particular product which sometimes uses confusing meaning.

This research focuses on the ambiguity in advertisement slogan of Samsung products. This research was intended to find out types of ambiguous word and how ambiguous word appear in the Samsung advertisements. The subject of this research are advertisement of slogan Samsung products. This research used descriptive qualitative method to discuss types of ambiguity and analysis of ambiguous word appeared in the slogan of Samsung advertisement. The data of this research were collected from website based on the brand of Samsung products. The researcher used Fromkin's theory of ambiguity to analyze the data. Based on this theory, this research identified the type of ambiguity in the data. Then, the researcher described how ambiguous word appear in the slogan of advertisement of Samsung products.

From the analysis, the result of this research showed that lexical ambiguity in synonym aspect frequently happen in advertisement. The researcher found 15 slogan data which contained ambiguity meaning. There are 14 noun word, 8 adjective word, and 7 verb word that appear ambiguous word. The noun word data contain homonym word that means noun words have one more interpretation meaning. The results showed that more than 50% of slogan data contained lexical ambiguity. Moreover, the researcher uses the picture to express the message of the advertisement.

مستخلص البحث

هدى، فتح (2021) الغامضة في الشعار إعلان سامسونغ. البحث الجامعي، قسم اللغة الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: فيتا نور سانتي، الماجستيرة.

الكلمات الرئيسية: الغامضة، إعلان السامسونغ، شعار، منعى

اللغة هي أداة تستخدمها الناس للتعبير عن أفكارهم والجوانب المهمة في حياة الإنسان أو التعبير عنها. يمكن أن تكون اللغة من خلال نظام اتصال يستخدم الرموز أو الأصوات لنقل المعنى العميق. يمكن أن تكون اللغة مثل الرموز كلمات وصور ولغة الجسد. اللغة التي تتكون من كل كلمة لها معنى مجرد ومغلفة بالموضوع. اللغة الإعلان كما هي مكتوبة العديد من الفوائد لتوفير الفهم للشخص أو الأشخاص. لغة الإعلان قصيرة وسهلة التذكر. هذه اللغة في الإعلان تسمى شعار. تستخدم هذه الشعارات لإغراء الناس بشراء منتجاتهم باستخدام معاني أو لغة محيرة.

تركز هذه الدراسة على الغموض في الشعار الإعلاني لمنتجات السامسونغ. تهدف هذه الدراسة لمعرفة أنواع الكلمات الغامضة (فرمكين، 2010) وكيف تظهر الكلمات الغامضة في إعلان السامسونغ. موضوع هذا البحث هو إعلان شعار سامسونج. تستخدم هذا منهج البحث الوصفي الكيفي لبحث أنواع الغموض وتحليل الكلمات الغامضة التي تظهر في شعارات سامسونج الإعلانية. أما جمع بيانات البحث هذه من مواقع الويب بناءً على العلامات التجارية لمنتجات السامسونغ. يستخدم الباحث نظرية غموض فرومكين لتحليل البيانات. بناءً على هذه النظرية ، تحدد هذه الدراسة نوع الغموض في البيانات. ثم يصف الباحث كيف تظهر الكلمات الغامضة في إعلانات شعار منتج سامسونج.

أما نتائج هذه الدراسة من التحليل أن الغموض المعجمي في جانب الترادف يحدث غالبًا في الإعلانات. وجد الباحث 15 شعارًا للبيانات تحتوي على معاني غامضة. هناك 14 اسمًا و 8 صفات و 6 أفعال غامضة. تحتوي معظم أسماء البيانات على متجانسات مما يعني أن للاسم أكثر من تفسير واحد. أظهرت النتائج أن أكثر من 50٪ من بيانات الشعار تحتوي على غموض معجمي. بالإضافة إلى ذلك ، يستخدم الباحث عينات من الصور للتعبير عن الرسائل الإعلانية في منتجات سامسونج.

ABSTRAK

Huda, Fatkhul (2021) Ambiguitas di dalam Slogan Iklan Produk Samsung. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Maulana Malik Ibrahim Universitas Islam Negeri Malang. Penasihat: Vita Nur Santi M.Pd.

Kata Kunci: *Ambiguitas, iklan produk Samsung, Slogan, Arti.*

Bahasa adalah alat yang digunakan orang mengekspresikan atau mengungkapkan ide mereka dan aspek penting dari kehidupan pada manusia. Bahasa bisa melalui sistem komunikasi yang menggunakan simbol atau suara untuk menyampaikan makna yang mendalam. Bahasa seperti simbol bisa berupa kata-kata, gambar, dan bahasa tubuh. Bahasa yang terdiri dari setiap kata memiliki makna abstrak dan berhubungan dengan objek. Bahasa iklan seperti yang ditulis memiliki banyak manfaat untuk memberikan pemahaman kepada seseorang atau orang. Bahasa dalam iklan memiliki kata pendek dan mudah diingat. Bahasa ini dalam iklan disebut slogan. Slogan ini digunakan untuk menarik orang untuk membeli produk mereka yang menggunakan makna atau bahasa yang membingungkan.

Penelitian ini berfokus pada ambiguitas dalam slogan iklan produk Samsung. Penelitian ini dimaksudkan untuk mengetahui jenis kata ambigu (Fromkin, 2010) dan bagaimana kata ambigu muncul dalam iklan Samsung. Subjek penelitian ini adalah iklan slogan produk Samsung. Penelitian ini menggunakan metode kualitatif deskriptif untuk membahas jenis ambiguitas dan analisis kata ambigu yang muncul dalam slogan iklan Samsung. Data penelitian ini dikumpulkan dari situs web berdasarkan merek produk Samsung. Peneliti menggunakan teori ambiguitas Fromkin untuk menganalisis data. Berdasarkan teori ini, penelitian ini mengidentifikasi jenis ambiguitas dalam data. Kemudian, peneliti menggambarkan bagaimana kata ambigu muncul dalam iklan slogan produk Samsung.

Dari analisis, hasil penelitian ini menunjukkan bahwa ambiguitas leksikal dalam aspek homonim sering terjadi dalam iklan. Peneliti menemukan 15 data slogan yang mengandung makna ambiguitas. Ada 14 kata benda, 8 kata sifat, dan 6 kata kerja yang muncul kata ambigu. Kebanyakan kata benda data mengandung kata homonim yang berarti kata benda memiliki lebih dari satu makna interpretasi. Hasil penelitian menunjukkan bahwa lebih dari 50% data slogan mengandung ambiguitas leksikal. Selain itu, peneliti menggunakan contoh gambar untuk mengekspresikan pesan iklan dalam produk Samsung.

TABLE OF CONTENT

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a tool that people use to express their ideas and important aspect of the life of human beings. Language can be thought of as a system of communication that uses symbols to convey deep meaning. Language like symbols can be words, images, body language, and sounds. Language consists of a collection of words where each word has an abstract meaning and relationship with a concept or object represented by these words. Language use is generally based on a set of rules and symbols to communication (Harley, 2001). Therefore, language has spoken or written specific rules or grammar.

Language has many benefits to provide understanding to a person either by oral or written means. Language is also not only used to communicate also used to attract the attention of someone with good and memorable language. The use of language is often encountered in the current modern era such as televisions that use their product slogans by using interesting language to influence the audience or readers. Goddard stated that "advertisement has a meaning which is 'to turn towards'. While it is undoubtedly true that adverts are text that do their best to get our attention, to make us turn towards them..." (1998:6). Therefore, language in advertisement used as advertising that has the function to lure or attract the attention of consumers to buy their products by stringing the best words or sentences to reader feel attracted to consumptive direction their product. And then,

Language is often used in advertisement because language is the ultimate power in advertising. Another state Turner said "somehow the advertising man must persuade the public that his brand is different, or more desirable and if he does not do so, factories are going to close down and agencies disappear" (1952: 10-11). The method which are used in an advertisement are for the sake of the product which is for marketing and increase to sell their products. A strong company is a company that has a name and can make its product famous in the community.

In accordance with the statement above. The advertisement is a means to advertise the product of a company, an institution, or an organization. The aim of the language of an advertisement is to attract the consumers towards a product or convince customers to buy the product. The advertisements have a goal to popularize the product to the customers who will buy the product. The language is used in advertisements has a vital role in communicating effectively with clarity and convincingly. The effective communication of the language in advertisements should be brief and simple. People do not like long sentences or phrases. A person is more interested in the language in an advertisement using short phrases that particularity which makes people interesting to understanding or used sentences to provide full information on his products. The syntactic arrangement in the advertisement should use non-awkward and straightforward language. In that case, syntactic arrangement in advertisement uses a short phrase, and it can be called a slogan.

Slogan is a memorable motto or phrase used in a clan, political, commercial, religious, and other contexts as a repetitive expression of an idea or

purpose to persuade the public or a more defined target group. The slogan is a short sentence that is interesting and memorable by the listener or reader who aims to attract someone's attention to do something (Khorunnisa et al., 2019, p. 561). A slogan has the attributes of being memorable, very concise, and appealing to the reader. The business definition slogan is a catchy and straightforward phrase accompanying a logo or brand that encapsulates a product's appeal. In another case, slogans are the mission of a firm to make it more memorable.

Slogan becomes an important component of its identification or images of the product. It is also called catchline, strapline, or tagline. Many taglines are reiterated phrases associated with an individual, social group, or product. As a variant of a branding slogan, taglines can be used in marketing materials and advertising. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio/visual product or to reinforce and strengthen the audience's memory of literary creation. Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies that are specialized in creating taglines may be hired to create a tagline for a brand or product. However, slogans are words or sentences that show the information to convey to customers. Slogan that is unsuccessful in giving information may cause ambiguity that creates wrong interpretation.

Ambiguity is a word, phrase, or sentence with more than one meaning. This ambiguity can cause ambiguity of meaning in a word, phrase, or sentence either verbally or in writing. Ambiguity in semantic science is a word or phrase with more than one meaning (Fromkin, 2007, p. 142). Sometimes, ambiguous

slogans aim to attract customers to buy their products. To avoid ambiguity, a company needs to understand its strengths and weaknesses related to the market. In advertising, the company should use clear, concise, and impactful messages that highlight things that make the brand and products more potent than others. Therefore, the statements should be suitable with the intent of the advertisement.

The ambiguity of the slogans can be found in the advertisements of the products of Samsung Company. Samsung is one of the famous companies in the modern era, especially in the development of smartphones. As a famous company, Samsung should also make an interesting slogan and avoids ambiguity. By providing an interesting slogan and clearly make Samsung can attract the public to buy its products. The researcher wants to analyze the slogans in Samsung advertisements which can cause ambiguity for readers or customers.

Ambiguity is one of the semantic topics that explain the interpretation of meaning. In the understanding of meaning, there are lexical meanings. In this study, researchers wanted to focus on the ambiguity of lexical meanings. In terms of ambiguity, researchers are interested in researching words that have more than one meaning. Based on lexical aspects, researchers are interested in examining the lexical of sentences that cause ambiguity. Therefore, lexical meaning can be found in a sentence, and it usually has some interpretations of meaning. Leech (1974) analyzed the theory of meaning to find the consistent meaning of the word in a sentence. In addition, researchers also use Fromskin's theory (1977) which explains the causes of ambiguity in a lexical. Therefore, the present researcher

observes the Samsung product taglines or slogans that have multiple interpretations.

There are some previous study that focuses on discussion ambiguity in slogans. The first research is the lexical ambiguity found in food and beverage slogans by Wiryantara (2017*).* He analyzed slogans of food and beverage that indicate ambiguity by using analysis stylistic features of English advertising by Duboviciene's theory. The researcher found some problems in the analysis research. First, the researcher found multiple meanings in slogans using Oxford and Urban dictionaries to analyze some slogans categorizing homonym words. Second, the researcher found multiple meanings in lexical meaning, but some lexical meanings have only one meaning.

The second research is lexical ambiguity in English advertisement slogans of Unilever products by Dwi, et al. (2017). This research used the theory of Leech (1974: p. 10-22) about the meaning of words to find lexical meaning in the ambiguous words. Another theory used in this research is by Ullman (1977: p. 158) about factors of lexical that influence ambiguity. The researcher found some slogans which cause ambiguity, and they are categorized as conceptual meaning and connotative meaning.

The third research is about deliberate ambiguity in Slogans by Lagerwerf (2002). This research used the theory of lexical meaning by Leezenberg (1995). The researcher found that deliberately ambiguous slogans are appreciated more highly than other slogans. Deliberate ambiguity with closed interpretation is

considered more humorous than beautiful. Appreciation for a slogan in English does not look remarkably different from other slogans. There is a relation between recognition of ambiguity and appreciation of slogan.

The fourth research is strategic ambiguity in advertisements by Islam (2018). This research used the theory of Fromkin (2003). The researcher found two types of ambiguity, there are lexical and structural ambiguity. There are 18 data advertisements, and some data refer to lexical ambiguity.

With the previous study, researchers know the location of similarities and differences with this study. Wiryantara (2017) studied the lexical ambiguity found in food and beverage slogans, and then Dwi, et al. (2017) studied lexical ambiguity in English advertisement slogans of Unilever products. While Lagerwerf (2002) learned about deliberate ambiguity in slogans. The last, Islam (2018) studied strategic ambiguity in advertisements. Similar to this study, the four studies above have been conducted by Islam using Fromkin's theory about structural and lexical ambiguities. While this study's difference with the previous study above is the object of the study that is Arabic language can be used advertisements too. In contrast, this study uses slogans advertisements of Samsung products for the object of this study.

This research focuses on analyzing the ambiguity of slogans Samsung product. The ambiguity of slogans in public may have possible meaning and interpretation caused by ambiguity itself. This research aims to find how the products of Samsung can attract consumer attention and how the company uses

ambiguous words in promoted the products of Samsung. This research includes the elements of ambiguity, which make the slogan more interesting.

Based on the above rationale, this study of researchers chose a study of lexical ambiguity based on Fromkin theory applied to the object of Samsung advertising slogans. This Samsung product has been worldwide, so it attracts researchers to know the language of Samsung advertising slogans whether it contains ambiguity in terms of lexical.

B. Research Questions

Based on the background of this study, the writer found the problems of this study are :

1. What are the types of ambiguous words which are found in the Samsung advertisements?

2. How do ambiguous words appear in Samsung advertisements?

C. Objectives of Study

The objective of this study is to answer the research questions. And the objectives of this study are :

1. To identify the types of ambiguous words found in the Samsung advertisements.

2. To describe how ambiguous words appear in the Samsung advertisements.

D. Scope and Limitation

The scope of this research is analyzing slogans in the Samsung advertisements. It focuses on identifying and classifying the types of ambiguity meaning in the product of Samsung. This research uses the theory of lexical ambiguity by Fromskin's theory (2010). The limitation of the research is that the researcher only focuses on Samsung slogans that relate to ambiguity.

E. Significances of the Study

This research is contributed both theoretically and practically. Theoretically, this research can provide a deeper knowledge of lexical ambiguities based on Fromskin's theory. And researchers hope to contribute linguistic research, especially in the study of lexical ambiguity based on Fromskin's theory.

Practically, this research is expected to provide information to the readers, especially the students of Department of English Literature, about lexical ambiguity in slogans. Research can also be used by English language and literature students as secondary data sources in research on ambiguity.

F. Definition of Key Terms

To avoid misunderstanding and wrong interpretation, the researcher provides some explanations related to some terms discussed in the research.

1) Advertisement is the non-personal communication of information paid for and in nature about products, services, or ideas by identified

sponsors through various media. This research analyzes the ambiguity in Samsung advertisement.

2)   Ambiguity refers to the property of having more than one linguistic meaning or description of a word, phrase, or sentence with multiple meaning. Ambiguous words can cause a problem while people are trying to understand the meaning they read or look at. Ambiguity leads people to be confusing or misunderstanding. So in this study, researchers examined ambiguous words and sentences in slogans that provide meaning that needs to be understood more deeply to avoid misunderstandings.

3)   Slogan is a standard company statement and tagline for advertisements, salespeople, and company employees. With this study, researchers use Samsung product slogan as the object of research that will be studied in terms of ambiguity in lexical.

4)   Samsung products are one of the brands that are very famous almost all over the world. This Samsung product comes from Seoul, South Korea. This product has slogans to attract consumers of electronic items such as smartphones, televisions, soundbars, refrigerators, vacuum cleaner, washing machines, and others by requesters with quality products that serve. Therefore, the slogans in Samsung products sometimes have ambiguous words that need to mean more deeply to understand the meaning of these slogans.

G. Previous studies

There are some previous study that focuses on discussion ambiguity in slogans. *The first* research was written by Gede Ardi Wiryantara (2017*) The Lexical Ambiguity Found in Food and Beverage Slogans*. He analyzed slogans of food and beverage that indicate ambiguous with use analysis stylistic features of English advertising by Duboviciene's theory and the methodology used discuss three parts: object, approach, and method study. The researcher found some problems in the analysis research. The first researcher found multiple meanings in the slogan using an oxford and urban dictionary to analyze, and some slogans indicate homonym words. Second, the researcher found multiple meanings in lexical meaning, but there are some lexical meaning just one meaning.

The similarity of this research with the above research is analyzing ambiguity in lexical and objects used in slogans. The difference is in the focus of research. The above research focuses only on lexical and focuses on lexical ambiguity. Then, the object used by this study is the slogan of Samsung products, while the above research uses Food and Beverage Slogans.

The second research by I Gusti Ayu Dwi, et al. (2017) *Lexical ambiguity in English Advertisement Slogans of Unilever Products.* This research used the theory of Geoffrey Leech (1974: 10-22) about the meaning of words to find lexical meaning in the ambiguous words. And another theory used in this research is by Ullman (1977:158) about lexical factors that influence ambiguity. The methodology is used qualitative descriptive. The researcher found some slogans

indicate ambiguous meaning are as a categorized conceptual meaning and connotative meaning.

The similarity of this research with the above research is contained in the study used, namely lexical ambiguity and research objects in the form of advertisement slogans. As for the differences in the perspective of the theory used, this study researchers focused the theory based on the perspective of Fromkin and Ullman. Another difference, this study focuses on lexical ambiguity then the objects used in this study are Samsung slogans. At the same time, the above research uses English advertisement slogans of Unilever Product.

The third is research by (Lagerwerf, 2002) titled "*Deliberate Ambiguity in Slogans*." This research has used the lexical theory meaning by Leezenberg (1995), and the methodology is participant research by Karremen and stakeholder: 2000. The researcher found that deliberately ambiguous slogans are appreciated more highly than other slogans. Deliberate ambiguity with closed interpretation is considered more humorous than beautiful. Appreciation for a slogan in English does not particularly different from other slogans. There are a relation between recognition of ambiguity and appreciation of slogan.

As for the similarity, there is a research object in the form of slogans. The difference is in theory used by this study using Fromkin theory while the above research uses Leezenberg theory. Then the object used by this study uses a Samsung slogan while the investigation is above the slogan only.

The fourth research by Nur Dwi Utami Islam (2018) is titled '*Strategic ambiguity in advertisements*.' This research has used the theory of Fromkin and

the methodology descriptive qualitative. The researcher found two types of ambiguity there are lexical and structural ambiguity. There are 18 data advertisements, and some data refer to lexical ambiguity. Besides looking at the context, it also uses the picture to express the message of the advertisement. It is the strategy to build the imagination of the readers about the advertisement's interpretation and persuade the readers by ambiguous meaning.

The similarity of this research with the above research is a research study in the form of lexical ambiguity, and the theoretical perspective used is Fromkin theory. Another similarity is that they both use ads. The difference is that this study uses slogan research objects on Samsung ads while the above research uses ads only. The research of Nur Dwi Utami Islam can be used as a reference or reference in this study.

H. Research Method

There is a description of some steps that the researcher uses to do the analysis. Those steps are to help the researcher to find valid data. The following part describes how the researcher will conduct the research.

1. Research Design

This study uses qualitative descriptive research methods to obtain data according to the purpose of the study. The design of this research is descriptive qualitative because it describes the textual meaning of slogan ambiguity. In this study, researchers used qualitative research to obtain data by explaining the data obtained following the theory used so that

researchers must understand the theory used to obtain the appropriate data. Qualitative research is mixed on the phenomenon that is happening then in the form of narrative and criticism (Merriam, 2009, p. 7-8).

The study used Fromkin's theory to analyze ambiguous words and sentences in Samsung product slogans. The reason researchers use qualitative research because the data obtained in Samsung slogans in the form of words or sentences and describe the data obtained in the form of narrative.

2. Research Instrument

In this study, researchers also used instruments in the study to interpret the data obtained. Because this research is qualitative, researchers are instruments in finding, collecting, and analyzing research data.

3. Data Source

The data source of this research is the website and youtube because the researcher obtained data from the two sources related to Samsung slogans. The researchers found 14 data and youtube there is 1 youtube links from the website. In this study, the researcher used 15 slogans from Samsung products, including mobile phones, TV, and others obtained by researchers from websites and youtube links. In colleting data the researcher looked at the words on Samsung product slogans that have ambiguous language or meaning. Then the researcher will search all data from products of Samsung which contain ambiguous meaning.

4. Data Collection

In the data collection, the researcher using the following steps. Firstly, the researcher do a scanning many advertisement in website the Samsung product based on the brand. Secondly, the researcher takes a note of relevant data and finding ambiguous data on the product and drop the irrelevant ones.

5. Data Analysis

There are three steps to analyze the data. *First*, the researchers will analyze words and sentences in Samsung product slogans that contain the meaning of ambiguity based on fromkin theory, and researcher search for each word using oxford dictionaries. *Second,* researcher categorize data that contains the meaning of ambiguity into lexical ambiguity. Third, researchers describe the results of data analysis with narrative text that is adapted based on lexical forms of ambiguity. The researcher will arrange the data with part of them based on fromkin theory. Then the researcher interprets the data obtained based on fromkin theory and draws conclusions in line with the data obtained.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explain about semantic theories which related to this study. There are consists of semantic study, meaning, and types of ambiguity, advertisement, and previous studies.

2.1 Semantics study

Semantic is the study of the linguistic meaning of words, phrases, and sentences in language. Semantic analysis has several aspects of meaning that speaker or write needs to know when there are analyzing a word or sentence. (Yule, 2010:112). It means works of semantic deal with the description of the word and sentence meaning with understand the meaning of each word. Therefore, in semantic analysis, we have to understand the meaning of a word or sentence and understand the true meaning of each word or sentence, so that the reader does not feel confused.

The systematic study of meaning is known as semantics. The study of meaning can be interpreted in many different ways. According to Charles W. Kreidler (1998:3), semantic is the study of how language organizes and expresses meaning. As a result, semantic is an attempt to explain language knowledge in order for speaker or writer to express meaning by displaying facts, feelings intentions and products of imagination in order for the speaker and write to understand their reader or customer.

According to Leech (1981), semantic is concerned with emphasizing its rule on a broader sense-communication in social organization and our experience of the world provided through the mind or process. Semantic is also the center of the study of human beings which is based on process, cognition, and conceptualization by their mind. These are intricately bound up with the way in which classify and convey the experience of the world through language. Based on the above, semantic is an important way to communicate by human which need understand the meaning and conveyed.

Katz's (1972:7) Semantic theory explains why the meaning of language structure it to show a phenomenon of synonymy, ambiguity, or redundancy by causing it to be a case of a specific semantic attribute or connection. In other words, semantic should be an explanation of how language express itself and a description of those meaning based on whether they are meaning characteristics or relation.

2.2 Meaning

Semantic is study of meaning in language, there is interesting to define the term "meaning". Meaning can be implicit or explicit in linguistic. According to Pei and Gaynor (1954:133) meaning is " the sense or thought content which a word and expression is intended to convey, the metal image formed in the consciousness of the hearer of an utterance, or of the reader of a written word or phrase" (1954:133). In the other word, it can be defined as that meaning is the

sense or through content which is gained by the hearer and reader of a word or expression.

Leech (1981:9) describes 7 types of meaning, which are conceptual meaning, connotative meaning, social and affective meaning, and intended and interpreted meaning.

2.2.1 Conceptual meaning

As Leech (1981:9-10) points out, conceptual meaning is referred as denotative or cognitive meaning. The (+) and (-) symbols in the conceptual meaning of each word indicate that the attribute that the lexeme contains is positive, while the (-) symbol indicates that the trait that the lexeme does not possess is negative. The following is an example:

1. Woman   : (+) adult, (+) human, (+) female

2. Girl   : (-) adult, (+) human, (+) female

We can deduce from the examples that a woman is an adult female person, where as a girl is a young female human. The (+) and (-) symbols can aid in determining the meaning of each word by identifying the lexeme's characteristics. People can also employ the antonyms that the lexemes own. The example of a woman and a girl demonstrates that a woman is more powerful than a girl.

2.2.2 Connotative Meaning

Connotative meaning, by explained from Leech, is "conceptual content it is about value of the communication in an expression which has by virtue and following with refers to, over, and above." (1981:12). A lexeme is started as having some contrastive qualities that become the referent's attribute in the conceptual sense, there are, nevertheless, some non-criteria qualities that we have come to expect from a lexeme's referent. These traits include not only physical but psychological and social characteristics.

Connotative meaning can include the referent's "putative qualities" of the referent, because of the individual's point of view. As a result, connotative meaning might be defined as the "real world" experience that one associates with an expression when using or hearing it. Connotative meaning is also regarded as a form of meaning that is relatively. It is because the fact of it varies, as evidenced by culture, historical period, and personal experience. Furthermore, connotative meaning is open-ended in the same manner that our understanding and beliefs about the universe which are open-ended. Any subjectively or objectively identifiable attribute of the referent may contribute to the connotative meaning of the term that signifies it.

2.2.3 Social meaning

According to Leech (1981:14), social meaning is related to the situation which it is uttered. It is a piece of language that conveys information which is the social context of its use. It's also refers to the use of language in the formation of social relations and communication. As a result, when people talk with the one another or the new people, they employ language is appropriate for the situation. It may also have to consider take formality and politeness. For example the word "papa" and "dad" is an informal language. It is used for the children to call her/his father. Therefore, this is a language used to communicate more intimately between a child and his or her father. Then, instead of 'papa' or 'dad', 'father' is used in official conversation.

2.2.4 Affective meaning

Affective meaning, according to Leech (1981:15), a meaning that is intimately tied to someone's attitude toward the listener or to something she or he is talking about. It also communicates civility, with the 'tone of voice' and emotional expression being crucial factors to consider. Aha! Hurray! Is a good example of an expression. Yes! Are utilized to convey a person's feelings.

2.2.5 Reflected meaning

According to Leech (1981:16), reflected meaning is the meaning that arises when a word has many conceptual meanings and one sense of the term is part of our response to another meaning. When a term has a

dominant of its association, one sense of the word appears to 'rub off' on another sense.

Additionally, forbidden meaning plays a significant effect in the reflected meaning. It occurs when the meaning of a word is linked to the physiology of sex. Bloomfield illustrates this point by replacing the term cock in the farm yard with the word rooster.

2.2.6 Collective meaning

The association that a word develops as a result of the meaning of words that tend to appear in its environment is known as collective meaning (Leech, 1981:17). The word "beautiful" and "handsome" are two common examples. They are primarily used to characterize the word 'attractive". The words "beautiful" and "handsome" relate to woman and man, respectively.

2.2.7 Thematic meaning

Thematic meaning is defined as the meaning sent by the order, concentration, and emphasis with which a speaker or writer organizes the message. Thematic meaning can be found in the different between active and passive sentences in the terns of arrangement. Consider the following example:

a. In the café, my sister is waiting for me.

b. My sister is waiting for me in the café.

2.3 Ambiguity

There are many characterized of ambiguity defined by some experts. Ambiguity is generally taken to be property enjoyed by signs that bear multiple meanings or interpretations (Sannet, 2016). For example, john's sister will pay a visit to the family. This line is unclear because it refers to john, who has more than one sister.

Another view, ambiguity is according to Fromkin's (2003:180) who claims that a word or sentence is ambiguous if it can be interpreted in multiple ways. The term ambiguity refers to the meaning of word, phrases, and sentences that have many meanings.

According to Kempson (1977:123), determining whether or not a sentence is ambiguous is difficult due to the ambiguity that must be considered. For certain persons, the example in the sentence "he has good legs" may be ambiguous or not. In this statement, the word "good" can be taken in variety of ways.

The analysis "he has good legs":

1. He has good physique. (On her legs, he has no varicose veins, broken bones, or other problems).

2. He has lovely legs. (The legs have a good form).

2.4 Type of Ambiguity

According to Kempson (1997), there are three types of ambiguities. These types as follow:

a. Phonetic Ambiguity

It occurs when there are certain meanings in a word or sentence that are caused by ambiguous phonetic structure. It occurs when people mispronounce a phoneme, a word, or a sentence. It may cause the listener to get confused over it.

b. Grammatical Ambiguity

By grammatical aspects or constructed structure, it creates some meanings. Grammatical form is a unit that creates ambiguity.

c. Lexical Ambiguity

Lexical ambiguity uncertainty occurs when words are used. It is concerned with multiple lexeme interpretation. The context has a strong influence on lexical ambiguity, a word has distinct meanings in different context, such as the word "bank". For example, when two terms "bank" appear in distinct contexts, we cannot understand them as having the same meaning.

Lexical ambiguity is separated into homonym and polysemy. According to Kempson's definition. Homonym refers to meanings that

share the same lexical form but are unrelated to one another. Polysemy, on other hand, refers to meanings hat are related or have the same characters.

Furthermore, according to Bach (1994), there are two types of ambiguity: lexical and structural ambiguities. The most prevalent type of ambiguity is lexical ambiguity. For instance, chip, pen, suit, and call, and so on. The second sort of ambiguity is structural ambiguity. It happen when phrase or sentence has many structure. There are two sorts of ambiguity, according to Fromkin's (2010) structure ambiguity and lexical ambiguity are the two types of ambiguity.

2.5 Homonymy

The terms ambiguity and homonymy are used to exchange. Homonyms are defined by Lyons (2005:55) has different kinds of words with the same form. The word "bank" is an example of homonyms. A bank might be financial organization or the sloping side of a river in this case. Lyons (2005:55) also distinguishes between the two types of homonymy. There are two types of homonymy: absolute and partial.

2.6 Polysemy

Lyons (2005:580) polysemy (multiple meaning) is a trait that a single lexeme possesses, the terms polysemy and homonymy are used to discuss the meaning of a word. However, the distinction between the two isn't quite evident. Both polysemy and homonymy have two criteria that are discussed. They are etymology and semantic relatedness. The word "bat" is an example of etymology,

or the study of the origins of words. The word bat comes from regional version of Middle English "Bakke", which meaning "furry mammal with membrane wings".

2.7 Slogan

Slogan is a memorable motto or phrase used to persuade the public or a more specified target group in a clan, political, business, religious, and other contexts as a repeating representation of an idea or purpose. The slogan is a short sentence that is memorable and interesting to the listener or reader, and it is used to get someone's attention to do something (Khorunnisa, 2019:561). A slogan must be memorable, concise, and appealing to the reader to be effective. A business definition slogan is a simple and memorable phrase that goes with a logo or brand and encapsulates the attractiveness of a product. In another situation, the goal of a company's tagline is to make it more remembered.

According to (Kohli and Leuthesser and Suri, 2007), slogan is used to increase brand recognition and brand image, as well as to influence customer understanding of a brand. It means a slogan is a word or a brief term used to promote a business and to describe the company's identity. It is critical to practice advertising slogans in order to impact the marketplace (Marthur: 1995). As a result, using slogans to promote a corporate product can modify variables like as geographic considerations, consumer preferences, and the competitive climate. As a result, utilizing slogans in the media to promote a product can indicate management's desire to influence the market.

CHAPTER III

FINDINGS AND DISCUSSIONS

This chapter explains the findings and discussions of the research. Based on the research question, the researcher analyzes the advertisement slogan of Samsung products. The researcher analyzes what types of ambiguity and how ambiguous words appear in the advertisement slogan of Samsung products.

3.1 Findings

In this research, the researcher found 15 data slogan that may have ambiguous meanings. The researcher uses Fromkin's theory to analyze lexical meaning and the object of the study is the advertisement slogan of Samsung products.

3.1.1 ADVERTISEMENT SLOGAN OF SAMSUNG PRODUCTS

1. Lexical ambiguity

Lexical ambiguity happens when at least one word in a phrase has more than one meaning. The data that the researcher found may contains ambiguous words:

Datum 1

This data is a slogan advertisement of Samsung products. There are context sentences and images that refer to the true meaning.

Inspire the World, Create the Future

Analysis:

This advertisement consists of a verb phrase. In this phrase, the researcher found ambiguous words. The word "inspire" is identified as such as ambiguous word because it has more than one meaning. The interpretation of inspire as synonym in verb phrase has the same meaning as '*fill (someone)'* or '*create (a feeling, especially positive one)*'. The first identified is inspire as "fill (someone)" means a person (company) fill someone (teenager) with the ability to do something. Someone with the ability (body strength) to make such as technology, refers to the image that of making smartphone. The second identification is that,

inspire as "create (a feeling)" means to give a person or people a feeling or idea to make better technology refer to image that is needed by people nowadays. From the results of the analysis above can be seen that this inspire has a double meaning in lexical ambiguity in the homonymy aspect and inspire in this ambiguous word can be about the idea of Samsung to make product.

Another word is "the world", a word about the object (noun) that has three meanings from the perspective of the researcher. *The first meaning* "the world" can be referred to people or countries that live on the earth or live in other planet, refer to context this can be referred to a group of people that are live in the earth based on technology. *The second,* 'the world' can be a particular region or group of countries like the ancient world, the animal world and plants, but refer to context this refers to humans in the modern era which is about technological development. *The third,* the world as human and social interaction, example people with social interaction to spiritual and a stage of human life, either mortal or after death. The analysis from above refers to context, the researcher found that the world refer to people or companies that makes a technology to use people's life in the earth. The types of three meanings of this word on the lexical meaning of homonymy ambiguous word.

Another word is "create", this phrase consists of the verb. In this phrase, the researcher found ambiguous words. *The first analysis*, "create" as (with object) bring something into existence like makes some action or activities, makes character on the film, or with object and complement invest someone a title of nobility. From above, the word "create" consists of meaning a person creating

something, like context technology for making better in the future. *The second,* create as no object means make a fuss or complain for example parents created the child, but the child hates his life. However this meaning can't be compatible with context. Therefore, refer to context the first meaning is compatible and this ambiguous word is lexical ambiguity in polysemy.

Another word is "future", this is noun phrase. In this word, the researcher found two meaning. *The first* meaning is about 'a period of time' the analysis this meaning of time can be happened in the past, present, or future time, but refer to the context this will be happened in the future that about the development of technology. *The second* meaning future follows attribute will have meaning like his future wife. It means this meaning explains the situation that will be going to happen. The analysis of two meaning in above that refer to noun phrase meaning and ambiguity in lexical ambiguity in synonym. But the real meaning refers to the first interpretation because it refers to the context about period time that following writing which want show their technology for future life.

Datum 2

This data is slogan advertisement of Samsung Company. There are pictures to visualize the slogan advertisement. The slogan used products of Samsung like smartphone, TV, and refrigerator in the picture wants visualization.

Do What You Can't
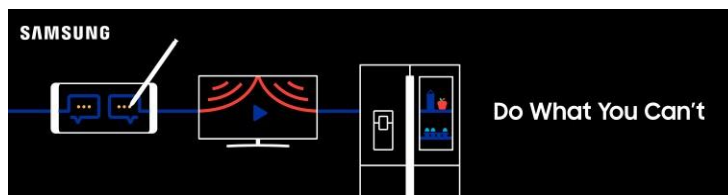
Analysis:

In this phrase, the researcher found some ambiguous words. The word is "Do" this phrase verb, there are more than one interpretation meaning, *the first* is "Do" relate perform with an "action" or make something with his body to move or complete the mission. *The second* meaning of "Do" as (with object) achieve or complete refer to context this meaning to product of Samsung can be complete the product which has technology touch screen. *The third*, "Do" as (no object) act or behave in specified way like they are free to do they please, it's make progress or perform in specified way. From above 'Do' have three meaning like do with action, do with object and do with no object. But, real interpretation refers to the first meaning that the Samsung Company wants the consumer to use their products. The type of this ambiguity is lexical ambiguity in polysemy.

Another word is "what" as pronoun phrase, the researcher found three meaning in this what. *The first* 'what' about asking for information specifying something or things that (used in specifying Samsung products), refer to the context this first meaning has related because 'what' in here refers to Samsung products that used to be specified aspect to easy people doing their activities with technology of Samsung products. *The second*, 'what' as emphasizing something

surprising or remarkable, refer to context this meaning can be relate because Samsung want consumer used their product with surprising and the people used this technology useful in life. The types of lexical ambiguity is ambiguity in homonymy because number 1 can be related with context.

Datum 3

This data is the slogan advertisement of smartphone Samsung Galaxy Note 8. There is a picture of the product:

Do Bigger Things

(https://images.app.goo.gl/cYVbKHg2et3MWnvU9)

Analysis:

In this phrase, the researcher found ambiguous words that have more than one interpretation of meaning. The first word is "Bigger" this adjective phrase has a lot of meanings. *The first* meaning is a considerable size character like a big body, refer to the picture the Samsung product has big size in the screen that easier for consumer writing or editing their file. The second meaning "importance

or seriousness" example she made a big mistake. The researcher analyzes that this meaning not related with context because the context explaining about size or screen of phone's Samsung galaxy note 8. Therefore, this word phrase refers to the first meaning that means bigger screen. The type of lexical ambiguity in homonym aspect.

Another word is "Things" (noun) there are more than one meanings. The first analysis "Things" meaning can be an object cannot be specific or specific identify. But, refer to context the phrase wants to describe the specifications of Samsung galaxy note 8 that particular which is better than others such as the big screen, editing, and camera. The second 'things' can be an action, event or utterance, the researcher analyzes this meaning can be ambiguity meaning when the consumer used the Samsung galaxy note 8 for typing and editing. But unfortunately this context is just explaining about showing the specification of the Samsung galaxy note 8. Therefore, this is lexical ambiguity in homonym aspect.

Datum 4

This data research is about the slogan of Samsung Company that famous in the technology.

Digitally Yours

Analysis slogan:

This adverb phrase "Digitally" more than one meaning. *The first* meaning is "signal or data expressed as series of digital and typically represented by values of physical quantity". *The second* meaning "showing the time by means of displayed digits rather than hands or a pointer" it means the Samsung can be showing time of their product but not specific time. *The third* meaning, "relating to a finger or fingers" reference to finger they want to show their famous product on smartphone that we can touch screen function. But, refer to Samsung Company this context it may refer to the consumer that use of Samsung product in the technology like quality or touch screen aspect and this type ambiguity is lexical ambiguity in homonym.

Datum 5

This data is slogan advertisement of SSD (solid-state drive) Samsung or driver. There are picture SSD Samsung product:

Powerful, Safe, and Convenient.

(https://images.app.goo.gl/zQ4Xa7gSiMEr6csS8)

Analysis slogan:

There are adjective phrase that dominates in this advertisement. In this phrase, the researcher found ambiguous words. The word is "Safe" adjective phrase, there are one more interpretation meaning. *The first* meaning is "protected from danger or not exposed data to avoid danger or risk from virus" the researcher analyses the context refer to driver by using transfer data which can be explosion. *The second* safe means "good reasons or evidence" The analysis of the phrase refer to context of the image, the meaning of SSD can be evidence of protected data from virus. *The third*, safe mean "uninjured" it means The SSD has well shape or not flawed when transfer data faster. *The fourth*, safe means "excellent" refer to context this can be mean that SSD is very excellent to use transfer data and protected from virus data. The meaning of fourth explaining above compatible with the type of ambiguity in this phrase lexical ambiguity in homonym.

Another data has one more meaning it is "Powerful" (adjective). Owerful has more than one meanings, powerful can be meaning of strength and fast. *The first* analysis is strength as powerful refer to the context in the picture may contain about the strength of SSD that can break. *The second* meaning "fast" can be refer to faster of quality of transfer data SSD. But, the true meaning of this phrase that refer to first meaning is about SSD that can break. Type ambiguity in this phrase is lexical ambiguity in polysemy.

Another data is the "Convenient" it is an adjective phrase which has more than one interpretation meaning. *The first* meaning "Convenient" means beneficial of SSD to use easy costumer transfer access data from another data. *The second* "helpfully" the analysis of this word means SSD can be help consumer to copy or transfer data. The analysis of this data is lexical ambiguity in homonymy.

Datum 6

This data is the slogan advertisement smartphone of Samsung Galaxy note 8, there is the picture that shows for example references.

We're engineers.

(https://images.app.goo.gl/25z5GK9CmYMgedqZ8)
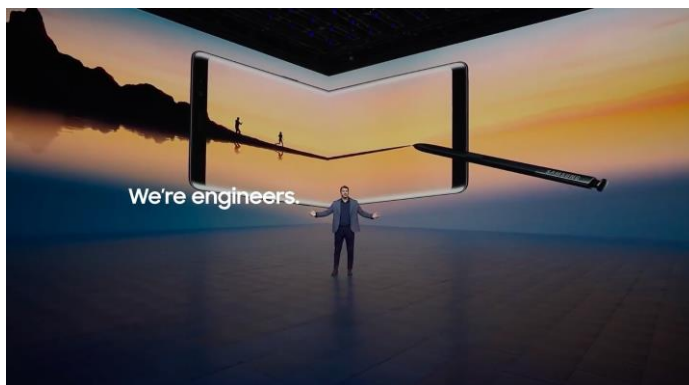
Analysis:

The researcher found ambiguous word in this the slogan of Samsung. The ambiguous word is "engineers" as noun phrase. There are three meaning of ambiguous word. *The first* is "maintains engine, machines, or structure" the researcher found this meaning can be related to the context of Samsung Company which has created machine to create smartphone to use consumer. *The second* meaning is "design and build" it is related to the context of Samsung Galaxy note 8 that particular needed material to make product. *The third* meaning "skill" the analysis of it refers to a person or people in Samsung Company to make the product of Samsung. From above, the researcher found true meaning that is first and second meaning can be related with context and the type of lexical ambiguity in polysemy because by following subject this meaning can be ambiguous word.

Datum 7

This data slogan advertisement of Samsung Galaxy Tab S2. There are some phrases in this slogan that have more than one meaning. The slogan has a picture to convey the analysis:

The Next Big Thing is here

THE NEXT
BIG THING
IS HERE
SAMSUNG Galaxy Tab S2

(https://images.app.goo.gl/WLy1wkHZ56Zi2MSd7)
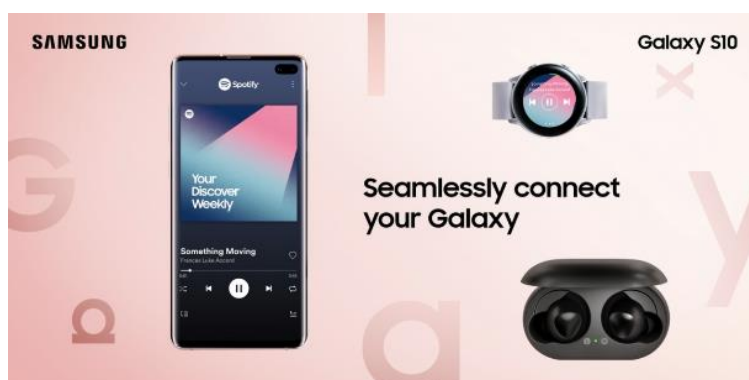
Analysis:

There are ambiguous word in this advertisement. The researcher found an ambiguous word, the word is "big" this is adjective phrase, this phrase has more than one interpretation meanings. *The first* meaning is refer to "size" meaning like a big build or big sister and a big fan refers to the context about the product of Samsung Galaxy Tab 2 that particularly has a big screen or body. *The second* analysis means "of considerable importance or seriousness" second meaning may refer about the system or device of Samsung Galaxy Tab 2 because the picture shows that product of Samsung has specific big size and it can be need a large system. The researcher found that first meaning can be related with context and the type of ambiguity is lexical ambiguity in homonym.

Another data is "Thing" noun phrase has one meaning interpretation. *The first* is 'thing' mean "an object specific" the analysis that relate to the context refer to component of the galaxy tab 2 like RAM or ROM. *The second* meaning is "material object" it refers to context of the product of Samsung Galaxy Tab 2 may refer describe size screen or body phone. *The third* meaning is "action" refer to context may refer to the system of galaxy tab 2 that has good device to use any activities. The researcher analysis refer to first and second meaning that related to product of Samsung which has big screen and the type of this ambiguity is lexical ambiguity in homonym.

Datum 8

This data is a slogan advertisement of some products of Samsung like headset and watches and smartphone. There is a picture that relevant:

Seamlessly Connect Your Galaxy

(https://images.app.goo.gl/X9dJRCEoLZhCbbUX7)

Analysis:

In this phrase, the researcher found more than one interpretation meaning. The interpretation word that has one more meaning is the "seamlessly connect" verb phrase, there are one more interpretation meaning. *The first* meaning is "contact until the notional link is established", the analysis in this meaning about connect (with object) refer to context mean that smartphone with provide access and communicate can be link access to another device but this can be ambiguous world because connecting which not used cable to link and the specifically this smartphone doesn't use cable to connect another device like watch and earphone. *The second* meaning "associate or relate (something) in some respect, in the context refers to smartphone that Samsung products like headsets and watches can be connecting phones which used or not cable. The third meaning "connect (no object) of a blow hit the intended target", the analysis the meaning of connect (no object) can be related with contact use line or connecting doesn't use line or cable. Type ambiguity is lexical ambiguity in polysemy.

Datum 9

This data is an advertisement for the Samsung Galaxy Note 10. There are pictures to show the product.

Introducing Our Next Level of Power

(https://images.app.goo.gl/Ex7oq7RhkSmSzzQF7)
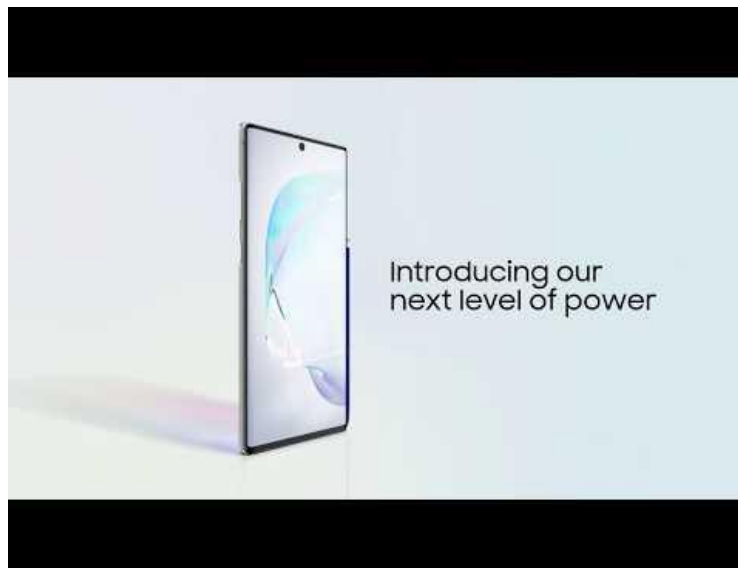
Analysis:

In this phrase, there is a lexical meaning which has more than one interpretation. The word is the "Next Level" noun phrase. *The first* meaning is "a position on a scale of amount, extent, or quality" this meaning compatible with context of this Samsung slogan, because the context wants to show the quality of product. *The second* meaning is "gaming (in a video game) each of a series of stages of increasing difficulty which a player in progress is playing" from this meaning relate with context about the next stages of Samsung products which has good component or system device in this Samsung Galaxy Note 10. The third "the horizon for testing or surveying" the analysis of this meaning is related to the survey of people who has been testing the product which good smartphone for next generation in aspect of component and device system program in this product. The researcher analyses that the real meaning in the analysis about level

of Samsung Galaxy Note 10 update smartphone and figuration touch screen or high level of component device which is related to the first meaning with quality and the context. The type of this ambiguity is lexical ambiguity in synonym.

Another data is the "Power" noun phrase, there are more than one meaning. The first meaning is "the ability or capacity" this ambiguous word can be related with context of Samsung product relate to ability or capacity of Samsung product which has good device or figure. The second meaning "the capacity or ability to direct" this meaning can be related to context about specifically of ability using product of Samsung that easily used or faster system progression. The third meaning "physical strength" this word can be relate to context because this meaning can be related to make product of Samsung be stronger that cannot be broke up. From some ambiguous word above, the researcher can be found that first and second can related with Slogan of Samsung product and the type of this ambiguity in lexical ambiguity homonym.

Datum 10

This data is the slogan advertisement of QLED TV Samsung Products. There is a picture of products to show:

See Nothing Else

Analysis:

This phrase, the researcher found more than one interpretation. There are phrase has an ambiguous word. The word is a "See" it is verb phrase which has more one meaning. *The first* meaning is "perceive with eyes, discern visually" the analysis of this ambiguous word that this meaning refer to picture showing television has big screen can be watching with visual art. *The second* meaning is discern or deduce after reflection information, the analysis this ambiguous word can be meaning about information television like figuration or component television can be describe. *The third* meaning is "experience or witness" this ambiguous word can be related to experience of consumer that watching the television with good visualization or good figuration of the product. *The fourth* meaning is "meet" this ambiguous word means to find the product that launching in the store and amaze the consumer with the television product of Samsung. The researcher analysis above data that all of meaning can be relate with context with this ambiguous word is lexical ambiguity homonym.

Datum 11

This data is slogan advertisement about Samsung QLED TV. There is a picture of the product to convey:

Love from Every Angel

(https://images.app.goo.gl/FSvsxEhcmtum9SmUA)

Analysis:

This is phrase has more than one interpretation meaning. The word that contains an ambiguous word is the "Love" noun phrase. *The first* meaning is "an intense feeling of deep affection" the analysis of meaning is about feeling of the consumer that watching this QLED television has amazing visualization show . *The second* meaning is "a great interest and pleasure in something" it has meaning that consumer is interesting in watching QLED television has big screen and can watching in every angle. *The third* meaning is "(count noun) a person or thing that one loves" this meaning refers to the consumer loves the product of Samsung to

watched everything in this television which is famous product in nowadays. The researcher analysis this all meaning refer to feeling or experience of consumer when they are watching television and this ambiguous word is lexical ambiguity in homonym from analysis above.

Another word is "Every Angel" noun phrase, this phrase has more than one meaning. *The first* ambiguous word is "a spiritual being believed to act as an attendant, agent, or messenger of God" the analysis this meaning about spiritual and it doesn't relate with the context about television commercial. *The second* meaning is "a person of exemplary conduct or virtue" the analysis of this ambiguous word refers to the behavior of people who have a good attitude or bad behavior and it's doesn't relate with context above. *The third* meaning is "a person who watching television with direction visualization" this ambiguous word means a person who has watched television with direction different point of view. The researcher analyses that ambiguous word above related with the third meaning and "Every Angel" meaning is about watching the television in every corner or consumer can watch television in everywhere you watch in home. The analysis above the data that follow two word that make ambiguous word may refer to lexical ambiguity in polysemy.

Datum 12

This data is slogan advertisement of Antenna modern TV. There is a picture that shows in this data:

One Invisible Connection

Analysis:

In this phrase, the researcher found more than one interpretation meaning. The word that consists of one more meaning is the "Invisible" adjective phrase, there are one more interpretation. The first meaning is "unable to seen", the analysis of this ambiguous word means about invisible of product of Samsung TV cable has small cable for TV to watch picture with good visualization. The second meaning is "economic relating to or denoting earnings sale items not constituting tangible commodities" the analysis of this ambiguous word refer to item or things that sale with invisible money or illegal selling. The researcher analyses this that

first meaning is related with context and this ambiguous word is lexical ambiguity homonym.

Another data is the "Connection" noun phrase and it has more than one meaning. *The first* meaning is "a relationship in which a person or thing is linked with something else" the analysis of this ambiguous word means TV cable of Samsung product has connection with TV which makes TV has a good picture. *The second* meaning is "supplier" the analysis is a person or people that can be connected by selling something like supplier, this meaning not related to the context. *The third* meaning is "historical" the analysis of this ambiguous word means about historical or story has a connection with association or time but this meaning does not relate to the context. From those ambiguous word above, the researcher concludes that the first meaning is the only word that relate to the context and this analyses lexical ambiguity in homonym.

Datum 13

This data is slogan advertisement of Samsung Sound bar. There is a picture of the product to show:

Perfect Sound, Perfect Reality

Analysis:

In this phrase, the researcher found ambiguous words. The word is a "Perfect" adjective phrase, there are more than one interpretation meaning in this phrase. *The first* meaning is "having all the required or desirable elements, qualities, and characteristics as good it is possible to be" the analysis of this ambiguous word means the product of Samsung sound bar has good quality sound to hear by the consumer and sound bar has good qualities in component. *The second* meaning is "absolute or complete" the analysis of this ambiguous word explain about component or attribute of sound bar that perfect to hear sound or not easily broken. The researcher analysis above the all data relate with ambiguous word in lexical ambiguity homonym.

Another word is the "Sound" noun phrase, there are one more interpretation meaning. *The first* meaning is "vibration that travels through the air or medium and can be heard when they reach a person or animal's ear" the analysis of this ambiguous word that sound can be hear by people or animal in the

air and it related to the context that sound can be heard by everybody. *The second* meaning is "music, or regular vibrations, as opposed to noise" the analysis of this ambiguous word bout sound that heard like music can be crowded to hear people. *The third* meaning is "music, speech, and sound effects when recorded" the analysis of this ambiguous word that sound bar can be record and hear by people. The researcher analysis above the data all related with this ambiguous word is lexical ambiguity in homonym.

Another word is the "Reality" noun phrase, there are one more interpretation meaning. *The first* meaning is "the state of things as they actually exist" the analysis of this ambiguous word that sound bar can hear like real when hear music with artist. *The second* meaning is "the state or quality of having existence or substance" the analysis this ambiguous word has meaning about quality of sound bar has good component and good sound in air. The researcher analyses this ambiguous word can be related with above the all data and related context refer to type of lexical ambiguity in homonym.

Datum 14

This data is slogan advertisement of the product of the Samsung Galaxy J7 Prime smartphone. There is a picture to convey analysis:

It's Your Time to Prime

Analysis:

In this phrase, the researcher found an ambiguous word that has more than one interpretation of meaning. The word is "time" as noun phrase, there are one more interpretation of meaning. *The first* meaning is "the indefinite continued progress of existence and event in the past, present, and future regarded as a whole" the analysis of ambiguous word which has meaning about time of product of Samsung launching in soon. *The second* meaning is "appoint of time as measured in hours and minutes" the analysis of this ambiguous word refer to time of launching the product of Samsung Galaxy J7 Prime soon but in different minute or hours. *The third* meaning is "time as allotted, available, or used" the analysis of this ambiguous word is the date that product of Samsung will be launching and available to buy. The researcher analysis above means that

Samsung J7 prime with prime quality and will be launching soon may refer to ambiguous word that is lexical ambiguity in homonym.

Another word is "to Prime" as adjective phrase. There are one more interpretation of meaning. *The first* meaning is "of first importance or main" the analysis of this ambiguous word refer to context that Samsung will launching his product smartphone J7 prime and the main of this meaning is refer to product of Samsung". *The second* meaning is "of the best possible quality" the analysis of this ambiguous word refer to the best of quality product Samsung Galaxy J7 Prime like figuration or device the product. The researcher analysis of real meaning "Prime" is about the best possible quality of product Samsung Galaxy J7 Prime and the second meaning can be related with ambiguous word is lexical ambiguity in homonym.

Datum 15

This data slogan is an advertisement for a product of Samsung Sound Bar. There is picture to imagine analyses:

Surround Yourself in the Action

(https://i.pinimg.com/474x/47/7b/77/477b772d8bdee370cfd4f713de86a0f6.jpg)

Analysis:

In this phrase, the researcher found more than one interpretation of meaning. There are some phrase indicate ambiguous word. The word is "action" noun phrase, there are one more interpretation of meaning. The first meaning is "the fact or process of doing something" the analysis this ambiguous word refer to action of product of Samsung sound bar that has sound which can be heard surround us as we in the reality life. The second meaning is "a thing or an act" the analysis of this ambiguous word is the sound of product appear an act to show audience. The third meaning is "the way in which something works or moves" the analysis of this ambiguous word about product of Samsung sound bar makes listener move or dancing when hearing the sound. The researcher analyses that all the data related with the real meaning and context, this data ambiguous word in lexical ambiguity of homonym.

3.2 Discussion

This chapter are part of discussing the whole result of the data analysis. There are 15 data slogan based on the brand of Samsung products and there are 30 words or phrase that indicate ambiguous. The researcher uses slogan advertisement of Samsung products as data to make briefly and completely advertise the product. Besides that, the video of advertisements is longer to describe the product. Therefore, the researcher chooses slogan advertisements to help to analyze the research.

The findings are based on the research questions of this study. The first question about "type of ambiguous word found in Samsung product" that refer to Fromkin (2010) in lexical ambiguity there are homonymy and polysemy. The second question "how do ambiguous word appear in Samsung advertisement" the researcher analyses the data and he found that many of data lexical ambiguities in the aspect of noun words, adjective words, and the verb word. There are 14 noun words, 8 adjective words, and 6 verb words, besides that is adverb and pronoun that appear ambiguous word. Therefore, the researcher found lexical ambiguity often appears on noun words.

The researcher needs analysis lexical ambiguity because the researcher wants to know the true meaning of the word that is particularly found in the slogan of Samsung products. The researcher also wants to know a lot of meaning of the word that created reading confuses to understanding. The researchers found that in analyzing the 15 data slogan which are 30 words and phrase. The type of

ambiguity most data appears on lexical ambiguity in aspects of homonym and polysemy words which are contained in homonym aspect in every word or phrase in the advertisement slogan of Samsung product.

Compare and contrast in this study with previous research. The comparison the researcher with the first previous study was written by Gede Ardi Wiryantara (2017). The differences this study and the researcher that are this study analysis about slogan in food and beverage in Unilever product and this study have 27 data to analysis. The researcher analysis Slogan in technology of Samsung products and the researcher found 15 data to analysis. The similarity of this data, there are lexical ambiguity in homonym aspect dominate in ambiguous word.

The second compare analysis the researcher and previous study by I Gusti Ayu Dewi (2017), the similarity researcher and previous study, they are analyzes lexical ambiguity and type of ambiguity analysis in homonym and polysemy. The differences analysis in data with previous study used conceptual and connotative meaning, but the researcher analysis with adjective, verb, or noun phrase aspect. The theory of this two researcher are used different like Geoffrey Leech and Fromkin.

The third previous study by Lagerwerf (2002) Deliberate Ambiguity in slogan, there are differences with researcher in data collection which are Lagerwerf used several of slogan advertisement like humor, beauty, confident, and buy. Lagerwerf found ambiguous word appears in slogan humor. Therefore,

the different of previous study above with the researcher in the aspect of collecting data with recognize and written text. The similarity both of us analysis lexical ambiguity.

The fourth previous study by Nur Dwi Utami Islami (2018). The differences this study with the researcher in analysis of structural ambiguity and used strategic ambiguity. The researcher found this study analysis data with lexical and structural. Moreover, this study used strategic ambiguity for convey in analysis data collection. The similarity are the researcher and this study used same theory Fromkin's and the result that lexical ambiguity often appear in advertisement.

The contrast with the previous research which my research is the terms of data there are collecting data used recording and writing. Another difference from theory, there are used the theory of Ullman, Leech and some are the same using Fromkin theory. In terms of analysis there are several differences in terms of meaning based on conceptual and connotative whereas the researcher analyze in terms of adjective, verb, or noun aspects. In terms of analysis of homonym and polysemy there is several similarity, there is homonym aspect more dominantly found in advertisements. Therefore, the researcher saw most of the researchers and previous study data are on adjective verbs and the gaps of this study with the previous it can be seen from the data and topic of the study. To further explore the researchers will analyze more deeply the meaning of the word or lexical meaning from various angles.

The theory of this study refers to Fromkin's theory of lexical ambiguity which explains that a word or phrase can have ambiguous word if the word or phrase has more than one meaning. And for types of lexical ambiguity researchers take theory from Kempson that mention lexical ambiguity there are homonym and synonym.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions dealing with the findings of the analysis. It concludes the finding that is discussed in the previous chapter and provide the suggestion for the further researcher and the readers.

4.1 Conclusion

Based on the findings of this research, it can be concluded that the data of this research presents the types of ambiguity based on Fromkin"s theory (2010) and how do ambiguous words appear in Samsung advertisements.

In this research, the researcher found two types of ambiguity, there are lexical ambiguity and structural ambiguity. But, the researcher focus on lexical ambiguity to use. Based on the findings of this research, the researcher found 15 data of advertisements that contain ambiguous word and 30 words or phrase contain ambiguous in noun, adjective, and verb phrase. There are ambiguous word found in the object of advertisement. The researcher found the lexical ambiguity in aspect homonym frequently appears in the advertisement slogan. There are 21 word or phrase in homonym aspect contain ambiguous word and 9 synonym word or phrase indicate ambiguous word. The researcher analyzes the types of lexical ambiguity happen in advertisement, especially in the object of slogan and the researcher by using Fromkin's theory analyses ambiguous word in data advertisement of Samsung product.

Furthermore, the lexical ambiguity in the advertisement slogan of Samsung products can analyze deeper subject or aspect of linguistic. Lexical ambiguity when one word or phrase has more than one meaning. Based on the findings, there are some theory to construct the ambiguity in advertising. The advertisement has one more meaning interpretation can construct the ambiguous word, phrases, and sentence. Moreover, besides the context, it also uses the picture to express the message of the advertisement.

Significantly, the finding of this study enriches the example of lexical ambiguity and this research can provide deeper knowledge of lexical ambiguity, based on Fromkin's theory which is use to analysis the data. Besides, it is intended to investigate another object or theory in the advertisement like previous study in recognizes such as debate, drama, or speech. There are some theory in previous study can be adapted for reader or next previous research like Ullman and Leech.

4.2 Suggestion

This suggestion for better research when reader or next research want to adapted the research can to be analysis another subject or object that contain ambiguous word. In this research is interesting to discuss ambiguity especially in advertisement as to the topic research. There are type of ambiguity in this research, there are homonym and polysemy which are homonym with single word has multiple meaning and polysemy which has phrase or sentence ambiguity

when analysis appear multiple meaning. The researcher analysis data by using Fromkin's theory to find ambiguous word or phrase in data.

The suggestion to the future who conducted research in the same field of semantic study to fill the gap about ambiguity can analysis in aspect of data collection like voice or recognize and another subject or object like politic debate, reclamation, or popular drama. The researcher did not analysis in structure ambiguity, therefore next research can deeper analysis in that linguistic aspect.

In addition, the future researcher may continue the research will the topic of lexical ambiguity by using other subject or objects. This research uses the written from there is an advertisement and other researcher can be analysis another data. Thus, the next researcher may use spoken forms such as speech, debate, drama, etc. the further researcher may investigate the lexical ambiguity that is used in spoken form and can analysis deep in semantic aspect like meaning. Furthermore, the researcher wishes this study can give a contribution or ideas for the reader, especially for the next researcher who will conduct similar research.

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APPENDIXES

CLASSIFICATION OF THE DATA

A. ADVERTISEMENT SLOGAN OF SAMSUNG PRODUCTS

Data of lexical ambiguity

No.	Datum	Lexical Ambiguity Meaning
1.	Inspire The World, Create The Future.	Inspire: ability, motivation World: people, group, human Create: existence, complain Future: time, situation
2.	Do What You Can't	Do: action, complete What: specific, something
3.	Do Bigger Things	Bigger: size, importance Things: identify, event
4.	Digitally Yours.	Digitally: data, time, finger
5.	Powerful, Safe, and Convenient	Safe: protected, unenterprising, evidence, uninjured, excellent Powerful: strength, fast Convenient: beneficial, helpfully
6.	We're Engineers.	Engineers: builds, design, skill
7.	The Next Big Thing Is Here	Big: size, importance Thing: object, material, device

8.	**Seamlessly Connect Your Galaxy**	**Seamlessly Connect: link, associate, device**
9.	**Introducing Our Next Level of Power**	**Level: horizontal, position, stage** **Power: capacity, ability, strength**
10.	**See Nothing Else**	**See: visually, deduce, experience, sheet**
11.	**Love From Every Angel**	**Love: affection, interest, feel** **Angel, spiritual, virtue, finanacial**
12	**One Invisible Connection**	**Invisible: unable, denoting** **Connection: relationship, supplier, historical**
13.	**Perfect Sound, Perfect Reality**	**Perfect: quality, absolute** **Sound: vibration, music, sound** **Reality: exist, substance**
14.	**It's Your Time to Prime**	**Time: indefinite, appoint, allotted** **Prime: main, quality**
15.	**Surround Yourself in the Action**	**Action: fact, act, works**

CURRICULLUM VITAE

Fatkhul Huda was born in Tulungagung on November 19, 1995. He is second brother from four children. In 2002-2008 he took elementary school at SDN Babadan 02. In 2009-2011 he took Islamic junior school at MTs Negeri Karangrejo. In 2012 he ever study in the Islamic Boarding School for one year. In 2013-2015 he took Islamic Senior High School at MAN 1 Tulungagung. He graduated from MAN 1 Tulungagung in 2015. Before graduating from Senior High School, He had participated in various extracurricular activities such as GO Green which processed rubbish into fertilizer. I entered the Department of English Literature in 2015 and finished 2021, I ever joined the PMII organization when I studied in the faculty of humanities.