

**LEXICAL AMBIGUITY IN ENGLISH FOUND IN BEAUTY PRODUCTS**

**A THESIS**



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**ENGLISH EDUCATION STUDY PROGRAM  
TEACHER TRAINING AND EDUCATION FACULTY  
ARTHA WACANA CHRISTIAN UNIVERSITY  
KUPANG  
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**LEXICAL AMBIGUITY IN ENGLISH FOUND IN BEAUTY PRODUCTS**

**Presented as Partial Fulfilment of the Requirements for the Degree of  
*Sarjana Pendidikan* in English Education Study Program**



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APPROVAL PAGE



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LEGITIMATION PAGE



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## **Motto**

**“ I WILL IN NO WAY LEAVE YOU, NEITHER WILL I IN ANY WAY FORSAKE  
YOU”**

**HEBREW 13:5**

## DEDICATION

The entire heart, the writer dedicates this writing towards:

1. Her beloved father Lord Jesus Crist for strength, blessing during the process of writing so her is able to complete it.
2. Her beloved Parents who always work harder to fulfill all of her needs. Thanks for their prayer, Love and eeverlasting support given in a very great way. The writer do thank for having the best parents in her life given by God. *Terimah kasih Bapak, Terimah kasih Mama.*
3. Her beloved brothers and sisters. Thanks for their Lovers, tears, and support for her success in studying.
4. All her beloved family. Thanks a lot for their prayer and support.
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Kupang,...June 2024



Dorce Ndolu Seru

ABSTRACT

Dorce Ndolu Seru<sup>1</sup>

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The title of this writing was ” Lexical Ambiguity in English Found in Beauty Products”. Language sets an important role in conveying the purpose of influencing the consumers to advertise a beauty product, the choice of words representing the concept of beauty becomes the first concern. This study aims to examine the ambiguous expression and kind of lexical ambiguity use in English found in beauty products advertisement. To interpret the lexical meaning in beauty product, the method used in this study was descriptive qualitative, In the slogan of beauty products in the advertisement it was found out that there was 25 lexical ambiguity in English. There are six products to be analyzed using descriptive qualitative. From the 25 lexical ambiguity it was found out that there were 18 homonymy and seven polysemy.

Keywords: *Advertisement, beauty products, lexical ambiguity.*

## ABSTRAK

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Judul pada tulisan ini “ Lexical Ambiguity in English Found in Beauty Products”, bahasa memang peran penting dalam menyampaikan tujuan mempengaruhi konsumen untuk mengiklankan produk kecantikan, pemilihan kata yang mewakili konsep kecantikan menjadi perhatian utama. Penelitian ini bertujuan untuk mengkaji jenis-jenis makna kata yang di gunakan dalam iklan produk kecantikan. Untuk menginterpretasikan makna leksikal dalam produk kecantikan, metode yang di gunakan dalam penelitian ini adalah analisis deskriptif kualitatif terhadap 6 produk kecantikan khususnya produk makeup dan skincare dari perusahaan revlon, maybelline, rare beauty, cerave and l’oreal paris. Data berupa kata dan kalimat dalam iklan produk kecantikan dianalisis melalui teori Leech. Hasil penelitian menunjukkan 25 makna lexical dalam pada iklan produk kecantikan. Ada enam produk yang dianalisis menggunakan deksriptif kualitatif. Hasilnya menunjukkan ada 18 homonymy dan ada 7 polisemy.

*Kata kunci: Iklan, produk kecantikan, makna kata.*

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