CHAPTER I
INTRODUCTION

In this chapter, the writter presents the background, research problem, aim of study and significance of study.

1.1 Background

The words is the small structure in language which can convey meaning (Jackson and Etienne, 2000). However, the existentence of several meanings in a single word may become a problem. Word can be interpreted in several meanings and sometimes it brings confusion to predict a certain meaning in which someone tries to convey in a certain context. It leads people to get several related meanings of different meanings instead. When this happend, it is called ambiguity. Ambiguity happens when a single word has more than one meaning.

Ambiguity has several types; one of which is lexical ambiguity, which observes the language in the level of word. This kind of ambiguity happens when the words are either in the same written or spoken form (Gomez, 1996). There are two forms of lexical ambiguity i.e. homonymy and polysemy. According to McArthur (in Szerenci, 2010), ambiguity is derived from latin word"ambiguitas" which means acting in both ways, shifting from "ambi" which means both ways, and "agere" or "actum" which means to drive or oct. The term ambiguity refers to a condition when an utterance or sentences represents more than one meaning or sense in it (Cruise in Kehoe, 2010:8). It makes peolple confused to decide the meaning which is actually conveyed in a single word in which it fits into several different context. Jackson and Amvela (2000:52) state that ambiguity may apply no matter how carefully the speaker conveys every word in utterance.

Most words are ambiguous: a single word form can refer to more than one different concept. For example, the word form "bark" can refer either to the noise made by a dog, or to the outer covering of a tree. This form of ambiguity is often reffered to as 'lexical ambiguity'. Some researchers prefer the term 'semantic anbiguity' as this makes it clear that it is the meaning of the word that is ambiguous and not its form or grammatical properties (Vitello & Rodd, 2015), but these terms are largely interchangeable.

Lexical ambiguity is ubuquitous. In English over 80% of common words have

more than one dictionary entry (Rodd, Gaskell, & Marslen-Wilson, 2002), with some words having very many different definitions. Take for example, first sentences in a recent reading comprehension test given to 10/11 year old children in England (Key Stage 2 English Reading Booklet; 2016): "Dawn was casting spun-gold threads across a rosy sky over Sawubona game reserve". If we look up each of these words in a typical dictionary (Parks, .Ray, & Bland, 1998) they have, on average, 8.8 definitions per word. To correctly understand the meaning intended by the autho, the reader must select a single, contextually appropriate meaning for each word. For example, they must work out that "Dawn" does not refer to a form of competitive sport. And yet, despite the proliferation of ambiguity throughout this sentences, readers are usually unaware of the alternative possible meanings for such words. Ambiguity means multiple interpretations of a sentences or word. Fromkin states that ambiguity is "the property of having more than one liguistic meaning" (2003: 180).

The younger generation and the people those who live in the urban area tend to spend more on outside food, clothing and personal care products, in purchasing cosmetic products, according to Eze and Tan (2012) the famale young generations are concerned on facors such as product quality, brand image and product knowledge but not price promotion. Brand image is one of the important thing to purchase criteria as brand image reflect the better quality product, the consumer that educated, they tend to be more knowledge and well inform about the product that they will choose.

Nowadays, the popularity of beauty world increases significantly. Begin from that, many trends of beauty have been appearing which influence the language development in the sphere of beauty. Many beauty terms which made up of similar word in general, but some of them interpret different meaning related to its context. When utilizing language for communication, both the speaker and listener negotiate the meaning (Susanto,2018). Those beauty terms can be understood by placing ourselves in the speaker's position.

Kartika Putri, A.H (2017) investigated the types of dimensions meaning found in the advertisements of beauty products. In her study, she employed qualitative analysis to describe the meanings she found in the three diffrent brands of cosmetics' products advertisements. Advertising assumes a crusial function and is one of the ways of achieving commercial goals such as profit (Susanto & Rahayu, 2014). The result of the analysis showed that the concept of beauty can be represented throung slogans in cosmetics' advertisements.

Jessica Bilung (2018) examened the lexical meaning of beauty jargon in makeup tutorial videos on Youtube. A semantic approach was applied to reveal the meaning and to identify the jargons in the vidoes. The finding presented 35 lexical items as the jargon. In addition.

Cosmetic companies terget the miliennial generation as the main target by producing suitable products for the milliennial generation.millennials are belived to be an important part of cosmetic consumers. The millenial generation is a big market in various industries, especialy in the field of beauty. Now, what is becoming cosmeti products (Kompas, 2017).

Nowadays the advertisers use various methods to be able to attract the readers attention. Turner states that "somehow the advertising 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). it can be said that the methods which are used in an advertisement are for the sake of the products which is for the marketing and increases the selling of the beauty product. use not only attractive or interesting pictures but also quite unique choice of worsd or diction. However, in some cases, the meaning of the words or sentences used by the advertisment to deliver the message of the product cannot be received correctly because of misinterpretation caused by the ambiguity meaning brought by the words or sentences.

As Farlex (2003) in Kapadia (2013: 67) says that ambiguity is the possibility of interpreting an expression in two or moree distinct ways. This means that the ambiguity happens when the words or the arrangement of the words in expressions fail to deliver on axact meaning. The ambiguity may happen because of the nature of words in a patricular language. For example, English language has many words that have more than one meaning, so when those words are not used carefully, they show their ambiguous meanings.

Richards et al (2002: 24) defines ambiguity as a word, phrase, or sentences which has more than one meaning is said to be ambiguous. An example of gramatical ambiguity is the sentence: 'The lamb is too hot to eat.' Which can mean eitther:

a. the lamb is hot that it cannot eat anything or:

b. the cooked lamb is too hot for someone to eat it

As Rodd et al (2004: 35) say, "Most in English are ambiguous between

3

different interpretations; words can mean different things in different contexts". This idea amphasizes that contexts can influence to cause ambiguity. In the same tone, Bach (2009:1) also states that a word, phrase, or a sentences is ambiguous if it has more tne one meaning.

From these quotations, it can be concluded that ambiguity happens when word, phrase or sentences has more the one meaning and gives room from alternative reaction to the same piece of language. In other words, something is ambiguous when it can be understood in two or more possible senses or ways.

Based on that purpose, ambiguity happens accidently; in other words, a speaker sometimes does not realize that his/her untterance carries more than one meaning. Therefore, the speaker gets unexpected response which makes him/her annoyed and finally affects the relationshipn between the speaker and the interlocutor. Ambiguity is both lexical and strucural. In lexical ambiguity, the double meaning is caused by a single word that has more than one meaning. Leech (1981) classifies meanings into 7 types, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning.

1.2   Research Problem

     a. What kind of lexical ambiguity are find in beauty products?

     b. What are the meanings of ambiguous expression of beauty products dealing with lexical ambiguity?

1.3   Aims of Study

     a. To analyze the kind of lexical ambiguity in english found in beauty products.

     b. To identify the meanings of the ambiguous expression of beauty products dealing with lexical ambiguity in english found in beauty products.

1.4   Significance of Study

This research is expected to provide significant contribution both implication and aplication.

1.4.1 Implication

        The study support the Theory in addition, McArthur (in Szerenci, 2010). Ambiguity is derived from latin word"ambiguitas"which means acting in both ways, shifting from "ambi'which means both ways , and "agree" or "actum" which means to drive or act. The term ambiguity refers to a condition when an untterance or sentences represents more than one meaning or sense in it (Cruise in Kehoe, 2010:8).

1.4.2 Aplication

     a. The research result it would make readers get knowledge about what is lexical ambiguity in englis found in beauty product.

     b. The research result about what kind of lexical can lead to the lexical ambiguity