

## CHAPTER V

### CONCLUSION AND SUGGESTION

After analyzing the data in chapter four to answer the research problem, the writer would like to give some suggestions which are based on the conclusion that are gained from the findings and discussion. The conclusion and the suggestions in detail are presented below:

#### 5.1 Conclusion

In this study, the writer conducted to find out the kinds of lexical ambiguity and the meanings of ambiguous expression found in beauty product slogan in internet. After analyzing six brands of products, it was found that there were 25 lexical ambiguity. And the kinds of lexical ambiguity meaning consisted of two kinds, namely homonymy such as (*New Liter Gloss Maybelline NewYork : Shine goes, transferproof super stay vinyl ink in Maybelline NewYork check up for a pigmented young map no transfer until 16 hours*) and polysemy, such as (*L'oreal Paris introduce Rouge Signature Matte Color ink : Less texture more excess more impact all day matte bare lip sensation Rouge natural matte colored ink by L'oreal Paris*).

#### 5.2 Suggestion

From the whole activities of this research, the writer would like to give some suggestion for journalist author, students, and everybody who want to learn about lexical ambiguity in english found in beauty products.

1. For Journalis/Beauty Product

For journalis beauty product please put a differentiate in using the english word, so that it be easy for the reader's comprehension.

2. For students

For studets of Arta Wacana Christian University, who interested to learn about the lexical ambiguity of any subject can use this result of research to improve thier knowledge about lexical ambiguity.

3. For other researchers

a. For other research especially for those who interested to conduct related to this title can use the result of this research as additional reference.

b. For the other research can conducted from beauty product. But, should more than one subject then compare all of the result from subject A and B for knowing who is lexical ambiguity use of beauty product